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JANUARY 30, 1937

The Billboard

The World's Foremost Amusement Weekly



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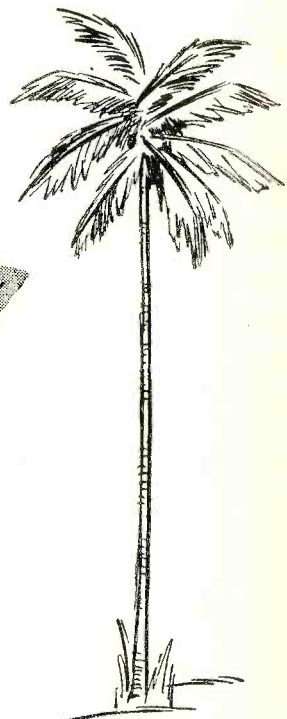
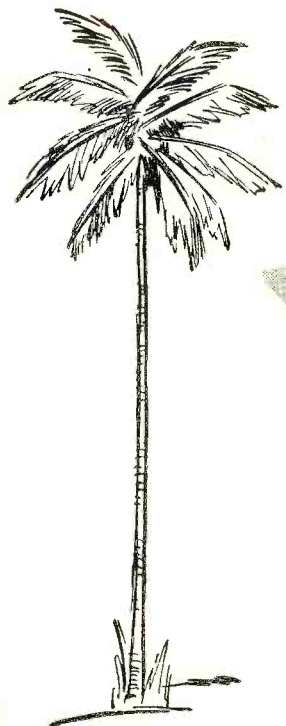
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The Billboard

Vol. XLIX
No. 5

The World's Foremost Amusement Weekly

January 30,
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 1937 by The Billboard Publishing Company.

RECORD FLOOD PLAYS HAVOC

Louisville Theaters Ordered Closed; Other River Towns Hit

LOUISVILLE, Ky., Jan. 23.—Twenty theaters in Louisville went dark Friday afternoon in response to a request of municipal officials that to prevent the overloading of power facilities only lights absolutely necessary be burned. Most houses gave notice in ads to watch for dates of opening.

Ohio Theater placed a loud-speaker in its lobby to carry radio bulletins on the flood.

J. H. Thuman's booking of Nazimova, in *Hedda Gabler*, for Monday at Memorial Auditorium has been canceled.

Ace Berry advertises the opening of the National Theater with the Marcus show February 5.

Jeffersonville, Ind., theaters are under water.

EVANSVILLE, Ind., Jan. 23.—Flood today reached high-water mark, 48 feet, and is expected to reach 51 by Sunday. All theaters have been operating on schedule so far, but lighting system is in danger.

J. J. Datus, treasurer of Anchor Supply Company, which is in flood district, states that all stock on the first floor has been moved to top floor.

Miller's Museum opens Monday if it can move from Nashville. All trains and cars going south are making long detours.

A blizzard yesterday stopped street car service, hurting theater business.

PITTSBURGH, Jan. 23.—The 33-foot flood in this area caused comparatively little damage to the amusement industry. Schooled by last year's catastrophe, theaters in the flood zones removed all property from cellars in plenty of time. Scary headlines caused a number of cancellations at the Nixon and Fort Pitt Opera House, but every theater continued to operate as usual.

Because of its dangerous location the Show Boat was closed last night and a number of acts were unable to fill dates in neighboring tri-State area spots due to blocked roads. The Stanley orchestra was idle because the electrically operated pit was rendered useless when all motors in the basement were removed.

Pumping systems have been cleaning scores of flooded theater cellars since yesterday. The rivers were falling this morning, removing every flood danger.

MOLINE, Ill., Jan. 23.—Amusement

First League Benefit At Tampa February 1

CHICAGO, Jan. 23.—Carl J. Sedlmayr, just back from the Canadian fairs meeting at Winnipeg, told *The Billboard* today that the first Showmen's League Cemetery Fund benefit show of 1937 will be held on the Royal American Shows at the Tampa Fair on the night of Gasparilla Day, February 1. With many visiting showmen at the fair, the benefit is expected to be a big affair and its sponsors hope to realize more than \$1,000 for the League.

Sedlmayr left Chicago today. Mrs. Ernie Young also left today to handle the Young revue at the Tampa Fair.

Sparks-Robinson Title Out

CINCINNATI, Jan. 23.—Information received here indicates that Charles Sparks will not use the Sparks-John Robinson title this year, as he had planned. Instead he will again have Downie Bros.' Circus, on the road.

enterprises in cities along the Northern reaches of the Mississippi River are moving along on schedule while floods have paralyzed a great portion of the remainder of the Middle West.

Most of the upper Mississippi and its tributaries are still locked in snow and ice. Potential flood threats when the annual thaw gets under way next month. Ice-covered highways in some instances have impeded transportation, but trains and busses are running on nearly normal schedules.

NEW ORLEANS, Jan. 23.—Except for (See LOUISVILLE THEATERS on page 9)

Big Pickup in Attendance At Michigan Fairs' Meet

DETROIT, Jan. 23.—The 25th annual meeting of Michigan Association of Fairs in the Fort Shelby Hotel here on January 21 and 22 had an attendance considerably larger than in recent years. Reviving prosperity of Michigan fairs, reflected in financial statements, was responsible for the greater pickup in attendance. Registration was given as 227.

Keynote was the intense concentration upon important problems of fair management. An unusual number of secretaries took part in floor discussions.

Methods of advertising and special promotions, particularly thru automobile giveaways, were important topics participated in by many members, many speakers stressing necessity of higher

Hamid Bureau Gets Gae Foster Ensemble; CNE Initial Date

NEW YORK, Jan. 23.—George A. Hamid, booker of outdoor attractions in the Eastern United States and Canada, announced this week that he has called on indoor brackets of the showbiz to furnish him with revue talent for his 1937 season of fairs and expositions. An unprecedented deal that may inaugurate a new trend in outdoor production brings Gae Foster, of the New York Roxy Theater and F. & M. Stageshows, Inc., to the Hamid bureau with a line of 24 girls drafted from the Roxy.

Cincy Theaters Closed; Coney Buildings Believed Swept Away

Crosley plant, in path of fire, suffers damage estimated at half million dollars — water passes 75-foot stage, eclipsing 1884 mark by four feet

CINCINNATI, Jan. 24.—With nearly 50,000 persons in this area driven from their homes by the raging Ohio, with all street car service cut off, with all power and light service threatening to be discontinued at any minute and with a relentless, slashing rain driving the river to an unpredictable and all-time high mark, Cincinnati at this writing (5 p.m. Sunday) presents a pitiful picture. Ohio River is expected to hit the 76-foot mark before midnight, 24 feet above flood stage. Predictions are that it will rise

close to the 80-foot mark before it halts its destructive march. As we write, a report comes that all water will be shut off at 7 p.m.

Every theater in Cincinnati has closed down until further notice as a means toward conserving fuel and power. All industrial firms in the city, save the public utilities companies, have been ordered to close tomorrow. All downtown businesses, with the exception of restaurants, drug stores, banks and the like, also have suspended business. A late radio flash says that martial law will go into effect at 6 o'clock this evening. With the threat that electric power and light may be shut off at any minute, *The Billboard* goes to press a day earlier in an attempt to beat the barrier.

Local amusements have suffered a terrific loss, not only at the box-office, but in actual damage by flood waters. Coney Island, one of the country's leading amusement parks, is reported to be almost totally destroyed. A late report, still unverified, has it that practically all of the park's buildings and rides have been washed away by flood waters. River Downs race track, adjoining the park, has also suffered incalculable damage. It is reported that part of the main grand stand and most of the stables have been washed away. Harrison Dog Track, 20 miles west of here, is totally submerged, while Tacoma Dog Track, Dayton, Ky., just across the river from here, is also being severely damaged by the surging waters.

A fire, believed to have been caused when a live wire ignited gasoline from overturned gas tanks floating on the flood waters, broke out in the Camp Washington district at 10 o'clock this morning. The fire, covering an area of

(See RECORD FLOOD on page 9)

AGMA To Seek AFL Affiliation

NEW YORK, Jan. 23.—A membership meeting of American Guild of Musical Artists for the purposes of voting on the advisability of seeking an American Federation of Labor affiliation thru a tieup with the Four A's (Associated Actors and Artists of America) will be held here January 26. Grand Opera Artists' Association of America, AFL affiliate chartered with jurisdiction only over grand opera sung in foreign language, has already agreed to join AGMA en masse in the event an AFL tieup is voted. Reason for the acquiescence on the part of Grand Opera Artists is understood to be based on its realization that AGMA is a more representative body and will eventually be able to do more for musical artists.

Within recent weeks AGMA's board of directors has investigated the pros and cons of the contemplated AFL tieup, the outlook and probable benefits being presented in the last issue of the association's official organ, *AGMA*.

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Strike Ends; WBNX Resumes

Off air for 22 hours—
station comes off best in
settlement

NEW YORK, Jan. 23.—Strike called Monday, January 18, by the American Radio Telegraphers' Association at Station WBNX, New York, ended Friday night, when a board of arbitration ruled on the various points on which the station and engineers were at loggerheads. If a victory for either side is involved, it seems as tho the station has landed it. Station was off the air 22 hours and had to wire the FCC details as to proceedings to get approval to stay off until the strike was settled.

After a first attempt at setting up an arbitration board had failed, Bernardo Degill, one of the station's sponsors, vol-

unteered to act with other advertisers as arbiters, both sides agreeing. Friday the board handed down its rulings. Regarding the ARTA demand for sole rights to represent the station's technicians, it was ruled that if the two parties couldn't agree on a dispute, then a board consisting of representatives from ARTA, station, station technicians and present arbitration board should decide, this regarded as a loss for the engineers. Scale sought by the ARTA was to start at \$35 a week for the first six months, graduating up to \$60 weekly after four and a half years. Board ruled that returning employees were to start at \$35, new employees at \$30, going up \$2.50 at the end of six months. Part-time employees are to be paid pro rata, it was provided.

WBNX, at its discretion, can call upon the ARTA for new men was the decision covering the union demand for a closed shop. This leaves the way open for the station to go elsewhere if it wants. Station also agreed that "in pursuance of its policy" it would not discriminate against ARTA members.

Denying the ARTA request that the station be prohibited from firing a man without union consent, it was ruled that four weeks' notice must be given. Contract, effective February 1, is for one year, as against the two-year pact the union wanted.

Radio trade has watched the strike, seeing possible further steps by ARTA to unionize other station shops. Some stations have company unions; others have held out against organization attempts by the International Brotherhood of Electrical Workers and the IATSE.

Ala. Legislature To Act On Amusement Situation

MONTGOMERY, Ala., Jan. 23.—Bill introduced into Alabama Legislature this week would legalize Sunday shows in Fort Payne, Ala. Jefferson County shows resumed Sunday showing for first time in years outside Birmingham last week.

As court at Montgomery takes under advisement suit to restrain collection of 1½ per cent gross sales tax on theater admissions, Legislature is due to vote within few days on substitution of general sales tax for Alabama of 2 per cent.

Another bill which was introduced into present body would amend permit to theaters to deduct from their gross receipts amounts paid to State in form of other licenses.

Oliver Wins Arb

NEW YORK, Jan. 23.—Claim of Shering Oliver against Frances Johannes for unpaid balance on a contract for a summer stock engagement at Stony Creek, Conn., was recently decided in favor of the actor by the American Arbitration Association.

CINCINNATI, Jan. 23.—First semester of the Schuster-Martin School of Drama closed recently with a number of productions by members of junior and senior classes, notably *The Cajun* and *Fresh Fields*. Pieces were staged by William Dawes at the school's Little Playhouse here. Next scheduled production will be a children's number, *The Princess Who Could Not Dance*, with dances directed by Helen Tueting, of the faculty.

Rumored NBC Sales Department Is Slated for Major Revamping

NEW YORK, Jan. 23.—Two rumors were current this past week concerning NBC, with one of them to the effect that major changes were to be made in the near future in the network's sales department. Other was that Joseph P. Kennedy, former chairman of the SEC, was to make a financial and business study of the network. Spokesmen for both NBC and its parent company, RCA, denied the Kennedy report, saying that no such action had been taken or was contemplated. Kennedy studied RCA

Tickets Is Tickets

DETROIT, Jan. 23.—Ernest Forbes, operating Oliver Theater Supply, Inc., thought he sold theater tickets, and so did a lot of other people—but he discovered they weren't talking about the same thing. Forbes listed his business in the telephone directory, issued last week, under the "Theater Tickets" heading, and has been swamped since with telephone orders—for seats at the various local theaters, concerts, etc. His would-be customers are trying to make him a ticket broker instead of a supply wholesaler. Forbes is wondering whether he had better have his telephone cut off or the number changed to stop the orders that he doesn't want.

Cameramen Sue Photog Unions

LOS ANGELES, Jan. 23.—Three motion picture cameramen filed damage actions in Federal Court here against the American Federation of Labor, the International Alliance of Theatrical Stage Employees and the International Photographers' Union, charging they arbitrarily had been prevented from joining a trade union. Damages asked by the photographers, Roland C. Price, Philip E. Cantonwine and Arthur C. Fitzpatrick, total \$204,750.

The plaintiffs said they had turned down contracts with Paramount studio during a strike on the promise of membership in the IATSE. They were later denied membership in the union, according to Price, on the excuse that there weren't enough jobs to go around. Answers to the suits were being prepared this week by labor officials.

Prize Night Cases Are Postponed Awhile

CHICAGO, Jan. 23.—A continuance to February 10 was granted by Chief Justice John J. Sonstebly of the Municipal Court to William V. Daly, assistant corporation counsel, in the 121 cases filed by the city against theaters whose management or employees had violated the city ordinance against distribution of prize moneys in theaters. Daly intimated that charges would be filed against the theater corporations with a possibility that charges against the managers may be dismissed.

Trend Away From More Taxation in California

SACRAMENTO, Calif., Jan. 23.—The California Legislature, completing the initial session of its bifurcated meeting, has as yet produced no new tax-the-movies scare such as produced a nationwide dispute two years ago and caused movie moguls to threaten moving the studios to New York, New Jersey, Florida and several other Eastern locations.

But the fireworks, if any are scheduled, aren't due for more than a month and probably much longer. Under State law the Legislature meets in a four-week session to consider needs and programs. It then adjourns for a month without (See TREND AWAY on page 20)

NVA Starts Drive To Keep Clubrooms

NEW YORK, Jan. 23.—National Variety Artists, Inc., is currently engaged in a maintenance fund campaign to raise money to support its clubhouse. Drive, which has temporary headquarters at 303 Fifth avenue, offers premium goods to be handed out on a raffle basis and a round trip to Bermuda, the scheme originating with an outside promotion organization. According to Henry Chesterfield, executive secretary of NVA, Inc., possibly \$100 to \$150 will be cleared.

Problem of maintaining the clubhouse, a congregating spot for old-time and indigent performers, weighs heavily on the mind and shoulders of Chesterfield, who claims he has been donating plenty of wampum for this worthy purpose. He will continue to do so "as long as his health holds out," he says.

Expenses of the clubhouse come to \$135 per month, the salary list amounts to \$26 per week and most of the performers cannot pay the 50-cent monthly dues, according to Chesterfield. Efforts to contact the NVA Fund for a loan resulted in that body stalling until it was absorbed by the Will Rogers Memorial Commission, says Chesterfield. NVA Fund, however, did kick in a few months' rent for the clubhouse.

No Transfers in Theater Project

NEW YORK, Jan. 23.—Last week's revelation that 23 per cent of actors on Federal Theater Project were amateurs and semi-professionals has resulted in no transfers, according to information from official quarters. None is likely to occur in some time owing to shortage of young talent on the project.

Other developments are routine, with the exception of the news that Lee Pattison, recently resigned director of the Federal Music Project, will take charge of the Metropolitan Opera's spring season, starting May

Wilenchick Wins "End" Arb

NEW YORK, Jan. 23.—Dispute between Norman Bel Geddes, producer of *Dead End*, and Clem Wilenchick, actor, who was replaced by the management last November in Boston, has been settled. Wilenchick, who holds a run-of-the-play contract for the road company, will receive \$1,000, and should the play continue after February 27 an additional \$75 per week. Road company of the play, slated to close in Philly this week, is booked for week stands in Cleveland, Detroit, Cincinnati, Pittsburgh, Baltimore and Washington.

MARIO BRAGGIOTTI

(This Week's Cover Subject)

MARIO (TUNTI) BRAGGIOTTI was born a little over 30 years ago in Florence, Italy, and is descended from a line of English, Austrian, Turkish, French, Swiss and Italian ancestors. His father was maestro of singing and a writer of note; his mother was a singer.

Braggiotti and Jacques Fray furnished the music for the London production of *Funny Face* in 1927 with Fred Astaire, and it was Astaire who suggested that Fray and Braggiotti team up in the show. Such was the beginning of the team of Fray and Braggiotti. Later he joined Maurice Chevalier in Paris and at this time began to compose music for operettas and musicals. In 1930 he wrote the music for the Lew Fields production, "The Vanderbilt Revue," with Joe Penner and Lulu McConnell.

In addition to this work in the popular field, he has made numerous appearances on the concert stage and has appeared at Carnegie Hall and Town Hall in New York City. He was the first in his field to introduce jazz in the "Sorbonne" in Paris. He signed an exclusive contract with the Columbia Broadcasting System, and has been a popular radio artist since 1933. His "Spanish Rhapsody" was premiered at the Outdoor Stadium, Jones Beach, Long Island, last summer.

Braggiotti formed his own orchestra and has been playing up to the present time at the Hotel Pierre, New York City, and made a recent Broadway appearance at the New York Paramount January 6. He intends to augment his band to about 40 men and to play modern symphonic music as well as doing Debussy and Wagner in modern tempo. He believes that jazz or swing is a definite style and is really in an early, formative stage.



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Plays in Paris Still Triangular

PARIS, Jan. 18.—While there have been several interesting plays produced on the Paris stage this season, there has been no outstanding hit presented as yet. As usual, the eternal triangle serves as subject for the majority of the French dramas and comedies, but the prolific author Henry Bernstein in his latest comedy, *Le Voyage (The Voyage)*, at the Gymnase, resorts to a quadrangle, husband, wife and two lovers. Comedy furnished by the continually interrupted projects of the unfaithful wife to steal a honeymoon trip with one of her lovers. Light but amusing.

Steve Passeur in his *Le Chateau de cartes (The Chateau of Cards)*, at the Athenee, uses the eternal triangle with divers complications, such as ex-wife becoming the mistress of her former husband, who has betimes remarried. Gets by on witty dialog.

Christian, by Yvain Noe, at the Varietes, is hilarious farce depicting the flirtations of an elderly government official who once a month steals a night out with the old alibi of attending a mutual aid society meeting.

Jeux dangereux (Dangerous Pastimes), by Henri Decoin, at the Madeleine, in spite of two attempted suicides is an amusing tale of a faithful but flirtatious wife and her jealous husband. Funniest bit is a gigolo who turns out to be a false alarm.

More serious fare is *6 Fevrier (February 6)*, by Roger Vincent, at the Iena. Drama is inspired by the recent near-revolution of February 6, and the author resorts to flagwaving at the end to bring together two brothers of opposite political opinions. Intentions are good, but play smacks too much of preaching.

Constance Coline has a French version of Keith Winter's *Shining Hour* at the Arts under the title *Eblouissement*. Reveals the havoc a Nordic blonde can wreak in the lives of a trio of English boys. One suicide.

Burlesque without music or chorines is offered in Jean Guittou's *Irma—3e a Gauche (Irma—Third Floor Left)*, at the Dejazet. Irma is a fortune teller who doubles as a matrimonial agent, and her third-floor to the left apartment provides the setting for bedroom scenes and nifty undie displays.

Also burlesque—with music—is Alfred

Lavauzelle's *L'Auberge du Chat Coiffe*, at the Pigalle. Oversteps the bounds of decency by introducing the Pope and church dignitaries in a brothel. Slated to fold.

American Academy Students Present "Alice Sit-by-Fire"

NEW YORK, Jan. 23.—As the third in the current series of matinees the senior students of the American Academy presented Sir James Barrie's *Alice Sit-by-the-Fire* yesterday afternoon at the Empire Theater, and this reporter had one of the most enjoyable sessions of theater that he has experienced this season. The cast was one of the best that he can remember in an amateur production, and the affair was a complete delight. The sentimental whimsy of the play isn't the easiest thing in the world to get across, particularly with its gentle satire directed against well-made plays of its era, but the youngsters concerned contributed a series of almost perfect jobs, getting just the right touch of overplaying. That is something at which professional casts often fail. As a matter of fact, the youngsters' presentation of the play yesterday afternoon was a far better one than that offered several years ago by William A. Brady, with Lorette Taylor in the leading role.

There were nice jobs all along the line, even down to the bits. In the role of Alice, about which there was a bit of pre-curtain misgiving, due to the mingled maturity and verve that is necessary, Barbara Page turned in a really outstanding job. It was an excellent performance, detailed, knowing, confident, varied, authoritative and altogether excellent, and Miss Paige was matched by Bette Butterworth, who stalked with grace and fine effect over the thinly whimsical ice of Amy. It is very difficult to make the role either believable or charming; Miss Butterworth is the first actress within my experience who would have succeeded in both. A lovely and gossamer portrayal, her performance revealed stage presence and charm comparable with those of Edna Best, the stage's biggest charm girl for my money.

And the praises continue all the way down the line. Richard Manning brought dignity, humor and belief to Colonel Grey, giving one of the best character portrayals seen at Academy matinees in several seasons. William Tracy made a thoroly amusing Cosmo, even despite his occasionally annoying broad a's. Barbara Corell was delightfully in the mood as Geneva. Carol Moore not only impressed with great charm, but turned in one of the season's finest character bits (professional or amateur) as Richardson. Kate Ivins made her few lines as the nurse count heavily, and Marian Kate was a pretty and effective maid. Monte Meacham managed to be infectiously pleasant in the almost impossible part of Steve, and that's about all any actor can do with it.

It's a pity that the play isn't giving additional performances, so that scoffers could see for themselves that all this lavish and unusual praise is justified.

Sondra Stanton, Betty Graham, Delano Finch, Charles Cable, Edward Kreiling, Mildred Cox, Helen Leftwich and Sylvia Hutton appeared in the first act of *Love on the Dole*, which was used as a curtain-raiser. All the character stuff necessary is pretty tough on the kids, but Kreiling and the Misses Cox and Leftwich came thru with nice character portrayals. EUGENE BURR.

Legit Resuscitated In Atlantic City

ATLANTIC CITY, Jan. 23.—Legit made a comeback in Atlantic City with a bang, broke house records and caused a three-day SRO. This all happened when Joseph Quittner, who for the last three seasons has been packing 'em in with burly at the Globe on the Boardwalk, brought *Tobacco Road* into the Earle, a house dark for more than three years.

With a \$1.65 top, high for this city, the stage play crowded 'em in every available corner of the 3,000-seat house.

The Earle corner, located at the lower end of the business district, took on new life and the reserves were called out to handle the lines which formed a block long in two directions. Announcement was made this week by Quittner that the first effort in bringing back legit was so successful that he will have another play in the house by next week.

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About 300 Rayon and Silk Umbrellas, 16-Rib, Gilt and Silver Frames, Novelty Handles, Assorted Colors. Market Value \$16.50 per Dozen. Our Price, \$1 Each.
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The grammar of Music is Harmony—and if you have not studied the subject you should not delay any longer.

It is necessary to have a knowledge of these basic facts in order to learn arranging. Learn to analyze composition.—Gain a real understanding of the basis of phrasing and accent, which is interpretation, through a knowledge of the chords used.

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Theater Building, seating capacity, 450, in college town of 10,000 population. Money maker for live wire. If interested write FRANK SUMNER, Carbondale, Ill.

③-THREE POINT-③ SUCTION ROOFLESS

Featherweight—No Gagging—Natural Taste—Holds Better. Singers, Speakers, like the extra tongue room, clearer mouth. All forms false teeth—by mail as low as \$6.75. 60 Day Trial.

The Hod Laboratories, 161, Krause Bldg., Tampa, Fla.
We Trust You—Monthly Payments.

Sales Execs Listen and Learn at 2-Day Chi Meet

First annual gabfest of sales managers sees plenty of talk on agency-station problems—Myers, NAB prez, to ask Four A's-NAB contract be modernized

CHICAGO, Jan. 23.—Some 75 radio station sales execs. were in attendance at the first national meeting of the sales managers' division of the National Association of Broadcasters at the Hotel Sherman here January 18 and 19. J. Buryl Lottridge, commercial manager of KOIL, Omaha, was chairman of the affair. Altho the sales managers' division, which was organized last July, cannot pass resolutions or decide on sales policies for their stations, many ideas they would like to see put into effect were discussed and will be taken up formally at the NAB convention next summer. Two good speeches marked the morning session of the first day, delivered by R. J. (Bob) Barrett Jr., formerly of the Blackett-Sample-Hummert Advertising Agency, Chicago, and T. F. Flanagan, president of Penn Tobacco Company. In the afternoon the interest was centered on the panel discussions conducted by J. Leslie Fox, chairman of the national affairs committee and sales director of KMBC, Kansas City. In addition three-minute reports were read by sectional chairmen: E. Y. Flanagan, WSPD, Northwestern division; Mallory Chamberlain, WMC, Southeastern division; Jack O. Gross, KWKH, South Central division; Craig Lawrence, KSO, North Central division; D. H. Vincent, KSL, Mountain division, and Hugh M. Feltis, KOMO, Pacific division. A short opening address was given by C. W. Myers, president NAB.

Bob Barrett's Speech

Barrett, who recently resigned as radio time buyer for the Blackett-Sample-Hummert Agency to become Chicago representative of Station WOR, spoke strictly as an agency man, choosing as his subject *How the Radio Station Sales Manager Can Help Me Sell His Time and Keep It Sold*. He mentioned that a radio station is only as good as its management and pointed out that every station had an editorial policy whether it knew it or not, saying that a station's editorial policy could be determined by going over its broadcasts for five years and seeing what type of program has been most successful on that station. Stations should make an effort to determine their policy, he said, and then try to develop it to its fullest advantage. A station appealing to rural trade should not try to sell to city folks, nor should a station with mostly foreign listeners try interesting them in class merchandise, yet, he said, many stations believe they can sell anything at any time.

Confidence in the management of a station is a great factor to the agency and 95 per cent of the radio time placed is due to the agency having confidence in that station. Another important point brought out in Barrett's talk was the need in the industry for simplified rate cards that would make it easy to buy time and not have to hire an engineer with a slide rule and a comptometer operator to arrive at a quick answer for time rates.

Small Stations Important

T. F. Flanagan, president of the Penn Tobacco Company, was another whose talk was received with enthusiasm by the sales managers. Flanagan stressed the importance of the 100-watt station, saying that three years ago their whole radio future was based on the results obtained from a test campaign conducted on a 100-watter. Result was that today the Penn Tobacco Company is spending 85 per cent of its advertising budget on radio.

He explained that the policy of his company was to buy station-tested features, programs that local stations had built up, thereby giving them a ready-made audience. Too many radio stations are taking complacent attitudes toward program structure which attracts listeners, he said, and fill open time with whatever sustaining network material is available instead of building local programs to fill these gaps. Tendency destroys the local character of the stations, he contended.

Second Day

Second day started with an address by James Baldwin, managing director NAB, who informed those present of association activities and brought the happenings in Washington up to date. Walter Schwimmer, of Schwimmer & (See EXECS on page 9)

WHP Pix Deal Stops Film Exhib Squawks

HARRISBURG, Pa., Jan. 23.—Dick Redmond, of WHP here, has worked out a tieup with local picture houses that might work elsewhere and stop film exhibitor squawks over radio appearances by pix players. Redmond's deal provides for his station to give various houses cuffo plugs when the station has shows on using film stars whose features are playing at the theater. Announcements plug the player and the theater.

In return theaters give WHP space in the lobby for posters and free trailer mention. Latter includes the time during which the film actors will be on the station, those appearances, of course, being mainly network affairs. In case of the theater trailers, the film-air dates need not be concurrent. Film exhibits locally like the plan.

WHP is operated by *The Harrisburg Telegraph*.

N. Y. Mirror on WIP

PHILADELPHIA, Jan. 23.—While the *Philadelphia Inquirer* and *Philadelphia Record* are in the throes of a circulation battle for readers, *New York Mirror* enters the local ring for a cut on Sunday consumption. Gotham sheet buys four daily spots over WIP to plug its Sabbath edition. Contract is for an indefinite period, handled by the Broad-Smith Agency. Philly papers are heavy users of air exploitation over WIP, all coming under a time for space swap with the station.

From WOR to MBS to BSH

NEW YORK, Jan. 23.—Mutual Broadcasting System has added George W. Harvey to its Chicago sales staff. Harvey comes from WGN and before that he had been with the National Cash Register Company and with *Motor* magazine. He succeeds F. P. (Pete) Nelson, now a radio time buyer with Blackett-Sample-Hummert's Chicago office. Nelson replaced Bob Barrett, who left B.-S.-H. to rep WOR, of the MBS chain, in Chicago.

New N. Y. Ayer Head

PHILADELPHIA, Jan. 23.—Edward R. Dunning, N. W. Ayer vice-prez, takes over the agency's New York office, succeeding Gerold M. Lauck, exec vice-prez, who moves here to establish headquarters. Lauck had been manager of the Gotham office for the past four years.

Trade Watches Act's Suit Against Ad Agency's Commish

LOS ANGELES, Jan. 23.—Legal airing soon of suit and countersuit filed by Milton Weinberg advertising agency and Capt. Don Wilkie, respectively, over \$56.25 which the agency asserts is due on a radio transaction will be closely watched by the trade. Wilkie's action challenges the legality of the deal and asks return of \$206 paid on the transaction.

Former member of the Secret Service, Wilkie claims the agency secured him a 13-week air contract but was not within its legal right to collect 15 per cent of his earnings. Agency declares the money is not due for commission on his earnings, but part of the deal made with NBC artists' bureau, of which Wilkie is

Another Trend?

NEW YORK, Jan. 23.—Barney's New York clothier, uses corny wax announcements which go. "Calling all men, calling all men, to Barney's," followed by the address and some bargains. Recently the store was held up and Bert Lebar, sales manager at WMCA, says that he heard of two policemen sitting in their radio car when the flash came thru saying, "Calling all cars, proceed to Barney's on a robbery," with one of the cops wondering if the clothier was now buying time on the police short-wave system.

Philly Accounts Drop E. T.'s for Acts

PHILADELPHIA, Jan. 23.—Trend among local advertisers for 1937 air time finds electrical transcriptions being pushed to the background and live talent coming to the fore. Sears, Roebuck & Company, thru the Lavenson Bureau, drops their Saturday e. t., *The Four Star Program*, for a live show, *Junior Thrillers*. Mail-order house also renews its daily serial script, *Sally at the Switchboard*, over the same station.

Iowa Soap Company, plugging Magic washing powder over KYW, chops off a quarter hour from the daily *Magic Musical Clock* e. t. show to make room for the *Meistersinger*, utilizing violin and voice with an organ backup. Briggs & Varley agency handling the account.

Foot-Health Institute adds a daily five-minute news broadcast to its present e. t. program over WIP. News shots start March 15, continuing for a full year. Placed direct.

Lee Newspapers Open New Station

LINCOLN, Jan. 23.—Frank Throop, publisher of *The Lincoln Star*, a member of the Lee Syndicate of newspapers, officiated at the opening of the new Lee station, KGLO, Mason City, Ia., last week. *The Star* here owns 25 per cent of the Central States Broadcasting Company, which has KFAB, Omaha and Lincoln; KOIL, Omaha, and KFOR, Lincoln. Throop was assisted on the Mason City dedication by Reginald B. Martin, station manager of KFAB-KFOR.

John Henry, general manager of CSBC, just returned from Washington and the FCC hearing on establishment of a new 100-watter in Council Bluffs, Ia., which will affiliate with Mutual if okehed. He was accompanied on the trip by Harry Harvey, member of CSBC's exec committee, and Bob Cunningham, program director of the Omaha studios of the company.

Nelson Succeeds Barrett

CHICAGO, Jan. 23.—E. P. (Pete) Nelson, member of the Mutual Broadcasting System sales department here for the past year, will succeed Bob Barrett as radio time buyer in the local Blackett-Sample-Hummert advertising agency when the latter leaves to assume management of the new Chicago offices of WOR, Newark.

George W. Harvey, formerly on WGN sales staff, replaces Nelson with the MBS and takes over all his accounts, beginning January 25.

ABC Chain Suspends

Chicago network cancels programs — officials say only temporary

CHICAGO, Jan. 23.—Affiliated Broadcasting Company, formed less than a year ago by Samuel Insull, former utilities magnate, suspended operations Friday. Officials of the company at first denied that the company had ceased functioning, but later admitted that programs to stations were temporarily discontinued, altho offices of the company in the Civic Opera Building would remain open. It was thought in radio circles that the shutdown is for the purpose of reorganization, altho others say it is the final curtain.

The ABC was a chain of 22 independent stations in the Middle West, mostly of small wattage, and the idea for its origination is credited to Ota Gygi, violinist, who had been associated with Ed Wynn, the comedian, in the ill-fated Amalgamated Broadcasting Company, which was in operation a short while in the East.

WFIL Actor School Burns Local Profs

PHILADELPHIA, Jan. 23.—Designed to encourage and foster the increasingly specialized art of radio dramatics and to develop new talent along those lines, WFIL, thru General Manager Donald Withycomb, has organized a training school, the *WFIL Theater of the Air*. Novices approved by an audition committee will be enrolled in a preparatory division where classes will be held twice weekly in the rudiments of mike technique in the dramatic arts. Those passing the prelim tests will be advanced to a production class, which will participate in script writing, staging and actual broadcasting of dramatic works.

School is headed by John L. Clark, station's program domo. Additional instructors include Margaret Schaeffer and Norman Rorbaugh, production and continuity heads, respectively. Spots on the air have been ballying the school and a number of students have signed up. School operates with no profit motive and no fee is charged for the lessons. Altho it is too early to gauge reaction of the dramatic schools in the city, squawks will undoubtedly be many. Local private schools charge for the same info WFIL is passing out on the cuff, with assured radio experience an added incentive.

As its first venture in the field of radio dramatics, school starts a weekly half-hour series on January 26. Initial attempts will be the presentation of dramatic sketches based on the works of Edgar Allan Poe.

Women's Product A Station Problem

PHILADELPHIA, Jan. 23.—When Billy Banks, WIP sales hound, brought in the Gay Products account from the Philip Klein Agency station was in a dither as to proper treatment of the commercial copy. Gay's product hopes to get some of the market held by Kotex. WIP continuity writers gave up after exhausting all the office pencils.

Final solution to the problem finds the radio ad plugging a newspaper ad. Agency was prevailed upon to take space in *The Bulletin* for the sales message and the air announcement directs listeners not to fail to look up that certain page in that newspaper.

Ben Alley on WCAU

PHILADELPHIA, Jan. 23.—Two former CBS singers, after fading out of the picture, turn up again in local circles to ride the uphill trail. Reverting to their initial experiences, Ben Alley, tenor and Larry Vincent, baritone, have been penciled for sustaining shots over WCAU both warbling daily again on their own spots to get in the swing of things

NEW N. Y. PARAMOUNT RECORD!

BY

RAY NOBLE AND HIS ORCHESTRA

WEEK BEGINNING JANUARY 13th

\$67,000 BIGGEST GROSS SINCE THE INCEPTION OF THE PARAMOUNT'S BAND POLICY

CO-MANAGEMENT

**WILLIAM MORRIS
AGENCY**

ARTISTS' REPRESENTATIVES

Rockwell O'Keefe inc.

R. K. O. BUILDING • ROCKEFELLER CENTER, N. Y. AND HOLLYWOOD

Warners Up Air Activities

Thru Transamerican, film company builds Dick Powell show with studio talent

LOS ANGELES, Jan. 23.—Warners is rapidly swinging into line with its radio expansion plans in its tieup with Transamerican Broadcasting and Television. Martin Gosch got into town this week from the home office to take up radio matters pertaining to the studio. His first job was to draw up plans for the new Transamerican show to star Dick Powell. Understand that show will use talent of all the Warner film players and will be offered to sponsors as a one-hour feature. First audition of the show will be recorded.

Meanwhile the Warner-owner KFWE continues to build up its name personality list. Currently the station has Gus Edwards, who will do a "school days on the air" act, and Havens MacQuarrie with *Do You Want To Be an Actor?* Latest addition is Eddie Peabody, banjo virtuoso, whom the station has chained to an exclusive pact for radio, stage and screen. He will produce his own daily shows and in addition function as producer on several other planned periods.

Revive Fan Mag

PHILADELPHIA, Jan. 23.—Milton J. Feldman, former editor of *Radio Press*, is reviving the sheet again. A fan mag selling for a nickel will be put out by the Norman Publishing Company, and in addition to radio will carry a theater, movie and night club supplement and a Floyd Gibbons syndicated column. First appearance since 1935 promised for February and will be issued weekly for local consumption.

The Next Number

NEW YORK, Jan. 23.—Announcers at a local station were kidding about some of the small-time bands the station has on the air. Said one of them: "The next selection will be played by Agamennon Schwartz and His Water Lilies, with vocals by Lysistrata Lipschitz."

"One Man's Family" As Pix Up Again

SAN FRANCISCO, Jan. 23.—Intermittently since the first rumor last summer, the *One Man's Family*-to-the-movies story has cropped up, made the rounds and gone back to oblivion. Last week it came to light again when Carleton E. Morse, author of the serial, went to Hollywood with a copy of the film script. No announcement was made as to whether it was okehed by studio execs or when production will start. Mike Raffeto, who is Paul in the cast, subbed for Morse as producer while latter was south.

Joseph Hornick has resigned as ork leader of *Woman's Magazine* to devote his time exclusively to night shows. He will be succeeded by Harvey Peterson (Ricardo), who will also direct the music for the *Farm and Home* program.

Watson Humphrey was added to the KYA production staff last week. He came here from Los Angeles, where he did free-lance writing. For a time he was program manager of KGW-KEX in Portland, Ore.

Armand Girard, bass-baritone, has been added to the floor show at the Sir Francis Drake Hotel. Deal was set by NBC artists' bureau. . . . Thru Westco Agency the Sperry Flour Company has renewed for a year its *Sperry Special* and two afternoon shows with Martha Meade and Hazel Warner. . . . Announcer Berton Bennett was called to Los Angeles to sub for Sam Hayes on *Richfield News* last week. Hayes had flu.

LOS ANGELES, Jan. 23.—Bars against broadcasting Pacific Coast League base-

ball games have finally been lowered. Exclusive rights to air the games of the eight clubs in the league this year have been sold to the General Mills Company. Understood purchase price was \$50,000. In the past only Los Angeles and the two San Francisco clubs have permitted broadcasting.

Instance of one radio station buying time on another to advertise its competing programs was on the record last week when KECA presented the first of a series of half-hour variety shows on KFI. Catch is that both stations are owned by Earl G. Anthony, Inc. Talent for the show includes George McManus, creator of the comic series *Maggie and Jiggs*, who makes his radio debut in it; Charles Shepherd's Orchestra, and Maria Peralta and James Burroughs, vocal team.

Velma McCall, business manager of Lum and Abner, rural comics, arrived from Chicago this week. She is looking after possible movie offers for the rustics.

Ken Englund, who did the solo writing job for the Marx brothers' radio audition last week, flew back east to discuss two new books with Simon & Schuster before returning to live here.

Eddie Cantor's writing staff additions, Lee Sands and Robert Marco, are in town. . . . And Jimmy Wallington, announcer for the show, reveals that his wife, the former Jane Cooper, musical actress, expects a baby in August.

Charles E. Morin, formerly of the Package Advertising Corporation, has joined the CBS sales department in San Francisco.

Coogan's Syrup Stint

NEW YORK, Jan. 23.—Jackie Coogan, now 22, who retired when he was 10, is to become Billy the Kid on the Log Cabin Dude Ranch show. In 1934 he attempted a film comeback with *Home on the Range* and made a vaude tour in 1935. He has made occasional ether appearances, but this is his first series. Other talent lineup remains the same. Agency is Benton & Bowles.


JAYSNOFF SISTERS

The Leading International Duo Pianists
Radio • Concert • Stage
Direction: SAM WEISBORD,
WILLIAM MORRIS AGENCY, N. Y.

ARTHUR KAY

Radio Mimic - Characterizations
Character Voice of Terrytoon Cartoons and Varied
Max Fleischer Cartoons.

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P
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Musical Director
ROXY THEATRE, N. Y.

ROY

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

GOBEY

Address
Care of
Billboard,
N. Y.

Shafer's New KFAB Job

LINCOLN, Jan. 23.—John Shafer, chief announcer of KFAB and KFOR, steps up to assistant program director under Lyle DeMoss. J. B. Lake now top spieler.

Program Reviews

EST Unless Otherwise Indicated

Following review from Cleveland gets special interest, representing tieups between WGAR and advertising agencies, latter given free time to try out their pet program ideas, new program ideas or new talent. Not only as a good-will stunt by a station is it important, but because of the possibilities involved in building new talent, a pressing radio problem.

"Fate Moves the Chessmen"

Reviewed Saturday, January 16, 8:30-9 p.m. Style—Musical dramatic with narrator. Sponsor—McCann-Erickson, Inc. (advertising agency). Station—WGAR (Cleveland).

This is the second program broadcast over WGAR since Manager John Patt offered the resources of studio and staff with time free for advertising agencies that wanted to present "their ideal program." McCann-Erickson shot the works in this one and scored a bull's-eye.

Dorothy Fuldheim, lecturer and radio speaker; Rudolf Ringwall, assistant conductor of the Cleveland Symphony Orchestra; 30 of the symphony musicians, and Leo Boylan, tenor of the Orpheus Chorus, combined to audition Napoleon, a dramatic recital of the life of the Little Corporal written and delivered by Mrs. Fuldheim against a musical background.

Dramatic portion of the program was in four sequences; Napoleon witnessing the French Revolution; his meeting with Countess Wallawaska; his retreat from Moscow, and his death at St. Helena and reburial in Paris. Against this Ringwall made his musical setting. *Marseillaise* themed the opening and was sung by Boylan. Then Chopin nocturnes were introduced, three of them, for the Wallawaska episode; the inevitable 1812, of course, accompanied the Russian incident, and Beethoven's *Fifth Symphony* furnished the background for the concluding sequences. Rounding these were transitory themes by Ringwall, furnishing an almost continuous musical background for the entire program.

The program clicked. Mrs. Fuldheim's delivery was artistic and impressive. The musical background was excellently conceived. The whole proved an unusually pleasing half hour. McCann-Erickson is planning a series of 24 similar sketches under the general title *Fate Moves the Chessmen*. A sponsor found, the cast will be retained, with Mrs. Fuldheim supplying the script and Ringwall the musical setting. H. R. H.

"Monday Merrymakers"

Reviewed Monday, 7:30-8 p.m. Style—Musical revue. Sponsor—Abbotts Dairies, Inc. Station—KYW (Philadelphia).

Abbotts cut their daily quarter-hour show to a weekly half-hour stint. While the new show, caught on opening curtain, is diverting enough, stretching the original pattern with added warblers and instrumentalists, it still lacks a novelty punch to keep it from wearing thin as a musical revue as the series progresses. As an improvement, only means that the Richard B. Foley ad agency will be able to appease the dairy directors by balancing the budget to include other advertising media.

Holdovers include Jean Rogers chatting the Hollywood prattle, Martin Bills' bary pipes still filtering in neatly on the semis, and Anthony Candelori's top-row music now turned swingo. Candelori gets no billing on the new setup, band passing as the Musketeers. Will have to unlash more to send the gates. Their *Bugle Call Rag*, incidentally a takeoff from Benny Goodman's recording, hardly meets the accepted standards. Would be much mucher to let Candelori do his symphonic-dressed pops, his forte.

New faces are Ray Duffy and Betty Ray doing the ditties in boy and girl style; Andy Arcari, accordion wiz plus, and Billy LaPata, former plunker for Joe Venuti, taking the spot for a banjo solo. No lulls but little change of pace.

No overindulgence on the commercials. Copy halos company's milk and ice cream. No contests but giveaways. Jean Rogers peddles a flicker phiz for the asking. Airs before a visual, same token rating ducats. Door prize for the audience, two quarts of ice cream for the lucky ticket holders. ORO.

"Furtown Follies"

Reviewed Tuesday, 5:30-5:45 p.m. Style—Songs and chatter. Sponsor—M. Azen Fur Company. Station—WJAZ (Pittsburgh).

This 15-minute show, offered on Tuesdays and Thursdays, has on tap nothing but girl talent, most of it youthful and entertaining. The affair is headed by Those Three Girls, song trio, and Laura Walters, announcer and sidekick during the chatter periods. The program drops between song sessions, when the time is filled in with inconsequent chattering among the gals. A little more attention to the script would help. At this hearing the trio rendered sodko versions of *Sing, Baby, Sing* and *Love Marches On*. Miss Walters got in several brief plugs, urging the listeners to take advantage of current bargains. S. H.

"Money and Music"

Reviewed Monday, 7:45-8 p.m. Style—Musical and dramatic sketch. Sponsor—Max Mehl (Numismatic Company). Station—WLW (Cincinnati).

This one is all about how to pick up lots of found money by merely looking at all the coins that cross one's palm, and if one knows what to look for (send name and address to Max Mehl along with stamp and get his catalog) one is practically sure to meet up with a penny or something probably worth several hundred times its face value. Mr. Mehl, so the announcer, Gilbert Martin, alleges, is chiefly interested in seeing that unknowing people don't go on letting opportunity jingle unnoticed in their pockets or purses, but I rather fancy that the Texas Money King has an angle other than altruistic somewhere.

Program manages to be rather interesting thru its plugs giving information and details about various coins that have considerable value if recognized and offered to a numismatist.

Sketch presented told of an old bum in Chicago who, while staked to a meal by a kindly stranger, flipped his last dime to see whether it would be another day of futile struggle or the river. His sharp-eyed benefactor noticed the coin, whipped out a convenient Mehl catalog and sure enough the old boy was the proud possessor of an 1894 dime worth \$300 and was able to buy some new burlaps and make a triumphant return to his family.

Orchestra played *Pennies From Heaven* to point a yarn about a \$200 copper and finished with *Another Mile*, which had something to do with the Fort Worth Expo. Fort Worth is Mr Mehl's home town. HWRN.

"Sing Time"

Reviewed Tuesday, 6:15-6:45 p.m. PST. Style—Community sing. Sponsor—Fox-West Coast Theaters. Station—KHJ (Don Lee Coast chain).

Latest addition to the mass singing broadcasts, this series bowed two weeks ago. Ed Lowry, former stage presentation name and vaudeville emcee, handles the singleleader and emcee spot here

in genial, witty style Sponsored by a theater chain which indirectly brings the program to the interest of the film studios, show has a guest-star policy, drawing on film companies. It's a wise move and brings the program, which would under ordinary conditions be just so-so, to a spot to be reckoned with.

Guests at broadcast caught were Dixie Dunbar and the songwriting team of Mitchell and Pollack, who played and sang songs, audience joining in for choruses. Other guests were Ed Gallagher and Larry Shean, sons of the famous team of Gallagher and Shean, who imitated their famous fathers in a duo using clever new lyrics as well as some of the oldtimers. They got tremendous applause. There should be a spot on the air for these two.

Audience singing is held to a minimum to allow time to the guests. This arrangement is good, for it gives the show pace. Plugs handled facetiously by Lowry, getting them in as gags whenever possible. Broadcast comes from Filmarte Theater in Hollywood. S. P.

"Vocal Varieties"

Reviewed Tuesday, 7:15-7:30 p.m. Style—Musical. Sponsor—Tums (A. H. Lewis Medicine Company). Station—WLW (Cincinnati).

A pleasant enough 15 minutes supplied by the Smoothies, De Vore Sisters, a male octet and a string and organ ensemble. Numbers presented in the sophisticated manner of melodic modernity that calls for tricky arrangements, such as rendering *Love's Old Sweet Song* with the rhythm beat of *Revel's Bolero*. Nice fare if you happen to like it.

Theme phrase is *Songs That Are Happy and Songs That Are Gay*, which was immediately followed by a haunting rendition of *Solitude*. Apparently rather inconsistent but number was well done with a nice blending of mixed voices.

Plugs consist of clinical remarks pertaining to the digestive tract, and the Tums Company might find it to its advantage to contact Walter Traprock, author of that immortal tome, *With Gun and Camera Thru the Alimentary Canal*. HWRN.

"Community Sing"

Reviewed Sunday, 10-10:45 p.m. Style—Variety show. Sponsor—Gillette Safety Razor Company. Station—WABC (CBS network).

A mixture of the audience-participating thing, along with Milton Berle's gags, Little Jolly (Eileen Barton), Wendell Hall Ork and Billy Jones and Ernie Hare. Show had pretty bad going until Berle was injected into it, but now it has plenty of what it takes. Chief appeal of the show—to stay-at-homes—is Berle. He appears in and out of the program with his gags, using the current formula of the jokes being on him, rather than on the other fellow. Audience goes big for this idea and likes the funny man the more for it.

Wendell Hall Ork was pretty much drowned out by the lusty audience screeching of such favorites as *Strike Up the Band*, *Ida, Clementine* and *Let Me Call You Sweetheart*. Probably those in the studio enjoy these numbers more than the fireside contingent. Same criticism also applies to some of the comedy scenes, which must have been visual, judging from the studio laughter.

Billy Jones and Ernie Hare, with their

Promotion Shorts

Moments You Never Forget e. t. job on 25 stations for Larus & Bros. Company (Edgeworth tobacco and Domino cigarettes), handled by Marschalk & Pratt, Inc., places three or four ads weekly in dailies in territory covered by other depots. Agency sends tobacco outfit's 200 salesmen press releases and other news of programs. Sales getters carry lithographs with them for distribution. A \$1.50 pipe is offered for 10 Edgeworth coupons.

Ma and Pa, script show for Atlantic Refining Company, CBS, gets three to 15-inch ads thrice weekly in Atlantic territory. Program was recorded and used for dealer pep talks. Billboard advertising will probably be used in the spring at locations near gas stations handling Atlantic products. A booklet telling about the *Ma and Pa* background with typical Cape Cod art is distributed by dealers.

WIP, Philadelphia, has its sales staff making the rounds with a vest-pocket edition of the station. Time sellers were given leather kit bags, which include almost everything but the master control and announcers. Arranged in alphabetical order, folio has a series of success stories certified by present advertisers, pix supplement of station and its facilities, sample program promotion and merchandising stunts, coverage maps and mail breakdowns, index of time availability, sample type programs to meet sponsor needs, rate card and, of course, blank contract forms.

rather threadbare *How Do You Do, Everybody?* and newer novelty songs, filled their niche in the program.

Selling spiels were overlong, and one was literally gagged into the script by the hair of the face. Then there was an offer of a song book—"absolutely free"—only the fans must send in empty packages.

Ruthrauff & Ryan the agency.

Adventures of Green Hornet

Reviewed Tuesday, 7:30-8 p.m. Style—Mystery sketch. Sponsor—Golden Jersey Milk. Station—WXYZ (Detroit) and the Michigan network.

Program is latest of the mystery serials which are as popular as hillbillies locally. Divided into several scenes, fast weird music is used to set the atmosphere. The "Green Hornet" is disclosed as Reid, editor of a newspaper, who is determined to trap the crooks who operate within the law. He is a one-man vigilante organization. In the episode caught he is after racketeers who promote the sale of sweepstakes tickets and then demand protection money, thru fake G men, from their own agents in a clever extortion setup.

Program moves rapidly, with clear enunciation and considerable use of sound effects. Capitalizes on popular interest in G men's activities. Complete episode each week, no unsolved mystery at end. Program uses announcements of sponsor's product at beginning and end and once in the middle. New series is being heavily plugged in newspaper, street car and other ads. H. F. R.

Ruth Ferry

Reviewed Tuesday, 5:30-5:45 p.m. Style—Song recital. Sustaining over WICC, Bridgeport, Conn. (Yankee Network).

A good musical program emanating from the New Haven studios of WICC, Bridgeport. Ruth Ferry has a nice contralto voice, but her choice of selections makes the program appear too stilted. Putting a popular number in her repertoire will help considerably. Piano accompanist is Bess Newell, who does her job well. S. A. L.

"Moments You Never Forget"

Reviewed Saturday, 7:30-8 p.m. Style—Music and sketch. Sponsor—Larus & Bros. Company. Station—WOR.

A transcription program for Edgeworth tobacco and Domino cigarettes, incorporating both thrills and music. Music setup includes Virginia Page, Dean Terry, Edgeworth Chorus, Howard Scott ork and the Lee Brothers John Kennedy is emcee and introduces a weekly guest. Names of the acts may be pseudonyms, often done on platters. Show reviewed opened with vocalizing (See REVIEWS on opp. page.)

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, January 15, to Thursday, January 21, both dates inclusive.

It's De-Lovely	29	Please Keep Me in Your Dreams (16) ..	19
There's Something in the Air (27) ..	29	Trust in Me (16) ..	19
With Plenty of Money and You (27) ..	29	Twinkle, Twinkle, Little Star (13) ..	17
Good Night, My Love (32) ..	26	Summer Night ..	16
When My Dream Boat Comes Home		Tea on the Terrace ..	16
(28) ..	26	There's Frost on the Moon (19) ..	16
Chapel in the Moonlight (22) ..	24	Gone (15) ..	14
I Can't Lose That Longing for You ..	23	I'm in a Dancing Mood (21) ..	14
May I Have the Next Romance? (16) ..	22	This Year's Kisses ..	14
Pennies From Heaven (29) ..	22	One, Two, Button Your Shoe ..	13
Love and Learn (18) ..	20	Oh, Say, Can You Swing? ..	11
The Night is Young and You're So		So Do I (14) ..	10
Beautiful (25) ..	19		

SHEET MUSIC BEST SELLERS will be found on page 13.

Chi Air Notes

By F. LANGDON MORGAN

ROY FRANKLIN, hailing from WTMJ, Milwaukee, is a new announcer at WCFL. Franklin says he likes the Windy City very much, but with his girl 90 miles away romancing is by remote control only. The Amos 'n' Andy program has been renewed for another year by the Pepsodent Company.

Odell Calkins, former production manager of WKY, Oklahoma City, has joined the WBBM-CBS production staff. Calkins first entered radio at WDAF, Kansas City. Joe Allabough, program director, and Bob LaBour, announcer at WJJD, are performing most of their duties standing up following an ice-skating party. It seems that they didn't use the skates quite enough. . . . Marge Morin, of the Morin Sisters, NBC trio, has taken over the duties of arranger for the King's Jesters. . . . The Paulist Choir will appear on the Bowman Fireside Theater show of February 3.

Herman Bayes, who has been appearing as "The Answer Man," has resigned from WAAF to go into the insurance business. . . . Don McNeill, NBC master of ceremonies and comedian, is vacationing in Florida.

VIVIAN DELLA CHIESA, 21-year-old lyric soprano, joins the Carnation Contended program as featured vocalist on February 1. . . . Bernice Levitas, secretary to R Calvert Haws, WCFL program director, has hied herself to Miami for two weeks. . . . Norman Boggs, WAAF commercial manager, has succumbed to the candid camera craze. . . . Lois Bergstrom, of the WLS Little Brown Church of the Air quartet, is suffering a sprained ankle. . . . Tom Phelan, of the NBC New York audio facilities engineer group, is in Chicago for a short stay.

Smiling Ed McConnell signed a new contract with his NBC sponsor for two more years beginning September 1. His present contract expires on that date, marking the end of his fifth year with the company. Julian Bentley, WLS news editor, who won sixth

place in the news commentator vote of *The Radio Guide* poll, returns to his alma mater, Knox College, at Galesburg, Ill., to mike the centennial celebration of the college and city on February 15. The wife of Ted Weems, WGN band leader, is ill with pneumonia at the Passavant Hospital here. . . . Willie Weiss, violinist in Peacock Kelly's WCFL orchestra, spends his time collecting first editions between high C's. . . . Paul Dowty has returned to WBBM microphones following a tussle with the flu.

WHK Starts Mikemen School

CLEVELAND, Jan. 23.—A school for radio announcers has been instituted by WHK-WJAY. Prof. Hardy M. Ray, head of Cleveland College speech department, has been retained as official coach of the mikemen who feed the public commercial interpolations.

Once a week announcers attend a one-hour session in which Ray delivers a lecture on speaking. In addition each announcer is given a half-hour private session each week, when Ray puts him thru a course of sprouts. Enunciation, pronunciation, affectations all come in for criticism in an effort to produce a natural delivery.

If this course clicks WHK-WJAY plans to teach the announcers how to read and write if they'll put down their rattles.

REVIEWS

(Continued from opposite page)

of You Got Something and I'm in a Dancing Mood, done in a pleasing fashion. Kennedy then introduced a war veteran who spoke of his aviation days. This led to a dramatization of an experience of his when downed by enemy planes and forced out in the danger line to be killed by his own countrymen. Pretty strong glorification of war stuff.

Fans are invited to write in their own thrilling moments. Current one was told by a postman who delivered a long-awaited letter to a man—who had hanged himself an hour before the letter arrived.

Sales talks were on the long side. Marschalk & Pratt, Inc., is the agency.

"Family Party"

Reviewed Wednesday, 7:30-8 p.m. Style—Variety. Sponsor—Rieck McJunkin Dairy Company. Station—KDKA (Pittsburgh).

An entertaining half-hour, concocted to sell milk and ice-cream dessert for the Rieck McJunkin Dairy Company in Pittsburgh, and cleverly emceed by Glenn Riggs. Highlighting the affair is Umberto Egizi's fine orchestra, which, deservedly, has been spotted in several numbers and acquitted itself most nobly. The outfit displayed network caliber and its delivery of such tunes as *I Love You From Coast to Coast*, *Don't Ever Leave Me* and *With Plenty of Money and You* was tops.

Shows opens with the family party idea, the "guests" willingly contributing their talents. Participating in the party were Irene Cowan, who offered a Fannie Brice imitation of "Mrs. Berg," which was only fair; Paul Gannon, talented tenor, who impressed, and Dorothy Bushey, who has a sweet voice. All pitch in during the brief chatter sessions between musical contributions. Commercials are by Riggs and, with the exception of one lengthy plug, were easy to take. S. H.

"Stars on Parade"

Reviewed Sunday, January 17, 4:15-4:30 p.m. Style—Talk. Sponsor—Kay Jewelry Company. Station—KPO and Coast NBC Red network.

Except for the announcer (Grant Pollock) and the pianist who plays the theme, *You Ought To Be in Pictures*, this is a one-man show, but the man has many voices. He is Syd Chatton, 23-year-old imitator, late of the Canadian Broadcasting Company.

Idea of the show is the presentation of scenes from current United Artist pictures, with Chatton doing a takeoff on the stars. This program was devoted to scenes from Charles Laughton's *Rembrandt*, and all voices except female

were Chatton's. A novel note at the beginning was his simulation of the Coast's well-known newscaster, Sam Hayes, to give the picture a plug. The announcer then gave a commercial and set the scene. Chatton did three scenes from the film, all with long Laughton speeches. Altho the lad's imitation of the Laughton voice and vocal mannerisms was excellent, there was just too much. With no other known male star in the flicker, this could not be helped. A few lines of grade-A imitation is swell, but a quarter-hour makes the listener uncomfortable. More characters for Chatton to do would lend contrast and display a versatility which he had no chance to show on today's offering.

Pollock read acceptable commercials in acceptable fashion, ending with the sponsor's clever air trade-mark, "It's okeh to owe Kay." P. K.

"Buster Brown and His Dog Tige"

Reviewed Thursday, 5:15 to 5:45 p.m., CST. Style—Sketch comic strip. Sponsor—Buster Brown Shoes. Station—WWL, New Orleans.

This program is conducted by Beverly Brown, popular announcer and continuity director for WWL, writer of several popular skits aired over several stations of the country. Here Brown scores again in bringing back to the air the pranks of the old-time life of the comic page, Buster Brown; his pal, Mary Jane, and, of course, Tige, the dog. Except for some lagging at start of this week's episode, program was speedy in action and shows improvement over initial performances.

Script is a typical farce comedy that borders on the burlesque, but that is expected of Buster Brown. Sponsor is hoping that some of kinks will be ironed out with possibility of bringing original Brown and make-believe Buster (no relations) to a national audience. Half-hour is divided well into three scenes, broken by breezy "commercials" and ole-time songs by a juvenile chorus, billed as *The Buster Brown Brigade*. The chorus is necessary to break the monotony of the half-hour show. Series would click better if broken down into two, three or even five episodes weekly. P. G. M.

HAMID BUREAU

(Continued from page 3)

directed by Charles Ross, exhibition's manager of attractions, and personally supervised by him and Elwood Hughes, general manager of the Canadian show place.

This puts to rest rumors that the CNE would employ a local lineup as the mass menu surrounding its spec. Hughes and Ross have never given amateur or local talent serious consideration and after a three months' huddle with Hamid plans were formulated to bring *Tomorrow* and the Gae Foster girls to the Dominion.

According to reports, the exhibition is giving more attention to its afternoon layouts in front of the stands, figuring on strengthening it to compete with the moonlight program. One of the steps taken to fortify the daylight program is the engagement of "Lucky" Teter and his Hell Drivers, a group of dare-devil auto drivers who played the Hamid-booked fairs last season. Teter's entourage will feature the afternoon program for four consecutive days.

Manager Hughes was in New York recently discussing 1937 plans with Hamid and is due back here at the end of January or early February for more conferences on daytime features and additions to the nighttime program.

RECORD FLOOD

(Continued from page 3)

nearly a mile square, is still raging at this writing, with fire officials predicting a \$3,000,000 loss. Heaviest loser is the Crosley Radio Corporation, which lost its 200-foot warehouse in the flames. Main Crosley building, housing the company's studios, was also badly damaged by smoke and fire. Crosley's total loss is estimated at \$500,000.

Palace Gardens, skating rink, formerly the Calico Cat dansant, located on the Union Levee, is completely submerged. Indications are that it will be a total loss.

Kentucky towns opposite Cincinnati, such as Newport, Covington, Dayton and Bellevue, as equally as hard hit. Only one of the five bridges spanning the Ohio at Cincinnati remains open, with

that threatening to be closed to all traffic before midnight.

Local radio stations are co-operating nobly in dispensing flood information to the public, rescuers and relief workers. Practically all regular programs have been discontinued to keep the channels open for important flood messages.

Mt. Washington, Cincinnati suburb, is isolated from the Queen City by more than two miles of water. California, O., where the main pumping plant for the waterworks is located, is practically in the same position. A number of other Cincinnati suburbs are also cut off from the downtown district. All Cincinnati hotels and rooming houses are packed to capacity with citizens unable to reach their homes.

LOUISVILLE THEATERS

(Continued from page 3)

local sections where recent heavy rains have swollen smaller streams and delayed film deliveries, the Deep South feels little of the flood that has ravaged large areas of the Upper South. A strong fight to bolster man-made barricades against rising waters in North Mississippi, Arkansas and Alabama has been successful thus far in keeping out the large streams, but the crest of the flood is still some time away and volunteers have been called into action thruout the delta country. A few scattered amusement houses have been forced to run irregular schedules due to film-delivery delays in North Mississippi, where several streams have flooded low areas in about a score of counties. There was not, however, a general evacuation in South Tennessee and Louisiana. The Amite and Comite rivers have receded and less than a half dozen shows forced to close for want of film have reopened.

BIG PICKUP

(Continued from page 3)

Marne, fifth vice-president, and Chester M. Howell, Chesaning, secretary-treasurer. All officers were re-elected except Ray Bushe, who succeeded William F. Jahnke, Saginaw. This is Mr. Chapman's 11th term as president and Mr. Howell's 16th as secretary.

Spirited debate over the 1938 convention city came, three ballots being necessary, Grand Rapids and Saginaw finally losing out to Detroit, which has been host to this association many years.

Interest in the association was typified in a delegation of four directors from Shiawassee County Fair, Corunna, a new organization headed by Manager William Cline. Unable to arrive in time for the convention proper they came to Detroit to interview association officers and join the body. Few reports of contracts signed by supply companies and shows were received. Several carnivals are now well booked and were promoting business for 1938 rather than 1937. In other cases disclosure of contracts was being reserved until approved by fair boards after members arrived home.

Floor Show at Banquet

Annual banquet was attended by more than 250 and among those at the speakers' table were Leo Lipka, president Michigan Showmen's Association; J. C. McCaffery, president Showmen's League of America; James P. Thomson, State retiring commissioner of agriculture; Burr B. (Abe) Lincoln, incoming State director of agriculture; Norman H. Hill, executive secretary to the governor; Lawrence O'Neil, director of agricultural industry; A. C. Carton, director bureau of agricultural industry, and J. H. McFarland, director bureau of foods and standards. President Chapman, who was toastmaster, paid tribute to the late Fred W. Green, former governor of Michigan, Mr. Chapman's associate for years at Tonia Free Fair and for years toastmaster at these annual banquets. Cup for best attendance, presented by Regalia Manufacturing Company, was awarded to Northville, which had 18 members present, a near record.

Program of high-caliber entertainment was presented, with Sam J. Levy, Barnes-Carruthers, as emcee. Acts were The Westerns, cowboy quartet, and Nelson's Boxing Cats, thru Conlin Michigan Vaudeville Office; Three Musketeers, fem trio, who furnished music thruout, thru United Booking Association; Madeleine Garrison, blues singer, booked independently; Booth Lewis, tenor, presented by Hudson Fireworks Company; Page and Allen, novelty dance and pantomime, and Steamline Athletes Trio, thru Gus Sun Exchange; Walter Jennies and Buddy, trained seal; Randolph Avery Trio, slapstick, and Two Best Dressed Men in Hollywood, comedy acrobats, thru Barnes-Carruthers.

More Radio Courses

DETROIT, Jan. 23.—Wayne University is offering a new course in radio technique. Studies will be made of scripts; programs will be reviewed; audience surveys will be studied and radio men will give occasional talks. This is the second radio class for Wayne, with two more planned for the fall. Garnet Garrison, formerly of WXYZ and WJIM, heads the radio department.

SALES EXECES

(Continued from page 6)

Scott, told of his experience in handling retail advertising accounts on the radio and answered questions from the floor. Ed Warner, of the Perry-Hanly Advertising Company, Kansas City, explained the presentation of a retail broadcast idea that had been very successful in Kansas City, illustrating with a recorded episode of the program. Afternoon panel discussions, conducted by Mort C. Waters, WCHS, dwelt with local selling methods and problems. Among the subjects were *Changing Retail Accounts From a Small Announcement Schedule to a Large Program Schedule*, by Craig Lawrence, KSO; *Using the Telephone for Local Sales*, by Clark A. Luther, WOC; *Showmanship in Local Sales*, by William Warner, WAAB; *What About Street Cars?* by Jack O. Gross, KWKH; *Appealing to a Department Store by Playing Up a Tradition*, by Frank Kelly, WHAM, and *Keeping a 100-Watter Sold*, by W. B. Greenwood, KWBG.

One of the most important suggestions made was the recommendation that the standard contract agreement between the AAAA and NAB be brought up to date. C. W. Myers, president of NAB, feeling that the problems of the sales managers are of much importance, is sending a letter of recommendation to all stations to send their sales managers to all future conventions. The sales managers' division intends to hold an annual meeting every winter, probably in January, and another during the NAB summer convention. Regional meetings will be continued as before. During the two-day meet here Florence Freer, secretary to J. Buryl Lettridge, handled all the details, and Bill Cline, of WLS, handled local arrangements. J. Leslie Fox and Lewis H. Avery constituted the press committee.

Floods Sock Bands, Talent

One-night tours hit--bands, acts traveling hampered--contract angles

NEW YORK, Jan. 23.—Band and talent agencies here express growing concern with fate of booking in and near flooded areas in 11 Midwestern and Southern States. One-night tours of bands, in particular, have been disrupted in these areas, the bands being unable to make jumps and, in many instances, the playing spots being either flooded or temporarily unable to draw business.

Agencies here having branches or representatives in flooded territories are worried, being unable to maintain satisfactory contact. With flood conditions marooning bands and acts and disrupting route schedules, agencies here fear their bookings will get jammed up and contracts will have to be breached. As a result, agents and talent representatives here are scrutinizing contracts carefully to see if employers have an out when hit by flood. Many contracts contain "act of God" clauses which relieve employer or play-or-pay responsibility in case of flood, catastrophe, fire, etc.

Series of General Motors shows using name bands thruout Midwest are, of course, endangered by flood conditions, as are many other important shows. Agencies figure a lot of dough will be lost to bands and talent thru floods.

Miss.-Louisiana Spots Eye Names

NATCHEZ, Miss., Jan. 23.—Business is good at the various night clubs in this section, in spite of the usual lull following the holidays. Most of the clubs are using bands. Crystal Night Club here, operated by Powell Kaiser and Charles Robert Fields, which recently changed policy, is using Perc Wagner and orchestra. Crystal plans giving floor shows and may enlarge the place later.

Bob's Night Club, Ferriday, La., under ownership of Robert Lancaster, is enjoying fine biz. Dances are given nightly. Club has been using Perc Wagner's Orchestra. Game business is good. Machines also getting splendid play. Owner plans to enlarge place in spring so as to bring in name bands booked thru MCA.

Rayville Amusement Club and Spanish Gardens at Rayville, operated by Ralph Bloom and Will T. Walden, report good business, as does Casa Loma Club, operated at Winnfield by Judge Wright. Clubs using orks. Bloom is planning to bring in name bands thru MCA.

New club, the Barn, at Jonesville, is owned by W. E. Ledford and reports good business, as does Charlie's Night Club at Sicily Island, La., with Charlie Smith in charge.

All clubs plan remaining open thruout winter. Business reported best in years.

Pennsy Law To Soak Night Clubs

HARRISBURG, Pa., Jan. 23.—Pennsylvania Liquor Control Board has recommended legislation to restrict issuance of amusement licenses to niteries.

To check the "loose" granting of such licenses the board suggests that holders of liquor licenses be assessed one-half of their liquor fee, which runs as high as \$600 a year. To qualify for the license at least 250 square feet of floor space would be required in addition to the present 400 square feet required for a liquor license.

Hamilton's Ork Stays At Palmer House, Chicago

CHICAGO, Jan. 23.—George Hamilton, musical director of the Veloz and Yolanda Orchestra for the past year, will be on his own when the dance team leaves the Palmer House January 28.

Hamilton will augment the band, which will be introduced under his own name, with the opening of the new revenue in the Empire Room January 29.

Ya' Got Somethin', Boys

NEW YORK, Jan. 23.—Radio City Rainbow Room here now has an official song, "Rhythm in the Rainbow Room," by Arthur Swanstrom and Michael Cleary. In view of the fact that Mayor La Guardia's committee, aided by ASCAP, claims it is confronted with a dearth of talent in its effort to find a suitable tune for the city, a perusal of one of the verses of the Rainbow Room's anthem is enlightening. "Lorgnettes lookin' at lobster thermidore, High-hat cookin' is a setting for Something snooty they call Rhythm in the Rainbow Room. Shirt fronts gleaming amid the rubber plants, Old gents beaming on the debutantes, Youth and beauty get their Rhythm in the Rainbow Room."

Rochester Niteries Resume Operations

ROCHESTER, N. Y., Jan. 23.—Night spots returned to normal Friday as striking cooks, waiters and waitresses returned to all but one restaurant after reaching preference agreement.

Settlement, which affected all major hotels, came on heels of decision of Musicians' Union to walk out in sympathy next week.

Agreement did not recognize union, but preferred union help. Union agreed to establish training school for expert help.

Thomas Finn, federal mediator, and Rev. John Boland, chairman regional labor relations board, conducted negotiations.

Trocadero, Chi, Closes; May Become Cotton Club

CHICAGO, Jan. 23.—Trocadero Casino, operated by Steve Otis, closed this week after being open but a few weeks.

Ed Fox, for the last 15 years manager of the Grand Terrace Cafe here, may reopen the Trocadero as the Cotton Club, with Earl Hines' Orchestra and a colored revue headed by Bill Robinson featured.

Grand Terrace is closing tonight to become a picture theater under direction of Max Slott, former Warner district manager. Place was a theater before it became a cafe years ago.

Bill Nixes Kids Hanging Around

LITTLE ROCK, Ark., Jan. 23.—Bill No. 52, passed last Friday in the Arkansas Legislature, reads: "To prevent sale of beer and light wines at any place of amusement and to prevent minors under 18 years of age from loitering at places where liquors are dispensed." Bill is expected to meet House approval and get the signature of the newly inaugurated Governor Bailey.

Loss of this one good source of revenue will probably prove a great hardship to many of the State's night spots.

Bryden Adds 3 Clubs

DETROIT, Jan. 23.—Betty Bryden, local booker, has added three night spots in Indiana, the Red Gables and the Chez Paree, Indianapolis, and the Avalon Club, La Fayette. Doyle (Slim) White is handling special field contacts for the office.

Stranded Band Gets Help; Town Throws Dance Benefit

JACKSON, Miss., Jan. 23.—Proving there is still the milk of human kindness in the hearts of dance lovers, local citizens last Wednesday tendered a goodwill dance to Dick Snyder and orchestra, featuring Evelyn Gill, at the Armory. The band had been at the Colonial Club here until fire razed the club, destroying the band's instruments, library and some personal effects costing several thousand dollars.

This unique dance, which was well attended, was made possible thru a number of individuals and local firms who combined to stage the dance as a gesture of good will toward the orchestra stranded here without instruments, library or jobs.

ASCAP Sues Two Rhode Island Clubs

PROVIDENCE, Jan. 23.—Altho full hearing of the case brought by Gene Buck, president of the ASCAP, against two Rhode Island night clubs will be given later, last week the suits brought an opinion from Federal Judge John C. Mahoney on motions in equity suits.

ASCAP halted management of Del's Paradise, Lincoln, and the Hills Grove Country Club, Warwick, into court for playing *Shoe Shine Boy* and *Wah Hoo* without permission. At that time the defendants' counsel argued that the copyright owners had a monopoly in restraint of trade and that the petitioners had offered competitors of the defendants use of the same music at lower rates.

Judge Mahoney ruled that these conditions did not warrant playing of the music without permission and ordered sections of the defendants' answers stricken out.

Philly Arcadia To Stage Productions

PHILADELPHIA, Jan. 23.—In about from eight to 10 weeks the Arcadia Restaurant here will stage a production floor show similar to those at the Paradise and Hollywood in New York. It will be the first time the town has had a big floor-show production.

Emerson Gill and his ork go into the Arcadia Thursday, following Shep Fields. Ted Lewis and ork may follow in after Gill's four-week run.

Fields Returns At a Grand More

NEW YORK, Jan. 23.—Benny Fields returns to the Hollywood Restaurant here, opening February 17, at a salary increase of \$1,000 since his spectacular comeback engagement last season.

Other important late booking is Barto and Mann into the Paradise Restaurant here to head a new show opening February 5.

Book Circus Into Club

DETROIT, Jan. 23.—Affiliated Theatrical Offices of America, operated by Harry Goodman and Johnny Daley, have booked the Romig & Rooney Circus for three weeks at the new Main Street Bar here.

Other spots just added to the Affiliated books include the Shamrock Cafe, Paradise Cafe and French Casino in Detroit and the Paradise Cafe at Findlay, O.

Moving Day for Dames

DETROIT, Jan. 23.—Kay Davison has closed her own offices and moved to the Book Building, handling general booking for the Mike Falk office.

Sally Fields, who handled the night spot department of the Delbridge-Gorell Orchestras and Attractions, has left the organization and was reported leaving for New York.

ERNIE YOUNG, Chicago booker, has booked new floor shows into the Lotus Gardens, Cleveland; the Nixon Grill, Pittsburgh, and Sam Fraser's Peacock Alley, Detroit.

Hospital Takes Over Club

DETROIT, Jan. 23.—The Petoskey Hospital, of Petoskey, Mich., found itself in the night club business this week by a freak of litigation. The hospital secured a court lien against the Par Four Club and a judgment for \$21,000. Officials plan to sell the new acquisition.

Rockwell-O'Keefe Expand N. Y. Staff

NEW YORK, Jan. 23.—Rockwell-O'Keefe office here has added four men in an expansive move. New men are C. Richard Ingraham and Bob Sanders, the latter recently with Irving Mills, who will handle dance-band bookings. Also Harmon Nelson and Jack Henderson, who will specialize in radio angles.

Already handling about 25 bands and recently doing heavy bookings in all fields, latest expansion move is understood to be Rockwell-O'Keefe's answer to recent spreading out by other band offices.

Up-State N. Y. Bookings

ROCHESTER, N. Y., Jan. 23.—Mutual Entertainment Exchange of this city posts the following latest bookings in the up-State night club field: Sally Warren, Sterling and Hart and Mildred Mitchell at the Melody Gardens, Elmira; Carlos and Estrellita, Curley Langley, Terry Circle and Sullivan Sisters at the Times Square Supper Club here; Lew and Evelyn, Billy Morlen, Jimmy Thomas and Collette and Gale at the Bartlett Club here; Carolyn Sullivan, Billy White and Nixon and Andre at the Brightview Club here; Noel and Jean Shannon at the Powers Hotel here; Sayles and Lewis, Billy Julian and Barry and Bianca at the Golden Grill Inn here; DeMonico and Phillips at the Seneca Terrace here; Jimmy and Betty Raye at the Savarin Club, Buffalo; Elaine Mason and Dorothea Dorne at the El Chico Cafe, Binghamton.

N'Orleans Clubs So-Good Business

NEW ORLEANS, Jan. 23.—Local night spots have enjoyed full houses in spite of the addition of several new clubs.

Will Osborne's Ork replaced that of Bob Crosby in the Blue Room January 8 and will hold sway thru the carnival season, which ends February 9. Then comes the big setback for local clubs, Lent being so widely observed in these parts.

Steve Grunhart and band have opened at the Blossom Heath, Shreveport.

J. D. Tschopik, op of Bradley's Club, says his spot opens next week with name bands and a floor show.

Singer Is Bankrupt

SAN FRANCISCO, Jan. 23.—June MacCloy, night club singer and former picture actress, has been granted a bankruptcy decree by Referee John P. Haley, of Joliet, Ill., on her allegation that she had only \$50 worth of clothing and \$2,320 in liabilities.

Berle Cops the Mirror's Award

NEW YORK, Jan. 23.—Milton Berle has been selected by the *Daily Mirror*-Ted Friend award committee as the outstanding performer in Broadway night life. He will receive a gold medal. Others will be honored with scrolls, including Bill Robinson, Belle Baker, Benny Fields, Harry Richman and Sophie Tucker.

Committee comprised Grover Whalen, S. Gregory Taylor, Milton Adler, Eddie Davis, Joseph H. Moss, Ann Nichols, Monte Proser, Ferde Grofe and Russell Patterson.

New College Inn Show Feb. 3

CHICAGO, Jan. 23.—New floor show at the College Inn of the Hotel Sherman is scheduled to open February 3. Show will include the Beau Brummells and colored Lindy Hoppers, in addition to the Gertrude Hoffman Girls, held over.

A deal is on for Nils T. Granlund to head the next show at the College Inn.

Night Club Reviews

★ **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.

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

BERT LYNN
 Comedy Singer, Dancer
 and M. C. Now play-
 ing in Chicago. Now
 featuring his new inven-
 tion, 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.

"Gi Mae" The Mystifier.
**FASTEST PAIR OF HANDS
 ON THE AMERICAN STAGE**
 Mgt. MUSIC 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
 1658 B'way, N. Y. C.

Hollywood Restaurant, N. Y.

After quite a struggle rebuilding the current show, Joe Moss has finally lined up the right talent, with Josephine Huston coming in to succeed Belle Baker's successful four-week run.

With Miss Huston providing that extra sock in next-to-closing spot, the show is now fast moving and chock-full of strong specialties and, of course, the gorgeous gurlies in various stages of appeal and undress.

Miss Huston, who is a familiar face here, is certainly an unusual singer. She has an odd but well-trained voice that possesses many intriguing qualities. As effective in the dramatic moments as in the softer sentimental intervals, Miss Huston brought her audience completely under her spell and had to oblige with four encores. Here is a great combo of a fine singer and a strong personality. Numbers included *You Are My Lucky Star*, *I've Got You Under My Skin*; *Good Night, My Love*; *It's De Lovely* and *Smoke Gets in Your Eyes*.

Next biggest sock is Rufe Davis, formerly of the Three Rubes. An ingratiating hillbilly, he sings in surprisingly sweet voice and spices this up with marvelous sound and animal imitations and also comedy mugging. He's surely superior to almost any rustic comic seen around here in a long time. Drew a load of applause and calls for encores.

Ada Leonard, getting billing second only to Miss Huston, is—if you haven't heard by now—a high-class stripper. Yes, she's a sloc-eyed exotic beauty with a shape that can put Sally Rand and Gypsy Rose Lee to shame. Of course, she strips coyly and gives you a good, but brief, look. She sings, too, in conventional pre-strip fashion.

There's a couple of new dance teams in the show and both of them are swell. Ed and Marian Nolan, young and tall ballroom dancers, amaze with their rubber-leg high kicks and eccentric body bends, while Theodore and Denesha make the customers sit up with their good old-fashioned and exciting adagio work.

Lottie Kembal, fast and above-average acro tap; Jean Landis, outstanding toe spins; Ruth Brent, snappy rhythm singing; Iris Adrian, sure-fire double-meaning lyrics; Del Casino, romantic tenor of above-average talent; Jerry Franks, good comedy stooging, and Jack Waldron, expert emseeing, are still in the show and doing okeh.

The Lennie Hayton Band, featured, provides good dance music and excellent show accompaniment.

Business has been building up steadily.
Paul Denis.

Yacht Club, Chicago

Peter Higgins, who hasn't been around these parts for some time, headlines the current bill and is proving one of the most popular entertainers ever booked in this nautically atmospheric nitery. The crowds never seem to get enough of his fine tenoring and he always leaves them wanting more. Lee Purdy, cute little dancing trick, comes closest to Higgins for applause honors. Nino Rinaldo, orchestra director, introduces the acts. Spot is booked by Moe Lucky, of the Sligh & Tyrrell office.

Satch and Satchell opened the show. Man has assumed a Marx Brothers' makeup, with face in clown white and wearing a red wig and battered silk hat, and the girl is attired in Bowery-style short skirt. They contributed two routines, one an eccentric number to *Nagasaki* with bumps and a *Lindy Hop*, the latter with a few suggestive movements but all right for here.

Soni Shaw, red-headed songstress, did *It's De-Lovely*, *Thru the Courtesy of Love* and *Pennies From Heaven*, garnering nice applause. The installation of a new-type microphone here enables the customers to see the faces of those who use it.

Lee Purdy, pretty little dancer, did a very fine modernistic and exotic tap in Spanish tempo with ballet turns and drew heavy applause. She is a clever dancer and an attractive young lady. Followed with another tap routine and chalked up one of the hits of the evening.

Jerry and Turk, with a session of fast dancing, wiggling and comedy effort, were next and fared okeh, but Peter

Higgins, in the closing niche, practically stopped the show with his powerful tenor voice that fairly shook the rafters. Higgins did *One Night of Love*, *Rose Marie*, *When Irish Eyes Are Smiling* and *I've Got You Under My Skin* and left the floor to resounding applause.
F. Langdon Morgan.

Park Central Hotel, N. Y.

After a couple of weeks experimenting with variety floor shows this popular dining and supping club this week reverted to a girl ensemble as basis for the specialty act layout.

Only holdover from the old show are Men of Gotham, singing quartet, who are still warbling spicy ditties. Their special material is amusing and the boys deliver with zest, altho their fast style blurs the clarity of the lyrics and naturally weakens their effect.

Stewart and Lea, ballroom team, offer an attractive cape number to bolero music and later a lighter flirtation dance. Their cape dance is their best, being flashy and attention-compelling.

Kajar, youthful magician, doubles as emcee and doesn't do so well at either. His sleight-of-hand routine is good but conventional, as is his linking-rings stunt. Altho technically a good magician, he lacks the salesmanship to put his stuff over.

Marian Melton, youthful blonde, is a good torch singer, revealing an expressive low voice. Also did a snappy rhythm number that held attention easily. Ruth Winn came thru with interest-holding tapping to Oriental rhythm and also impressed with a fast tap and turn number.

Eight chorus and six parade girls went thru pleasing dances and formations staged by Bill Powers, with Lewis Carroll doing special lyrics. Costumes are sweet and colorful, and girls are nice lookers.

The Jerry Blaine Band has improved vastly since last caught here and is now swinging out really good dance music. Between-show entertainment is provided by the applause-getting Clark Ringwalt musical quartet, comprising bass, guitar, accordion and ukulele. The boys handle table-to-table requests and vocalize in spots.

Nubi, girl gypsy fortune teller, is another table entertainer.

Popular Lester Nelson is host and business has been building steadily here.
Paul Denis.

Club Mirador, New York

On the site of the old Trocadero, and later the Place Piguale, Mario, ex-host of Jimmy Kelly's in the Village, has set up his Club Mirador. He has transplanted many of the influences of his late locale. The present layout has the familiar rectangular room, with the band stand in the far end and a bar across the exit end, indirectly lighted and done in a variety of pastels.

A longish floor show of one hour includes some nine or ten acts. Nudity is a very obvious highlight, with several performers, to all appearances, having been transferred, not graduated, from the burly field.

Only redeeming feature of a practically drab bill is the work of Rudy Vallee's protege, Vic Hyde, a young newcomer from the sticks of Niles, Mich., and who doesn't let you forget it. He handles the emcee duties with an unaffected informality. His novelty offering of a one-man band reveals a most amazing display of versatility and ability on a half dozen instruments.

Jean Rochelle, announced as the "lighted veil" dancer, starts off as a regular veil-dancing nude. Then as lights go out she illuminates herself with miniature bracelet flashlights. Slightly unusual trick but no spectacular effect is achieved.

Midgie Parks, protegee of Alan Gilbert,
(See NIGHT CLUB on page 13)

MME. LUCILLE

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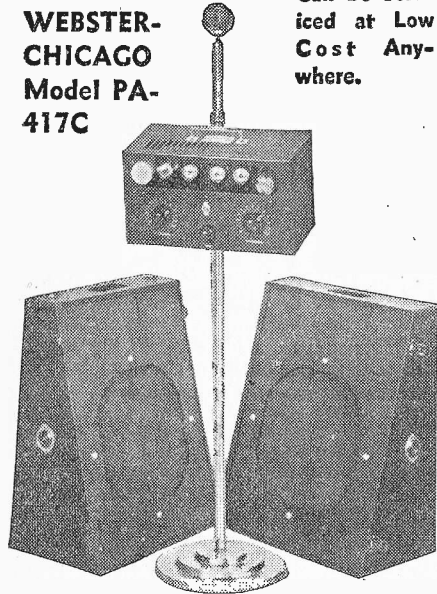
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Orchestra Notes

DAVE DIAMOND and orchestra are being rushed with Detroit convention bookings. These include the Michigan Retail Shoe Dealers' Association, Western Fruit Jobbers' Association, Scarab Ball, National Paving Association and Zenith Carburetor Company.

BETTY BRYDEN and her all-girl band now in their ninth month at the Eastern Star, Detroit. Orchestra contracted to remain until June.

KING DAVE and his Jesters are new Detroit orchestra, organized by David Levine.

RITA RIO and orchestra will fill an engagement at the Motor Square Garden, Pittsburgh, February 13.

There are quite a few "musicians' bands" around which are having a lot of trouble getting bookings. The trouble is that the bookers soon discover the bands draw musicians who sit-and-listen, but the regular dancers don't show up. After that sort of stuff repeat dates are tough to get. Ballrooms want dance bands and not trick bands.

NELSON MAPLES and his band opened at the Hotel Henry, Pittsburgh, succeeding Agnes Prendergast's all-girl outfit.

GEORGE KAVANAUGH and orchestra open this week at the Webster Hall, Detroit, following Bob Chester.

REGGIE CHILDS and band opened Sunday at the Graystone Ballroom, Detroit. Rita Rio and her Rhythm Girls follow two weeks later.

RALPH ANTHONY and orchestra opened this week at the Peacock Alley, Detroit, with an augmented floor show. STUDIO BALLROOM, Philadelphia, carries on name parade, with Ted Black penciled in to follow Clyde McCoy.

LARRY FOTIN putting thru paces his saxless combo at Walt Whitman Hotel, Camden, N. J., on January 30.

JACK ROSEVEAR is sick in Detroit and is expected to take a rest of two or three months under doctor's orders.

JO BOUILLON and orchestra are on the stage at the Bobino, Paris.

WILLIAM SCHELLANG, also known as Anthony Parenti, has filed a petition for bankruptcy.

SID DICKLER and ork open an indefinite engagement at the Arlington Lodge, Pittsburgh, and will air twice weekly via WWSW.

BOB EATON and band, now playing Midwestern engagements, have augmented unit with the Rhythmettes, Beverly Sisters, Carlos and Carlita and Roxanne.

Not all first-rate dance bands can make stage appearances successfully. The Mario Braggiotti and the Ray Noble bands, for example, were distinct disappointments at the New York Paramount Theater, even tho, musically, they were still tops. The trouble is in staging, of course. When are managers of dance bands going to get wise to this situation?

THREE GRACES (Roberta Pearson and Annette and Cathleen Bretzlaff), formerly of Rudy Vallee's radio programs, have become featured vocalists with the Bob McGrew Orchestra at the LaSalle Hotel, Chicago.

FRANK WATERHOUSE has returned to Wichita, Kan., his home town, for a run at the Casanova Club. Howard Fordham's combo continues at Rock Castle there.

STANDING-ROOM only signs were out at the 400 Club, Wichita, Kan., for the one-nighter of Bob Crosby and band recently.

JAN GARBER and orchestra are swinging thru the South with bad weather at their heels but attracting full houses anyway. Band crowded large school auditorium at Little Rock, Ark., last week en route to winter engagement at Miami, ending a long tour of one-nighters in South.

EARL HINES' ORCHESTRA begins a series of one-night stands in the South January 25.

MISHEL GORNER and orchestra, who opened the Fountain Room of the Murray Hill Hotel, New York, several weeks ago, have just been resigned for the rest of the season.

GUY LOMBARDO, at the Roosevelt Grill, New York, will be presented with a testimonial and a medal as a result of winning a poll conducted by the Musicians' Circle to find the leader who most presents "outstanding musical

presentation combined with personality and showmanship."

DUKE GLENN Orchestra played the Daughters of Columbus Ball at the Hotel Martini, Utica, N. Y., January 15.

POPE GRIMES and band are in their 25th week at the Wyoming Valley Hotel, Pittson, Pa.

VINCENT TRAVERS, at the French Casino, New York, had added the newly invented electronic piano. First time being used by a dance band, up to now being confined to symphony orchestras and solo work.

JIMMY FLENNIKEN and his Mason-Dixon Seven will provide the swing fare, and Shock Stewart's Pennsylvanians will dish out the "schmaltz" at the President's Birthday Ball at Morgantown, W. Va., January 30.

WIT THOMA and his Princetonians have been playing college and school dances in the South and Southwest and are slated to open in Dallas soon.

CLYDE MCCOY and his ork are making Warner shorts in New York. Deal set by Gus Edwards, of CRA.

CLYDE LUCAS and band go into the French Casino, New York, about February 1, succeeding Russ Morgan, who opens in Miami.

STAN STANLEY and ork current at Jung Hotel, New Orleans.

BOB CROSBY and band, who have been playing at Roosevelt Hotel, New Orleans, have returned east for engagements after a tour of Texas.

Irving Mills, who ought to know, thinks there's a big market for phonograph records of unknown bands and of musical combos made up of brilliant musicians loaned from big bands. He thinks the public is just as anxious to listen to jam sessions as the musicians themselves and he feels the public is ready for brilliant solos and all styles of "ad libbing" that violate the usual rules of recording.

PERC WAGNER and band, with Margie Person, vocalist, current at Bob's Night Club, Ferriday, La., following engagement at Crystal Night Club, Natchez, Miss. Band is from Philadelphia. GRAY GORDON current at Hotel Claridge, Memphis.

GEORGE O'NEIL and his outfit have been engaged by Johnny Jones to play at Barth's Ballroom, Pittsburgh.

ART FARRAR and his orchestra have returned to Pittsburgh after a month's engagement in Memphis.

TODD ROLLINS and his ork are in their 15th week at Roadside Rest, Oceanside, Long Island, N. Y. Sally Evans is band manager.

FLETCHER HENDERSON and Charlie Agnew played for the Interfraternity Ball, Ann Arbor, Mich., January 15. George Olsen and ork and Earl (Father) Hines are booked to play for the big J-Hop to be held there February 12.

HERMAN MIDDLEMAN and orchestra had their contract renewed at the Nixon Cafe, Pittsburgh. Will remain until Decoration Day.

SID DICKLER and band open January 28 at the Arlington Lodge, Pittsburgh. Indefinite engagement.

JOE VENUTI and orchestra, following several dates in the Pittsburgh area, left for New York to make recordings and open an engagement at the French Casino.

Benny Goodman's definition of swing, according to John Chapman, is "Rhythmic integration produced by a group of musicians who have the feeling for swing music and play arrangements by people who have a knowledge of it." Now you know, gents.

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Club Chatter

New York:

JACK POWELL, novelty drummer at the St. Regis Hotel, has one of the most complete scrap books, with clippings dating back to 1919 and listing every date played to now. . . . RUFÉ DAVIS, at the Hollywood, has been signed by MCA. . . . READINGER TWINS, after four months at the Chez Paree, Chicago, and four weeks at the Hollywood here, are appearing currently at the St. Regis. . . . FAITH HOPE and Zingo the Horse have had special material written for them by Billy Wells to tighten up the act. . . . RICHIE'S PLAZA GRILL, Brooklyn, is currently featuring Lydia Lamont, Alice Breeze, Roy Gobey and Mary Nolan. Booked by Arthur Lee, of the Parker-Ross Agency.

What price voice? Well, a Buffalo, N. Y., man mourns a prized tenor singing voice, but a verdict of \$4,300 damages helped compensate him for its loss brought about in an auto collision.

Chicago:

ELLA LOGAN, currently at the Chez Paree, will return to Hollywood, accompanied by a lion cub, a present from Clyde Beatty, noted animal trainer. A close friend of Clyde and Harriet Beatty, she will go to the Rochester, Ind., winter quarters of the Cole Bros.' Circus in a few days to get the cub. . . . GRACIE HERBERT, of Grace and Charles Herbert, is playing a leading role in a Federal Theater musical revue in Chicago. Charles Herbert also in the cast.

ROWENA (JANE) WILLIAMS and Lee Barton Evans are playing a return engagement at the Medinah Club Tally-Ho Room. . . . JUNE HART, Lucas and LaSalle, Melody King, Ginger Wood, Elaine Rabey and Helene LaMar are in the new floor show at the Silver Cloud Cafe. . . . FRANK AND LOLA ROCHA, Helen Dove, Patsy Thomas, Betty Tasciott and Jimmy Callison are playing the 16 Club. . . . JIMMY AMES has again been signed to a four-week renewal contract at the Silver Cloud Cafe.

Hollywood Restaurant, New York, one of the big town's best known cabarets, reports that almost 50 per cent of all dinners ordered by yokels, and resident patrons consist of chicken. It is estimated that between 80 and 100 crates, or dozens, of chickens are thus used per week.

Here and There:

ROBERT L. FOHL, emcee at the Bolton Night Club, Harrisburg, Pa., is arranging the entertainment for the local Roosevelt Ball January 30. . . . BALLANTINE AND CARROLL, who just finished 10 Grove, Boston, January 25. . . . FRANCES AND CARROLL, who just finished 10 weeks at Benny the Bum's, have opened at the Shoreham Hotel, Washington. . . . BOBBY LAMARR is now current at the New Earle Club, Baltimore. . . . GENE FORD is in his third month at the Torch Club, Baltimore. . . . MAXINE AND HARRY FINK opened at the Spinning Wheel Cafe, Kansas City, Mo., for an indefinite period. . . . RODRIGO AND FRANCINE are completing a seven-week run at the William Penn Hotel, Pittsburgh. . . . COE AND DUDA, after a run at the Ark Club, Dayton, O., are leaving there this week for New Orleans, where they open at the Chez Paree February 1 for a fortnight's stay, with option. . . . CARLETON AND JULIETTE are being held over at the Mayfair Club, Boston. . . . JERRY FAYE, the "male Martha Raye," is in his 10th week at the Ballyhoo Club, Columbus, O. Others in the show at that spot are Dixie Dixon, Bobbie LaRue, Bobby Bell, Vern Valdez, Lena Rivers, Li Kar, Charles Bell and Giggles.

CLEVELAND NEWS: Frank Monaco and wife have left the Cafe Monaco and headed for Florida for a brief vacation. . . . PHIL SELZNICK, of the Wonder Bar, is postcarding friends of his arrival in Hollywood. . . . DURRIES CRANE, of the Mayfair Casino, has taken time off for a rest cure. . . . STEVE GRESCH, who managed the Cameo Club, has opened a new cafe on Broadway. . . . SONNY CARR is rounding out three years of service at the Heat Wave. . . . GEORGE BILLSON tossed a party for newshawks at his Charing Cross Restaurant. . . . NATE MITCHELL has taken over the old Creole Club with the "Reverend" Doo-little and His Harlem Gang. . . . WEST LAKE HOTEL has premiered a Silver-thorne Bar with JACK HORWITZ and his orchestra. . . . ATHENIAN CAFE is a new Greek night spot on Bolivar road.

Opened by Steve Fegeris and a novelty draw. . . . BEA NICHOLS will install her Tom Thumb Club at 72d and Carnegie. . . . KEN RASMUSSEN has quit the Brandt Company to devote all his time to his orchestra at Park Lane Villa.

BROCKTON, MASS., has an ace nitery in the Club Embassy, managed by Sam (Solly) Solomon. Featured is Mildred Leddy, pianist and blues singer. . . . FOSTER AND BRIGHT closed a four-week run at Castle Farms, Lima, O., January 24 and moved into the Glenn Hotel Rendezvous, Newport, Ky., January 29 for a fortnight's stand.

RUBY HALLADAY, singer, is at the Casanova, Paris. . . . JIG SAW JACKSON, acro dancer and contortionist, and Adelaide Hall, sepien singer, are at Chez Ray Ventura, Paris.

CENTURY CLUB, Los Angeles, will be reopened within a month by Al Quod-back, veteran cafe man. . . . WALLY VERNON emcees at the El Mirador, Los Angeles. SLIM MARTIN and orchestra current there. . . . DON AND AUDREY LE MAIRE, dance team, opened at the Victor Hugo Hotel, Los Angeles, during the week. . . . KNICKERBOCKER, Hollywood, slated to open February 5, with possibility that Mickey Rooney, kid actor, will bafon the ork.

LUISE RENEE, modernistic and character dancer, made her New York debut at the opening of Nick Bates' Merry-Go-Round Bar last week. . . . AL AND SALLY RUSSELL opened at the Cafe Madrid, Buffalo, N. Y., last Monday. . . . CARL AND FAITH SIMPSON concluded a seven-week run at the William Penn Hotel, Pittsburgh, January 27. . . . COLLETTE AND GALLE opened at the Club Bartlett, Rochester, N. Y., January 18.

WOODS AND BARRY, dancers, are current at the Club Greyhound, Louisville, Ky., after an eight-week run at the Royale Frolics, Chicago. . . . BOBBIE LARUE is in his eighth week at the Ballyhoo Club, Columbus, O. . . . VERN VALDEZ, after six weeks at the Ballyhoo, Columbus, O., opened at the Frontenac Night Club, Detroit. . . . JOHNNY DOVER, acrobatic roller skater, now in his second week at the Ponce de Leon Club, Dayton, O., sails from Vancouver, B. C., on the S. S. Niagara February 17 for Australia, where he is slated to play the Tivoli Circuit.

Modern dancers have drawn from the sources of ancient Greece, Egypt, India and other countries and eras for sophisticated terpsichore. But the latest inspiration comes from the current French craze, Surrealism, from which the Readinger Twins at the St. Regis, New York, offer "Midnight Spinning Curve Rhythms."

NIGHT CLUB

(Continued from page 11)
burly impresario, does a combination parade and fan-dancing nudie, while Chiquita Venezia adds to the surfeit of flesh display with a balloon number.

Young Pearl Reynolds, possessor of a good back, does slow-motion acro and contortion work and balancing but fails to impress with an alleged soft-shoe number, depending on more acro work for flash.

Dorothy James, blond Amazonian blues singer, does a single number creditably, in lusty voice and excellent phrasing, but she has sounded better over the air. Marion Martin, brunet singer, gets over two numbers in fairly nice voice, utilizing an expressive face and good rhythm.

Honey and Jack Wilson, mixed tap team, open with a rather rough ball-room routine set to taps and close with a sizzling hot tap number. If nothing else this pair can count appearance and speed in their favor.

Lee, of the featured team of Bigelow and Lee, sings pop and old-time faves, accompanied at the piano by Harry Denny, subbing for the ailing Bigelow. They work on the bill and do table-to-table work between shows. Denny also plugs in with pianologs at different times during the evening.

Joe Ricardel and his orchestra furnish the musical background.

George Colson.

Cafe Maria, New York

For more than 28 years identified with night life and eateries in the Rialto sector, Maria has moved to the site of the Famous Door and turned out a place that is intimate and informal to the nth degree.

In keeping is the group of entertain-

Sheet-Music Leaders

(Week Ending January 23)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-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 (Shapiro) (1)
2. When My Dream Boat Comes Home (Witmark) (3)
3. Pennies From Heaven (Selec') (2)
4. Good Night, My Love (Robbins) (6)
5. With Plenty of Money and You (Harms) (8)
6. The Night Is Young (Words and Music) (5)
7. It's De-Lovely (Chappell) (4)
8. One, Two, Button Your Shoe (Selec') (9)
9. Rainbow on the River (Feist) (11)
10. I've Got You Under My Skin (Chappell) (5)
11. I'm in a Dancing Mood (Crawford) (10)
12. Trust in Me (Ager)
13. Gold Diggers' Lullaby (Harms) (15)
14. Serenade in the Night (Mills)
15. Easy To Love (Chappell) (14)

PHONOGRAPH RECORD best sellers will be found on page 63.

ers who keep the ball rolling until curfew.

Alice Lowell, a redheaded sophisticate of song, talk-sings blue ditties that make no bones when it comes to the punch lines. The fact that she has no voice takes away very little from the effectiveness of her numbers. Instead it tends to emphasize her experienced delivery and salesmanship.

Jai-Leta, mooch dancer, here after 18 weeks at next-door Leon and Eddie's, edifies with sinuous, sensuous writhings and rhythmic convulsive bumps and closes with a peek at her ravishing form in the altogether.

Loretta Crawford struck us as a bit miscast in the present locale, singing the pashier pop numbers in a shaky, operetta-type voice, for which very little can be said. It must be stated, however, that it was not enhanced much by a not-too-efficient public-address system.

A strolling trio composed of Tommy Bruno, violin; Bert Mann, accordion, and Joe Lane, baritone, work table-to-table, doing requests and making themselves generally entertaining. Mann also performs what few emcee duties are necessary.

Spot has no cover or minimum, and special dinners can be had at \$1.

George Colson.

Plaza Cafe, Pittsburgh

This is one of the few downtown spots that continually manage to do good business, its long reputation of popular prices and clean sock entertainment serving as drawing cards. Floor shows are on three times nightly except Sundays.

Al Marsico and orchestra furnish the music for show and dancing. It is a clever eight-piece outfit that dishes out smooth dance tunes and entertaining medleys of old-time and current pop tunes.

The floor bill, while not crowded with as large a number of performers as usual, is a fast and youthful revue. Danny Beck emcees, bringing in a laugh or two at every available moment and scoring with his drum-stick act.

The Gale Sextet, working in the order of the Aristocrats, are spotted in a couple of intricate dapce turns that are executed with finished grace. The three boys and three girls open with a rhythmic strut to *St. Louis Blues* and close the show with a feverish version of *Sing, Baby, Sing*. The female trio also contribute a waltz-acro routine labeled

Gloomy Sunday. All well-trained dancers.

Tanya Vernoff, shapely and exotic-looking Russian dancer, offers a show-stopping tap turn to the music of *Dark Eyes*. Pat Vernon, another versatile dancer, contributes a Frisco strut which he finishes with a hot trucking bit. Later teams up with Tanya for a legomania session. Both well received.

Marjorie Little, blues singer, and a line of six girls joined the show since caught.

An attractive bar and a novel indirect lighting system which permits the customers to enjoy their food and the show at the same time are among the Plaza Cafe's individual features.

Sam Honigberg.

Mayfair Casino, Cleveland

Tho Durries Crane has been in the hospital recuperating from the task of reopening this spot, an excellent show is being offered.

George Duffy and his excellent orchestra have moved in and are furnishing a brand of music Clevelanders appreciate. He has one of the best bands of the Middle West and as a result of his try-out over WGAR a fortnight ago is now broadcasting nightly. Blanche La Bow, deep-throated singer, is featured vocalist.

The Four Esquires, who spent a year at the Hotel Hollenden Vogue Room, have moved into the cocktail lounge here, where they play for dancing. A popular quartet, they add spice to the show.

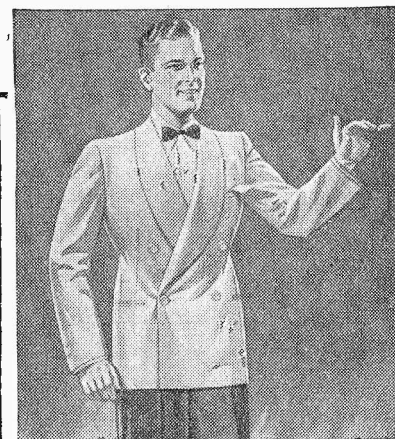
As to the floor show, Loew, Hite and Stanley do their acrobatic act; Claude and Corinne, beef trust dancers, bring a bit of slapstick in their gyrations; Jerry Pawton, cowboy juggler, continues to entertain, with Hal Cummings emceeing and singing.

Twelve Mayfair Maids form a personable chorus.

Spot is doing well under new management and appears to be headed places.

H. R. Hoyt.

Miniature Music Company, of Rochester, N. Y., has just published a new fourverse pop number titled *It's Unconstitutional Now*.



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"Name" and Unit Dearth Is A Break for Standard Acts

Bookers reveal that conditions demand return to regulation vaude shows—production staffs for de luxe houses—"name" supply gone, unit producing discouraged

NEW YORK, Jan. 23.—Standard acts, which found vaude a poor source of revenue of late, are scheduled to come back into their own, definite indication of this trend being voiced by circuit bookers who are in a dilemma over the dearth of "names" and units. It was these same factors that made the going tough for standard acts, when bookers ignored them in the scramble for "names" and units. Consensus of opinion among bookers is that they must return to the booking of regulation vaude shows and attempt to entice consistent business, throwing in an occasional "name" as a bargain, and not continue as at present when the box office rises and falls in accord with the drawing power of the "name."

Realizing that regulation vaude shows would be lost in de luxe houses, bookers point out that in those cases production is necessary, similar to the policy at the Metropolitan, Boston. Vaude acts would have to be injected into an atmosphere enhanced by a line of girls, scenery and wardrobe. RKO is working out a plan to build its own units, using its house in Boston as the production point.

While the dearth of "names" and units has already become an old story, frequent look-ins on bookers brings from them the cry that the situation is reaching the impossible stage. Week after week it has been their cry that the situation is reaching the impossible stage. Week after week it has been their cry that attractions are no longer available; that they are weary of trying to unearth them.

The "name" supply has been exhausted, and the movie outlet for "names" is undependable, inasmuch as movie celebs have been booked and reneged at the last minute on orders from the studios to return for pictures. This became a serious factor in booking, with the result that bookers steered clear. The unit supply took a brodie when the producers as a whole suffered heavy losses on percentage dates, forcing most of them to fold their shows and discouraging others from producing.

Bridgeport Seeks Sundays

BRIDGEPORT, Conn., Jan. 23.—Lyric Theater here is seeking permission from the authorities to run Sunday vaude, with James V. Fensore, president of the operators' local, interceding for the house. The request was tabled this week by the police commissioner. House plans going dark unless permission is granted. Sunday vaude would permit it to run four days of vaude and three of burlesque. It is now a full-week burly stand playing shows of the Independent Burlesque Circuit.

Scouting Talent for Holland

NEW YORK, Jan. 23.—William J. Woltman, general manager of the Carlton Hotel, Amsterdam, Holland, arrived here Wednesday for a five-month tour of the country. Besides making the trip to boost Holland, he is also trying to line up American talent to play there. Acts can play the hotel, in addition to the Muziek Lyceum there, which is owned by the hotel owner, Abraham Van Dam. Sophie Tucker recently appeared at the hotel.

Roxy Receipts Are \$200,863

NEW YORK, Jan. 23.—Roxy financial report filed last Friday by S. Howard Cullman, trustee, indicates that total cash receipts amounted to \$200,863 during the period between November 26 and December 30. Disbursements totaled \$237,000. Figures given take into account deductions such as interest on realty and various taxes.

Paradise Unit Set

NEW YORK, Jan. 23.—Paradise Restaurant unit will comprise Jerry Lester, Three Wiles, Freddy Zay, Frances McCoy, Julie Jenner, Jimmy Richards and Gertrude Briefer. There will also be 16 line girls and 10 show girls. Unit will open February 25 at the Paramount, Springfield, Mass., and will follow with the Metropolitan, Boston.

MCA Holding 3-Day Meet in New York

NEW YORK, Jan. 23.—A general meeting of all the branches of the Music Corporation of America will take place Thursday at the offices here and run for three days. It is understood that the firm will outline the extensive plans it has in mind and formulate plans then to carry them thru.

It is known that the MCA plans call for an important buildup for vaude, probably entailing the sponsorship of unit shows, headed by name bands, to tour the country, playing theaters, auditoriums and the like. J. C. Stein, head of MCA, will also outline his plans for the development of film end of the firm.

Belle Baker's Four Weeks

NEW YORK, Jan. 23.—Belle Baker, who closed last week at the Hollywood Restaurant, has been given four vaude weeks. She will open February 4 at the Metropolitan, Boston, and follow with the Oriental, Chicago, 19; Fox, Detroit, 26, and Shea's, Toronto, March 5. Latter house has been extensively using units, and Miss Baker's booking is the first individual name for the house in a long period.

LOWE, HITE AND STANLEY open Thursday (28) at the Metropolitan, Boston, and follow with Loew's Capitol, Washington, week of February 5. . . . Arthur Boran, mimic comedian, in addition to his radio broadcasts on the new Ford programs, "Watch the Fun Go By," on Tuesday evenings over the CBS network, has been set to play the following theaters: Warner's Oxford, Philadelphia, January 28 to 30; Warner's Allegheny, Philadelphia, February 1 to 3, and Warner's Nixon, Philadelphia, February 11 to 13.

MATT DUFFIN, of the Duffins, vaudeville team, has written three songs in conjunction with Danny Curtis, formerly of Harold Stern's Orchestra.

ELSIE AND HERMAN, who are featured in the Yacht Club Revue, are signed to open with the Ringling show.

WEST COAST ITEMS: Block and Sully are in Hollywood. . . . Collette Lyons has been signed for pix by Mervyn LeRoy. . . . Joe Marks goes into the next Bobby Breen picture in a character role. . . . Benny Rubin, currently in Palm Springs, will top the Orpheum, Los Angeles, bill January 27. . . . Tommy Wonder, of Betty and Tommy Wonder, will do his rag-doll routine for Warner's *Dance, Charlie, Dance*.

FRED SCHADER, who was director of publicity for the Fox Theater, Detroit, for several years, returned to that town this week. . . . Jack Dickstein, operator of the Gus Sun vaudeville booking office in Detroit, has been appointed to Wayne County sheriff's staff with the rank of detective or special investigator.

KING'S SCANDALS, Harry Gourfain unit, will play Montreal and Toronto starting February 5, and will probably follow with Toledo, Chicago and Indianapolis. . . . Jimmy Savo, current in Europe, is to report to the Coast on his Universal pix contract between May 1

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.

Loew's State to Thursday Opening

NEW YORK, Jan. 23.—State Theater here will switch from a Friday to Thursday opening day February 4, in line with Loew's change of opening day in the entire city. Some of the theaters went to Thursday opening this week and others will fall in line in succeeding weeks.

State as a Thursday opener will make it the same as the Radio City Music Hall. Paramount is a Wednesday opener, while the Roxy changes Friday, but has been opening on Thursday recently to catch the holiday week-ends.

Stepin Fetchit Is Booked

NEW YORK, Jan. 23.—Stepin Fetchit has lined up more personal appearances thru the Simon Agency. He will open February 4 at the Metropolitan, Boston, and the following week goes into the Capitol, Washington. Also slated to follow with the State here.

Sherman Adds Bethlehem

PHILADELPHIA, Jan. 23.—Eddie Sherman has added the Lehigh Theater, Bethlehem, Pa., to his books as a one-day stand, the house getting its vaude this Friday. House will be booked in conjunction with the Midway, Allentown, which runs Saturday shows.

Vaudeville Notes

and June 1, with *Hippodrome* his first film. . . . Seven Loria Kids open at the Michigan, Detroit, Friday, as do the Calgary Brothers, their first theater date since returning from Europe. . . . *Slums of Paris* is the title of the new Dave Bines-Phil Bloom unit, opening February 4 for Paramount in Springfield, Mass. Sid Marion and Billy Branch are in the show. . . . Mark Leddy, of Leddy & Smith agency, is scheduled to make a trip to Europe soon. . . . Benny Fields will play the Palace, Cleveland, week of February 5, prior to repeating at the Hollywood Restaurant, New York.

SHOOTING HIGH, Simon Agency unit, is being reopened, going into the Earle, Philadelphia, this Friday. . . . Carter and Holmes sailed on the Europa last Friday for European dates thru Montague and Collins, arranged by Phil Offin. . . . Buck and Bubbles have picked up some RKO weeks, playing Cleveland February 5 and Boston February 25. . . . Cilly Feindt and her horse act will return from Europe and play Boston, Cleveland and Chicago for RKO. . . . Eddy Duchin and Louis Armstrong have been booked for the Metropolitan, Boston, former going in February 11 and latter February 26. . . . Benny Davis unit goes into Michigan, Detroit, February 5, and follows with Oriental, Chicago.

FOLIES D' AMOUR, Chicago unit sponsored by Sam Roberts and Nick Boila, opens in Hershey, Pa., Thursday, and follows with Fay's, Philadelphia. . . . Honey Boys are now The Columbians, Tommy Hyde exiting to teach at Wayburn's. Quartet comprises Irving Karo, Bill Douglas, Ralph MacDowell and Bill Turner. . . . Leroy Richards and Noel Henri are readying an act for radio. . . . Elida Ballet has been bought by RKO for three weeks, starting this Friday in Chicago and following with Cleveland and Cincinnati.

Deny NBC Will "Angel" Vaude

John Royal, reported as parent of idea, disclaims it—need for air talent

NEW YORK, Jan. 23.—That National Broadcasting Company, thru John Royal, had plans for the future whereby the network was to act as an angel for vaude, was denied this week by Royal, a vice-president of the network. Report current in the field was that Royal envisioned broadcasters stepping into this activity as a means of securing and training radio talent.

Claim advanced was that with the bulk of radio's present topline acts hailing from the variety stage originally, radio had to take such a step to insure talent, especially comedians, for the future. With vaude in its present condition, radio's chances of drafting much more talent from vaude are skimpy. By stepping in as angels for a vaude theater as a training field, radio would be paralleling steps taken in the last few years by the film industry in legit for similar reasons, paucity of talent and material. When it was originally discussed in the picture business, the idea drew a laugh.

It was also pointed out that NBC's Artists' Service is presently building future radio talent thru its *Professional Parade* program. Latter broadcast has already resulted in one stage unit, playing Philadelphia last week, unit consisting of all vaude players. Acts going on the broadcast are all put under option by the network.

Stage Shows Set for National, Louisville

CHICAGO, Jan. 23.—National Theater, Louisville, which has been dark since last summer, has been leased by George Devine, former operator of the Indianapolis Roof Ballroom, who plans to reopen with a stage policy February 5. Will J. Harris, local stage director and unit producer, was set to take over the house a few months ago but was prevented from doing so by a legal suit filed against the owner of the theater.

Billy Diamond office here will book the house. Policy is a full week, with first shows in being units. A. B. Marcus show will reopen the house, followed by the *Centennial Revue*. Ace Berry, formerly of the Circle Theater, Indianapolis, will be manager for Devine.

Lela Moore Signed for Pix

NEW YORK, Jan. 23.—Lela Moore, following a screen test, was signed by 20th Century-Fox to appear in the Earl Carroll film, *Sally, Irene and Mary*. She is scheduled to open in March at the ABC, Paris, following with London engagements, including the Dorchester House.

Paris Loses Pop Vaude Spot

PARIS, Jan. 18.—The Fauvette, popular concert-vaude house which opened in 1887, has closed and will be transformed into a flicker palace. Fauvette was for many years a big-time house, but in recent years had been operated as a small-time spot.

Charles Withers in Fed Play

INDIANAPOLIS, Jan. 23.—Charles Withers, of the vaude act, *Withers Op'ry*, is making a guest appearance with the Indianapolis Federal Theater Company in the play, *Bringin' Back the Drama*, which opened at Keith's Theater Monday. Play was written by Ralph Stuart, of New York, who came to Indianapolis to assist in the direction. Stuart has been an associate of Withers for years.

Blue Studes for Benefit

NEW YORK, Jan. 23.—Eighty students of the Jack Blue Dance School will appear at the annual Hebrew Orphan Asylum benefit at Madison Square Garden March 20, sponsored by Mrs. Gustav Hartman, wife of the late judge. Olga Cassagranti, 21-year-old blind singer and dancer, and Marie Jane Follerino, 2½-year-old character singer and dancer, will be featured.

Oriental, Chicago

(Reviewed Friday Afternoon, January 22)

Count Bernivici's *Spices of 1937* is probably the heaviest unit, from a production standpoint, to play a local stage. Utilizing a double-decked stage, as in previous years, the show has many colorful scenes. The opening, however, does not quite fit in with the balance of the show and could be dropped to advantage.

The Count is first seen playing the violin and then lights come up behind the scrim showing Aleece Graves, harpist, and Lee Brody, electric organist, with six girls supposedly playing radium treated violins, making a colorful opening. While the girl band (10) plays on the lower level a production scene showing the docking of the Queen Mary and the arrival of the eight dancing girls is taking place on the upper stage. After a routine by the chorus Doris Dupont did a clever tap number to *Nola*.

Other production numbers included a farm scene at twilight, with Tony Angelo singing *When Day Is Done*; Taras and Masters in *The Dance of the Moloch* and a Spanish dance, and a patriotic finale. Bobby Pincus and Isabel Dwan were

on twice, first with knockabout comedy and later when Pincus did his caressing microphone bit, impression of a five-year-old reciting and an eccentric acrobatic dance, while Dwan contributed a high-kick routine. Drew a heavy hand.

Brown and Ames were down near the end of the show with their regular vaudeville act, a combination of wisecracks, stories, tap dancing and singing, and Taras and Masters also did a short adagio that featured stomach spins by the woman. Tony Angelo, diminutive tenor, sang three songs in a spot by himself, and the finale brought out the waving of the American flag with stirring music and a scene showing the New York skyline with salutes from battleship guns.

F. LANGDON MORGAN.

Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Jan. 20)

It's girlesque this time at the Folly—vaude with a dash of Minsky. This three-decker house was less than one-third full at the supper hour and applause was lost. Show opened slow and took some time to warm, but last half put on steam.

Joe Rollo emceed and worked in several numbers with June Carr. Latter, a talented young woman, possesses a robust sense of comedy, and her dance atop the local Steinway, her rope dance and comedy work brought her honestly deserved palm whacking.

Show opened in full stage with 11 gals, costumed in silver and black, doing a weak routine.

Jimmy Barry, next, did several banjo numbers, including *Is It True What They Say About Dixie?*, *Three o'Clock in the Morning* and *12th Street Rag*. He also banjoed impressions of two banjos and a symphonic arrangement of *Echoes of the South*. He attempted to gag, but this is not his forte.

Emsee Rollo and Cliff Bragdon and an unbilled woman did a bit from the burlesque temples—one of the pick-up things—not too blue, but nothing for a kid audience. This showing had a large sprinkling of youngsters.

June Carr, in a tasteful blue costume, did a dramatic burlesque and piped *Lost My Rhythm* and gagged with Rollo to a nice hand.

Lestra Lamont, female impersonator, led a nice production number, with the lasses attired in costumes of different nations—all made of crepe paper. Effective number, showing imagination. Ribbon dance by a luscious blonde, working with good lighting effects, got healthy applause. Lamont sang in a queer soprano and then did a burlesque of a strip tease.

Sammy Moss announced that he would do imitations of Major Bowes' amateurs, a clever way of introducing his impersonations. Did an opera singer, bird imitations, sawing wood, musical saw, whistling and comedy in dialect. Clever, altho not brilliant, and took a nice bow.

"Tita," lovely blonde with an alluring figure, did a black veil dance effectively. Not a distinguished dancer but lovely.

June Carr did another burlesque, this one of a fan dancer attired in a man's winter undies.

Finale consisted of line of 11 girls doing a Spanish shawl-dance number. Colorful but lacked precision and fire typical of these dances.

A nice show, better than others seen here. Flicker entertainment was *The Magnificent Brute*. BENN HALL.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, January 22)

Pride of the Wilbur Cushman time. *Kit Kat Klub* well earns the honor. It is the property of Paul Cholet, who has been in the small unit game ever since the well-known constriction of 1929.

Not pretentious, the show gets away cleanly with everything it lays out. There's one production novelty, a radium sketch on the opening which has the girls tricked out like kittens that's okeh. Novelty is the long suit, the feature act being Freddie Craig Jr., who can do many things at the same time.

Parker Brothers, a pair of expert hand-to-hand balancers, are the first on. Some slick hand standing and with little effort puts them over with a bang. Ruth Sue Powell, proving anyone of the name can do sweetly with taps, dances twice in the show. Both okeh. Then it's the Three Short Waves, impression boys, who make off with plenty of applause. They run the list of radio well-knowns, and the one kid who does Joe E. Brown and Jack Oakie is a honey. Teresa Donnelly, who does acrobatic

dancing on toe, is just ahead of the Continental comic, Charley Brugge. Brugge cuts fancy didos on the rostrum and can play some pretty nice music if he'd let himself go serious. However, the house likes him nutty, so that's the line he chooses for nifty laughs. Connie Mohr sings a pair of numbers. Her gown selection is choice and one song is good. Rhythm one could be newer.

Four White Sisters are a flash in precision, and right behind them comes Ruth Sue Powell in a sophisticated song to close with some swing stepping. Freddie Craig Jr., star of the show, brings his chalk and blackboards to the foots for an eight-minute demonstration of how to get out of an involved situation. Never slipped once this show, and the house breathed big sighs when he waded thru the 10-things-at-one-time routine. Given a roaring hand. The finale has everyone out. Cholet, the boss, acted as emcee.

Timed at an even hour and was with *Woman Wise* (20th-Fox). Temperatures were down, but the biz up to the usual left for vaude. B. OWE.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Jan. 23)

Texas Centennial Revue in its present form is said to be an entirely different show than when it started out several weeks ago. It still needs some revamping to make a faster show. As exhibited here this afternoon it seemed to need some rerouting. It starts out at a fast clip and then sags. Most of the colorful production numbers are all bunched up at the beginning of the show, leaving too big a voidness to be filled with acts working only before the same velvet drop. Rearrangement is not a serious problem and the changing around and perhaps the addition of another act or two will make the unit a first-class one.

Opening was of a musical comedy flavor, with the 20 girls and six boys doing a dance routine as Paul Bachelor, producer of the show, sang *Way Down Texas Way*, later entering the plane. Second scene was done before an esplanade opaque and transparent drop and had Sydni Del Dess singing *A Guy in a Ten Gallon Hat* and another routine by the girls and boys.

Fitz and Cahill, two men, were one of the hits of the show with an unusual session of comedy tap routines, challenge stuff and eccentric and left the stage with four bows. The Three Byrons were another almost show-stopper with their knockabout acrobatics, comedy falls and tangles and drew a heavy hand. Ray Hughes and Ruth Clayton, just before the finale, slowed up the proceedings somewhat with a quiet assortment of gags, talk and comedy falls and took two bows.

Mlle. Corinne was featured in two spots, first with her well-known *Apple Dance* and later with a modernistic routine done in a red Garbo wig. Sydni Del Dess sang a song in a fair voice preceding an interesting novelty dance routine by Emerson Frome. The other production numbers were the *Cavalcade of Nudes*, a semi-nude posing number, and an Indian and cowboy scene early in the show, with Paul Bachelor sing-

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ing *Twilight on the Trail*, the six boys as cowboys and the chorus as Indians.

F. LANGDON MORGAN.

Alhambra, Paris

(Week of January 11)

Alhambra acquiring annoying habit of repeating acts two or three times during the season. Present bill includes at least five acts that have played this house one or more times within the last few months besides other houses in town.

Headliners are the 12 Hollywood Aristocrats, a neat and peppy flash, but as presented here not headline material. Darlene Walders, American acro dancer, held over for her sixth consecutive week, presents a new acro-tap routine as part of the Hollywood flash, grabbing most of the applause. A new act is that of Florence Mayo and her burlesque horse, Pansy, outstanding comedy hit of the bill and nicely put across. Also new is singer Pierre Zenaro, who clicks easily. Adriana and Charlot are toponchers in trampoline and hand-to-hand, the girl a remarkable understander and Charlot an ace in trampoline work as well as a good

comedian. Walton's Marionettes are also front-rankers, one of the best of European puppet shows.

George Dorlis is amusing in his dance parodies but should try to dig up something new. Ditto for Gilles and Julien, who have been moaning the same sad songs for months. Margaret Jardy offers a neat aerial act, and Cilly Feindt, with her two high school horses, is easy to look at, which is fortunate, as the "high school" part of the act is slipshod. Gaby Sims is a singer without a singing voice, but she has pep and a neat pair of legs. Pierre Dac has no voice either but admits it and sticks to handing out witty patter. Paul Sandor opens the show with his dogs disguised as ponies, and the Seven Faludys close with neat teeterboard tumbling.

London Bills

(Week of January 11)

American acts once again predominate at Holborn Empire, where Vic Oliver plays a second consecutive week, an unusual feat here. He adds to his popularity by working new and effective

material. Nicholas Brothers hit solidly with amazing footwork and comedy. Donald Stewart, American tenor, partners Renee Houston, Scottish comedienne, in a good act that wins approval. Stewart has excellent pipes and a good choice of numbers. Ken Harvey, banjo and guitar-playing wizard, is another American act scoring heavily. Heltanos, two German athletes who work at incredible speed, is the best act outside the American contingent.

Making their initial appearance in England with their new act, which holds many novelties, Mae Wynn and Zella Company, American dance flash, headline and show-stop at the Nottingham Empire.

Hal Menken continues to score at the Stratford Empire with his unusual and precise tap and rhythm dancing.

Turner Layton, of the Layton and Johnstone combo, hits with a bunch of pop tunes at the Palace, Blackpool, where Johnny Regan, Anglo-American cowboy comedian, and Danny Lipton and his Liptonettes, a smart dance flash, also score big successes.

Carol Chilton and Maceo Thomas, ver-

satile Creole dancers and entertainers, are the highlight at the Dominion.

Wilson, Keppel and Betty, with their comedy dancing novelty, are the applause standout at the Opera House, Blackpool.

Fred Sanborn, American speechless comedian and xylophonist, assisted by Melbourne Christopher and Irene Sanborn, is good for a load of laughs at Kingston Empire, where he shares honors with another corking American comedy act in Jean Carroll and Buddy Howe.

Tex McLeod, the cowboy monologist and lariat spinner, is a welcome addition to George Black's *O-Kay for Sound* at the Palladium.

Defiance's Three-Day Stand

DETROIT, Jan. 23.—Mallor Bros.' Valentine Theater, Defiance, O., managed by Billy Cullen, is using a three-day vaude policy, booked by Jack Dickstein, of the Sun office. Last Sunday's opening bill included Redford and Wallace, Rudy Horn, Morley and Anger and Jack Gregory and Company.

New Acts - Bands Reviews

Al Marsico and Orchestra

Reviewed at the Plaza Cafe, Pittsburgh. Style—Dance and show music.

Instrumentation: Al Marsico, lead and violin, Joe Schafer, piano and arrangements; Bunny Drown, Billy Aschey and Abe Walker, saxes; Sammy Sheaffer, trumpet; Ray Catizone, base, and Flea Madden, drummer.

Outfit specializes in the playing of

old-time medleys, bringing back tunes that have been popular during the last few years. The band dishes out smooth dance tunes and serves as expert accompanist for floor-show acts.

Billy Aschey and Ray Catizone are the vocalists and are spotted frequently during the course of the evening. S. H.

Miriam Verne

Reviewed at the St. Moritz Hotel, New York. Style—Dancing. Setting—Floor show. Time—Seven minutes.

Young dancer, pretty and very daintily costumed, who, in two offerings, does tapwork, made notable by effortless straight routines and pretty mannerisms, and a soft-shoe waltz, gracefully carried out but simply and embellished only by high kicks, several walkovers and a number of tynscoas.

The only holdover from the previous shows, she performs with fair talent, plus a world of charm, personality and eye appeal. G. C.

Wini Shaw

Reviewed at the Versailles Restaurant, New York. Style—Singing. Setting—Floor show. Time—Ten minutes.

Away from the night club field for over four years, Miss Shaw brings back to it an added glamour and radiant personality, thanks to the influence and teachings of the movies.

Extremely pretty and tastefully arrayed in a black sequin gown, she socks over her numbers with physical as well as vocal appeal. The latter she possesses to a moderate degree, employing unusual phrasing and special arrangements to good advantage. Her voice is fair. Of the tremulous type, she does her best work in the lower registers, her range being quite limited.

However, a three-number program, consisting of *It's De-Lovely*, *Thru the Courtesy of Love* and *Lady in Red*, was stretched to twice its length by requests when caught. G. C.

Jack Sherr and Orchestra

Reviewed at the St. Moritz Hotel, New York. Style—Dance band.

Instrumentation: Jack Sherr, lead and accordion; Fred Bush, piano; Norman Small, bass; Ralph Napoli, guitar; George Flores, drums; Sid Prussin, sax. Vocals by Napoli, Flores, Small and Bush. Arrangements by Sherr.

New to our ears, but claiming an extensive musical career out of town, notably Baltimore, this leader has brought his five-piece orchestra to the St. Moritz unheralded. It is to his credit to say that he is making the most of his opportunities and is pleasing satisfactorily everyone concerned. He achieves also a note of intimacy, swinging into numbers at impromptu vocal behests of the patrons.

Sherr gets an unusual quantity of fullness with his sparse instrumentation, with all members turning in creditable work, but Prussin doing the heroic job both at melody and rhythm as the lone

brass. The novelty and a good deal of the appeal of the band depend upon Sherr's multi-sided and expert renditions on a variety of instruments that include, besides his accordion, the piano, flute, clarinet, sax and piccolo. In one instance he plays sax and clarinet simultaneously. Alternating his instruments at will, he never allows a tune to become monotonous no matter what number of choruses might be played. The boys, too, show versatility, with Small, Napoli and Flores doing solo vocals and Bush, Napoli and Flores working as a trio.

Outside of novelties and specialties thus achieved, band plays usual dance numbers, handling them in a straight manner without unusual arrangements or style. G. C.

Joe Ricardel and Orchestra

Reviewed at the Club Mirador, New York. Style—Dance band.

Instrumentation: Joe Ricardel, lead, violin and vocals; Al Anozini, William Scibelli and Bill Sheiner, saxes; Manny Ricardel, bass; Sydney Stern, drums, and Ralph Legnini, piano and arrangements. Sax section doubles on violin and flute.

With a practically new personnel and with only a short time, in which to whip the men into shape before opening here, leader has produced good results. An evident lack of co-ordination in the saxes is to be expected, tho basically they are good full-sounding horns. Altogether they give with fair dance rhythms and accompany the lengthy floor show creditably. A sort of cover-up and a balancing factor is the classy playing of Ricardel. He also attempts vocals with a small, tho pleasant, voice. G. C.

Katherine Harris

Reviewed at Roxy Theater, New York. Style—Dancing. Setting—Special. Time—Four minutes.

Katherine Harris has something definite to offer in the way of dancing talent; namely, a combination of acro and toe-stepping that is graceful, difficult and perfectly finished in execution. Appears for just a short turn, but is on long enough to impress solidly. Should be a good bet for musicals. P. A.

Vic Hyde

Reviewed at the Club Mirador, New York. Style—One-man band. Setting—Floor show. Time—12 minutes.

This youngster brings to local night club entertainment the freshness and buoyancy of an unspoiled kid from the sticks of Niles, Mich.

Altho he is supposed to have been gathered under the knowing and protective wing of Rudy Vallee on the strength of his amazing feats as a one-man band (playing a half dozen winds, piano, drums and cymbals, and also being able to blow three trumpets in harmony at one time—a sensational feat), he impresses as containing the most latent possibilities as a most informal, easy-going emcee or monologist, with a

startlingly disarming naiveness in style and delivery.

Unusual and sensational as his offering of freak instrumental versatility is, should he drop all that entirely he still should have no trouble clicking with his glib and homey chattering. G. C.

Edward Rickard

Reviewed at Roxy Theater, New York. Style—Novelty. Setting—Special. Time—Eight minutes.

Rickard, shadowgraph artist, provides a thoroly entertaining novelty with his "studies in black and white." Opens with the usual delineations of animals, nicely done, but turn reaches its climax with two pieces, one called *His First Cigar* and the other a satire on a visit to the dentist.

In view of the scarcity of this type of act, and keeping in mind Rickard's evident artistry, the turn should be acceptable to all class spots. Pace is rapid, one portrayal immediately following another, with not a dull spot in the whole. P. A.

Jean Lorraine

Reviewed at Roxy Theater, New York. Style—Comedy. Setting—In one. Time—Eight minutes.

Lorraine is spotted twice on this bill, with Marty May and again with Ken and Roy Paige. Business with the former, with whom she chats, is mostly posturing. In this type of work she is aces. Turn with the Paige boys is a dance satire, Lorraine taking plenty of falls and contributing other hoke. This type of comedy is being overworked at present. P. A.

Nadine Gae and Kirk Allen

Reviewed at Roxy Theater, New York. Style—Ballroom dancing. Setting—Special. Time—Four minutes.

Turn when caught appeared in only one number, a good-looking *St. Louis Blues* routine. Reviewed on the basis of this alone, the team is capable. Technique at this viewing was highly stylized, the dance being executed with a becoming eccentric rigidity of motion quite suitable to the blues theme. Audience certainly liked the couple well enough for them to do another bit. P. A.

Bill Steele

Reviewed at Roxy Theater, New York. Style—Singing. Setting—Special. Time—Five minutes.

Spotted in an artists and models production number with the Gae Foster Girls as backgrounds, Steele, wearing an artist's smock, introduces a round of pretty girls with special lyrics. It's all very cute looking but does not give Steele much chance to garner applause on his own account. Clicks best when he sings *There's Something in the Air* and really should have another standard tune or two. P. A.

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Playwright Subsidation Plan Brought Up Again

Editorial in Equity Magazine stresses need for a supply of first-line plays—suggests that managers do something about it—would get back dough from profits

NEW YORK, Jan. 23.—Frank Gillmore's oft-stated plan for the subsidation of playwrights was brought up again, in general terms, in an editorial in the current issue of *Equity Magazine*. Plan, which was designed to give the theater a definite supply of first-line plays, was originally set up so that 10 young playwrights would be given scholarships of a certain amount, around \$2,000, with the provision that they turn out a play or two plays apiece. Outlay of about \$20,000, it was figured, would be more than repaid if only one of the plays so obtained were successful. And if the playwrights were carefully chosen chances of getting one hit out of the lot would be even greater than that. Amounts given on subsidies would probably come out of subsequent royalties, if any.

Editorial in current issue does not set forth specific terms, confining itself to pointing out the importance of a source of play supply and urging that something be done about it. It follows, in part:

"In any other business when the supply of the commodity thins out from one source another is immediately tapped... "This is not true in the theater. The play is a commodity. The actor is a commodity. He is trained and nurtured, even tho he starves in the process. But he cannot act without plays to act in. Managers cannot put on productions without a play to produce. Millions of dollars are expended on the erection and decoration of the buildings with scarcely a thought given, and certainly without one penny spent, on what is going into those buildings after their completion. "Now what is wrong with this picture?"

"This is what is wrong with it. The playwrights aren't writing sufficient plays. Some amateurs try their hand at it, but that advances the theater very little. Occasionally a good play comes to light from such a source, but it isn't the 'occasional' good play that will keep the theater alive. It is the steady, dependable stream of plays coming from brilliant minds which the theater must have to survive.

"But how to get them? Brilliant minds demand sustenance. Hollywood producers are far-seeing enough to know they have to have stories, and writers must furnish them. So they pay writers to come out and turn over the product of their thinking for a salary. They subsidize brains. . . . Prospecting of this nature should not be expensive. In fact, it could be overwhelmingly profitable in view of the rewards to be reaped. A group of promising young playwrights, put under contract and put to work, their output at the subsidizing manager's disposal, could earn their salt many times over. Suppose one of these writers to be paid three or four thousand dollars a year. One hit alone would earn the manager and himself many times over what had been paid to him.

"We need more plays and different kinds of plays. Plays for New York often will not be a success on the road or in other cities, and vice versa. But we need plays for every taste, and the playwrights must learn what those tastes are and supply the required product. The spoken word must go on, the living theater must live.

"Let us show our foresight and good common sense for the good of the theater by developing a new stable of playwrights, by paying them to write and to give us what we need for our very existence. We have to have the plays. Let us make it possible to get them."

Cass, Detroit, 20% Up

DETROIT, Jan. 23.—Patronage at the Cass Theater, only Detroit theater to house a legitimate road show for the past two seasons, has shown a 20 per cent increase over 1935-'36 season. Manager Harry McKee told *The Billboard* this week. The house is expected to have direct competition shortly from the Wilson Theater, which was recently leased by Alex Yokel.

The Cass, currently offering *Mulatto*, has Ray Bolger's *On Your Toes* scheduled for the week of February 8, with nothing further definitely booked until March 15, when the D'Oyly Carte Opera Company will present a week of Gilbert and Sullivan.

OUT-OF-TOWN OPENINGS

"Jack and Jill"

(Pittsburgh)

By Harry William Pedicord. Produced by Robert Alan Green, managing director of the Kilbuck Theater. Directed by Madeline Skelley Foust. Settings by Margaret Brooks Lillich. Opened Sunday, January 17, for six weeks at the Kilbuck Theater.

Cast: John K. Gibbs, Thereza Mravintz, Kay Harmon, Leonard Talenfeld, Eula Mae Jackson, Jay Keith Lundy and Rita Fichter.

This is a three-act comedy which centers around a secretly married couple and their efforts to keep their tie unknown to the hubby's money-loving mother. The plot is light, and while few situations are entirely original they are bolstered by some clever lines and deft direction.

Leonard Talenfeld stands out as Jack, and considerable support is contributed by the attractive Kay Harmon as Jill, John Gibbs as the understanding novelist, Rita Fichter as the emotional Blanche.

From Out Front

By EUGENE BURR

A mid-January lull leaves a week without any new plays to cover—so a reporter who always screams dutifully about being sick of the theater and its ways is spending his time catching up on WPA performances. At present writing *Bassa Moona* has been viewed with pleasure and a rise of blood pressure; tonight *The Tragical History of Dr. Faustus* is scheduled. For details of the productions (already reviewed by the able tho acidulous Mr. Ackerman) see next week's issue (adv.).

Meanwhile there's a free week. Also there are memories of *But for the Grace of God*, that drama hewed out of misery and dramatic incompetence by Leopold Atlas and presented by the Theater Guild and Sidney Harmon. Quite evidently Mr. Atlas set out to describe certain evil conditions and to awaken in his auditors a desire to do something about them. Just as evidently, his play, like all would-be didactic dramas, is a flat contradiction in terms. It is also, for my money, a cheat to theatergoers.

All of which brings to mind a series of notes written years ago when I was a young press agent paid to shout the glories of the same Theater Guild that is now presenting *But for the Grace of God*. At the time George Bernard Shaw's *The Apple Cart* was playing (that should date me!) and I, perforce, wrote glowing tributes to its intelligence and worth and sundry other qualities which, I thought wholeheartedly, it signally failed to possess. In sheer desperation one afternoon I released my inhibitions and wrote a few notes—just to get them out of my system. An old desk recently yielded them up in the course of house cleaning and they are presented as written. They are for the most part rather disconnected, but if you have a lively imagination and nothing to do for a while you can yourself supply the threads that bind them together in a sort of anti-didactic dramatic rosary. Incidentally, the word science is used to refer to applied science, since pure science is, after all, simply a groundwork that leads up to it.

The notes, then:

Art and science are both processes of creation.

Art, however, seeks an escape from life as we know it thru the intensification of isolated moments, while science presupposes an acceptance of life as we know it—at least in its widest sense.

Art works thru the emotions and science thru the intellect. Art is man creating in the image of God, out of his own person and the attendant void, using nature simply as a springboard from which to leap into creation; science is man creating thru an application of nature.

Art uses nature as a means to work toward its own inherent limitations; science is limited by nature at the outset.

The function of art is thus a remodeling of nature in the crucible of the artist's personality and, therefore, an escape from nature as we know it; science escapes from the world as we know it only by accepting nature and working thru it and with it.

Science may modify its audiences, but art must move them. It is always make-believe—in the highest sense of the word—and it must momentarily move its

(See FROM OUT FRONT on page 26)

BROADWAY RUNS

Performances to January 23, inclusive.

Dramatic	Opened	Perf.
Behind Red Lights (Mansfield)	Jan.	13... 14
Boy Meets Girl (Cort)	Nov.	27... 492
Brother Rat (Biltmore)	Dec.	16... 48
But for the Grace of God (Guild)	Jan.	12... 15
Country Wife, The (Miller)	Dec.	1... 64
Dead End (Belasco)	Oct.	28... 522
Eternal Road, The (Manhattan Opera House)	Jan.	7... 20
Hamlet (Gielgud) (St. James)	Oct.	8... 124
High Tor (Beck)	Jan.	8... 19
Holmes of Baker Street, The (Masque)	Dec.	9... 54
Howdy, Stranger (Longacre)	Jan.	14... 12
Idiot's Delight (2d engage.) (Shubert)	Aug.	31... 168
Othello (New Amsterdam)	Jan.	6... 22
Promise (Little)	Dec.	30... 29
Stage Door (Music Box)	Oct.	22... 110
Tobacco Road (Forrest)	Dec.	4... 1347
Tonight at 8:30 (National)	Nov.	24... 71
Tovarich (Plymouth)	Oct.	15... 118
You Can't Take It With You (Booth)	Dec.	14... 50
Victoria Regina (2d engage.) (Broadhurst)	Aug.	31... 165
Wingless Victory, The (Empire)	Dec.	23... 37
Women, The (Barrymore)	Dec.	26... 34
Musical Comedy		
On Your Toes (Majestic)	Apr.	11... 325
Red, Hot and Blue (Alvin)	Oct.	29... 101
Show Is On, The (Winter Garden)	Dec.	25... 36
White Horse Inn (Center)	Oct.	1... 124

Day, Eula Mae Jackson as the ambitious mother and Jay Lundy as Jack's fighting brother. Honigberg.

"The God Innis"

(Pittsburgh)

By Helen Rovene Williams and George Brenden Dowell. Directed by E. W. Hickman. Settings designed by Douglas Pannier. Costumes by Charmian Leigh. Technical director, George Kimberley. Presented by the Carnegie Tech Players in Pittsburgh for a week starting January 16.

Cast: Thomas Koehler, Jane Ferguson, (See Out-of-Town Openings on page 18)

500 WPAers Nayed by AEA

Equity turns down over 500 applications from Federal Theater players

NEW YORK, Jan. 23.—More than 500 actors on the Federal Theater legit project, out of a total of 1,394, have applied for Equity membership and have been refused, according to Paul Dullzell, executive secretary of the actors' association. Insofar as a recent investigation by a FTP fact-finding committee classifies 993 out of the legit project's total as professionals, these applications indicate attempts not only by amateurs but also by so-called professionals to crash Equity. Latter org's representation on the FTP is 787, or 57 per cent.

The Equity now regards the WPA as strictly a relief setup whose non-Equity players are unworthy of admission to its ranks, it is possible that in the event the project continues for a few years longer the actors' association will consider the advisability of opening its doors to the now-unaffiliated WPAers. Angle is that they represent hundreds of potential actors.

Problem of how and why the FTP classifies 106 legitters as pros when they do not hold Equity cards is explained by Dullzell as understandable in that they comes from rep, little theaters and the like. A percentage of FTP players also are old players, and these, in the event they have had no professional experience within the last 10 years, are not Equityites, the reason being that they have

(See 500 WPAers on page 18)

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"Men Are Not Gods"

(UA)

TIME—81 minutes.

RELEASE DATE—January 15.

PLOT—Ann, secretary to a London dramatic critic, changes the critic's copy (in which he pans a current Othello) at the behest of a frantic woman who turns out to be the actor's wife and Desdemona. Ann loses her job but meets the great matinee idol—and an affair between them begins, largely started by the jealousy of the wife herself. The wife later appeals to Ann's decency, since there's a baby in the offing, and there are the usual tears, recriminations and heartbreaks. Unusual—and very silly—angle comes as the climax, when the actor really starts in to strangle his Desdemona but is stopped by her shrieks of Ann, who is up in the gallery. Husband and wife reunite, and Ann is left out in the cold.

CAST—Miriam Hopkins, Gertrude Lawrence, Sebastian Shaw, Rex Harrison, A. E. Mathews, Laurence Grossmith and others. Hopkins good in the early comedy sequences but snowed under by the pathos of the later reels. Lawrence fair as the wife; Shaw excellent as the actor. But Mathews, as the dramatic critic, walks off with the picture.

DIRECTOR—Walter Reisch. Treatment of early comedy is bright and appealing, but the later dramatic sequences are as thick and heavy as a potato dumpling.

AUTHOR—Walter Reisch. See above. COMMENT—It's too bad he had to go dramatic.

APPEAL—Rather weak.

EXPLOITATION—Hopkins.

"Broken Blossoms"

(IMPERIAL)

TIME—90 minutes.

RELEASE DATE—December 1.

PLOT—Lucy, in Limehouse, is beaten by a drunken father and lives a life of utmost misery until she takes up with Chen, a Chinaman, who appreciates her fragile beauty, treats it as it deserves and in general worships her. But papa finds out that his offspring is living with a Chink, and the disgrace unmans him. He finds her and literally beats the life out of her. Chen, in a frenzy of rage and despair, strangles the drunken bully. It was all done, under the same title, by D. W. Griffith many years ago and was one of the silent screen's outstanding successes with Richard Barthelmess, Lillian Gish and Donald Crisp in the leading roles.

CAST—Dolly Haas, Emyln Williams, Arthur Margetson and others. Haas gives a sensitive, delicate and beautifully effective performance as the girl. Margetson is also splendid in the really difficult role of the father. Williams flops pretty badly as Chen.

DIRECTOR—Hans Brahm. It must have been difficult to do anything with this ancient sadistic blood-curdler. The backgrounds and atmosphere are well done.

AUTHOR—From a story by Thomas Burke. Burke's *The Chink and the Child* is an effective enough short story, but when all its horror and brutality are brought to life it gets pretty thick.

COMMENT—It belongs in the Griffith era.

APPEAL—Those who remember the original.

EXPLOITATION—Haas (now signed by Hollywood) and the original silent version.

"God's Country and the Woman"

(WARNER)

TIME—85 minutes.

RELEASE DATE—January 16.

PLOT—Jo Barton's father leaves her a lumber camp next to the one operated by the relentless Russett brothers. That's all right—but the Russetts also own the right of way needed by Jo to get her logs to the river. Steve Russett isn't as relentless as he seems, falling heavily for Jo, but Jeff Russett fails to fall and objects to her using the right of way. Which, of course, arrays brother

against brother. After the requisite number of love scenes, fist fights and log jams true love wins out.

CAST—George Brent, Beverly Roberts, Robert Barrat, Barton MacLane, Alan Hale, Joseph King, El Brendel, Roscoe Ates and others. Cast okeh—a great deal better than its material.

DIRECTOR—William Keighley. Pix is done in technicolor and the direction is pictorially magnificent.

AUTHORS—Screen play by Norman Reilly, from the novel by James Oliver Curwood. Potboiling stuff.

COMMENT—Sometimes the story gets in the way of the magnificent colored backgrounds. That's a pity.

APPEAL—Upper brackets because of color.

EXPLOITATION—Technicolor and Curwood.

"Mummy's Boys"

(RADIO)

TIME—68 minutes.

RELEASE DATE—Not given.

PLOT—An expedition is returning Egyptian mummies to their tombs, since there is a curse on the 11 men who took them out, nine having already died. But it all turns out to have been the dirty work of one of the two remaining. He's captured by Wheeler and Woolsey, who are in the expedition, with Wheeler getting the remaining scientist's daughter—is it as a consolation prize?

CAST—Bert Wheeler, Robert Woolsey, Barbara Pepper, Moroni Olsen, Frank M. Thomas, Willie Best, Francis MacDonald, Mitchell Lewis and others. Those who have been able to stand Wheeler and Woolsey in the past will probably be able to stand them again. Pepper is supposed to be decorative. The others are far better than their material or their stars.

DIRECTOR—Fred Guiol. Routine comedy hokum.

AUTHORS—Screen play by Jack Townley, Philip G. Epstein and Charles Roberts from an original by Townley and Roberts. It must have taken the trio 30 whole seconds to think it all up.

COMMENT—If you try hard you ought to be able to avoid it.

APPEAL—Where are the snows of yesteryear?

EXPLOITATION—Probably Wheeler and Woolsey.

OUT-OF-TOWN OPENINGS

(Continued from page 17)

Coe Norton, Elizabeth Kelly, Janet Bayly, Hugh Overture, Thelma Schnee, John Thomas, John Hruby, Jerome Kurtz, Chester Cooper, Malcolm Milligan, Jane Bennetts, Elizabeth Moore, Mildred Barwick, Helen Lubell, John MacKercher, Otto Austin, Gino Conte, Simon Gerson.

The story is laid "somewhere down-the-country in Ireland" and revolves around the superstitions of the Irish peasants. In this case the news spreads that Innis Doran, a country lad, is none other than the son of the Great God Innis, born several months after his mother's visit to the Fairy Ring where God Innis is supposed to make his annual appearance on mid-summer's night. Young Innis is quite proud of his exploited ancestry, and when by chance he performs a miracle or two he has the entire countryside at his feet. Not even the visit of his father, who humbly admits that he is a mere human, changes the attitude of his son.

It is an entertaining show, many scenes giving way to delicious satire on hero worshippers. Mr. Hickman contributes one of his best jobs, his deft direction adding speed to the script and building the interest as the story develops in its three acts and prolog. Mr. Pannier's settings are as effective as they are simple.

Many in the cast contributed noteworthy performances. Thomas Koehler was inspirational as Innis Doran, lending reality to his characterization every minute of the way and handling the Irish brogue with the expertness of a veteran. Outstanding, too, was Jane Ferguson as Innis' sweetheart, as was John Hruby as her jealous boy friend. John Thomas, Thelma Schnee, Elizabeth Kelly, Coe Norton and Chester Cooper were among the others who delivered impressive work.

Hontigberg.

"The Masque of Kings"

(Newark, N. J.)

By Maxwell Anderson. Directed by Philip Moeller. Sets by Lee Simonson. Produced by the Theater Guild at the Montclair Theater for a two-day run beginning January 18.

Cast: Dudley Digges, Glenn Anders, Edward Bradley, Pauline Frederick, Herbert Yost, Claudia Morgan, John

"Black Legion"

(WARNER)

TIME—78 minutes.

RELEASE DATE—January 30.

PLOT—Frank Taylor is a small-town mechanic with a wife, son, small home and run-down car. He is upset and angry when Dombrowski gets the foreman job that he wanted and so is easy fodder for the secret terrorist society that, clearly shown by the picture, exemplifies the start of a Fascist rule. He joins and goes on and on with the band. His wife objects and leaves him, but even then he can't stop even if he wanted to. His best friend remonstrates with him and is killed—and that brings Taylor to his senses. He informs on the gang and goes to jail for life with the rest of them.

CAST—Humphrey Bogart, Erin O'Brien-Moore, Helen Flint, Paul Harvey, Samuel Hinds, Eddie Acuff, John Littel, Charles Halton, Dick Foran and others. Bogart excellent, with good jobs being done by many of the others. Only weak spot is O'Brien-Moore as the wife.

DIRECTOR—Archie Mayo. A truly outstanding job. Human interest in the story is never sacrificed, but the advantages of recent news yarns is stressed—and, chiefly, the picture is made a stirring indictment of early Fascist stirrings and an impassioned plea to defend the original tenets of the American form of government, most of them lost sight of now. Also, use of the camera is excellent. A fine job.

AUTHORS—Screen play by Aben Finkel and William Wister Haines from an original by Robert Lord. They took topical material and made it infinitely more than that.

COMMENT—Everyone should see it.

APPEAL—Universal; attendance should be compulsory.

EXPLOITATION—Recent news yarns; terrorism.

Hoysratt, Henry Hull, Margo, Catherine Lawrence, Leo G. Carroll, Henry Hull Jr., Josef Holland, Wyrley Birch and Charles Holden.

Presented under joint auspices of the Theater Guild and the Junior League of Montclair, Maxwell Anderson's latest venture into poetic historical drama embarked under somewhat unfortunate circumstances here, the unlimited stage facilities necessitating the withdrawal of two of Lee Simonson's sets. All of the text was given, however, and despite somewhat creaky performances on the part of a few of the principals, the production received an enthusiastic ovation.

Plot concerns the revolt of sensitive Crown Prince Rudolph against his father, Emperor of Austria, and the unsuccessful attempt of the former to seek solace from an environment of intrigue thru the medium of a sweetheart, Baroness Vetsera. Denouement is solid tragedy, with the Prince discovering that his sweetheart is a spy and therefore to be despised.

Anderson's script embodies a portion of fine poetry but also is burdened with plenty of verbose talking. It will, before arriving in New York, undoubtedly be subjected to tightening up.

Piece boasts a cast replete with "names," capable direction by Philip Moeller, sets by Lee Simonson and lavish production by Theater Guild. Pruning and polishing are needed. Kern.

"Lady Chatterley's Lover"

(Brighton Beach, N. Y.)

Produced by Jack Linder. Dramatized by Vincent Marr. From novel by D. H. Lawrence. Staged by William Muir.

Cast: James Hall, Lenore Sorsby, James Metcalf, David Hughes, Zita Rieth, Lillian Foster, George Blackwood, Ralph Sumpter, Gerard Hayden, Richard Bowler, Marie Paxton, Eeda von Buelow, Ann Scoville, Fred Squires.

The story follows the book in the general theme as to whether a married woman is justified in having a child by another man when obstacles hinder husband and wife. The first act opens with Sir Clifford, Lady Chatterley and Michaelis in a friendly discussion. This act highlight comes with the lengthy verbal battle between Sir Clifford and Lady Chatterley's sister, Hilda. The discussion concerns the happiness of the English noblewoman since the return of her husband in crippled condition from the war. James Hall, of the movies, in the role of Sir Clifford, received a fine applause as he left the stage after this tete-a-tete.

In the second act Lady Chatterley goes to Mellors and they declare their love for each other. In this act Bertha, Mel-

"Under Cover of Night"

(MGM)

TIME—72 minutes.

RELEASE DATE—January 8.

PLOT—A physics prof is to be appointed head of the department because of a discovery on which his wife has done most of the work. She, finding he is in love with a student, tears up the papers, saving only the formula—so he, knowing she has a weak heart, kills her pet dog before her eyes and she falls over dead. There are various other killings in the course of the night as the professor and his sweetie-pie go after the formula, which has disappeared. Suspicion falls on an innocent bystander, but fortunately the great Christopher Cross is present, and he tracks down one slender clew until he gets the right parties, doing it just in time to save the professor's sweetheart, who is also scheduled to be rubbed out by her blood-lusting paramour.

CAST—Edmund Lowe, Florence Rice, Henry Daniell, Nat Pendleton, Sara Haden, Dean Jagger, Henry Kolker, Theodore Von Eltz and others. Lowe breezy and pleasant as usual. Rice impossible. Daniell does the best work as the professor. Others all okeh.

DIRECTOR—George B. Seitz. Mystery is sacrificed purposely, but suspense is built up beautifully.

AUTHOR—Story and screen play by Bertram Milhauser. An intelligent mystery, spoiled only by the multiplicity of murders.

COMMENT—An above-average murder meller.

APPEAL—Meller fans.

EXPLOITATION—The general situation.

lors' wife, enters the picture as a disturbing thorn in the pair's love making. Michaelis, another of Lady Chatterley's supposed lovers, discovers the pair in their love tryst, too, and upsets their plans. The final act is most dramatic, with Lady Chatterley returning to Wragby after a sojourn in Venice, from where news has reached England that she is to have a child. Mellors meets Lady Chatterley and they decide to leave for Canada.

The highlight of the third act is when Sir Clifford flatly refuses to grant his wife a divorce but offers her and Mellors the hospitality of Wragby as their home, the child to be reared under his roof as a Chatterley. Here the screen star dramatizes excellently and finishes the play effectively when he finally grants the pair their liberty to leave for Canada. First-nighters applauded the show for five curtain calls.

The sex lines were cleverly handled by the cast. Standouts for their performances for the evening were Hall, Lillian Foster, James Metcalf, George Blackwood, Lenore Sorsby, Marie Paxton and Ralph Sumpter. Production plays Philadelphia next and will be brought to Broadway some time in February.

Colavolpe.

500 WPAers

(Continued from page 17)

neglected to keep in touch with things theatrical.

Chorus Equity, too, has received a few applications for membership from FTP players but has declined to accept any. Dorothy Bryant, executive secretary of the chorus association, believes these applicants tried to gain an entering wedge to Equity by means of crashing its affiliate, Chorus Equity.

Shubert Plans for Washington Belasco

WASHINGTON, Jan. 23.—Promised unlocking of Belasco's doors on January 18 did not come to pass, but early re-lighting looms for the former No. 1 legit house here, which recently gave up the fight after doing two years of revival-foreign pic grind. Shubert's reassumed control, with long-term lease to Radin & Levine going out the window.

J. J. Shubert, who came thru with *Frederika*, announced that stock diet will be forthcoming, with the brethren also plotting outdoor entertainment program for city in addition if spot can be found. Stephen E. Cochran, thumbed out of the National, only legit temple now operating, is being sounded out for Belasco manager post, while L. Stoddard Taylor, company manager of *Lady Precious Stream*, returns to connection with house he managed in its heyday as local general representative of Shubert interests.

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Strike Fines Put To Vote

BAA board asked to vote— involves Philadelphia and Baltimore—heavy fines

NEW YORK, Jan. 23.—Letters were sent out by the Burlesque Artists' Association late last month to members of its executive board, indicating that action was being taken against the performers in Philadelphia and Baltimore, who did not participate in the last strike. The correspondence showed a difference of opinion as to what the fines should be, asking the board to vote on the matter. Board was also requested to vote on midnight shows as regards the Roxy, Cleveland.

Following original votes from the executive board on what punishment should be meted out to the non-striking performers, BAA's attorney prepared a schedule of fines as follows: George Broadhurst, \$100; other principals at the Bijou, Philadelphia, \$50; Bijou chorus, \$25; Betty Igelese (chorus), \$50, and Baltimore chorus to be severely censured and reprimanded.

However, this was thought not to be severe enough and was changed to the following: Broadhurst, \$250; Jess Mack, \$200; Billy Fields, \$100, and the rest remained the same. Broadhurst died recently in Philadelphia.

On the matter of the Roxy, Cleveland,

the board was to vote on George Young's request that he be charged one 28th of the week's salary for the midnighters instead of one 14th. Board was told that house's policy calls for 36 performances weekly.

L. A. Lays Down Law

LOS ANGELES, Jan. 23.—Local burlesque theaters are finding the authorities very tough on censorship, with new worries seen in Sheriff Eugene Biscailuz's orders this week. Latter's order read: "Close up theaters where strip dancers are featured and where remarks of the players are suggestive." He also puts the kibosh on remarks from house barkers.

Fems Free in Des Moines

DES MOINES, Jan. 23.—With the raiding and subsequent closing of the President Theater here last month a noticeable falling off of women customers was seen with the reopening of the house New Year's Eve by Abe Frankel. To offset that the President is now admitting women free with a paid admission at the Friday night openings, and a noticeable response has been made to all of the week-end burlesque shows there.

VIRGINIA WOODS, current at Gaiety, New York, congratulated on her marriage last week to Nick Campofreda, wrestler. Planning to retire to Baltimore, where hubby is soon to open a cafe.

Four Revamped Shows Open on Indie Circuit

NEW YORK, Jan. 25.—Four revamped shows will start out on the Independent Circuit this Sunday. *Variety Boat* opens on the Pennsylvania one-nighters, cast including Bubbles Yvonne, Harry Conley, Harry Fields, Madeline Moore, Lew Brown, Gladys McCormick, Jules Diamond, Billy Pitzer, Rose Heatherly and Aileen Dale. *Crazy Quilt* opens at the Howard, Boston, principals comprising Nona Martin, Maxie Furman, Innes and Johnson, Alma Maiben, Babe Sherman, Boyd Healthy, Harry Lander, Eddie Aiken and Honey and Tody.

Dames opens at Casino, Pittsburgh, the cast consisting of Billy Ainsley, Margot Lopez, Pinto and Della, Ada Lilyan, Harry Allen, Marion Mason, Brownie Sick and Al and Margie Calvin. *Ladies in Lingerie*, opening in Toronto, comprises Mike Sacks, Alice Kennedy, Lillian Dixon, Lou Petel, Ina Thomas, Sam Gould, Coo-Coo Morrisey and Raymond and Stacio.

Burch's Canton Cast

CANTON, O., Jan. 23.—Cast at Bob Burch's stock burlesque at Grand Opera House here includes Frances Parks, Jean Delmar, June Palmer, Marne, Hughie Mack, Ray Kolb, Charlie Goldie, Scotty Friedell, Sam Michels, Ernie Holder and Jimmy Morgan. Matinees Wednesday, Saturday and Sunday and a midnight show Saturday, in addition to the nightly shows.

U-Notes

By UNO

ELEANOR JOHNSON, featured with *Manhattan Maids*, Indie show, has four companions on her second trip around the wheel. They are her ma, Bertha Johnson; 6-year-old daughter, Maryann; Keno, a wire-haired terrier, and Millie, a Maltese.

BILLY FOSTER and Danny Jacobs finished 28 weeks on the Metro Circuit to accept an offer from Izzy Hirst. Open February 5.

JAN VALERY, sister of Hindu Wassau, is now a strip-tease principal and booked by Tommy Levene into Clover, Baltimore.

VALDA, colored stripper - dancer, booked for Eltinge, New York, and Minsky's Gotham, uptown.

VIOLA CAVANAUGH, former burlesquer, now working New York niteries, was willed a snug sum by an aunt who died recently.

AMY ALBERTS, former showgirl at the Irving, New York, promoted to strip principal and opened at People's, farther downtown.

BEN HAMILTON, tenor-straight at Apollo, New York, was once an emcee for walkathons. Also appeared in vaude in a sketch with his dad, Harry Hamill, and sang on radio programs in Maryland.

HAZEL PAXTON, captain of showgirls at Minsky's Oriental, New York, and doubling in acro dances and scenes, is adding taps to her repertoire under the coaching of Ralph Brown.

MADIE KAY and George Rose have split, with Rose joining the Indie show headed by Billy Hagan.

MABEL FRANCES, back to Weinstock New York and Brooklyn shows from a Miami Beach engagement for the firm, was urged to accept a renewal of her contract due to expire January 30, when she will have rounded out 24 consecutive weeks.

JACK CLIFFORD, straight-characters-baritone, soon to make his burlesque debut in New York. Comes from Los Angeles. Played in musical comedy stock in New York in 1927.

HARRY LEVENE, at the Eltinge, New York, and wife, Ruth, much worried over (See U-NOTES on page 20)

Burlesque Reviews

Eltinge, New York

(Reviewed Tuesday Evening, January 19)

This 42d stretcher showed an improvement in its shows recently, but this catching indicated a reversal of form, the show hitting the downgrade into the gutter. Improvement still retained as regards costuming and scenic effects and use of specialty talent, but fault rests with the comics going overboard on blue material and the none-too-delicate handling of stripping. Business very good, the house playing to standing room at this first evening show today.

Comics are Harry Levine and Jack Rosen, and while they are natural funny men they are none too subtle on gestures and dialog. They dig very deeply into the dirt, and, in fact, there only seemed to be one clean scene in the whole comedy layout. Straights are Allen Forth and Lou Denny, latter doing good character bits. They both work their chores well. Markie Wood is principal talking woman, doing very nicely at the job and also forte on characters.

Strippers are Helen Colby, Diane Rowland, Millie Convey and Barbara Doane, and while Miss Wood doesn't do a strip specialty she's peeled with the others in the finale. All nice lookers and sport flashy wardrobe, and when disrobing they show plenty. Miss Doane is in feature position and her work justifies it, and Miss Rowland runs her a close second. In addition to their stripping, the

six showgirls peel frequently, and the chorus also gives the audience an occasional eyeful.

Specialty acts are Jack Morrison, who's a big hit with his jellylike dancing and his well-studied impersonations, including Frankenstein, a scarecrow, and Lon Chaney; Anna Fritz, heavy-set colored singer, who sells a song well enough to land big with the folks, and Frankie Fay, a blond chorine to be admired for her dance ambitions. Latter does three numbers, comprising acrobatic, bumps and tap, and it's all good. Caryl Roberts is the show's prim, revealing an okeh soprano, and George Tuttle is the main singer, his voice rating high in the field.

The six showgirls and chorus of 11 work hard, doing their assignments earnestly and with an attempt at precision. George Pronath is producer.

SIDNEY HARRIS.

Burly Briefs

CASINO, Brooklyn, changed from three to four-a-day to meet the grind opposition of the Century. Charlie Burns, formerly of the Irving, New York, is assisting Moe Costello in the Casino management. Eddie Cole, Pat Lee, Murray Gordon and Michel exit this Sunday from the house, with Annette, Jack Morrison, De Carlos and Granada, Bert Marks and Jack Kramer among those joining the cast. . . . Peggy Reynolds left Apollo, New York, in midweek and opened Sunday at Minsky's Gotham. . . . Frank Silk will open Friday at the Gaiety, New York. . . . Rhythm Brown, agented by Nat Mortan, did not open Friday at the Eltinge, New York, as scheduled, but will open there February 5 instead.

JACQUES, Waterbury, Conn., did not bow off the Indie Circuit this week-end (See BURLY BRIEFS on page 20)

???????

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See Independent Circuit Shows

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HELLO "JAKE" FIELDS	SAM MICALS	LOU FINE
ARTIE LLOYD	JACK LA MONT	JOHNNIE CROSBY
WALT STANFORD	CHAS. LA FORD	TOMMIE MILLER
FRANK HARCOURT	CHAS. "KLUTZ"	GEORGE LEWIS
EDDIE DALE	COUNTRY	BERT MORTON
HARRY STRATTON	KENNA BRENNON	CLAUDE MATHIS
TOMMY RAFT	JACK ERICKSON	BUDIE KANE
JOE DE RITA	MEG LEXING	BOB FERGUSON
LOU COSTELLO	CHAS. FAGIN	EDDIE COLLINS
HARRY ROSE	BOBBY VAIL	JOHNNIE GILMORE
BOZO SNYDER	FREDDIE WALKER	JACK SOBOL
BILLY AINSLEY	I. E. HAMP	JIM BENNETT
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IN BURLESK WITH A REAL NEW WOW— AN ACROBATIC-STRIP ROUTINE.

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Dancer—Singer—Talker—Stripper.

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Enjoying Izzy Hirst's Circuit.

CHUBBY WERRY

JUV. TENOR.

MINSKY'S GOTHAM, N. Y., Indef.

DOT DABNEY

Blues Singer, Strip-Teaser, Dancer and Scenes.

Dir.: DAVE COHN.

Tab Tattles

HAL CRIDER and Morris Nelson, owners-managers of *Ladies in Linerie*, in a visit to the tab desk Monday noon of last week, advised that they are framing a new unit, *Girls of Today*, to open at Jacksonville, Fla., February 20 for an extensive tour of Florida theaters. If things go well they plan on operating two shows in the South. Their current show has Jimmy Yomamoto, foot juggler and balancer; Cardiel, magician; Bumpy Anthony; Raby Crider, mistress of ceremonies; Ginger Lawrence, acro dancer; Ethel Richards, banjo; Crew and Sommers, dancers; six girls in line and a six-piece ork, besides themselves. Their recent ad in *Billyboy* brought them so many replies that they were unable to answer them all personally. . . . Mary Keller, ex-chorine now residing in Dayton, O., jumped into Cincy last week for a visit with her old friend, Bebe White. . . . John R. Van Arnam's *Barn Dance Frolics*, after playing a string of dates for Lucas & Jenkins in Georgia, is currently touring the E. J. Sparks houses in Florida. Unit is booked on the Sparks Circuit until February 15, with nary a day off. Roster includes the Four Harmonizers (Charles "Dome" Williams, Mack D. Ferguson, Carl Babcock and Billy O'Brien), Billy Hall, Bob and Maddy Driscoll, Lyle and Virginia, Adler and Dunbar, Nadine Campbell, Rudy (Zeke) Hoff and his Georgia Hotshots, Reno Barr, Lee Henderson, Walter Kaslak, Nathan (Lon) Babcock, Donald Whitehouse and Al Pinard Jr. Roy Roberts is company manager. . . . Tom Griffin, who a few years ago was prominent in tabdom, is now connected with the Seaboard Airline Railroad in his home town, Jacksonville, Fla. . . . Paul Landrum is located in the same village. . . . Elmer Lazone, Marie Lazone and May Blossom Williams visited Mack D. Ferguson backstage when the Van Arnam show played the Palace, Jacksonville, Fla., recently. . . . Douglas Trotter is now in his home town, Macon, Ga., taking things easy. . . . Corinne Bunnis, stripper, is in her fourth consecutive month at the State Theater, Fort Worth. . . . Sid Magidson, formerly of the Magidson Twins, was elected treasurer of the Entertainers' Association of Pittsburgh last week. . . . The Boyettes, dancers, have returned from Florida engagements to rehearse with a new show in Chicago. They will go south with the unit February 1. . . . "SeaBee" Hayworth pipes in to say that his two circles and his *Broadway Novelty* unit are running smoothly and garnering the shekels. . . . Houston theaters and local showfolk cooperated in raising money to provide a decent burial for Ollie Debrow, veteran tab, vaude and minstrel performer, who passed on there recently.

PAUL ROBINSON, the harmonica wizard, who gained his primary stage experience with Billy Leicht's *Teddy Bear Girls Revue* and other tabs of that period, posts from New York to say that he is booked solidly for the next 10 weeks. Paul has just finished an engagement at the Paramount, New York, and spent the early part of last week making a Vitaphone short. He opened Friday (22) at the Fox, Detroit, with Harry Gourfain's unit. On January 12 Robinson was featured on the Ford program over CBS with Al Pearce. He asks to be remembered to all his tab friends. . . . In making the rounds of Ninth and Vine in Cincy last week we bumped into Happy Lawson, that piano poundin', blues moanin' fool from down Nashville way. Lawson, who has been concentrating on club work the last several years, breezed into Cincinnati Monday night in his new 1937 Cord (so he says) and spent the night with his old tabloid pal, Virg Downard, now holding down a comic post with Jack Kane's burly at the Empress, Cincy. Hap gave a guest performance at the Empress at the first show Tuesday just to prove that he still has what it takes to stop performances, after which many of the showfolks journeyed across the street to the Commodore Cafe to hear

Lawson pound out and warble a number of his latest ditties. Among those in the party were Virg Downard, Jimmy Murray; Zell Jonas, of the Jonas Twins; Buddy Kane, Revelle Blair and the writer. . . . Beulah Dawson, erstwhile tabloider, is now whipping the ivories in the Rathskeller of the Drake Hotel in Cincinnati. . . . Lloyd Kidwell, formerly of tabdom, is now an automobile salesman in Covington, Ky., and doubling at night with the ork at the Ryan Bros.' Cafe in Latonia, Ky. . . . Maurice and Marie Bair were visitors at the tab desk Wednesday of last week while in Cincy working a club for Ernie Creech, of the Sun office. . . . Ed Lee, bass singing straight of the old tab days, is reported to be clicking in fine fashion as a night club emcee in the Swede country of Minnesota. . . . Guy Johnson, veteran b. f. comic who formerly operated his own tabs over the Sun and Spiegel circuits, is now managing Jim Barton's Mad Dog Cantina, a night spot on Herzl boulevard, near Baltimore.

U-NOTES

(Continued from page 19)

their 7-year-old son, Joseph Charles, who was rushed to a hospital in Willard, O., recently for an infection.

VALERIE PARKS, dancer, doubling between Apollo and Mirador Club, New York.

BETTY MORANO, singer, and Christine McCrary, pianist, headed a large list of entertainers at the birthday party of Assistant Manager George Reed at the Peerless Hotel, New York.

PAUL KANE, pro at the Star and Century, Brooklyn, mourning the loss of his father, Henry Kane, who died recently.

BILLY KOUD reinforced the Gaiety, New York, chorus recently with six lassies, comprising Ann Dezelan, Dorothy Drake, Maida Vale, Betty Morrison, June Marshall and Jeral Farrell.

WALT STANFORD, now at Gaiety, New York, drew a lucky number in a contest held backstage of Minsky's Gotham, farther downtown, and won an electric razor.

LEA HOWARD, sister of Esta Alja, back to burlesque at the National, Detroit. Was with George White's *Scandals* a few years ago.

PHIL SILVERS, Tommy Raft, Joey Faye, Barbara Doane and Al Golden Jr.

comprised the entertainers who volunteered for the midnighter benefit January 15 at the Eltinge, New York, sponsored by the Concessionaires Managers' Association to aid Billy Edwards, an ailing member.

BURLY BRIEFS

(Continued from page 19)

as scheduled, and instead will hang on from week to week. Deal to make the house a split-week with Atlantic City fell thru when Warner reneged on the A. C. deal. . . . Eddie Gilbert and Jean Gilbert, at the Kearny, San Francisco, were married in November.

H. K. AND MORTON MINSKY plan to produce a legit musical on Broadway next fall, figuring on *The Girl From Minsky's* as the title. . . . Ann Valentine, Roxanne and Romaine went into Star, Brooklyn, this week, with Lea Perrin, Ceil Von Dell and Patsy Johnson exiting, as did Art Gardner, Shorty McAllister and Stinky Fields. Dot Dabney and Ted Blair close Thursday night and Bob Snyder comes in Friday. Walter Brown due there February 5. . . . Margie Lee will close Sunday at Minsky's Gotham, New York, to vacation in Florida. . . . Harold Minsky returned from his vacation in Miami. . . . Annette, working steadily since August 15, closed Sunday at Minsky's Gotham and opened the next day at the Casino, Brooklyn, with the Oriental, New York, to follow. . . . Gordon Clark went into the Eltinge, New York, Friday to fill in for George Tuttle for a week.

TREND AWAY

(Continued from page 4)

passing any bills. On March 1 the solons will reconvene for bill-passing session.

As yet the only legislation proposed that would affect the amusement business has been several measures to place rigid restrictions on pinball games and similar coin-machine devices. But even this will not take final form until late in the spring.

Legislative attaches and veteran lawmakers predict fewer bills than usual will be introduced affecting the amusement industry. The trend is definitely away from more taxation.

Pittsburgh Club Elects Officers

PITTSBURGH, Jan. 23.—Billie Connolly was elected president of the newly formed Entertainers' Association of Pittsburgh at a meeting in the Two-

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

King Brady Derby Show Passes 1,000-Hour Mark

ROME, Ga., Jan. 23.—Derby Show here doing good biz, with 1,100 hours' worth of bunnions already passed. Walkie is being emceed by King Brady, Wally Adams, Eddie Leonard and Smitty Inman, with music supplied by Ken Herren's Band. Moon Mullins, assisted by Ernie Steel, is doing the judging. Joe Blake is night manager, and Pop McSherry is handling the concessions.

Those still getting nowhere fast in the manner of Sisyphus are Jack Glenn and Billie White; Pee-Wee Collins and Pauline Boyd, Johnny Maker and Joan Leslie; Billy Ryan and Marcelle Bainter and Shipwreck Kelly and Buddy Flanagan, solos.

THOMAS (PAT) CALLAHAN is recuperating from a serious illness at U. S. Veterans' Hospital, Wadsworth, Kan., and would like to hear from friends. Pat has been contestant, emcee and entertainer in the endurance field and expects to be back in it again soon.

JIMMIE WARREN would like to hear from Al Chapman and from any of the kids with whom he worked in the Seltzer, Alvis or Crockett shows.

JR. JACK KELLY, walking in the Sid Cohen walkathon at the Coliseum, Chicago, informs that the show is getting a nice play. Emcee staff consists of Eddie and Chic Snider, Dick Buckley, Joe Paolooka and Jimmy Joy. Show is aired daily over WIND. Twelve couples and three

solos remain. Many old marathoners have visited the show, including Eddie (Shadow) Davis, Jackie Murphy, Tim Murphy, Billy Watson, Gypsy Shannon, Duke Slanker, Mary Rock and Ray Valentine. Kelly would like to hear from Frenchie LaRue, Dimples O'Neil, Charley Hayden, Jack (Dead Pan) Kelly, Jack Broadwell, Wells Sloniger, Jimmy and Darlene Farrell, Forrest Baily, Tommy Greenhouse, Joe Brandi, Alto Locke, Jack Hayes, Nick Winrick, Mickey Brennan, Cliff Real and Georgie Grow thru *The Billboard* Letter List.

MR. AND MRS. STEVE STEVENS, known in the endurance field as Billie Ryan and Steve Stevens, are now retired from the field and located in San Francisco, where Steve is the proprietor of a cleaning establishment. He would like to hear from Scotty Reed, Tom Day, Eddie Leonard, Porky Jacobs and Chic Organ via the Letter List.

CHARLES SMALEY, Vivian Branch, Nora Branch and Hal Brown are in their second week in the Spanish Room at the Lafayette Hotel, Rockford, Ill. They recently closed with the Charles Hayden walkie in that city and would like to hear from friends.

JACK (FALL) SMITH would like to hear from Rena Gardiner, "Denver" Billy White and the former Eileen Barton via the Letter List.

HELEN AND EDDIE HOWE would like to hear from Hughie Hendrixson, Dick Edwards, Margie Lingo, Nellie Penno, Johnnie Lou and George Walker.

Vic's Prayer

CINCINNATI, Jan. 23.—Vic Hugo, manager of the Oriental Theater, Hongkong, China, and brother of Charles Hugo, well-known foreign-tour impresario, is enclosing cards with the following squib in communications to friends in this country: Our fathers who are in Shanghai, Mighty be thy name. Thy pictures come As bad in China as in New Haven. Give me this day my daily expense And forgive me for grumbling As I forgive you many promises. Lead me not into temptation, But deliver me from double-feature dialogs, For thine is the king kong, the Powell and the Gloria Swanson, For ever and ever, ah me!

Eleven Club last Sunday. Other officers are Ted Heuber, vice-president; Ollie O'Toole, secretary, and Sid Magidson, treasurer.

They pledged themselves to build up a strong organization and urged for cooperation from every entertainer in this territory. Next meeting will be held January 31.

WPA Negro Unit Gives Social Drama

NEW YORK, Jan. 23.—Conrad Seiler's *Sweet Land*, presented Tuesday at the Lafayette by the Negro Youth unit of the WPA Negro theater, hits us old devil whites in one of the sorest spots of our social anatomy. It is, in brief, a recapitulation of the evils attendant on the Southern agricultural system of share cropping, a landlord-tenant relationship which after the Civil War theoretically supplanted slavery but which actually bound the Negroes and "white trash" to overlords thru the strongest of ties, debt.

Chet Jackson and Sam Tucker, buddies returning from the World War, have a vague notion that race prejudice will be considerably lessened as a result of the supposed democratic leveling brought about by the fight for democracy. They become share croppers. Sam is hanged by the Klan when he is suspected of fostering a union, and Chet, a so-called "good Negro," vows he will carry on the work of organizing the workers. It is all rather grim, is presented with the heightened realism the theme deserves and would probably cause a riot if presented in the land of Dixie.

Production is directed by Venzella Jones, with leading roles played by Doe Doe Green, Alvin Childress and Frauline Alford. A large choir sings between scenes, hitting adequately the various moods. P. A.

"Tobacco Road" Will Play Chicago Suburb

CHICAGO, Jan. 23.—Altho Mayor Kelly still refuses to permit *Tobacco Road* to be played here, Jack Kirkland and Sam Grisman, co-producers, who have been in Chicago for more than two weeks, are determined that it shall play as close to the city's boundaries as it is possible to get a theater. Negotiations have practically been completed for the company headed by Taylor Holmes to move into one of the larger suburban houses within a short time.

Tobacco Road was closed here a year ago last October after playing seven weeks, when the mayor revoked the license of the Selwyn Theater, where it had been showing. Subsequent legal action resulted in the United States Circuit Court of Appeals reversing a decision of Federal Judge Holley, who granted a temporary injunction to the producers which permitted them to continue the play.

Miss. Amusement Tax

JACKSON, Miss., Jan. 23.—Total revenue from the 10 per cent amusement tax for 1936 in the State of Mississippi amounted to \$354,147.79, showing a substantial increase over 1935 collections and setting new peak since tax went into effect three years ago.

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

Thru Sugar's Domino



THE TIME has arrived for the great mass of substantial individuals in the field of amusements to change their attitude toward the Federal Theater Project in general and its standard-bearer, Hallie Flanagan, in particular. We cannot very well make a plea for a whitewash of the FTP and a love feast for the little lady who has been selected by the White House to guide the destinies of the Government's noble experiment in blending relief with the planting of the seeds for a National Theater. Such a plea from this pillar would not ring clear simply because the boss of this Tower of Babel has not yet reached the point where he can unqualifiedly indorse the institution altho there is not the slightest doubt in his mind and in the minds of all of those who have felt the magic of her personality that Mrs. Flanagan is eminently well fitted to carry on this gigantic work.

It would be futile to deny that the majority of successful showmen and artists look upon the FTP as the representation of politics meddling in private industry and an administration invading the sacred precincts of the theater to spread its salve of patronage, boordogging and wanton spending at the expense of the taxpayer and business man. Our purpose is not to discuss the Roosevelt administration; defend or malign its efforts in the field of work relief. We assume that, like us, our readers are concerned with the economic relation between the FTP and the commercial theater. We are concerned, too, with the course being taken by the FTP in connection with the unavoidable linking of Mrs. Flanagan's bureau and the eventual formation of a National Theater that would help stabilize the commercial theater, stimulate independent production and open up, thru a public re-educated to the theater, new vistas of opportunity for those whose talents and bank rolls are tied up inextricably with the stage.

As we started out to say before being interrupted by our own garrulousness, the time has arrived for those who mean something in the show business to pause and study this phenomenon known as the Federal Theater Project. To reconnoiter for new angles of vision, to dismember its structure and reflect carefully on the function of the parts and their relation to the whole. Doing this, one who has no chip on his shoulder and a malicious glint of "Show me!" in his eyes will see beyond the obviousness of the FTP's ill-fated attempts in many cases to pan off delicatessen clerks as Shakespearean actors and pantsmakers as company managers. He will see beyond this and also up and over the petty politics that unavoidably enters most government projects and gaze at a vision of achievement under terrific handicaps, a monument to the open and well-organized mind of a leader who is undaunted by the privations and dangers of the gruelling march to the goal.

Mrs. Flanagan is going to make a success of her job because she is not that impetuous that she wants to accomplish in a day what can hardly be accomplished in a year. She will hear the din of the crowd applauding her when the referee blows the final whistle because she knows every trick of the game but plays it with a fairness and squareness that disarms the "dirty" players. She possesses the incomparable virtue of being receptive to criticism; in fact, enthusiastically bidding for it under circumstances that would make a less capable leader quake with fear of what the future will bring in word and deed from the rabble.

There is hardly a need to discuss here the topical issues of the FTP scene. We eliminate needless controversy by allowing that the various subprojects assembled under Mrs. Flanagan's wing are far removed from being perfect in planning, personnel and administration. Yet one must agree that progress is in the offing when there is at the head of the FTP a person who has shown herself to be ready to listen to the other side and just as eager to follow its dictates if they point in the direction of employment for the greatest number within the limitations of the FTP budget as well as the rehabilitation of the American theater.

The FTP has clearly shown by its production schedules, its attendance records, its reports of box-office grosses and other tangible exhibits that it is performing a valuable function as an agency for keeping alive the interest of the general public in stage productions. On this count alone Mrs. Flanagan should be received with open arms as a constructive influence at a time when the stage is becoming as extinct in many sections of the nation as whalebone collars for milady. When one learns, for example, that FTP shows have played to wildly enthusiastic audiences that to the extent of 80 per cent have never seen a stage show it should be understandable of how in certain instances the Government can bring succor to the theater that the commercial theater can ill afford to accomplish with its own resources. Unless it be with a sex show, a girl show or a heavily ballyhooed turkey, no producer in his right mind would have thrown himself on the sacrifice block by bringing shows into territories invaded by FTP companies. This is a service for the theater that will benefit commercial producers and professional actors in proportion to the frequency with which the FTP companies can revisit the territories.

If a commercial producer were told 10 years ago that Uncle Sam would some day help him win back the West and South to "flesh" he would laugh at his informer and say, "Stop kidding." But this is really what is happening today. And Mrs. Flanagan asks no thanks from the show business; only its serious interest in what she and her associates are doing. Which brings us to what we mean by a change of attitude: nothing more than an unbiased appraisal of the progress being accomplished by the FTP and constant and unselfishly constructive criticism. We are convinced that this is what Mrs. Flanagan wants. For the sake of what all of this will mean to the commercial theater in days, weeks and months to come we hope that the criticism will be severe but unbiased and that at least in this case the virtue of analysis so rare in the amusement business will be practiced. Superficial observation of a project as important as this, resulting in thoughtless comment, can do much towards impeding its progress.

Mrs. Flanagan is vitally interested in encouraging young, unrecognized authors. Within several months at the most there should emerge from the welter of conferences, red tape and politics a really worth-while plan for the subsidization of playwrighting talent on, of course, a nonrelief basis. The FTP is cognizant of its opportunity for service in developing histrionic talent and displaying it for the benefit of eventual commercial exploitation. The FTP is therefore not altogether a haven for panhandlers and lathe hands out of work who aspire to live on Uncle Sam while achieving their ambition of play-acting before real audiences.

Mrs. Flanagan knows perhaps better than anybody else the defects of her FTP structure. She is without a doubt more eager than anybody else to correct them and to make the FTP a genuinely constructive force contiguous to the show business. She needs more than anything else the honest criticism of those in the show business to achieve her purpose.

The Broadway Beat

By GEORGE SPELVIN

GOODMAN ACE calls a supper show a "suffer show." . . . Milton Berle's gag writer (that should stop the accusations) used "No More Black-outs" as his nom de plume on a sweepstakes ticket; his name's Irving Brecker. . . . A couple of *Billboard* alumni, Herman Shumlin and George Lottman, sported pretty coats of tan last week. . . . Lottman also sported a car and chauffeur, which isn't bad for a press agent. . . . Interesting stage-door characters spotted last week at the State: A newsboy; a front-row heckler, who goes around with lip rouge not because he's swishy, but because he thinks he's really an actor and is "on," and Queenie, the middle-aged gal who contacts no one but names, writing them regularly and awaiting their replies. . . . Betty Taps, daughter of the ork booker, has singing aspirations, planning a Coast trip this summer for a picture try. . . . Irving Ginsburg, formerly on the managerial staff of the State, is now managing the Ritz in the Bronx. . . . The busy Madison avenue general office of the Ringling-Barnum Circus remained closed one day last week for the first time in years: reason, the funeral of Frank Cook, the show's "fixer." . . . Not even the recent death of John Ringling, president of the circus corporation, caused a similar shutdown. . . . Newspaper stuff: a new arrival on the news stands, similar in makeup to *Reader's Digest*, is *Commentator*, which features name writers; Mr. Hearst's *Journal* is having a plastic surgery job done on its front page, with more white space and new and sharper type, making it real refinedlike. . . .

Aside to the boys on the dailies: The young lady you almost killed a couple of years ago (unintentionally, of course) by your unwarranted press notices is coming back again. Remember Marie Rasputin, daughter of Russia's Mad Monk, whom you played up as a fearless wild animal trainer when she came here for a circus engagement in 1934? The notices went way beyond the expectations—or the intentions—of the circus press department, with youse guys getting a load of the gal and then letting your imaginations run away with you. It was later disclosed that the unfortunate lass knew practically nothing about ferocious beasts, but the inaccurate sendoff you gave her forced the circus to rush her thru a course of instruction in order to satisfy the public. Her schooling was too hurried and the result was a serious injury to the lady, who proved herself fearless but inexperienced. She returns here for the Ringling show next month—but this time to head the ballet.

The gag pulled on Holly Noble, of the CBS press department, Christmas week (when friends in the office inserted an ad in his name, saying that he wanted to buy old Christmas trees) reached its payoff when Noble himself sold the story to *The New Yorker* and got eight bucks for it. . . . Incidentally, the tale of the gag, first printed in this column, later appeared in a number of other mags. . . . Mr. Spelvin now feels like a full-fledged columnist, having squawked about his stuff being stolen. . . . People in the trade are calling Dick Mack clairvoyant; now writing for Joe Cook's air show, he quits the Mills office just three weeks before Mills gave notice to almost everybody. . . . *The Billboard's* pigeon fancier is worried; the father and mother of one of his new-born chicks are brother and sister—and now he's afraid that eugenics will win out and the new chick will be a screwball.

Chicago Chat

By NAT GREEN

THE ups and downs of show biz never were better illustrated than in the case of Oscar O'Shea, former rep show producer, who has been signed for an important part in the MGM picture *Captain Courageous*. . . . Fifteen years ago, when repertoire shows were in their heyday, O'Shea was a leading producer and many actors who later became prominent developed their talent in his tent shows. . . . Melvyn Douglas and Frank McHugh are O'Shea grads. . . . Rep biz waned, along with other flesh shows, and fortune was not so kind to O'Shea. . . . During the latter part of 1936 he was employed as a Federal Project actor. . . . "Gummo" Marx happened to see him doing a small part and sensed movie possibilities. . . . He interested Billy Grady, casting director for MGM. . . . O'Shea was given screen tests in New York. . . . They were favorable and now he's set for the part of Captain Cushman, Lionel Barrymore's rival sea captain, in *Captain Courageous*. . . . O'Shea is 51.

Hotel men are wondering if the record business that has prevailed so far this winter will extend thru February, usually one of the toughest months of the year. . . . Not in many years has it been so difficult to obtain accommodations in Loop hostleries, big and little. . . . That honeymoon sketch, which was the funniest in George White's *Scandals*, was omitted from the show when it played the Palace here last week. . . . Jimmy Coston, head of Warner Brothers theaters here, on a West Indies cruise with his wife. . . . Al Butler in town with his *Holy City*, which has been drawing heavily wherever shown. . . . Those singing mice are becoming so numerous we are beginning to smell a rat! . . . Attorney Phil Davis has filed suit here for Maurice Golden, of New York, against Dick Richards, of Adair and Richards, playing the Edgewater Beach Hotel, for \$200 alleged to be due Golden. . . . Was that Georgie Jessel gumshoeing around the Loop the other day? . . . Dorothy Miller, secretary to Bob Barrett, new WOR rep, visiting home folks in I-o-w-a-y. . . . New WOR office will officially open some time early in February. . . . It'll be "hosses, hosses" at the Hotel Sherman January 27 when the annual Plush Horse Ball of the Chicago Equestrian Association is held. . . . Some of the 800 horse owners and lovers who will attend plan to bring their favorite steeds along, and Major Frank Bering, himself a horse lover, is going to see that a place is made for them at the party.

One of the most successful years in amusement history is the prediction of Barney Balaban, president of Paramount. . . . Barney, his brother John, president of B. & K., and their wives returned from Hollywood a few days ago after attending the silver jubilee dinner for Adolph Zukor. . . . Rosemary Schmalz, gold medal winner in the last Stadium dance contest, has attracted considerable attention in the Federal Theater Project show *O Say, Can You Sing?* . . . She has an amazing range of dance routines, all of which she does excellently and, in addition, is well-versed in dramatic art, sings and plays piano and sax. . . . Gypsy Rose Lee, former burly star, now appearing here in the *Follies*, recently passed a screen test supervised by Darryl Zanuck and has been signed by 20th Century-Fox. . . . She is under contract with the *Follies* until June 2. Katharine Hepburn and Howard Hughes, speed flier and movie producer, may be spliced by the time this is in print. . . . Katharine refused to either confirm or deny reports of impending marriage. . . . Sonja Henie will star in the international ice carnival at the Stadium next month. . . . Last spring she drew 60,000 paid admissions in five Stadium performances.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

ALEXANDER PALERMO, Dunmore, Pa., magician, is reported missing from his home. His mother is reported to be ill at her home near Scranton, Pa.

THIRTY MICHIGAN MAGICIANS gathered at the headquarters of Percy Abbott in Colon, Mich., Friday night, January 15, for the purpose of forming a magic club in the interest of promoting good-will and fellowship among magicians. Members were present from Grand Rapids, Battle Creek, Kalamazoo, Lansing and Jackson. Percy Abbott was elected honorary president. According to word from Abbott, there are no restrictions in joining and no dues.

EVERY MAGICIAN has at least one trick which he believes he does better than anyone else.

BEN CHAVEZ and Company, who just closed at the Shirley Theater, Ft. Wayne, Ind., are in Chicago, where Chavez is considering an offer to head a vaudeville unit out of the Windy City.

THREE NOTED magicians, John Mulholland, Professor Shirley Quinby, of Columbia University, and Elmer R. Ransom, attended last Monday's (18) performance of the WPA Federal Theater's *Dr. Faustus* at the Maxine Elliott, New York, to investigate the magical effects used to recreate the doctor's tussle with the devil.

BERNARD ZUFALL, memory expert who recently cracked *The Boston Sunday Post* for a terrific spread, has been keeping very busy lately. On January 17 he appeared at Town Hall, New York; next day he was at the Algonquin Club, and followed that up with a date at the George Washington Hotel, where he showed his stuff to a gathering of Masonic groups. Last month he played the Hotel Martinique, New York, and more recently has appeared at Palestine Hall, Philadelphia, and at the Adventurers' Club, New York. Was guest speaker at the latter spot, the occasion being a tribute to Martin Johnson. In addition, Zufall has filled in with a few Rotary Club bookings.

MANY OF THE up-and-coming magic lads give too little attention to the matter of billing. In most instances they are intent with going into a town with a handful of outmoded heralds and a half-dozen window cards, trusting that this lavish display of paper will bring the populace to the box office in droves. Naturally, the packed house fails to materialize. It's then that the magish puts the blame for the poor biz onto the weather, the depression or some other opposition. A few dollars invested in a line of attractive paper may mean the difference between a winning and losing season.

BRADLEY (TOMMY) MARTIN writes from Geneva, Switzerland, that the recent report of his marriage to Ann Pope, sister of Glen Pope, magician, was greatly exaggerated and entirely without foundation. Tommy winds up by saying that he was married in the American Church, Geneva, January 12 to Rosemary Dering, to whom he had been engaged the last two years. Congratulations, Tommy and Rosemary! May your marriage be as successful as Tommy's magical career.

"READ BERGER'S LETTER in your column and he is probably right on several points," writes Marquis from Indianapolis under date of January 19. "I am sorry I was the one to 'beef.' He is right that I entertained Kiwanis, etc., gratis, altho the civic clubs I entertained were the only people in town to back me at the box offices. If the Berger show was by complimentary ticket, it is strange that they ballyhooed the thing with large newspaper ads. The only restriction I saw was that children had to be accompanied by parents. We grossed \$80 in Watertown and the Lions' Club refused to pay me my \$100 guarantee. In Beaver Dam our business was just as disastrous. No matter what Berger says, any magician expecting to charge an admission had better steer clear of those towns until the whole thing is forgotten there. It would be impossible to secure a guarantee and on percentage would starve to death. I still think he is wrong. Our business has

been excellent and we are now playing a return engagement at the Chez Paree, downtown Indianapolis night spot. Then we play the Marc Wolf theaters. Have no objection to opposition knowing where I am now, as we have the territory completely booked and now working on bookings 300 miles east of Indiana."

CHARLES A. LEEDY, Youngstown, O., magician and commentator for *The Youngstown Vindicator*, drew the assignment recently to review the Blackstone show. Leedy devoted almost half a column in praising the efforts of the widely known Blackstone, now playing major vaude houses in the Midwest and East. Leedy commented, in part, as follows: "With a company of 17 people, spick and span, settings of good taste and a number of startling new effects, the magnetic mystifier speeds from one trick to another in such fashion as to leave the onlookers little time for solving any problems. Principal new illusion is a version of the sawing a woman in which a buzz saw is used. As each great magician of the past has been identified with one particular trick, Harry Blackstone has *The Spirit Handkerchief*. Another effect which Blackstone performs with exceptional skill is the floating electric light. Keller's famous levitation, *The Woman Without a Middle*, a startling substitution mystery, and the production of unlimited quantities of free beverages for the audience also find favor and win applause."

WE INVITE NEWS from the various magical clubs, but in sending in such news correspondents are reminded that *The Billboard* is a weekly publication. We frequently receive news items from club correspondents on events that have taken place a month or more ago. These are immediately relegated to the wastebasket. Shoot us your news stories as soon as the affair has transpired. No news is so bad as stale news.

JEAN FOLEY, president of the Pittsburgh chapter of the SAM, is leaving for New York late this month to join Rajah Rabold's new show now being organized there.

JUST FINISHED perusing thru the Nelson Enterprises' latest catalog on mental magic. The new issue, the 17th since the firm began business 16 years ago, was compiled entirely by Bob Nelson, head of the Nelson Enterprises, and is by far the best of his efforts. Nelson reports business as extremely good and says he is making plans for a bang-up year.

AL DE LAGE and Company, after six weeks in Buffalo, are current at the Padlock Club, Cleveland.

PRINCE HASSAN, mentalist, is now located indefinitely in the Cascade Bar of the Miami-Biltmore Hotel, Miami, where he is reported to be scoring in handy fashion. J. J. Freeley is managing the Prince.

EVERY GREAT MAGICIAN'S success has been built on his ability to do better than well enough.

COLUMBUS MAGIC CLUB will hold its sixth annual Magi-Fest at Columbus, O., January 29 and 30, with headquarters on the fifth floor of the Nell House there. Magi-Fest is a miniature magic convention, without business meetings. Night-Before Party will be held January 29 and on Saturday evening, January 30, a charity magic show will be presented with an all-professional cast under the direction of Syl Reilly, president of the Columbus Magic Club. Harry Cecil will act as master of ceremonies. Program will include Ernie Moore, assisted by Frank Hopkins; Ted Heuber, Percy Abbott, Chucky Koontz, Leslie P. Guest and Nina, Dr. Strosnider, Jimmy Trimbull and L. L. Ireland.

MAL B. AND MAXINE LIPPINCOTT, remarried several months ago in Illinois after five years of divorce, with their daughter, Francine, have been presenting their magic turn in the Carolinas since early last November. Since July Lippincott has covered nine States, with business, as a whole, satisfactory. The

(See MAGIC on opposite page)



EDITORIAL DEPT.

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 RADIO

EDDIE KAPLAN—comic in burlesque who possesses talent strong enough to get him somewhere on the air. His comedy isn't of the sight variety, his forte lying in his odd and very amusing voice tricks. He sputters, stutters, emits peculiar noises and in general commits mayhem on the English language. And he doesn't have to rely on dirt in order to be funny.

girl and broken English and double talk by the man. He also ties up the audience with botched rope tricks. Excellent intimate entertainment that should click heavily in clubs.

*
For LEGIT MUSICAL

For NIGHT SPOTS

HUNTER AND PERCIVAL—veteran vaude mixed comedy team offering the singing and expert feeding of the

KATHERINE HARRIF—acro toe dancer caught recently at the Roxy, New York. One of the few girls doing this type of work who is really graceful and does real dancing. Does beautiful back somersaults landing on her toes, very difficult and seemingly done with consummate ease, along with a variety of other stand-outs. Should click in a revue spot.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

LEON LONG infos that the Sugarfoot Sam From Alabama' Minstrels turned them away at Plains, Ga., January 12. Arthur L. Boykins is stage manager and Fat (Hambone) Roberts is featured comedian. Show will head west after playing dates in Alabama, Long says.

BILLY BEARD, former minstrel and vaudevillian, is now located in Atlanta where he is gaining not a little prominence as an after-dinner speaker and radio commentator over WGST, Atlanta outlet for Columbia Broadcasting System.

ARTHUR BARR, formerly with Primrose and Neil O'Brien minstrels and originator of the Four Bars of Harmony, is now active in producing at the Envoy Club, Chicago.

LEO FRANCIS, for many years in vaudeville, circus and minstrelsy and now doing WPA theatrical work in Indianapolis, produced a minstrel show in the Indiana Building at the Indianapolis fairgrounds January 12. Francis and Jack Dugan were endmen, and Bert Francis officiated as interlocutor.

RUSTY WILLIAMS is wintering in Eustis, Fla. He will be out again with Odell White for the coming season as producer, advance man and featured comedian.

BILLY HALL, comedian and musician, was born in Shelburne, N. S., March 15, 1880. Played his first engagement with the San Francisco Minstrels in 1898 and remained with that company for three years. Later appeared with Hi Henry's Minstrels. For many succeeding seasons he played vaudeville and concert with the musical acts Cook and Hall and Billy and Effie Hall. Now with John Van Arnam's "Radio Barn Dance."

BUCK LEAHY, comedy ring gymnast and contortionist, is playing night spots around Boston.

A MINSTREL SHOW, sponsored by the Columbus, O., Eagles, will be given February 14-15 in Eagles' Hall there. Production this year will be directed by T. B. Alexander, minstrel star of past decades, assisted by Jack Exenkammer, Emil Balz, John Breckur and William Lehman.

FRANK CARMEN, of Frank and Ethel Carmen, was a visitor at the minstrel desk Friday of last week, during his engagement at the Cat and the Fiddle, Cincy night spot. Frank is still doing his old hoop-spinning and baton-twirling act, assisted by his wife. He formerly

featured the same routine on the old Culhane, Chase & Weston, Guy Brothers and Gordon minstrels years ago. Frank and Ethel have been working clubs for the last three years. They were slated to jump into Columbus, O., for this week, but the flood isolating Cincinnati from the rest of the world prevented their making the jump.

MANAGER H. S. PALMER of the J. C. Lincoln Sunny South Minstrels writes that he likes Dothan, Ga., very much. This is the first year his show has wintered there, having stored in Albany, Ga., the last two seasons. Dothan is also the home of the Milt Tolbert Show.

A HOME-TALENT minstrel, staged under the direction of John T. Hall, director of the John B. Rogers Producing Company, was presented recently at the Virginia Theater, Wheeling, W. Va., under the sponsorship of the Elks' Lodge for the benefit of the milk fund. Carl W. Gustkey was interlocutor.

MAGNOLIA MINSTRELS recently held their annual banquet at the home of J. C. (Banks) Goddard, manager of the troupe, which is in its 16th season. Present at the festivities were Banks Goddard, manager and endman; Mrs. Goddard, interlocutor and business manager; Willard Hutson, endman; Bob Anderson, vaudeville and leads; Jessie Mae Kernode, leads; Bernice Goddard, Mr. and Mrs. Burns Pleasants, Chad Laster, Mr. and Mrs. Tom Harnell, Mitch Northcross, Mary Lillian Horton; Mrs. K. P. Champion, pianist, and Mr. and Mrs. Alex Deon as guests. Goddard hopes to be under canvas in the spring.

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Vet Troupers in Arkansas Politics

LITTLE ROCK, Ark., Jan. 23.—Mrs. Eli Whitney Collins, formerly Blanche Epley, widely known repertoire and stock actress, has been named State Supervisor of Juvenile Courts by Attorney-General Jack Holt of Arkansas.

Her husband, Whitney Collins, who also spent many years with dramatic and musical shows and who wrote many popular rep plays of two decades ago, is assistant treasurer of the State of Arkansas, having begun his second term in that office January 1.

His white-slave drama, *The Girl Without a Chance*, was one of the money makers of 1915, '16 and '17, while his *Lure of the City* is still a popular bill in the rep field today, as are his *Last Round Up*, *The Man Who Sold Out* and other plays from his pen.

After retiring from the stage Collins became a motion picture exhibitor at Jonesboro, Ark. He was one of the organizers of the Motion Picture Theater Owners of Arkansas and served four years as president of that organization. In 1923 he became vice-president of the Motion Picture Theater Owners of America and was elected president of the national exhibitors' organization in 1926.

He retired from the motion picture field in 1927 to enter politics in Arkansas. Mrs. Collins has also been active in politics, but her present position is the first public office she has ever held.

Ginnivans Purchase New Canvas for 1937 Season

PLEASANT LAKE, Ind., Jan. 23.—Frank and Grace Ginnivan, of the Ginnivan Dramatic Company, are located at their home here preparing their tent theater equipment for the 1937 canvas trek. They have just returned from Chicago, where a complete new tent outfit was purchased to replace the one lost in a cyclone two weeks before the close of the 1936 season.

A public-address system will be added for the new season and a repertoire of new bills will be featured. A number of improvements will be added here and there before the new season gets under way. Show will open, as usual, at Ashley, Ind., May 3.

Adkins, Clarke in Splitup

KANSAS CITY, Mo., Jan. 23.—George B. Adkins and Harry E. Clarke have dissolved partnership and closed their Famous Model Players, who have been working a circle out of Jefferson City, Mo. Troupe worked 15 weeks to mediocre business and this, coupled with Mrs. Adkins' illness with the flu, was the deciding factor in closing the opry. Robert Cromwell, leading man, went to his home in Tucson, Ariz. Remainder of the company is in the city.

Stock Notes

HAVING JUST FINISHED, directing a series of plays on Governors Island, N. Y., Charles O. Carey, summer theater producer, left Saturday (23) to organize and direct a civic theater for the citizens of Columbus, Ga. Carey will return late in April to ready a showboat for Long Island Sound this summer.

ARTHUR MARLOWE, formerly with the Tech Players, Pittsburgh, has landed a role in *The Holmes of Baker Street*, now holding forth in New York. Sanford Bickart, of Pittsburgh, is also in New York, rehearsing for a role in the forthcoming *Call Me Ziggy*.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

Rep Ripples

DE WITT KIRK, veteran tab and rep performer, is now located in Corpus Christi, Tex., where he is working as a tailor with the Loving Clothing Company and playing piano with Jake Stevens' 12-piece ork at the new Nueces Hotel, local tourist resort. He expects to quit the road and locate there permanently. Kirk enjoyed a pleasant visit with Harry Rollins and wife and Mr. and Mrs. Cal West during the Billroy Comedians' recent engagement in Corpus Christi.

CHIC AND ESTELLE PELLETTE are playing the Florida fairs with the Royal Palm Shows, of which Berney Smuckler, Estelle's brother, is owner-manager. Estelle is in the office and Chic has charge of the concessions. They report that they are pleased with the change and enjoy the work and they hope to remain with the carnival all winter.

HARRY P. ROSE, who now has out the Lone Star Ranchers, radio unit, postals that his Rose Bros.' Tent Show will most likely be a one-nighter the coming season. Ben Holmes, circus agent, is still out ahead of the Lone Star Ranchers.

A WELL-KNOWN repertoire performer writes in urging that someone launch a campaign to make repertoire managers who owe back salaries settle up outstanding I O U's. It's a grand idea, but where would a guy start?

JOHN W. GINNIVAN, father of Frank R. and Norma Ginnivan, of the popular Ginnivan dramatic companies, has left his Dayton, O., home to take up residence in Pleasant Lake, Ind., with his son, Frank. The elder Ginnivan is 86 years of age, enjoys the best of health and is looking forward to spending the summer tramping.

RAYMOND NEYHART and Jim Macfarlane have returned to Pittsburgh after closing with the Pittsburgh Players in a series of old-time melodramas at the Virginia Hotel, Columbus, O.

BILLY WAGONER, after closing what he describes as "a most enjoyable season" with the Milt Tolbert Show, is now laying off in Dothan, Ala., where his son, Billy Doss, is attending junior high school. "Had the pleasure of seeing Billroy's Comedians on their closing night in Enterprise, Ala., Billy pens. "A big time was enjoyed by all, especially my wife."

FRED LYTELL, veteran rep manager and performer, now on a resting spree in St. Louis, expects to leave this week for his home in Dresden, Tenn. Writing from the Missouri metropolis, Fred says: "Closed in Texas with a show. The State is not so hot; I've had three seasons down there. I am going out myself again this spring to troupe my old States—Kentucky, Tennessee and Missouri—with a tent rep. I believe this season will be the best in years, as it seems everything is on the upgrade. Expect to operate a little circle around my hometown until I open under canvas around April 1."

Kansas City Jottings

KANSAS CITY, Mo., Jan. 23.—Mr. and Mrs. J. Richmond Roy, formerly with Ed Ward's Princess Stock Company, are playing schoolhouses thru the South with their own company.

George and Ethel Adkins are recent arrivals in the village after closing the season with Harry L. Clarke's circle.

Sam Bright is now connected with Station WHO, Des Moines.

Pete Wight, formerly with the Crago Players in Wisconsin, last week joined the Kelly Masters Show in Alabama.

Norman V. Gray recently closed with the Hila Morgan Players in Texas and is visiting friends in Houston.

Jack Harvey Players are playing Mississippi spots, with headquarters at Biloxi.

Sid Kingdon Players report good business on their Northern Missouri circle despite zero weather and an abundance of snow.

Hugo Players have closed after a 15-week season in Nebraska. It is said the troupe will reopen in March to play houses until time to start the tent season.

Jack and Maude Brooks, managers of Brooks Stock Company, were village visi-

tors this week, en route to the West Coast on a vacation trip. The Brooks plan to visit the various shows on their trip and will return in the early spring to make preparations for the opening of their company under canvas.

Fred and Lilyan Poole, well-known rep team, are recent arrivals in the city. The Pooles will play night spots for a few weeks before signing with a rep show for the new season.

Bert Black and Lynn Arden recently closed with the Long-Balfour circle in Wisconsin. They plan to go to the Coast for the balance of the winter.

Charles Cook recently joined the Hazel McOwen Stock Company in Nebraska, replacing Bush Burrichter.

Leland Adair, formerly with Morgan-Helvey Show, is now playing night spots in and around Des Moines.

P. Agar Lyons has closed with Ed Ward Princess Stock Company.

Jimmie Warren's circle opened last week in a Southern spot to satisfactory business. Besides Warren, cast includes Jack Lockwood, Frances Maloy, Darl Jordon, Velda Lee Curry, Georgie Lockwood, Wayne Huff, Jack Gould, Freddie Jordon and Loretta Huff.

Herbert Walters' Comedians, after a four-week layoff in San Antonio, reopened recently in Burnett, Tex. Show will play Texas for several weeks, after which it will start north for its regular territory thru Oklahoma and Kansas for the season under canvas.

Clare and Babette Evans recently joined Wallace Bruce Stock Company at Hutchinson, Kan.

Mr. and Mrs. George Henderson and son, Jack, are sojourning in Grand Island, Neb., after closing with the Hugo Players.

Larry and Madlin Nolan are recent arrivals, having motored in from a Texas spot.

Denny's Comedians, now circling in Colorado, lost several nights during the recent snowstorms.

Albert Ferguson, former manager of the Ferguson stock, is playing dates in Iowa.

Keith Gingles Company, after a brief layoff, reopened recently to play dates thru the South.

Henry L. Brunk's Comedians will open the season about March 15 at Anson, Tex.

Hazel Williams recently joined Ralph Moody's Hazel McOwen Stock Company in Nebraska.

David Riggan has rejoined B. L. Dickson Chicago Players, now tramping thru Minnesota.

Al W. Clark has signed as director for the Biehl Sisters' Stock Company. Show is under management of Cleve Terhune.

Kelly Masters has closed his Alabama circle and will reopen at once in a Mississippi spot to play an indefinite engagement. Show's policy will be two bills a week.

Harvey's Comedians, management Harvey Brandon, playing a circle in Colorado, lost several nights recently on account of severe blizzards.

Tom and Barbara Lee Brooks have rejoined the Dickson circle in Minnesota after a honeymoon trip thru the East.

Mr. and Mrs. Jimmie Griffin recently joined the Princess Stock Company, now tramping the South.

Jimmy Leonard, formerly with Fontinelle Stock Company, is now with Federal Theater Players in Peoria, Ill.

Cliff Carl and Jack Wolever sojourned briefly in the village this week en route to Southern Kansas, where they will launch a three-night-stand show.

Jack and Grace Bell are sojourning in Topeka, Kan. They will be seen with a Midwest tent show this season.

Harry Dunbar's circle, after being snowbound recently in Norfolk, Neb.,

for more than a week, has closed temporarily. It is said the troupe will reopen at an early date in a Southern spot.

Mrs. Fanchette Thompson is seriously ill at her home in Haskell, Okla. Friends may write her care Box 473, Haskell.

MAGIC

(Continued from opposite page) Lippincott's have added considerable equipment recently, including a living trailer equipped with a public-address system. At Chester, S. C., recently Lippincott followed in Mysterious Smith by a week. Latter created a great deal of interest there, Lippincott reports, particularly with his coffin escape.

OTIS MANNING is headed eastward on club and theater bookings after a brief layoff at his home in Toledo, O.

BECKER THE MAGICIAN inaugurated his 1937 season in Wisconsin January 12. He is playing a lyceum tour, using three people, and reports that he is set on a long tour. His 1936 season was above expectations financially, he says.

"ON OUR WAY west and doing splendid business," pens Frye the Magician from Salt Lake City. "We return to Salt Lake City February 5 to open a week's stay at the Roxy, to be followed by four weeks of theaters, working back east."

HUNTINGTON THE MAGICIAN, touring under the direction of the veteran Austin A. Davis, since opening the season in September has covered more than 12,000 miles thru Iowa, South Dakota, North Dakota, Minnesota, Montana, Wyoming, Colorado, Nebraska, Kansas, Missouri and Illinois, playing nearly 150 dates. Business was good everywhere, with the exception of the Dakotas, Huntington reports. "Ran into both Raymond and Virgil in Western Montana," Huntington typewrites. "Followed Raymond into the high school at Miles City, Mont., by only two days, and will say he's one magician who doesn't burn up territory. I had a nice visit with Virgil and caught his show at the theater in Glendive, Mont., and he was doing a good business. I was the guest at a little party given for me by the Midwest Magical Society at Grand Island, Neb., a few weeks ago."

HI AND EV HARRIS, who during the summer operate their combined magic and novelty show under canvas in Minnesota, are at present vacationing on the Coast and, according to word from Max Terhune, are having one grand time.

HENRY HAVILAND, paper-tearing magish out of Washington, played the Colonial Theater, Detroit, January 6 and 7, booked by Sol Berns, and jumped from there to Flint, Mich., for January 9 to 11, inclusive. "While in Newark, O., recently," Haviland pencils, "enjoyed a visit from Ernie Moore, who showed me a clever plate-glass penetration with a one-inch metal ball. Very superior to other penetrations, as ball is fully one inch in diameter, whereas most are only about a quarter inch or less. Also met Earl Pogue, up-and-coming Columbus (O.) magician, who features the Welsh rabbit pen. He's okeh."

WESLEY WHITEHOUSE, formerly with Tony Sarg and currently in Boston with a routine of magic, entertained the Greater Boston Bikur Cholim Hospital meeting Monday afternoon of last week at the Temple Mishkan Tefila School Auditorium, Dorchester, Mass. Whitehouse junior director of the Whitehouse Academy of Dramatics, Roxbury, Mass.

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Fara, Marta
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Ferry, Hattie
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Gott, Barbara
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Hebert, Jan
Himmel, Helen
Holmes, Peggy
Holt, Victoria
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Joyce, Ruth
Kaimban, Helen
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Webb, Boston
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Wenzel, Paul F.
Werner, Geo.
Werner, Tim
Werner, W. K.
Wesco, John O.
Wesley, Chas.
Wesley, Johnnie
Wesselman, L. B., Show
West, Buck
West, Jim
West, Stan
West, Vernon
Weston, Jimmie
Wetzel, Walter
Weyles, Ed M.
Whalen, Bobby
Whalen, Jackie
Whetten, F. D.
Whippo, Bill
White Bird, Chief
White, Bob
White, Denis & Billie Burns
White, Billie
White, Dan, Magician
White, G. W. J.
White, Geo.
White, Hugh
White, Jack V. P.
White, Jos.
White, care Art Lewis
Whitefield & Reading
Whitehead, Chief
Whithead, Edward
Willard, Clyde
Williams, Barney
Williams, Dixie
Williams, Dixie Joe
Williams Family
Williams, Doc
Williams, E.
Williams, E. Whitey
Williams, Fred X.
Williams, Geo. L.
Williams, J. Roger
Williams, John M.
Williams, J. W.
Williams, Les C.
Williams, Lucky
Williams, Mark
Williams, Orval
Williams, Pascal
Williams, Terry
Williams, Vernon
Willie-West
Willie-West
Willis, J. W.
Willis, Billy
Willis, Macon E.
Willison, C.
Wilson, Clyde
Wilson, James L.
Wilson, Harry E.
Wilson, Max & Dot
Wilson, Sam
Wiltse, Cash
Wingert, Billy
Winter, August
Winthers, Billie
Winthers, Jimmie
Winth, Martin
Wish, Jack
Wolf, Sidney
Wolfe, Jack
Wonder, Tom & Betty
Wood, Douglas A.
Wood, F. M.
Wood, Robt. L.
Woodard, R. W.
Woodruff, Harry
Woods, Bobby
Woods, Eryan
Woods, Walter
Woodson, M. S.
Wortham, John T.
Worthins, Co.
Wright, Creston
Wright, Leo C.
Wright, Marion
Wyoming Duo
Yario, John
Yarboll, Bob
Yates, Marty
Yellow-Bird, Joe
Yonko, Leo
Yonko, Miller
York, R. Dick
Youman, Ralph
Young, Carl
Young, Roscoe
Youngblood, Zeke
Zand, Murray
Ziegler, Alvin
Zimmon, Joe
Zimmerman, Gerald
Zinn, John
Zupkaskka, Bernard

Lee, Virginia
Leigh, Mabel
Lloyd, Helen
Lohsen, Irene
Loken, Irene
Lopez, Kay
Luna, Mrs. Elias
Lunette, Mazie
McArthur, Alice
McCarthy, Kitty
McDermott, Irene
M.
Marons, Mrs. Billy
Martin, Alice
Mass, Mrs. Tiny
Waite

Maye, Billie
Meroff, Florence
Messer, Juliette
Miller, Jeanne
Mills, Helen
Mills, Irene
Mitchell, Jerry
Nelles, Pal
Northrup, Lila May
Nye, Rex
Owen, Elaine
Patent, Ada
Paxton, Hazel
Pennington, Mildred

Gentlemen's List
Adam & Eve
Albin, M. P.
Ames Jr., Fred L.
Backell, Wm.
Baker, Theodore, A.
Ball, Geo.
Barbette, Bob
Barton, George
Bede, Capt. Harry
Bell, Rudolph
Benson, Tim
Berardi, Fred
Berk, Neil
Black, Dan
Blair, Harry T.
Boardman, Ralph
Stevon

Bohon, Clay
Braun, Lieut.
Francis E.
Brown, Dallas
Brown & Brown
Bruce, Charles C.
Burns, Charles
Burns, Harry
Caldwell, Andrew
Cameron, Don
Camp, Herb
Cann, Harvey
(Doc)
Cantor, Harry
Carrell & Rosa
Carley, Pete
Carman, Alfred
(Peppy)
Carroll, Ellis
Cartor, Don
Casper, Colonel
Casper, Joe
Christensen, J. M.
Clawson, Ralph
Cline, Walter J.
Cohen, Wm.
Comets, Fouq
(Skaters)
Corey, Joe
Corey, Tex Gus
Cornish, Harry
Cortez, Ramon
Cronin, Billy
Crosman, Forrest
E.

Crowley, Mr. & Mrs.
Daly, Smiley
Datoli, J.
Daverin, Jack
Davenport, Delbert
Davenport, Orrin
De Count & Marie
Decker, Ralph
DeKoe, Gabby
Delmar, Joseph
Densmore, Speedy
Di Pudro, John
Donovan, Daniel
Duane, Alan
Brown
Dumont, Arthur
Dunham & O'Malley
Erdell, Russell
Finkle, William
Forrest, Harry
(Balto, Shorty)
Fouche, Arno
Fox, Benny
(& Betty)
Frank, Tamara
Freddie, Armless
Wonder
Freeman's Wire
Act
Freeman, Mr.
Mrs. Jack
Friedell, Scotty
Fromesse, H. E.
Fry, Harry W.
Galvin, Joseph
Garber, Alfred E.
Gordon, Gene
Gottlieb, Sam
Grady, Johnnie
Greene, Al F.
Grossbar, Joel
Guice, Walter
Harriman, Jerome T.

Hawaiian Joe
Hayes, J. H.
Haynes, Arthur
Healy, Michael
Heller, Edw.
Henry, Lew
Herbert, T.
Heritage, William
Alfred
Holmes, John
Hughes, Raymond
Hurd, James M.
Jacobson, Harry
Jeffcott, T. F.
Jerome, Paul
Johnson, Hindu
Charlie
Kaai, Bennie
Kaiser, Milton L.
Katz, Louis
Kaulahao, Jack
Kearney, John R.
Keck, Edward
Kelley, Mr. & Mrs. J. J.
Kennedy (Seal
Mah)
Kenney, Martin
Kernan, Walter
Kortess, Pete
Kramer, Don
Kuykendall, J. W.

Walberg, Herbert
Walsh, Earl B.
Walsh, Jos. E.
Waters, Keane
Webber, Mr.
Wehrtraub, Sam B.
West, Cliff L.
West, Gene
Weston, Sam
White, Albert
White, Ray
Wicks, Robert
Willis, Billy
Woodward, Ernie
Wolcott, Ben F.
Woodward, Earl
Woodward, Jack & Betty
Woof-Oak
Youngman, Geo.

MAIL ON HAND AT
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52 West Randolph St.
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Ladies' List
Johnson, Mrs.
Jackie Espey
La Vena, Betty
LeBeau, Louise
Lopez, Mrs. Alfredo
Lorraine, Cecyle
Lorraine, Jeanne
Dixon, Jeanne E.
Emerald Sisters, The
Evans, Mrs. W. B.
& Daughter
Feilding, Mrs. E. L.
Godfrey, Mrs. Jane
Gordon, Eleanor
Griffith, Betty
Hall, Evelyn
Harris, Mrs. Shy
Hurd, Hazel
Jeanette Jesters
Players

Gentlemen's List
Alexander, Alexis
Allen, Harry
Anders, Leo
Anfinger, Mr.
(Seattle Whaling
Co.)
Arnheim, Edward
Asher, Mr. & Mrs.
Tonie
Balzer, Mr. & Mrs.
R.
Barnes, Clem, & Family
Barnett, Mr. & Mrs.
Chester
Bartlett, W. D.
Beck, Neil
Berry, Hayward
Berry, T.
Bieger, Harry
Bills, S. B.
Bisbee, Mr. & Mrs.
Blount, Mr. J. C. &
Burrnett, Sonnie
Bursien, Jack
Buster, Ray
Capps, Earl, Eddie,
Dolly
Carroll, Gerry E.
Caul, Bert
Claire, The
Collins, Wm. T.
Conley, Robert
Connor, J. M. &
Family
Cooper, W. N.
Miller, Mrs. James
Cook, Danny
Cooper, Mickey
Courtney, Mr. &
Mrs. Bob
Costella, Frank
Crandall, Mr. & Mrs.
Geo.
Crowe, W. J.
Drows, Sonny
Dearo, Mr. & Mrs.
Bert
Delano, Mr. & Mrs.
Roy
Diaz, Enrique
Dobish, Joe
Dolan, Capt. & Mrs.
Dunn, Bernie
Dunsee, Bud
Dunsmuir, Mr. & Mrs.
James K.
Edgar, Mr. & Mrs.
H. O.
Ellman, Charles
(Read)
Evans, John
Evers, Tex
Firth, Ernest F.
Fishers, The Flying
Flannigan, Mr. & Mrs.
Paul
Fleming, Mr. & Mrs.
Geo.
Flowers, Lawrence
(Larry)
Pontana, Joe
Forrester, Louie
Foyter, The Utah
Kid
Gaither, Woodie
Gibson, Arthur
Gilmour, Lois
Gluskin, Mr. & Mrs.
Sam
Graulich, Kurt
Gray Fox, Chief
Green, Joe
Grey, Mrs. Paul
Halstead, James
Hama, Don
Hicks, J. C.
Hoffman, James K.
Jones, Peg Leg
(Zsar of Monop-
edic Hooper)
Kaai, Dave
Kanazawa,
Mankichi
Kelley, Emmett
Kellogg, W. R.

Gentlemen's List
Kellogg, Wm.
Kelly, Andy
Kight, Gene
King, Mr. & Mrs.
Allen
Kirch, George
Klein, Nate
Labelle, Mr. & Mrs.
Cecil, Family
Lake, Buddy
Lane, Chas.
Lanigan, Neal
Lasswell, Paul
Lathabee, Reebce
LaMore, Jack X.
La Tour, Mr. & Mrs.
Frank
Le Burno, Bob
Leiber, Fritz
Levine, Harry
Lind, Art
Lloyd, Mr. & Mrs.
M.
(Louie the Goose)
Loue, Carl
Lou, Charlie
Lowe, Joe
Lyons, Mike
McAtie, K. C.
McCoy, I. B.
Malos, Mike
Merkel, Fred
Miller, Jimmy
Miller, Mr. and Mrs.
James
Miliken, J. A.
Milstead, Savannah
Mittel, Dan
Mohomed, Amzazal
Moser, P.
Newell, Floyd
Newman, Jake D.
Nicholes, Geo. H.
Noon, J. Gilbert
Norris, Nixon P.
Norton, Bert
Nourse, Willard S.
Overby, Doc
Palen, Bud
Parra, Emile
Pate, Walter
Patrick, Jack
Pfeifer, Mr. & Mrs.
Volney
Qualls, J. C.
Randsen, Mr. & Mrs.
C. C.
Reeves, Johnnie
Rooks, Harry & Violetta
Ross, Al
Rotter, Harry
Sabbath, Edw. A.
Salsbury, Bill
Scotty, Frank
Kean
Searles, Arthur
Snider, Herb
Snider, Herbert
Sprague, Ralph
Starr, Mr. & Mrs.
Barney
Stephenson, Cliff
Strayer, Mr. J. A.
Streets of the World and Travel Show
Thomas, R. D.
(Kid)
Thomas, Al
Thrift, F. P.
Twist, Egan
Velare, Mr. & Mrs.
Curtis
Waters, Mr. & Mrs.
Guy
Watson, Harold
White, Billy
Willard, Clyde
Wright, H. P.
(Blackie)
Yamamoto, Jimmy
Young, Charles

MAIL ON HAND AT
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390 Arcade Bldg.,
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Ladies' List
Beasley, Doris
Bennington, Mrs.
Robert
Bryer, Sophia Bell
Butcher, Mrs. O. J.
Cansen, Mrs. Geo.
Carter-Seaward,
Elizabeth

Conyer, Mrs.
Maybelle
Daniels, Mrs. True
Davidson, Mrs.
George E.
Dodson, Mrs.
LaMotte
Fuller, Bess
Hester, Mrs. Mae
Hollis, Dorothy
Hubert, Mrs.
Docia
Hurley, Mrs. L.
Jaroski, Mazie
Johnson, Gertrude
Jukes, Mrs. Louise
Julian, Mrs. Frank
Kelley, Marion
Kish, Mrs. Harry
Kolb, Mrs. Elsie
LaFors, Mrs. Teddy
La Willson,
Marjorie
Lavine, Madam
Lee, Mrs. Sophie
Malone, Mrs. R. P.
Marshall, Lillian
Merrill, Mrs. J. G.
Newman, Bess
Mills, May
Mullins, Mrs. John
Phillips, Virginia
Pumroy, Mrs.
Delorrie
Reynolds, Mrs.
Peggy
Riding, Mrs. Lola
Scott, Mrs. Marie
Sherman, Mrs.
Thelma
Stein, Mrs. Bee
Stoneman, Mrs. Joe
Valley, Helen
Vogt, Miss Dollie
Webster, Evelyn
Wimmer, Mrs.
Jerry
Wolfe, Mrs. E. E.
Young, Bonnie

Marlo & LeFors
Martin, Tommy
Mason, Ray
Mel-Roi
Miller, Chris
Miller, Oberl
Mitchell, Fred
Moore, Jake
Moser, P. M.
Mullen, Joe
Murry, George
O'Brien, Lou
Opsal, Abe N.
Pasha
Pasha, Evelyn Bill
Raymond, Geo. G.
Reed, Ted
Rigsbee, W. H.
Polk, Ollie
Preston, Sidney
Roma, Rajah
Ross, Jimmie
Reed, C. S.
Sadler, Harley
Sailor, Robert
Saunders, O. B.
Sewell, C. M.
Sewell, Curley M.
Shankland, Lane
Shankland, Rex
Sherwood, James
Shipley, Earl
Spears, William
Snellenburg, Chas.
Carlyn
Toby Comedians
Tuberville, Frank
Vail, Frank
Valdo, Pat
Stipanovich, Milton
Wear, Bonnie
Stewart, Joe
White, Charlie
Strom, Earl
White, Gaylord
Sucher, Herbert L.
Williams, Richard
Thomas, Jack
Williams, Vern A.
Shows
Wilson, "Blackie"
Thorsen, Norman
Wilson, Pop

Conyer, Mrs.
Maybelle
Daniels, Mrs. True
Davidson, Mrs.
George E.
Dodson, Mrs.
LaMotte
Fuller, Bess
Hester, Mrs. Mae
Hollis, Dorothy
Hubert, Mrs.
Docia
Hurley, Mrs. L.
Jaroski, Mazie
Johnson, Gertrude
Jukes, Mrs. Louise
Julian, Mrs. Frank
Kelley, Marion
Kish, Mrs. Harry
Kolb, Mrs. Elsie
LaFors, Mrs. Teddy
La Willson,
Marjorie
Lavine, Madam
Lee, Mrs. Sophie
Malone, Mrs. R. P.
Marshall, Lillian
Merrill, Mrs. J. G.
Newman, Bess
Mills, May
Mullins, Mrs. John
Phillips, Virginia
Pumroy, Mrs.
Delorrie
Reynolds, Mrs.
Peggy
Riding, Mrs. Lola
Scott, Mrs. Marie
Sherman, Mrs.
Thelma
Stein, Mrs. Bee
Stoneman, Mrs. Joe
Valley, Helen
Vogt, Miss Dollie
Webster, Evelyn
Wimmer, Mrs.
Jerry
Wolfe, Mrs. E. E.
Young, Bonnie

Saranac Lake
By JOHN C. LOUDEN
Ned McGushion responded favorably to the phrenic operation last week. His wife, Ruth Adrea, former Ziegfeld lassie, helps to keep the home fires burning while Ned is recuperating. She is at present hat-check girl at the Cotton Club, New York.

Harry Gordon has returned to his home in Newark. He passed some two years here and is one of the successful rib cases.
Tommy Karns has returned to the lodge after a month's leave of absence in New York. He was accompanied by his mother, who will remain for a few days.

Gentlemen's List
Alexandra, Jack
Alfred, Jack & June
Baker, T. L.
Bass, Jean
Beaumont, Jack K.
(Smoky)
Barton, Paul S.
Bell, Cannon Ball
Benton, Arch
Billick, Harry E.
Bowman, D. F.
Bower, William
Brandley, Morgan
Bryce, Chief
Brown, Geo. W.
Brown, Raleigh
Bryer, Bill
Bryer, Charlie C.
Buchanan, I. G.
Bunch, Sam
Burns, Frank J.
Burns, Jesse M.
Calkins, Fred
Carter, P.
Clark, I. J.
Clay, Henry
Clawson, Ralph J.
Cockrell, G. A.
Cook, Eugene
Cooper, A. H.
Cooper, John W.
Cunningham,
Harry (Happy)
Daly, Fred
Darling, Jack
Davidson,
Sheridan G.
Davis, Carl DeV.
Davis, Charles
Davis, Elmer T.
Davis, James
Davis, P. H.
DeAngelis, Ricardo
DeRossignob, Louis
DeVoe, Ray
Deneke, W. C.
Dudley, Harry
Duffy, Bruce
Dunn, George E.
Ellis, Homer
(Whitie)
Firestone, J. C.
Franks, Abe
Fredericks, Freddie
Fulkerson, Rube
Gamble, Eddie
Goad, Dude
Goldberg, Sam
Graham, J. B.
Gray, Jack
(Smoke)
Greiner, Charles
Grey, Jimmie
Guent, Clarence
Hanasaki, Frank
Hancock, Bob
Hansen, Al C.
Harridge, Delmar
Hartwig, John E.
Harvey, Earl G.
Hassen, Ben
Henderson, E. L.
Henderson, T. M.
Hern, Henry
Hill, Eddie
Hockenberry, Louis
Hoffman,
Johnnie N.
Hudson, Harry A.
Hunter, Blackie
Illions, Harry
Kanth, Dick
Katz, Clarence
Kerwin, H. E.
Kingston, Ola
Kirkman, O.
Kolb, John
Knox, Harry
Kratz, George
Kreus, F. H.
Lamb, Rufus Scott
Lance, Johnnie
Lane, Selwyn E.
Leonard, Jack
Liebling, Tod
Lynch, Eddy
McDaniels, W. H.
McLain, H. R.
McLaughlin, Wm.
McMillan, G. J.
Mackenzie, R. B.
Mahra, Prince

Ray Fitch, of Racine, Wis., is at the lodge visiting his friend Charley Foster, who is doing nicely and proving a good match for Ray at cribbage.
William A. Robinson, of Plattsburg, N. Y., was in Saranac last week to attend the installation of officers at the Kiwanis Club. Robby was for years the manager of the Alpine Hotel here and a welcome weekly visitor to the lodge.
Peggy McCarthy responded favorably to the phrenic operation last week and is getting along well.
Mayor Thomas P. Ward has appointed Charles Goldsmith director of winter sports at Saranac Lake. Stewart Park is skiing instructor; Ed Lamy, skating teacher, and Harry Brown is designing the frontispiece for the program.
Write to those you know at Saranac Lake.

From Out Front
(Continued from page 17)
audiences into the make-believe world it creates for itself, working in but not limited by the rules of nature.
Art must therefore appeal to the emotions; an appeal to the mind, per se, is impossible.
These emotions must be basic and enduring, not transient or of the moment; they must be those fundamental emotions whereby the being is carried away into its plane of most intense living. An appeal to the mind purely would be a limitation rather than an escape.
Art, thru its function of escape, comprises a deadening of precisely those faculties that go to make up the scientific attitude.
The drama, of all arts (with the exception of music), is the most emotional and the least dependent upon the intellect. Its essential appeal (in order to identify large audiences instantaneously with its characters) is purely emotional.
Didactic, moralistic or propagandist drama is a flat contradiction in terms.
The introduction of any of these attributes into the drama creates a scientific rather than an artistic appeal; it emphasizes rather than escapes from the meanness and universal horror of life.
The drama may suggest remedies for that meanness and that horror, but it can never offer cures. The only cures are the permanent one of death and the momentary ones of passionate exaltation, drink and its stricter corollary, drugs, and the artistic escape which the drama, among the other arts, may or may not offer. Also death's younger brother, sleep.
Didactic drama of any sort is—ipso facto, by its own definition—a science, usually the shoddy, unorganized and half-thought-out science called the social. When it preaches anything in any way as its primary aim it descends to the level of soap-box oratory or of the pulpit.
It is only thru remaining strictly an art that the drama can accomplish the greatest good.
This, of course, is entirely dependent upon the definition of "good." But that only can be good which offers to the troubled or embattled soul an escape—even tho it be but momentary. To change humanity in any other way is merely to change it according to the preconceived ideas of some individual or group of individuals who have no way of knowing (except thru their own over-inflated egos) that their ideas are in any way better than those of anybody else. Any man attempting to change others or the government of others according to his own ideas sets himself up as a god—a manifestly ridiculous and untenable position.
Drama, by remaining strictly an art, accomplishes its good by providing an escape for those of its audiences whose emotions are affected in the way in which the dramatist intended. The percentage of those so affected constitutes the greatness of the given drama—in the accepted sense of the word "greatness."
Drama, by becoming an offshoot of social pseudo-science, serves merely as a means for an attempt to inculcate ideas that may or may not be "good," according to the individual who judges them.
It is a known fact that the drama is always approximately 10 years late in the attempted inculcation of such ideas.
Its scientific value, then, when it tends to become a science is at best as a popularizer of ideas which may or may not be good.
Its actual value as a popularizer, even granting that the ideas are worthy of being popularized, is negligible. The ideas have been aired before. Those who believe in them will agree and those who do not will disagree. The drama in question becomes merely another late argument—usually simply the discussion of an isolated and special case example—that could just as well or better be given in a paper or a speech.
Its only added advantage in the field of argumentation lies in the emotional appeal which, if it is a good drama, it will create. If this emotional appeal is strong enough the drama will identify its auditors emotionally with its characters; it will thus be an escape—and so an art in spite of its didacticism. And those who come to judge it merely as an argument—a scientific work—will have their minds clouded by that strong emotional appeal. Therefore, as far as science goes, the successful didactic drama is a bastard born of art that subverts the truer ends of science. And the scientific effect known to lie in a given drama will lessen its possible effect as a work of art—will lessen the chances of a true escape.
This, then, disposes of the didactic drama viewed as an art, as a science or as a biased argument for a specific pseudo-scientific point of view.
In sum, the didactic drama will convince only those who have been convinced by its ideas already. As for appealing to a wider audience, those who have not already accepted its fundamental idea are those who will either be bored with the drama itself, dismiss it out of hand or stay away from it altogether.
The best and most persuasive of didactic dramas, in its finest and most successful form, can only serve to produce a synthetic mass sentiment that may vaguely lead to some possible "good" propounded by some god-man, but which will fail utterly to ameliorate the troubles of any single individual life.
It will be essentially a cheat to that great mass of the public that attends a play in order to be taken out of itself rather than to be made self-conscious.
It will almost undoubtedly be a case of special pleading, of no actual value in the social science (the facts of which have been worked out years before) that it is endeavoring to popularize.
It will be supported only by those who have already accepted its main ideas and rejected by the rest, thus failing in by far the greater part in its functions as a popularizer.
It will be a complete denial of all the functions, purposes and aims of genuine art.

The Final Curtain

ABBOTT—Marion, 67, character actress, January 15 in Philadelphia. She appeared in plays with E. H. Sothern, Maude Adams and others. Her last Broadway appearance was in *I Want My Wife* in 1928.

ABDELNOUR—Abdo, 74, former concessioner, December 10 in Venice, Calif., after an illness of arthritis lasting two years. He came to this country in 1893 for the first Chicago World's Fair. His wife was the original Fatima of the Streets of Cairo at that fair. For many years thereafter he and his wife were well known at the Buffalo, St. Louis and Charleston, S. C., expositions, she as a dancer and he with Oriental concessions. At one time he was interested with Gaston Akoun at the various expositions. Abdelnour also had shows with the original Frank C. Bostock Carnival.

BOLESZAWSKI—Richard, 49, motion picture director, at his home in Hollywood January 17 of heart attack, as briefly mentioned under *Late Deaths* in last issue. At the time of his death he was directing *The Last of Mrs. Cheney*. He went to Hollywood in 1929 to direct *Rasputin*. Among the films he directed were *The Empress*, *Theodora Goes Wild* and *The Garden of Allah*. He was a native of Warsaw.

CHANT—Fred, well known in the repertoire show field in Texas until he retired several years ago, in Mineral Wells, Tex., January 9. Funeral services January 10 in Grafard, Tex. Survivors are his widow, a son and daughter.

CONNELLY—Frank B., 68, known as Mark Shaughnessy, theater and fight manager, in Detroit recently. Burial January 12 in Mt. Olivet Cemetery there. Connelly was at one time connected with the John W. Considine Vaudeville Circuit and was manager of Jack MacAuliff, who was defeated by Firpo. He was also formerly manager of the Minneapolis Athletic Club.

DAHL—Mrs. Evelyn (Kip), 41, following serious burns, in Hackensack Hospital, Hackensack, N. J., Christmas Day. She had been connected with the A. F. Crouse United Shows, World at Home, Sheesley, Miners Model, Bright Light, F. & M. Shows and many more. Death was caused by an overturned oil heater. Survived by a son, Bud.

DE SALVIO—Mrs. Maria Rosa, 92, mother of Jimmy Kelly, Greenwich Village night club operator, in New York January 21.

EVANS—Al, former theater organist, January 3 at Houston. Evans was popular with Atlanta theatergoers. He played for two years at the Fox Theater, Atlanta, and prior to that time was organist at the old Howard Theater there. He left Atlanta four years ago to take a position at a Houston theater. During his career he had played at a number of the leading theaters throughout the country and was a popular radio performer. Survived by his mother, two daughters, a sister and a brother.

FAHEY—James E., 57, former manager of Kentucky State Fair, at his home in Louisville January 18 after 18 months' illness. He was active in politics, held numerous appointive offices and managed the State Fair, Louisville, during the administration of former Governor William J. Fields. Survived by his widow and a son. Funeral at St. James Catholic Church January 20, with interment in Calvary Cemetery.

last survivors of the old Penn Yan, N. Y., Band and well-known Western New York instrumentalist, recently in a Utica, N. Y., hospital. He leaves a sister.

HAGGERTY-SNELL—Ida, 75, former dramatic soprano at the Metropolitan Opera House and voice and piano teacher, in New York January 19.

HAYNES—David Wilbur, 83, theatrical press agent, of pneumonia in the Knickerbocker Hospital, New York, January 17. He had been a newspaper man in Omaha; later he went to Chicago and New York. He was advance agent for many shows, including *The Garden of Allah* and *The Christian*. Later he was with Jacob Litt. Two brothers, George B. and J. B., survive.

HENDERSHOT—Helen (Mader), wife of Ed Hendershot, for many years with Tom Mix in the films and with circuses, January 18 at Valley Hospital, Van Nuys, Calif. Last engagement with the Mix show. Survived by husband; sister, Mrs. Ben Dobbert, and brother, Leo Mader, of British Columbia. Services January 20 from the William Strother Funeral Parlors, Hollywood. Cremation at Hollywood Cemetery.

HIBBS—Loren J., 46, fair board member in Eastern Ohio and treasurer of the Tri-County Fair Association, which sponsors the Smyrna Fair, at Sewellsville, O., recently.

HICKER—Edward, 63, band leader, at his home in Fayette, O., December 14 of heart ailment. For the last several years he was band leader for the Norma Ginnivan Dramatic Company, with which he and his wife had been connected for over 20 years. He had been in show business about 48 years and was with the Sun Bros.' Circus for six seasons. Survived by his widow, Anna Hicker, the former Anna Sizer, of the Sizer Sisters, song and dance team, and a sister, Mrs. C. C. Roosa. Services in charge of Scottish Rite Masons, Toledo, O.

HODGE—Robert F., 23, former troupier with Pacific Whaling Exhibit Company and Harry Copping and Bantly shows as sleight-of-hand performer, in Detroit January 13 after a five-month illness. Funeral at his parents' home, Meadville, Pa., with interment in Greendale Cemetery there.

HOGG—Rev. William B., known on radio as Josiah Hopkins, the Goose Creek Parson, in Hollywood, January 14 following a major operation. Hogg began his religious career as a circuit rider in Tennessee. He went to Hollywood three years ago to broadcast his weekly sermons over a national hookup.

JONES—Charles M., 86, of Plain City, O., for years a leading breeder of Percheron horses, January 17 at the home of a daughter there after a week's illness of pneumonia. He was formerly president and secretary of the Percheron Society of America, now the Percheron Horse Association, and was widely known among Ohio fair executives. Funeral and burial in Plain City.

KENNEY—Joseph P., 78, president of the Onset Bay Grove Association, owner of the Temple Theater, Onset, Mass., of a heart attack at his home in Onset January 17. He was known to thousands for his salt-water taffy, which he sold on a private wharf on the shore of Onset harbor for nearly 43 years. Leaves his widow; a daughter, Julia; a son, Joseph P. Jr., and a sister, Annie R. Kenney, of Boston.

KIEFFER—Mary J., 72, mother of Clarence Kieffer, bronk rider of the old Floto show, January 10 at her home in Guthrie, Okla., following a long illness. Interment at Summit View Cemetery, Guthrie.

LEIGH—Mabel, 60, well-known dramatic stock actress for many years and at the time of her death a member of a Federal Theater project in Chicago, at her home in that city of pneumonia recently. Interment in Glenoak Cemetery, Chicago.

MCKENZIE—Maurice, 52, executive assistant to Will H. Hays, president of the Motion Picture Producers and Distributors of America, Inc., after a lingering illness in New York January 10.

MELLETT—Samuel M., 42, well-known concessioner, in Bridgeport, Conn., January 15 after a short illness.

MILTERN—John, 67, actor, killed by a hit-and-run driver in Hollywood January 15. Basil Rathbone, noted actor, who was walking with Miltern, narrowly escaped injury. Miltern's first success was in the role of Buck Farnen in *Dead-*

wood Dick's Last Shot at the 14th Street Theater, New York, in 1907. He toured with William Gillette in *Clarice*, appeared as Professor Moriarty in *Sherlock Holmes* and went to London in 1912 to play Alfred Wilson in *Officer 666*. He had the role of Major Walter Reed in *Yellow Jack*. In 1935 he toured with Mary Pickford in *Coquette*.

MOTZAN—Otto, 57, musician, of a heart attack in Hotel Whitehall, New York, January 15. He wrote the music of many popular songs and collaborated on the music for various *Passing Shows*.

MURRAY—Harold Powell, 61, printer and proofreader for *The Cincinnati Enquirer*, at his home in that city January 20 of pneumonia. In his early life he traveled as a performer and novelty musician with the Kickapoo Medicine Company (Healy & Biglow) and one season with the Harris Nickelplate Shows. He was a member of Yeatman Lodge No. 162, F. and A. M.; Delta Chapter No. 179, Royal Arch Masons; Cincinnati Schiller Lodge No. 2, Knights of Pythias; Cincinnati Lodge of Eagles, United Commercial Travelers and the Typographical Union. Survived by his widow, Mrs. Louise Murray; two adopted children, Edith and Roy Murray; three brothers, Charles C., Nat and Lowell; two sisters, Mrs. Corinne Weddell and Mrs. Edna Hebble. Funeral services at Schraffenberger Funeral Home, Cincinnati, January 23. Body was cremated.

NICHOLSON—J. F. (Dingbat), 45, sheetwriter for *The Southern Agriculturist*, Nashville, killed January 16 when his auto ran off the road near Nashville. Survived by his widow, Margaret, and a son, Eddie, also a sheetwriter for *The Southern Agriculturist*. Services at Oswald Funeral Home, Lebanon, O., with burial there also.

NOBACK—Dr. Charles V., 48, veterinarian for New York Zoological Park, at Columbia-Presbyterian Medical Center, that city, January 16. As veterinarian of one of the largest zoos in the world since 1926, Noback had one of the strangest jobs in the city. His patients were all types of animals from all parts of the world. His widow, Mrs. Beatrice C. Noback; two sons, Charles and Joseph; a daughter, Beatrice; a sister, Mrs. Marshall B. Beuick, and a brother, G. J. Noback, professor of anatomy at New York University, survive.

PUGET—Mrs. Elizabeth, 81, mother of George Puget, booker in the Gus Sun Vaudeville Booking Agency, Detroit, and formerly in the burlesque field, January 15 in that city. Survived also by two daughters. Burial in Forest Lawn Cemetery, Detroit.

RAESE—Fred, tuba player and German war veteran, in an Omaha hospital January 7 of complications caused by shell shock. Survived by his widow and a daughter, Kathie.

REEVES—Willis Milton, 64, builder and operator of the Highland Theater, Little Rock, Ark., at his home there January 10. Surviving are his mother, a daughter, a son and three brothers. Interment in Camden, Ark., January 12.

RITCHEY—William M., 55, prominent scenarist in silent films and a one-time film producer, at Pasadena, Calif., January 15. He joined the Paramount writing staff in 1920 and later was made head of the Paramount scenario department. Recently he had been a freelance screen writer.

ROBINSON—Bowman S., 31, at his home, Tujunga, Calif., December 12 of tuberculosis after a lingering illness. He was for many years identified with outdoor show business. Was a son of the late Bowman Robinson. Survived by his mother, Florence Robinson Trainor, and a brother, Guy A. Funeral January 14 from Brezee Bros.' Funeral Home, Los Angeles. Masonic services conducted with interment in Forest Lawn Cemetery, that city.

SCHOENFELD—Ethel, 26, wife of Joe Schoenfeld, of the *Variety* staff, January 20 in New York. Besides her husband a five-month-old son survives. Funeral services January 22 at the Prospect Funeral Home, Bronx, N. Y.

SPAHR—Morris Hamiline, 80, director of the Jay County (Ind.) Fair Association, at his home in Portland, Ind., recently. Survived by his widow, two sons, one daughter, five grandchildren and one half-brother. Services and burial in Portland.

STILES—John (Jack), 81, former comedian and circus clown, at City Hos-

pital, St. Louis, January 17 of heart disease. A native of Philadelphia, he became a member of one of vaudeville's first comic song and dance teams, appearing at theaters throughout the country. He continued his vaudeville activities until about 15 years ago, at which time he joined a circus as a clown, appearing for quite a few seasons with various shows. For the last 12 years he had appeared annually at every St. Louis Police Circus as a clown. He is survived by four children. Funeral services January 21 at McLaughlin Funeral Parlors, St. Louis, with interment in St. Matthew's Cemetery, that city.

STONE—William C., 69, musician, in Danbury, Conn., after a short illness recently. He was a former member of the house orchestra at the Palace Theater, that city, and at time of death was a member of the Danbury Band.

VEALE—Sheldon A., 35, pianist, suddenly in New York January 21. He played at a command performance for the Prince of Wales in 1935.

WALSH—Harry D., father of Earl B. Walsh, carnival and circus man, at his home in Rockland, Me., January 15. Survived by his widow and three sons, Stanley H., musician; Earl B., of carnival and circus, and Raymond A., concessioner. Burial in Sea View Cemetery, Rockland.

WHITE—Andrew M., 54, theater builder, January 9 suddenly at his home in Camden, N. J. Among his projects are the Walt Whitman, Lyric, Clementon, Westmont, Runnemed and Mount Ephraim theaters in South Jersey. Survived by his widow, a son and a daughter.

WHITE—Howard, 35, radio arranger and pianist, following a heart attack in his New York home January 17. He made his radio debut in 1925. White had been associated with the National Broadcasting Company since 1930 and was a member of the radio team of the Landt Trio and White. Survived by his widow and a sister.

WHITFIELD—John T., 62, producer and performer, at Massachusetts Memorial Hospital, Boston, January 8 after a short illness. He appeared with the Juggling Johnsons in vaudeville and was featured for two seasons with Primrose & Dockstader Minstrels. He produced *The Magic Kettle*, which played in vaudeville here and in Europe. Survived by two daughters, Mary and Catherine. Funeral services at the Cathedral of the Holy Cross, Boston, January 11, with interment in St. Joseph's Cemetery, West Roxbury, Mass.

WILLIAMSON—John A., 65, member of the Belmont County (O.) Fair Board and in charge of concessions at the St. Clairsville, O., fair for 15 years, at St. Petersburg, Fla., following a stroke. Burial in St. Clairsville.

WILLIAMSON—William A., wool and grain broker and a director of the Belmont Agricultural Society, sponsoring the annual county fair at St. Clairsville, O., January 16 at St. Petersburg, Fla., where he had gone for his health after a stroke. Body was returned to St. Clairsville for funeral services and burial.

YOST—Mrs. Lillie, opera singer, wife of David M. Yost, owner of Krause Costumes, Inc., Cleveland, recently at her home in that city. Mrs. Yost began her career in light opera and continued in that field until 1913. She aided in the production of amateur light operas in Cleveland and near-by towns. Later she took an active part in her husband's theatrical and masquerade costume business. Survived by her husband. Services at the W. W. Young Funeral Home, Cleveland, and burial in White Haven Cemetery there.

Marriages

BUNTS-SCHWAN—John Bunts, son of Mr. and Mrs. W. J. Bunts, of Crystal Exposition Shows, to Billie Schwan in Miami December 31.

DIETZ-MONTAGUE—Howard Dietz, songwriter and vice-president of MGM, and Mrs. Tanis Guinness Montague, English nonprofessional, at Juarez, Mex., January 16.

JANSEN-HARDING—Werner Jansen, symphony conductor and composer, and Ann Harding, film actress, in London January 17.

KALB-BUCKLEY—Irvin Kalb, of the Baker Twins Orchestra, staff band at Station WMBC, Detroit, and Maude Buckley, nonprofessional, recently.

KENT-ALLWYN—Robert Kent and Astrid Allwyn, film players, at Tijuana, Mex., January 10.

McLAUGHLIN-GEFFORDS—Bill Mc-

(See MARRIAGES on page 28)

TITO GUIZAR

Wishes to thank all his Friends
for their Sympathy and Con-
dolences upon the Untimely
Passing of His Mother.

GENTRY—Charles Henderson, 82, father of Charles Gentry, movie critic of *The Detroit Times*, in that city January 16 after a brief illness. Survived by his widow and son. Body taken to Chicago for burial.

GIBSON—W. N., assistant manager of Calgary (Alta.) Exhibition and Stampede, at his home in Calgary January 5. He had served in the exhibition office with General Manager E. L. Richardson for 29 years, first as chief clerk and for the last 10 years as assistant manager. Interment in Calgary January 8.

HARRIS—Charles E., 65, one of the

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.

Rocky Mount, N. C.

I would like to reply to the letter of Dave T. Morris in The Forum of January 9 regarding modern theater construction and use of mike systems. From his very broad condemnation of sound amplifying systems, I am of the opinion that Mr. Morris has had a few contacts with home-made carbon-mike amplifiers operated by untrained men. While I agree that theaters treated for sound pictures make it hard for singers who cannot or will not take the trouble to learn simple microphone technique, I would like to call attention to the fact that times have changed and that stage singers will have to change their style to conform with modern conditions. I can state from experience and from opinions by top-notch performers with whom I have worked that a good sound system, operated by one who knows how to handle it, does not rob a singer of personality but rather adds to it. Almost any act except a dance can be much more effective if proper use is made of modern sound equipment. The finest act on earth can be ruined by the wrong choice of sound equipment and poor operation of it. It is no longer necessary for Mr. Performer to try to "swallow the mike" or to stand in one spot. He may move about within a reasonable distance and put all the personality he has into his song without fear that the mere presence of the little mike on the same stage with him will "crab" his act. Make a friend and helper of the mike. Get acquainted with the sound man. He is or should be just as anxious as you are to make a hit of your act, for his success in landing future jobs depends upon how well he can put your act across. It is my opinion that the penny-pinching attitude of some theater owners is responsible for the poor opinion of many actors of sound systems in general. One need not expect to get Rolls-Royce performance for a Model T price.

W. C. STRAUGHAN.

Pensacola, Fla.

The new feature "Show Family Album" in The Billboard's classified advertising department should be very interesting, not only to those in the pictures but to the general run of readers. While visiting my old home in England two years ago I found my original showfolks' family album which I sent there about 15 years ago to avoid carrying it around. Today it is one of my prized possessions. In it are views of showfolks taken in the Northwest, Seattle, Portland, Spokane and in that territory, when the biggest shows on the road used to pack all their equipment into one baggage car and move to the next stand on 24 tickets. Some of them are Charley Bear, Lew Longere, Nina Rogers, of the old Superba Amusement Company; Red Woods and Whitey Clair; big top for a war veterans' carnival, 1917-'18, on the Bon Mache lot in Seattle, with Mr. Vogel promoter, and many others of the days of the Charley Parlow Shows, White & Babcock's Sound Amusement Company, and when Billy Gear promoted in Seattle. Some day I'll send in some of the photos. With best wishes for the "Show Family Album."

GEORGE PEAKMAN.

Des Moines, Ia.

Much weeping has been done for the loss of vaudeville, but due to the increased use of acts in ballrooms and night clubs the future of the vaudeville performer is a lot brighter. De luxe movie theaters were never intended for acts. Cost of operation of movie palaces plus demands of various crafts made it advisable to play to a lesser gross. Those who thought

the public could be herded into out-moded theaters by the lure of the magic word "vaudeville" found to their sorrow the public would not come in profitable numbers. The demands of crafts on these smaller houses were such as to make it impossible for a showman to profitably present a vaude show. A few years ago large ballrooms were opened in several cities. Some were profitable, while other fell by the wayside, due either to lack of proper management or because the overhead was too great. With the return of beer many of these places have again taken on life and are operating profitably. Large dance halls and night spots will use hundreds of acts in addition to the orchestra, many of whose members were specialty performers. Already many night clubs are featuring dance teams, singers, magicians, etc. The next step will be the use of acrobats, novelty, animal acts and, in fact, every kind that formerly appeared in vaude houses. As these places do not come under the jurisdiction of stagehands much can be given in the way of entertainment. This form of entertainment has been tested and found workable and others with money will invade the field, it is certain. If the performer brings his act up to date there will be plenty of dates for him.

F. M. SHORTRIDGE.

Richmond, Ind.

I noted a letter in The Forum recently asking about records for juggling balls. I believe Le Dent holds the record. Years ago he juggled seven and eight and made a good attempt at nine.

Records in Juggling Are Pointed Out

With nine he tossed them up once and caught each one. Rastalli juggled eight plates. I have seen five clubs juggled and seven hoops. I have been wondering why it would not be a good thing for the circus to revive the loop-the-loop, autos that pass in mid-air and the old stagecoach with trapdoors for the acrobats. Who can write something regarding Woodward's Garden and "Ooftie-Gooftie" (or something like that) in old San Francisco?

GEORGE W. RUSSELL.

Let's go back 15 years and look at some of our good old tent and rep shows. How different our comedians worked in those days, when never a "hell" or a "damn" was heard, compared with today!

Believes Rep Shows Need a Cleaning, Too

I caught a show a few weeks back and, believe it or not, 11 "hells" and "damns," and then they wonder why they do not come back! Why do managers permit such stuff? I could name a hundred such comics as old Bob Feagin and Jack Harrison who were clean. And did they do business! It is hard to find a clean rep comic nowadays, and there are not many standard rep shows any more. Why? They need cleaning up.

FRED LY'CELL.

Anderson, Ind.

The last few circus films that I have seen have had something to do with a great tragedy of some sort. Why can't we have a very natural setting of a modern circus? There are numerous star performers who would be good actors, too, that could be placed in one large production. The public must be tired of having

Would Cut Tragedy From Circus Films

tragedy in circus pictures thrown in its face so much. A wonderful story could be written around an average day with a good circus. It might be called *The Other Side of the Circus*, and such a story could be written by some of the old circus men. Present writers for the films can't know everything about this business of all businesses.

CLIFFORD H. LAND.

Hartmann's

Broadcast

NOT until carnivals move by airplane will Carl Lauther take a show back to Charleston, S. C.—unless there is a change of attitude toward amusement of an outdoor nature on the part of local city officials and laymen.

When Lauther's New Deal Museum and Exhibition recently played a two weeks' engagement at Charleston, the story goes, the police resented the fact that an outside show was allowed on King street. That itself made conditions bad enough for the Lauther troupe, but on top of this citizens with petty grievances made complaint after complaint at City Hall, with the result that even the performers were afraid to wander on the street.

Lauther is thoroughly convinced that outdoor shows are absolutely not wanted in Charleston.

COURTESY is one of the greatest assets on any show, but there are some managers who still don't seem to look at it in that light. Paul E. Damann submits two instances of this nature, he having been a witness each time.

"A carnival company played Freeport, Ill., a few years ago," he writes. "Admission was 10 cents and the ticket-seller politely told me my ticket was also good for a ride. Fine. When the next carnival arrived I was in line to buy a ticket and the admission was also 10 cents. A man ahead of me purchased his ticket and asked the lady, who, by the way, did not look any too neat and could be no credit at any front door, if it included a ride. She snarled back: 'GOOD FOR ALL THE FREE ACTS!' Well, this man next year was elected alderman. The town is still open, but this man could have remembered and done some harm to future shows. Why don't managers wake up and check up?"

OUR hats off to Dr. David E. Reid, osteopathic physician and surgeon of Lebanon, Ore.! When he read in the January 6 and 7 issues of *The Chico* (Calif.) *Record* that a petition had been presented to council wanting Memorial Park closed, especially to night activities and mostly to carnivals, he sent a letter to Mayor John Vaughn and members of city council in defense of carnivals.

"I feel the arguments presented in regard to carnivals are quite far-fetched," he wrote, in part. "I quote one argument: 'The carnivals destroy the peace and quiet of the neighborhood, menace life thru congested traffic, and health thru unsanitary conditions, empty the purses of Chicanos and don't leave a penny in the city.'

"I heartily object to this last point about carnivals not leaving any money in town. First they have to pay a license. If sponsored they give a share to the sponsor. Their lot rent goes to some local person or organization. Some outfits pay for lights and water. The carnival folks spend considerable money for personal requirements such as food, gasoline, shelter, amusements, etc. The unsanitary condition is usually the fault of the health inspector of the town, who is paid to see that things are cleaned up, and I believe most carnivals try to keep their lots clean. In the case of the traffic congestion your splendid police department can cope with it and most carnivals have lot policemen that aid local police. The congestion resulting from a carnival is no more dangerous than the congestion resulting from your fiestas, holiday celebrations, etc.

"I am not writing this letter because I have any connection in any way with carnivals, but I do write it because I feel the arguments that are false are used to malign one form of amusement business.

"Personally, I have a great interest in Chico, as I was born and reared there and made it my home until October 10, 1933."

Just another reason why carnival managers should have cards printed to be handed to local merchants by their employees when making purchases.

MARRIAGES

(Continued from page 27)

Laughlin, carnival concessioner, and Juana Geffords, of Dallas, recently.

MURPHY-ALGER—Dr. Fred T. Mur-

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. HARTMANN, 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 5306. Cable Address, "Billyboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phones, MEdialion 3-1616, 3-1617, 3-1618. CHICAGO—6th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 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 Pattersall's Bldg., 198 Pitt Street. PARIS—Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens.

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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 30, 1937. No. 5

phy and Mrs. Frederick M. Alger, associated with the Detroit Civic Opera and Symphony Orchestra, at Grosse Pointe, Mich., January 18.

PESSIS-TORRES—Erman Pessis, film publicist, and Renee Torres, actress, in Los Angeles January 16.

SEMENOV-WURTZEL — Dr. Herman Semenov and Lillian Wurtzel, daughter of Sol Wurtzel, film producer, in Los Angeles January 16.

SMITH-GILLETTE—Kent Smith, actor, now in *The Wingless Victory*, and Elizabeth Gillette in New York January 15.

THOMPSON-BOONE—Al Thompson, of the Baker Twins Orchestra, staff band at Station WMBC, Detroit, and Marjorie Boone January 11.

VAN WYCK-CORDOBA—Prescott Van Wyck and Lolita Cordoba, dancer, in Armonk, N. Y., January 21.

Births

A son to Mr. and Mrs. Alfred L. Fine-stone recently. Father is associate editor of *Box Office*.

To Mr. and Mrs. William Wellman a seven-pound son in Los Angeles January 20. Father is film director.

A five-pound daughter to Mr. and Mrs. Arthur Stebbins in Los Angeles January 18. Father is film executive.

To Mr. and Mrs. Frank Shagruie a seven-pound son, Robert, in Hollywood January 17. Father is employed in MGM's camera department.

A 6½-pound daughter to Mr. and Mrs. Ralph Rainger in Los Angeles January 13. Father is songwriter for Paramount Pictures.

A son January 13 to Mr. and Mrs. Charles A. Nellis at Meriden Hospital, Meriden, Conn.

An eight-pound son, Roy Jr., to Mr. and Mrs. Roy Armann recently. Father was a concessioner last year with Dodson's World's Fair Shows.

A daughter to Mr. and Mrs. Steve Stevens in San Francisco December 11. Parents are known in the endurance show field as Steve Stevens and Billie Ryan.

To Mr. and Mrs. L. D. Powers, of Ft. McCoy, Fla., a nine-pound son in that city January 19. Parents for the past three years have been with the Strates Shows.

Divorces

Georgia Bess Clarke, film actress, from Robert Clarke, actor and entertainer, at Los Angeles January 18.

Mary Jane Bourland, screen dancer, (See DIVORCES on page 69)

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 (Silver Slipper) Mansfield, O., c.
 Adair & Richards (Edgewater Beach) Chi, h.
 Adalet (French Casino) NYC, nc.
 Adelaide & Sawyer (Zelli's) NYC, re.
 Adler, Larry (Versailles) NYC, re.
 Adrian (Yacht Club) Chi, nc.
 Aerial LaZellas (Elks' Circus) Brawley, Calif., 28-Feb. 6.
 Aero Aces (Club Patee) Hartford, Conn., nc.
 Afrique (Ritz-Carlton) NYC, h.
 Albassi, Countess (Village Casino) NYC, nc.
 Alex, May (Kit Kat) NYC, nc.
 Allen, Bernie (5th Avenue) NYC, h.
 Allen & Kent (Chicago) Chi, t.
 Almonte, Marie (Le Mirage) NYC, nc.
 Alston, Elaine (Chateau Moderne) NYC, nc.
 Alvin, Don, Revue (Oxford) Phila 28-30, t.
 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.
 Anson, Bill (Royal Frolics) Chi, nc.
 Apollon's, Dave, Continental Varieties (Paramount) Waco, Tex., 27-28, t.
 Arden, Anita (Paradise) NYC, re.
 Arden, Donn (Lookout House) Covington, Ky., nc.
 Aristocrats, Twelve (Savoy) London, h.
 Arnold, Jack (Bali) NYC, nc.
 Arlyne & Borden (Gloria) Columbus, nc.
 Armando & Maria (Bright View) Rochester, N. Y., nc.
 Armstrong, Jane (Cafe de Paris) London, nc.
 Armstrong, Maxie (Black Cat) NYC, nc.
 Arno & Zola (Piccadilly) NYC, h.
 Arturo & Evelynne (Bali-Bali) Chi, nc.
 Ashburns, The (Levaggi's) Boston, re.

B

Bahama Dancers (Cotton Club) NYC, h.
 Bailey, Mildred (Blackhawk) Chi, re.
 Baines, Pearl (Kit Kat Club) NYC, nc.
 Baird, Bill (Washington Youree) Shreveport, La., h.
 Baker, Bonnie (Lookout House) Covington, Ky., nc.
 Baldwin & Bristol (Roxy) Salt Lake City 25-Feb. 1, t.
 Ballantine & Pierce (Cocoanut Grove) Boston, nc.
 Ballard & Rae (Ringside Club) Ft. Worth, nc.
 Bankoff & Cannon (Colosimo's) Chi, nc.
 Barbary, Lea (Gay '90s) NYC, nc.
 Bard, Robert (Ambassador) NYC, h.
 Barlow, Dorothy (Palmetto) Detroit, nc.
 Barr, Dave (Leon & Eddie's) NYC, nc.
 Barri, Bebe, Girls (Boston) Boston 25-28, t.
 Barrie, Eve (Wivel's) NYC, re.
 Barrie, Mickey (Radison) Minneapolis, h.
 Barry, Capi (Adelphia) Phila, h.
 Barstow, Dick & Edith (Earle) Washington, D. C., 25-28, t.
 Bartell & Hurst (Shoreham) Washington, D. C., h.
 Bartholemey, Lillian (French Casino) Miami Beach, Fla.
 Barton, Mary (Jimmy Kelly's) NYC, nc.
 Barton, Phil (Radison) Minneapolis, h.
 Bayce, Rita (Kit Kat) NYC, nc.
 Beaurdeaux, Melba (Colony) Phila, nc.
 Beck, John (Bali) NYC, 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 (Oakwood Club) Sturgis, Mich., nc.
 Bell, Jim & Nora (Royal Frolics) Chi, nc.
 Bell's Hawaiian Follies (Oriental) Chi 29-Feb. 4, t.
 Belmont Bros. (Roxy) Cleveland, t.
 Bemis, Bill & Beverly (Chez Patee) Chi, nc.
 Benga, Feral (French Casino) NYC, nc.
 Bennett, Ethel (Old Roumanian) NYC, re. (Fair) Ft. Pierce, Fla., 25-30.
 Beno, Ben (Fair) Ft. Pierce, Fla., 25-30.
 Bernhardt & Graham (Congress) Chi, h.
 Bernivici, Count, & Orch. (Oriental) Chi, t.
 Bernard, Rose (Wheel) NYC, nc.
 Berryman, Duke (18) NYC, nc.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Bessinger, Frank (New Yorker) NYC, h.
 Beyer, Ted (Village Casino) NYC, nc.
 Bigelow & Lee (Mirador) NYC, nc.
 Blackstone (Capitol) Washington, D. C., 25-28, t.
 Blaine, Rose (New Yorker) NYC, h.
 Blair, Francis (Jungle Inn) Youngstown, O., nc.
 Blair, Jack & June (Ambassador) NYC, h.
 Blanchard, Jerry (18 Club) NYC, nc.
 Blanchard, Paul & Polly (State-Lake) Chi, t.
 Blanche & Elliott (Club El Retiro) Mexico City, Mex.
 Blenders, Four (Embassy Club) San Francisco, nc.
 Bohn & Van (Leon & Eddie's) NYC, nc.
 Boone, Marvin (Rendezvous) Battle Creek, Mich., nc.
 Booth, John (Jefferson) St. Louis, h.
 Boran, Arthur (Oxford) Phila 28-30, t; (Allegheny) Phila Feb. 1-3, t; (Nixon) Phila 11-13, t.
 Borring & Lazur (Wivel) NYC, re.
 Bower, Marion (Blue Mirror Tavern) Waterbury, Conn.
 Bowes, Major, All-Girl Revue (Shubert) Cincinnati 25-28, t.
 Bowne, Jerry (Biltmore) NYC, h.
 Brannon, Billie (Verillos) Phila, c.
 Bredwins (Boston) Boston 25-28, t.
 Breeze, Alice (Plaza Grill) Brooklyn, nc.
 Brent, Lillian (Casa Grande) Washington, D. C., nc.
 Briskin, Grace (Le Mirage) NYC, nc.
 Britte, Betty (French Casino) NYC, cb.
 Brito, Phil (Mount Royal) Montreal, h.
 Britton, Frank & Milt, & Band (Chicago) Chi, t.
 Brooks Twins (Club Vogue) NYC, nc.
 Broomfield & Greeley (Ubangi) NYC, nc.
 Browe, Harold (San Diego) Detroit, nc.
 Brown & Ames (Oriental) Chi, t.
 Brown, Ada (Michigan) Detroit 25-28, t.
 Brown, Evans (109) Indianapolis, nc.
 Brown, Isabelle (Jimmy Kelly's) NYC, nc.
 Brown, Ralph (Ubangi) NYC, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; re—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Browning, Fitzgerald & Collins (Leon & Eddie's) NYC, nc.
 Bruce, Betty (French Casino) NYC, nc.
 Bryant, Betty (Larue's) NYC, re.
 Bucans, Bernice (Colosimo's) Chi, nc.
 Buck & Bubbles (Michigan) Detroit 25-28, t.
 Burkhardt, Johnny (Indiana Roof) Indianapolis, b.
 Burke Sisters, Three (Riverside) Milwaukee, t.
 Burnham, Castle & Scott (Uproar House) NYC, nc.
 Burns & White (Colonial) Dayton, O., t.
 Burns, Harry, Co. (State) NYC 25-28, t.
 Byrnes Sisters Revue (Allegheny) Phila 28-30, t.
 Byrnes & Swanson (Royal Frolics) Chi, nc.
 Byrons, The Four (State-Lake) Chi, t.

C
 Call & Stuart (Brass Rail) Lawrence, Mass., re.
 Cairnes, Lillian (Le Mirage) NYC, nc.
 Caleman, Hazel (Kit Kat) NYC, nc.
 Caligary Bros. (College Inn) Chi, re.
 Campbell, Burns (Javo Jungle) Pittsburgh, nc.
 Campbell, Jack (Radio City Rainbow Room) NYC, nc.
 Campo, George (Casino Parisien) Chi, nc.
 Canestrellis, The (Edgewater Beach) Chi, h.
 Canglosi, Toto (Place Elegante) NYC, nc.
 Carlay, Rachel (Zelli's) NYC, nc.
 Carlton & Juliette (Mayfair Casino) Boston, nc.
 Carr Bros. (Arcadia) Phila, re.
 Carrillo, Leo (Ambassador) St. Louis 25-28, t.
 Carson, Laura & Marie (Piccadilly) London, h.
 Carter, Johnny (5th Ave.) NYC, h.
 Carter & Schaub (Jimmy Kelly's) NYC, nc.
 Caruso, Judy (Show Boat) Phila, nc.
 Casino, Del (Hollywood) NYC, re.
 Cassalli, Jean (Riviera Inn) Stowe, Pa., nc.
 Castle, Boots (Gillis) Kansas City, nc.

Dee, Dottie (Clover Club) Portland, Ore., nc.
 Deering, Delyce (Bossert) NYC, h.
 DeFlores, Felipe (El Chico) NYC, nc.
 Del Dees, Sydni (State-Lake) Chi, t.
 Delfina, Vera (El Chico) NYC, nc.
 Dell, Bobbie (Riviera Inn) Stowe, Pa., nc.
 Dell, Lilyan (18) NYC, nc.
 De Cichiny, Baroness Marie (Du Pierrot) NYC, nc.
 De Marco, Joe (Arbor Club) Scranton, Pa., nc.
 De Marlo & La Marlette (Club Patee) Hartford, Conn., nc.
 Denning, Ruth (Esquire) Toronto, nc.
 Deyer, Ted (Gay '90s) NYC, nc.
 Dick, Don & Dinah (Fox) Phila 25-28, t.
 Dickson & Lane (Queen Mary) NYC, re.
 Dimitri (Hollywood) NYC, re.
 Dimitri & Virgil (Gaucho) NYC, nc.
 Diplomats, Four (Dickie Wells) NYC, cb.
 Diplomats, Three (Yacht) NYC, nc.
 Divorcees, Seven (Bali) NYC, nc.
 Dixieland Jazzband (Earle) Washington, D. C., 25-28, t.
 Dixon, Dixie (Ballyhoo) Columbus, O., cb.
 Dixon, Ethel (Drake) Chi, h.
 Dolan, Peggy (Shelton) NYC, h.
 Donahue, Ralph (Gloria) Columbus, O., nc.
 Donn, Berta (Valhalla) NYC, re.
 Dorie, Mme. (Nini's) NYC, nc.
 Dorne, Dorothea (Book Cadillac) Detroit, h.
 Dornfield, Bill (Pick's Club Madrid) Milwaukee, nc.
 Dot & Dash (Frolics) Toledo, O., nc.
 Downey, Mary Jane (Barrel of Fun) NYC, nc.
 Downing, Dee (Bali-Bali) Chi, nc.
 Doyle, Buddy (Riverside) Milwaukee, t.
 Drake, Connie (Deauville) New York, nc.
 Drayson, Danny (Show Boat) Phila, nc.
 Drew, Dursilla (Kit Kat) NYC, nc.
 Duke, Norman (Silver Lake Inn) Clementon, N. J., ro.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Chandler, Evelyn (Hershey Ice Arena) Hershey, Pa.
 Chandler, Pat (Colony Club) Chi, nc.
 Cheneval Sisters (State-Lake) Chi, t.
 Chita (El Chico) NYC, nc.
 Chiyu, Princess (Casino) San Remo, Italy, 22-Feb. 4.
 Chuck & Chuckles (Stanley) Pittsburgh 25-28, t.
 Chumbecos, Florence (French Casino) NYC, nc.
 Claude & Corinne (Mayfair Casino) Cleveland, nc.
 Claudet, Marguerite (Jermyn) Scranton, Pa., h.
 Coca, Imogene (Ambassador) NYC, h.
 Cole, Jack (Man About Town) NYC, nc.
 Cole, Lester (Palmer House) Chi, h.
 Cole, Sheila (Valhalla) NYC, re.
 Coleman & Clark (College Inn) Chi, re.
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
 Collette & Barry (Commodore) NYC, h.
 Collette & Galie (Club Bartlett) Rochester, N. Y., nc.
 Conrad, Anita (Flamingo Club) Orlando, Fla.
 Conrad, Lew (Cocoanut Grove) Boston, nc.
 Conti, Mickey (Savoy-Plaza) NYC, h.
 Cook, Ted (Tower) Kansas City, t.
 Coral Islanders (Montclair) NYC, h.
 Coriell Trio (Orph.) Ogden, Utah, 29-30, t.
 Corinne, Mme. (State-Lake) Chi, t.
 Corlies & Palmer (Saddle & Cycle) Palm Springs, Calif., nc.
 Corvino & Yovita (The Ark) Dayton, O., nc.
 Cosmopolitans, The (Savoy-Plaza) NYC, h.
 Cotton, Larry (Biltmore) NYC, h.
 Craft, George (Tille's) NYC, re.
 Craven, Fran (Bertolotti) NYC, re.
 Crawford, Jack (Ringside) Ft. Worth, Tex., nc.
 Crider & Nelson (Bijou) Battle Creek, Mich., 28-30, t.
 Crone, Roberta (Melody Gardens) Elmira, N. Y., nc.
 Cummings Sisters (Peacock Alley) Detroit, nc.
 Cunningham, Fairy (The Pines) Nashville, Tenn., cc.

Duke, Paul (St. Regis) NYC, h.
 Dukes, Three (Chez Ray Ventura) Paris, nc.
 DuPont Bob (Casino Atlantico) Rio de Janeiro, nc.
 Dupont, Doris (Oriental) Chi, t.
 Duran, Adeline (El Chico) NYC, nc.
 Durette (Ritz-Carlton) NYC, h.

E
 Earns & Gordon (Chateau Frontenac) Quebec, h.
 Ebony Rascals (Uproar House) NYC, nc.
 Edison & Louise (Tower) Kansas City, t.
 Elaine & Barry (Village Barn) NYC, nc.
 Elder, Hal (Bat Gormly) Lake Charles, La., nc.
 Elfonte, Hilda (French Casino) NYC, cb.
 Elliott, Baron (Showboat) Pittsburgh, nc.
 Elsie & Herman (Riverside) Milwaukee, t.
 Elton & Gilrone (Club Belvedere) Des Moines.
 Enrica & Farrell (Savoy-Plaza) NYC, h.
 Enrica & Novello (Roxy) NYC 25-28, t.
 Erierson, Iris (Club Belvedere) Des Moines.
 Errol's, Leon, Hollywood Follies of 1937 (Hipp.) Toronto 25-28, t.
 Esmond, Miricle (Zimmerman's) NYC, re.
 Esquires, Four (Roosevelt) NYC, h.
 Estasen, Ana (El Gaucho) NYC, nc.
 Evans, Bobby (Ubangi) Phila, nc.
 Evans, Brown & Mary (Club Circus) Mansfield, O.
 Evans, Melvin & Revue (31 Club) Phila.
 Evans, Stanley (Basque) NYC, c.
 Evans, Steve (Fox) Phila 25-28, t.
 Everett & Conway (Shrine Circus) Phoenix, Ariz., 23-28.
 Evert, Ray & Leola (Red Wagon) St. Louis, nc.

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.
 Dandies, Four (Larue's) NYC, re.
 Danny & Eva (Kit Kat) NYC, nc.
 Dario & Diane (Grosvenor House) London, h.
 Darvo, Blanche (Oetzen's) Brooklyn, nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Benny, & Gang (State) NYC 25-28, t.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Davis, Lois (Eldorado) Detroit, nc.
 Davis, Rufe (Hollywood) NYC, re.
 Dawn, Dolly (Taft) NYC, h.
 Dawn & Darrow (Town Casino) Miami, nc.
 Day, Heler (Oetzen's) Brooklyn, nc.
 Dean, Carol (Hollywood) Galveston, Tex., nc.
 Del Mar & Renita (Davenport) Spokane, Wash., h.

F
 Fairbanks Sisters (Uproar House) NYC, nc.
 Farmer, Chic (Bali) NYC, c.
 Farris, Dolores (Murray Hill) NYC, h.
 Fast, Al (Seneca Terrace) Rochester, N. Y., nc.
 Faye, Frances (Yacht) NYC, nc.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Felicia & Del Rey (The Chateau) Rochester, N. Y., nc.
 Ferguson, Bobby (Spinning Wheel) Kansas City, Mo., nc.
 Fern, Vera (Arcadia) Phila, nc.
 Fielder, Ralph (Village Grove Nut) NYC, nc.
 Fields, Irving (Le Mirage) NYC, nc.
 Fields, Shirley (Oetjens) Brooklyn, N. Y., re.
 Pink, Lou (Arcadia) Phila, re.
 Pink, Maxine & Harry (Spinning Wheel) Kansas City, nc.
 Firman & Lorraine (La Rue's) NYC, re.
 Fitzgerald & Cahill (State-Lake) Chi, t.
 Fitzgerald, Lillian (Uproar House) NYC, nc.
 Fleming, Frank (Lincoln) NYC, h.
 Florenz, Paul, Girls (Drake) Chi, h.
 Follies Revue (Washington Club) East Liverpool, O., nc.
 Fontaine, Evan Burrows (Adelphia) Phila, h.
 Foran Sisters & Tom (Tower) Kansas City, t.
 Ford, Gene (Torch Club) Baltimore.
 Fowler, LaMae (Dixon's Cafe) Omaha, c.
 Fox & Ames (Hollywood Yacht Club) Hollywood, Fla., nc.
 Frances, Beverly (Palmetto) Detroit, nc.

Frances & Carroll (Shoreham) Washington, D. C., h.
 Francis, Marna (Wivel's) NYC, re.
 Frank, Art (Pal.) Cleveland 25-28, t.
 Franks, Jerry (Hollywood) NYC, re.
 Fred & Ginger (Uproar House) NYC, nc.
 Fredez & Laurenza (Flamor Club) Cheyenne, Wyo.
 Frisco Kids, Three (Yacht) NYC, nc.
 Froeba, Frank (Onyx Club) NYC, nc.
 Frome, Emerson (State-Lake) Chi, t.
 Froos, Sylvia (Versailles) NYC, re.

G

Gae, Donna (Stevens) Chi, h.
 Galante & Leinarda (Cassanova) Los Angeles, nc.
 Gale, Shirley (Met.) Boston 25-28, t.
 Gales Sextet (Blue Moon) Milwaukee, c.
 Gardner, Poison (Dizzy) NYC, nc.
 Garr, Eddie (Hollywood Country Club) Hollywood, Calif., nc.
 Gaston (Monte Carlo) NYC, nc.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 George, Eileen (Colosimo's) Chi, nc.
 Cevens, The (St. Louis) St. Louis, t.
 Gilardi, Gus (Arbor Club) Scranton, Pa., nc.
 Gilbert, Ethel (Gay '90s) NYC, nc.
 Gillespie, Julie (Weylin) NYC, h.
 Gilmore, Patricia (Mon Paris) NYC, nc.
 Gina & Giano (Gloria Palast) NYC, cb.
 Giovanni, John (Murray's) Tuckahoe, N. Y., ro.
 Girard, Adele (Hickory House) NYC, re.
 Givens & Karol (Westminster) Boston, h.
 Gobe, Roy (Plaza Grill) Brooklyn, nc.
 Goll, Wanda (Vogue) NYC, nc.
 Gomez & Winona (Hollywood Country Club) Hollywood, Calif., nc.
 Goodelle & Farries (Vanderbilt) NYC, h.
 Gonzales & Rangel (McAlpin) NYC, h.
 Goodell, Neila (Met.) Boston 25-28, t.
 Goodman, Charles (Biltmore) NYC, h.
 Goody, Ray (Riverside) Milwaukee, t.
 Gordon, Jean (Caliente) NYC, nc.
 Gory, Gene & Roberta (Orph.) Wichita, Kan., 28-30, t.
 Gower & Jeanne (Drake) Chi, h.
 Grace & Nico (Casino Parisien) Chi, nc.
 Granoff, Bert (Bismarck) Chi, h.
 Grasi, Rudy (Casino Parisien) Chi, nc.
 Gray Family (Lyric) Indianapolis, t.
 Green, Terry (Versailles) NYC, re.
 Gregory & Norman (Leon & Eddie's) NYC, nc.
 Gretomas, Great (Pal.) Chi 25-28, t.
 Griffith & Wells (Talk of the Town) Peoria, Ill., nc.
 Grower, Bernie (Gay '90s) NYC, nc.
 Gulzar, Prof. (New Yorker) NYC, h.
 Gypsy Albert Trio (Beverly Bar) NYC, na.

H

Haines, Virginia (Riptide) Miami Beach, Fla., nc.
 Hall, Phil & Don (Plaza) Brooklyn, re.
 Halliday, Heather (Ambassador) NYC, h.
 Hamory, Erne (18) NYC, nc.
 Hamrick, Ruth (Colony Club) Chi, nc.
 Hannon, Bob (Chez Patee) Chi, nc.
 Hardy & Mills (Gloria) Columbus, nc.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harlemaniaes (Lyric) Indianapolis, t.
 Harper, Ruth (Mount Royal) Montreal, Que., h.
 Harrington, Pat (18) NYC, nc.
 Harris, Alice (Kit Kat) NYC, nc.
 Harris, George (Mayfair) Boston, nc.
 Harris, Lydia (Harry's New York Cabaret) Chi, nc.
 Hartmans, The (St. Regis) NYC, h.
 Hassan, Prince (Miami Biltmore) Miami, Fla., h.
 Haviland, Henry (Schlitz Tavern) Battle Creek, Mich.
 Hawkins, Sid (Bali) NYC, nc.
 Haydock, Vincent (Flamingo) Orlando, Fla., nc.
 Hayes, Georgia (Boston) Boston 25-28, t.
 Haynes & Perry (Oriental) Chi, t.
 Hayward & Allen (Le Mirage) NYC, nc.
 Hayworth, SeaBee, Revue (Liberty) North Wilkesboro, N. C., t.
 Hayworth Players (Rivoli) Lincolnton, N. C., t.
 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.
 Herbert, Joe (Caliente) NYC, nc.
 Hickie, John (18) NYC, nc.
 Hirschs, Peter (Yacht Club) Chi, nc.
 Hirsch, Jack (Old Roumanian) NYC, re.
 Hoffman, Gertrude, Ballet (College Inn) Chi, re.
 Holbein, Rolf (French Casino) NYC, cb.
 Holey, Marshall (Kit Kat) NYC, nc.
 Holland & Hart (Dorchester) London, h.
 Holley, Edna Mae (Uproar House) NYC, nc.
 Hollis, Marie (Paradise) NYC, re.
 Hooton, Don (Esquire) Toronto, nc.
 Houston, Josephine (Hollywood) NYC, re.
 Howard, Gus (Bali) NYC, nc.
 Howard, Kathleen (Le Mirage) NYC, nc.
 Hughes, Lysbeth (Biltmore) NYC, h.
 Hughes, Ray, & Ruth Clayton (State-Lake) Chi, t.
 Hughes, Romona (Saks) Detroit, nc.
 Hyde, Vic (Mirador) NYC, nc.
 Hyder, Doc (Ubangi) Phila, nc.

I

International Revue (State) Pontiac, Mich., 28-30, t.
 International Trio (18) NYC, nc.

J

Jackson & Brown (Uproar House) NYC, nc.
 Jackson, Lawrence (President) New York, h.
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.
 James, Dorothy (Mirador) NYC, nc.
 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.
 Jason, Barbara (Commodore) NYC, h.
 Jay & Lucille (Esquire) Toronto, nc.
 Jeanette & Kalan (Frolics) Youngstown, O., nc.
 Jenner, Julie (Paradise) NYC, re.
 Jenner, Walter & Buddy (Commodore Club) Detroit, nc.
 Jennings, Don & Sally (Bismarck) Chi, h.
 Jerry & Turk (Yacht Club) Chi, nc.
 Johnny Company (French Casino) NYC, cb.
 Johnny & George (Venezia) NYC, nc.
 Johnson, Mae (Black Cat) NYC, nc.
 Jones, Jonah (Onyx Club) NYC, nc.
 Jordan, Jean (Caliente) NYC, nc.
 Jordans, Seven (Penn) Pittsburgh, t.

- Joyce, Betty (Dizzy Club) NYC, nc.
Jules, Stuart (Governor Clinton) NYC, h.
- K**
Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
Kajar (Park Central) NYC, h.
Kaloah (Cotton Club) NYC, nc.
Kane, Katherine (Ritz-Carlton) NYC, h.
Kar, Li (Ballyhoo) Columbus, O., nc.
Karele & Andre (Hollywood) NYC, re.
Karson & Fay (Jermyn) Scranton, Pa., h.
Kauff, Ben (Beverly) NYC, h.
Kavanaugh, Stan (Congress) Chi, h.
Kay, Beatrice (Tony's) NYC, nc.
Kay, Dolly (Royale Frolics) Chi, nc.
Kay, Katza & Kay (Savoy) London, h.
Kay, Marion (Colony Club) Chi, nc.
Kaye, Johnny (Trotta's) Baltimore, nc.
Kelly, Juanita (Ball) NYC, c.
Kelsey, Billy (Anselmo) NYC, re.
Kenedy, Billie (Howdy Club) New York, nc.
Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
Kenny, Phyllis (Park Central) NYC, h.
Kentucky Serenaders (Rainbow Grill) NYC, nc.
Kimmell, Gretchen (Colony Club) Chi, nc.
King's Jesters (Bismarck) Chi, h.
King Sisters, Four (Biltmore) NYC, h.
Kirst, Albert (Roosevelt) New Orleans, h.
Kissinger, Dick (Lincoln) NYC, h.
Knight, Eleanor (Roxy) NYC 25-28, t.
Knox, Agnes (Piccadilly) NYC, h.
Kope, Florence (Stevens) Chi, h.
Kradocks, Four (Ritz-Carlton) NYC, h.
Kramer, Ida (Swanee) NYC, nc.
- L**
La Marr, Bobby (New Earl) Baltimore, nc.
La Redd, Cora (Black Cat) NYC, nc.
Lafayette & Laverne (Jefferson) St. Louis, h.
Lamberti (Lyric) Indianapolis, t.
Lamont, Lydia (Plaza Grill) Brooklyn, nc.
LaMont, Peggy (Skylight Club) Cleveland, nc.
Landis, Jean (Hollywood) NYC, re.
Lane, Lovey (Uproar House) NYC, nc.
Lane, Tony (Hi Hat) Chi, nc.
Lane, Honey (Webster Hall) Pittsburgh, h.
La Dolores (Gaucho) NYC, nc.
La Mont, Jene (Frontenac) Detroit, nc.
La Page, Paul (K-9) Baltimore, nc.
LaRoche, Cecile (Port Arthur) Providence, R. I., re.
LaPierre, Paulette (Colony Club) Chi, nc.
La Rue, Bobby (Ballyhoo) Columbus, O., nc.
La Tora (Cogan's Grill) Erie, Pa., nc.
Laurie, Jack (Variety) NYC, nc.
Laval, Arthur (Levaggi's) Boston, re.
La Vallita (Valhalla) NYC, re.
La Verne & Evangeline (New Orleans) New Orleans, nc.
Lawrence, Lucille (Swanee) NYC, nc.
Lawton, Judy (Piccadilly) NYC, h.
Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
Le Sieru (Ball) NYC, nc.
Lee, Bob (Wivel) NYC, re.
Lee, Gabby (31 Club) Phila, nc.
Lee, Gretchen (Bismarck) Chi, h.
Lee, Jerric (Jungle Inn) Youngstown, O., nc.
Lee, Loretta (Ambassador) St. Louis 25-28, t.
Lee & Roule (Saks) Detroit, nc.
Lee Sisters (Oetzen's) Brooklyn, nc.
Lemercier, Xavier (French Casino) NYC, nc.
Leonard, Ada (Hollywood) NYC, re.
Leonard, Harold (Biltmore) NYC, h.
Leonard, Jack (Colonial) Dayton, O., t.
Lewis, Ann (Cotton Club) NYC, nc.
Leslie Sisters (Essex) Boston, h.
Le Maire & Reynold (Winter Garden Ice Arena) St. Louis, h.
Le Roy, Del (Frontenac) Detroit, nc.
LeRoy, Hal (Drake) Chi, h.
Lewis, Norman (Club Patee) Hartford, Conn., nc.
Lewis Sisters (Commodore) Detroit, nc.
Lewis, Tex. & Hillbillies (Village Barn) NYC, nc.
Lineback, Lucien (Colonial Club) Jackson, Miss.
Lisbi, Connie (Anselmo) NYC, re.
Little Sachs, Three (Barrel of Fun) NYC, nc.
Little Words, Three (Small's) NYC, cb.
Lloyd, Shirley (Lexington) NYC, h.
Logan, Ella (Chez Paree) Chi, nc.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine Sisters (The Lowry) St. Paul 10-31, h.
Lovey, Lillian (Yacht) NYC, nc.
Lowe, Hite & Stanley (Loew's Capitol) Washington, D. C., Feb. 5, t.
Lowe, Verne (Ballyhoo) Columbus, O., nc.
Lucky Sisters (Small's Paradise) NYC, cb.
Lyons, Geo. (Drake Hotel) Chi, h.
- M**
Mack, Helen (Jefferson) St. Louis, h.
Mack, Lyle (Oasis) Detroit, nc.
Maclovias & Candido (El Chico) NYC, nc.
Madison, Rudy (Gay '90s) NYC, nc.
Maë, Edna (Paradise) NYC, re.
Malcolm, Helen (Ambassador) Washington, D. C., h.
Malone, Jay (Boody House Bar) Toledo, O.
Mangini Bros. (College Inn) Chi, re.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Manners & Marcia (Terrace Gardens) Rochester, N. Y.
Manya & Drigo (Versailles) NYC, re.
Marden's Riviera Follies (Pal.) Cleveland 25-28, t.
Marcus, A. B., Show (Orph.) Memphis, t.
Mario & Florida (Waldorf-Astoria) NYC, nc.
Marion & Irma (Grosvenor House) London, h.
Marita (El Gaucho) NYC, nc.
Marlow, The Great (Vets Dugout) Toledo, O., nc.
Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
Marshall, Everett (Chez Paree) Chi, nc.
Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
Martelle, Helen (Yacht Club) Chi, nc.
Martin, Mary (Mirador) NYC, nc.
Martyn & Margo (85 Club) Kansas City, Mo., nc.
Marva & Rosita (Leon & Eddie's) NYC, nc.
Marvellos (Bismarck) Chi, h.
Marvillas, The (French Casino) NYC, nc.
Mary, Erik & Co. (Savoy) London, h.
Mason, Jack (Jean's Tavern) NYC, nc.
Mathews, Babe (Ubangi Club) NYC, nc.
Mattison's Rhythms (Pal.) Chi 25-28, t.
Maurice & Cordoba (Radio City Rainbow Room) NYC, nc.
Maurice & Kallice (Melody Gardens) Elmira, N. Y., nc.
Maxellos, The (Colonial) Dayton, O., t.
- Maxine, Dorothy (Caliente) NYC, nc.
Mayfield, Katherine (Queen Mary) NYC, re.
Mayfield & Virginia (Colonial) Dayton, O., t.
Mayo, Sheila (El Bolero) NYC, nc.
McBride, Jack (Romance Inn) Angola, N. Y., nc.
McCabe, Sara Ann (Casino Parisien) Chi, nc.
McCormick & Kidd (Murray Hill) NYC, h.
McConnel & Moore (Golden Gate) San Francisco, t.
McCoy, Bob (Biltmore) NYC, h.
McCoy, Elena (Jimmy Kelly's) NYC, nc.
McHugh, Joe (Guest House) Easton, Pa.
McKay, Dee Lloyd (Uproar House) NYC, nc.
McKenna, Katherine (Merry-Go-Round) Brooklyn, nc.
McMahon, Larry (Village Barn) NYC, nc.
McNallie Sisters (Bismarck) Chi, h.
Meadows, Frankie (Barrel of Fun) NYC, nc.
Medley & Dupree (Pal.) Chi 25-28, t.
Mel & Melma (Gaiety) Brussels, cb.
Melba (Harry's New York Cabaret) Chi, nc.
Meller, Joan (Old Roumanian) NYC, re.
Meller, Raquel (Cafe de Paris) London, c.
Melsing, Melba (Astor) NYC, h.
Melton, Marion (Park Central) NYC, h.
Men of Gotham (Park Central) NYC, h.
Mercedes (Gillis) Kansas City, nc.
Miller, C. (Boody House Bar) Toledo, O.
Miller, Joyce (Place Elegante) NYC, nc.
Miller, Marty (Turk Club) Pittsburgh, nc.
Mills, Tommy (Beverly) NYC, h.
Minevitch, Borah (Versailles) NYC, re.
Mitchell, Charlie (Man About Town Club) NYC, nc.
Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
Mogul (Uptown) Toronto 25-28, t.
Mona & Maria (Versailles) NYC, re.
Montaya, Carlos (El Chico) NYC, nc.
Montgomery, Anne (Brill's) Newark, N. Y., nc.
Monte, Hal (Peacock Alley) Detroit, nc.
Moore, Peggy (Royal Frolics) Chi, nc.
Moore & Revel (Pal.) Chi 25-28, t.
Morales Bros. & Little Daisy (Arena Gardens) Detroit, nc.
Moran, Patricia (Levaggi's) Boston, re.
Moreno, Conchita (Chesapeake House) NYC, re.
Moreno, Consuelo (Yumuri) NYC, nc.
Morgan, Marion (Colony Club) Chi, nc.
Morris, Dwight (Gabriel's) NYC, nc.
Morrison, Jack (Leon & Eddie's) NYC, nc.
Morton, Eddy (Club Frontenac) Detroit, nc.
Mossman & Godda (Gillis) Kansas City, nc.
Moyer, Ken (Texas) Ft. Worth, Tex., h.
Mundin, Herbert (Met.) Boston 25-28, t.
Mundin, Nona (Bali) NYC, c.
Mura, Corinna (Blackstone) Chi, h.
Murray, Betty (Jimmy Kelly's) NYC, nc.
Murray, Dave & Hilda (Met.) Boston 25-28, t.
Murray, Ken (Earle) Washington, D. C., 25-28, t.
Music Hall Boys (Ritz) London, h.
Myres, Timmie (Skylight Club) Cleveland, nc.
Myra (Tillie's Chicken Grill) New York, nc.
Mystics, Two (Leon and Eddie's) NYC, nc.
- N**
Nadine & Kirk (Merry-Go-Round) Brooklyn, nc.
Nally, Velva (Saks) Detroit, nc.
Nanette (Village Barn) NYC, nc.
Nash, Niki (Barbizon-Plaza) NYC, c.
Nash, Nyra (Village Barn) NYC, nc.
Nations, Evelyn (Allerton) Cleveland, h.
Nazarenko, Iasha (St. Regis) NYC, h.
Nazarro Jr., Nat. (Lido) Montreal, nc.
Nadi, Aldo (Waldorf-Astoria) NYC, h.
New Yorkers, Two (Troadero) London, nc.
New Yorkers, Three (Stork Club) NYC, nc.
Newell & Torpe (Leon & Eddie's) NYC, nc.
Newell, Vivian (Royal Frolics) Chi, nc.
Newman, Harry (Gabriel's) NYC, re.
Nichols, Howard (College Inn) Chi, re.
Niles, Noma (Swanee) NYC, nc.
Nilson, Walter (Boston) Boston 25-28, t.
Nils & Nadya (Show Boat) Pittsburgh, nc.
Nina & Rosie (Colony Club) Chi, nc.
Niraska, Mille. (Chicago) Chi, t.
Nolan, Mary (Plaza Grill) Brooklyn, nc.
Nolan, Nancy (Queen Mary) NYC, re.
Novak, Wilma (Yacht Club) Chi, nc.
- O**
O'Connor, Eileen (Casino Parisien) Chi, nc.
O'Neill, Peggy (Barrel of Fun) NYC, nc.
Olive, Dorothy (Leon & Eddie's) NYC, nc.
Olsen & Johnson Show (Loew) Montreal 25-28, t.
Olympic Trio (Radio City Rainbow Room) NYC, nc.
Orlik & Lolik (Russian Troyka) Washington, D. C., nc.
Orlins, Toddy (Nut Club) NYC, nc.
Ortega, Eva (El Gaucho) NYC, nc.
Oshins & Lessy (Caliente) NYC, nc.
Oswald & Girl (Earle) Washington, D. C., 25-28, t.
- P**
Pace, Bob (Venezia) NYC, nc.
Page, Ann (Village Grove Nut) NYC, cb.
Palmer & Doreen (Villa D) Detroit, nc.
Pancho & Dolores (Valhalla) NYC, re.
Park & Clifford (Roxy) NYC 25-28, t.
Parker, Cecile (Steuben) Boston, re.
Parks, Midgie (Mirador) NYC, nc.
Patterson, Trent (Piccadilly) NYC, h.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Pearl Sisters (Zelli's) NYC, re.
Pecoraro, Dick (Monte Rosa) NYC, re.
Pedulla, Hugo (LaRue's) NYC, re.
Pedro & Luis (Royal) Columbus, Ga., t.
Pegue, Paul (Gloria Palast) NYC, nc.
Pepper, Evelyn (Stanley Grill) Montreal, Can., nc.
Perkins, Johnny (Ambassador) St. Louis 25-28, t.
Perona, Anthony (Gabriel's) NYC, re.
Ferry, Katherine, & Her Girls (Cotton Club) NYC, nc.
Peterson, Ivor (McAlpin) NYC, h.
Picchiani Troupe (Met.) Boston 25-28, t.
Pickert, Rollo (Bali) NYC, nc.
Pickford, Murry (Ballyhoo) Phila, nc.
Pierce, Burton (Biltmore) NYC, h.
Pierce & Harris (Savoy-Plaza) NYC, nc.
Pincus, Bobby (Oriental) Chi, t.
- Plaut, Jerry (Dizzy Club) NYC, nc.
Pontee, Joe (Montclair) NYC, h.
Pope Sisters (Kit Kat) NYC, nc.
Powell, Jack (St. Regis) NYC, h.
Powell, Johnny (Caliente) NYC, nc.
Prendergast, Agnes (Henry) Pittsburgh, h.
Prine, Dan (Yacht) NYC, nc.
Proctor, Ferne (Romance Inn) Angola, N. Y., nc.
- R**
Racket-Cheers, Three (Venezia) NYC, nc.
Radcliff & Rogers (Met.) Boston 25-28, t.
Rancheros, Los (El Chico) NYC, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Ray & Naldi (Ritz-Carlton) NYC, h.
Ray, Jole (Variety) NYC, nc.
Ray, Linda (1523) Phila, nc.
Ray, Vivian (Leon & Eddie's) NYC, nc.
Raey, Mary & Naldri (Casino Parisien) Chi, nc.
Ramon & LaMoynne (Skylight Club) Cleveland, nc.
Ransom, Blenda (18) NYC, nc.
Raye, Prince & Clark (Esquire) Toronto, nc.
Readinger Twins, The (St. Regis) NYC, h.
Reasons, Three (Village Barn) NYC, nc.
Rector & Doreen (State) NYC 25-28, t.
Reed, Billy (Leon & Eddie's) NYC, nc.
Regar, Charlotte (Skylight Club) Cleveland, nc.
Regine & Shanley (Chez Ray Ventura) Paris, nc.
Reinhart, Robert (Ambassador) NYC, h.
Rekkofs, The (French Casino) NYC, nc.
Renault, Francis (Palm Beach) Detroit, nc.
Renaud, Rita (Bertolotti's) NYC, re.
Renna, Adele (Uppott) NYC, h.
Rene & Estelle (Yumuri) NYC, nc.
Rene & Gale (Chateau Moderne) NYC, nc.
Renee, Jean (Riviera Inn) Stowe, Pa., nc.
Reta, Miss (Skylight Club) Cleveland, nc.
Rey, Alvin (Biltmore) NYC, h.
Reynolds, Babe (Leon & Eddie's) NYC, nc.
Reynolds, Helen (Shrine Circus) Coliseum, Detroit.
Reynolds, Pearl (Mirador) NYC, nc.
Rhodes, Dorothy (Kit Kat) NYC, nc.
Rhoenrad Troupe (French Casino) NYC, cb.
Rhoul & Annette (Continental Club) Chesapeake, O., nc.
Rhythm Boys (Weylin Hotel) NYC, h.
Richards, Bille (Jungle Inn) Youngstown, O., nc.
Richards, Jimmy (Paradise) NYC, re.
Riera, Virgen (Small's Paradise) NYC, nc.
Rios, Rosita (El Chico) NYC, nc.
Rivero, Rudy (Pelican) Houston, Tex., nc.
Riviera Follies (RKO Palace) Cleveland 22-29, t.; (Fox) Detroit 29-Feb. 5, t.
Robbins, A. (Casino Parisien) Chi, nc.
Roberts Bros. (Embassy) Phila, nc.
Roberts, Dave & June (Rendezvous Club) Springfield, Mo.
Robinson, Carson (Berkeley) London, h.
Robinson, Evelyn (Ubangi) NYC, nc.
Robinson, Paul (Club Rio) Allentown, Pa., nc.
Robinson Twins (Colosimo's) Chi, nc.
Roccas, Three (Kit Kat) NYC, nc.
Rochelle, Jean (Mirador) NYC, nc.
Rock, Mildred (Colosimo's) Chi, nc.
Rodrigo & Francine (Edgewater Beach) Chi, h.
Rogers, Ralph (Ritz-Carlton) NYC, h.
Rogers, Sally (Skylight Club) Cleveland, nc.
Roland, Dawn (Ambassador) Hollywood, h.
Rollins, Mimi (Zelli's) NYC, re.
Rolph, Wynne (Wivel's) NYC, re.
Romanova, Natcha (Nini's) NYC, nc.
Romero, Carmen (Casino Parisien) Chi, nc.
Roselle, Mildred (Queen's Terrace) Woodside, L. I., N. Y., nc.
Rosini, Carl (New Yorker) NYC, h.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
Ross, Martin (Beverly) NYC, h.
Rossi, Pat (Cafe Loyale) NYC, re.
Rowe, Dorothy (Bossert) Brooklyn, h.
Royal Duo (Leon & Eddie's) NYC, nc.
Royce, Thelma (Melody Grill) Los Angeles.
Ruby, Jane (Harry's New York Cabaret) Chi, nc.
Rugel, Yvette (Gay '90s) NYC, nc.
Rulowa, Zena (Club Belvedere) Des Moines.
Rulson, Tamara & Dee (Club Belvedere) Des Moines.
Rush, Ann (Ambassador) NYC, h.
Russell, Al & Sally (Cafe Madrid) Buffalo, nc.
Russell, Paul (Ballyhoo) Columbus, O., nc.
Ryans, Three (El Coronado) Houston, Tex., nc.
Ryger, Marianna (Congress) Chi, h.
- S**
Sabie, Mickey (Man About Town) NYC, nc.
Sae, Letty (Leonard's Toyland) Boston, nc.
Salo's Puppets (Fox) Phila 25-28, t.
Santelli, George (St. Regis) NYC, h.
Santos & Elvira (Jimmy Kelly's) NYC, nc.
Saunders, Sylvia (Pick & Pat) Bayside, L. I., nc.
Savage, Jean (Southern) Baltimore, h.
Sawyer, Bobby (Gabriel's) NYC, nc.
Sawyer, Rose & Buddy (Midnight Sun) Buffalo, N. Y., nc.
Saxon, Bea (Venezia) NYC, nc.
Saxette, The (Lincoln) NYC, h.
Schuyler, Sonny (New Yorker) NYC, h.
Selma & Buddy (Harry's New York Cabaret) Chi, nc.
Sedgwick, Edna (Paramount) NYC 25-28, t.
Shannon, Dick (Rendezvous) Houston, Tex., nc.
Shaw, Toni (Yacht Club) Chi, nc.
Shaw, Wini (Versailles) NYC, re.
Shaw & Mead (Gloria) Columbus, nc.
Shawn, Jack (Club Royal) McAllen, Tex., nc.
Shelby, Bubbles (1523) Phila, nc.
Sheldon, Gene (Riverside) Milwaukee, t.
Sheridan, Eleanor (Stork Club) NYC, nc.
Sherman, Hal (Chicago) Chi, t.
Sherman, Muriel (McAlpin) NYC, h.
Shutta, Ethel (Congress) Chi, h.
Simmons, Lee (Ubangi) NYC, nc.
Simpson, Carl (Wm. Penn) Pittsburgh, h.
Sing, Tony (Harvie) Chi, t.
Singing Sailors, The (Red Men's Club) Rochester, N. Y.
Sissman, Dan (Fort Pitt) Pittsburgh, h.
Smith, Alma (Ubangi) NYC, nc.
Smith, Chubby (Swanee Club) NYC, nc.
Smith, Cyril (Paramount) NYC 25-28, t.
Smith & Sully (Dizzy Club) NYC, nc.
Snyder, Glyde (Cocoanut Grove) Minneapolis, nc.
Sokolska (French Casino) NYC, nc.
Sophisticates, Three (Colosimo's) Chi, nc.
Southland Rhythm Girls (Leon & Eddie's) NYC, nc.
Spanish Aristocrats (Troadero) Chi, nc.
- Sparkettes (Club Diamond) Wheeling, W. Va., nc.
Spencer, Florence (French Casino) NYC, nc.
Speeds, Three (Savoy-Plaza) NYC, h.
Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
St. Claire & O'Day (American Music Hall) NYC, t.
Stanley Twins (Boston) Boston 25-28, t.
Steele, Bill (Merry-Go-Round) Brooklyn, nc.
Stepp Bros., Four (Michigan) Detroit 25-28, t.
Stepsons, Three (Ubangi) NYC, nc.
Stevens, Marie (18) NYC, nc.
Stewart, Jerry (Piccadilly) NYC, nc.
Stewart, Margie (Seneca Terrace) Rochester, N. Y., nc.
Stewart & Lee (Park Central) NYC, h.
Still, Lois (College Inn) Chi, re.
Stone, Dick (Essex House) NYC, h.
Strickland, Peggy (LaRue's) NYC, re.
Suki-Suki (Leon & Eddie's) NYC, nc.
Sullivan, Bobby (Swanee Club) New York, nc.
Sullivan, Joe (Elysee) NYC, h.
Susanne & Christine (Barrel of Fun) NYC, nc.
Suter, Ann, & Co. (Oxford) Phila 28-30, t.
Sutton, Ginger (Leon & Eddie's) NYC, nc.
Sutton, Johnny (18) NYC, nc.
Sweeney, Bud (Chalfonte) Pinehurst, N. C., nc.
Swifts, Three (French Casino) NYC, nc.
Sydell, Paul (Paradise) NYC, cb.
Symington, Eve (Waldorf-Astoria) NYC, h.
- T**
Taft & Boone (Rendezvous) Battle Creek, Mich., nc.
Tappen, Maxine (Essex) NYC, h.
Taris & Masters (Oriental) Chi, t.
Taylor, Dorothy (Airport Tavern) Cleveland, O.
Taylor, June (Palmer House) Chi, h.
Taylor & Moore (Celebration) West Palm Beach, Fla., 25-30.
Tania & Kirsoff (Sherry-Netherland) NYC, h.
Tennis, Eleanor (Congress) Chi, h.
Thomas, Audrey (Kit Kat) NYC, nc.
Thomas, Eddie (College Inn) Phila, nc.
Thomas, Jimmy (Bartlett Supper Club) Rochester, N. Y., nc.
Thompson, Kay (St. Regis) NYC, h.
Thompson Twins (Torch Club) Canton, O., nc.
Thorsen, Art (Biltmore) NYC, h.
Thury, Ilona de (Tokay) NYC, re.
Titi & Mongol (Gaucho) NYC, nc.
Toland, Kay (Lyric) Indianapolis, t.
Torrence, Joe & Edna (St. Francis) San Francisco, h.
Towne & Knott (Netherland Plaza) Cincinnati, h.
Tracy, Gale & Leonard (Colosimo's) Chi, re.
Trahan, Al (Boston) Boston 25-28, t.
Tuscher, Sid (LaRue's) NYC, re.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.
- V**
Valdez, Vern (Frontenac) Detroit, nc.
Vallee, Sunshine (Anselmo) NYC, re.
Valley & Lee (Sherwood) Burlington, Vt., h.
Valley, Virginia (Bali) NYC, nc.
Vance, Carol (Bertolotti) NYC, re.
Vancello & Mary (Lookout House) Covington, Ky., nc.
Van Deusen, Bert (Gillis) Kansas City, nc.
Velas, Ester (Roosevelt) NYC, h.
Veler, Violeta & Rosita (Roxy) NYC 25-28, t.
Velo & Yolanda (Palmer House) Chi, h.
Venezia, Chiquita (Mirador) NYC, nc.
Venuta, Benay (Hollywood Country Club) Hollywood, Calif., nc.
Vera, Delina (El Chico) NYC, nc.
Verrill, Virginia (Paradise) NYC, re.
Vestoff, Florida (Village Barn) NYC, nc.
Vigal, Victoria (Ubangi) NYC, nc.
Vilano & Lorna (Ace of Clubs) Johnstown, Pa.
Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
Von Loosen, Emily (Chez Paree) Chi, nc.
Voodoo Dancers (Bali) NYC, nc.
- W**
Wacker, Bob (Lexington) NYC, h.
Wages, Johnnie (Club Padio) Buffalo, nc.
Wald, George (Bismarck) Chi, h.
Waldron, Jack (Hollywood) NYC, re.
Walker, George (Casino De Paree) Montreal, nc.
Walker, Ted & Ethel (Lotus) Washington, D. C., c.
Walsh, Mary Jane (Fieldstone) Scranton, Pa., h.
Walters, Gene (Jimmy Kelly's) NYC, nc.
Ward, Frankie (Penthouse) Boston, nc.
Ward, Will (Gay '90s) NYC, nc.
Ware, Dick (Lookout House) Covington, Ky., nc.
Warren, Roni (Club Paree) Hartford, Conn., nc.
Washington, Geneva (Kit Kat) NYC, nc.
Waters, Edna Mae (Michigan) Detroit 25-28, t.
Waters, Jean (Wivel's) NYC, re.
Watson Sisters (Shubert) Cincinnati 25-28, t.
Wayne, Iris (French Casino) NYC, cb.
Weber, Rex (Tower) Kansas City, t.
Weiner, Michael (Old Roumanian) NYC, re.
Welsler, Leo (Michenia Tavern) Niles, Mich.
Weldon & Honey (Paradise) NYC, re.
Wells & Four Pats (Nixon) Phila 28-30, t.
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 (Barkley's) Brooklyn, nc.
Whalen, Jack, Stream-Line Steppers (Monroe) NYC, nc.
White, Ann (Village Casino) NYC, nc.
White, Jack (18 Club) NYC, nc.
White, Lawrence (Mon Paris) NYC, nc.
White, William (Queen Mary) NYC, re.
White's, George, Scandals (Keith) Columbus, O., 25-28, t.
White's Maniacs (Cotton Club) NYC, nc.
Whitey & Ed Ford (Lyric) Indianapolis, t.
Whitney, Jayne (Rainbow Grill) NYC, nc.
Wicke, Gus (Gay Nineties) NYC, nc.
Wickse Bros. & Armida (Orph.) Memphis, t.
Wiere Bros. (Dorchester) London, h.
Williams, Chic (Torch Club) Canton, O.
Williams, Corky (Caliente) NYC, nc.
Williams, Hermanos (Savoy) London, h.
Williams, Rubberlegs (Kit Kat) NYC, nc.
Wilkins & Walters (New Yorker) NYC, h.
Wilson, Honey & Jack (Mirador) NYC, nc.
Winthrop, Dale (Met.) Boston 25-28, t.
Winthrop, Dale (Palmer House) Chi, h.
Withee, Jerry (Venezia) NYC, nc.
Withers, Jane (Pal.) Chi 25-28, t.
Wolands, The (Oxford) Phila, t.

THE NONCHALANTS

"STILL WORKING IN EUROPE."

Personal Direction

MUSIC CORPORATION OF AMERICA.

Wolfe, Tiny (New Yorker) NYC, h.
Wolner, Taz (Webster Hall) Pittsburgh, h.
Wolman, Harold (Port Arthur) Providence, R. I, re.

Dixon, Dick: (Gloria Palast) NYC, nc.
Donahue, Al: (Netherland Plaza) Cincinnati, h.

Woods & Bray (Greyhound) Louisville, Ky., c.
Woods, Lloyd (Riviera Inn) Stowe, Pa., nc.

Edmund, George: (Loyale) NYC, c.
Ellington, Duke: (Cotton Club) Culver City, Calif., nc.

Zee-Zee, Mlle. (Leon & Eddie's) NYC, nc.
Zeigler, Billy (New Earl) Baltimore, nc.

Fair, Allan: (High Hat) Pittsburgh, Pa., nc.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A

Adams, Jackie: (Piccadilly Club) Baltimore, nc.
Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.

B

Banco, Pedro: (Benny the Bum's) Phila, nc.
Bannen, Al: (Henry) Pittsburgh, h.

C

Caceres, Emilio: (Chez Ami) Buffalo, nc.
Calloway, Cab: (Cotton Club) NYC, nc.

D

Dale, Bill: (Italian Gardens) Pittsburgh, nc.
Dantzig, Eli: (St. George) Brooklyn, h.

E

Eaton, Mable: (Cotton Club) NYC, nc.
Eaton, Mable: (Cotton Club) NYC, nc.

Edmund, George: (Loyale) NYC, c.
Ellington, Duke: (Cotton Club) Culver City, Calif., nc.

Flint, Emil: (Park Casino) Chi, b.
Fodor, Jerry: (Talk of the Town) Toledo, O., nc.

Ford, George: (Maduras Danceland) Hammond, Ind., b.
Fox, Earl: (Princess) Bermuda, h.

Garrett, Jimmy: (Morrison) Chi, h.
Gasparre, Dick: (Ambassador) NYC, h.

Hail, Ewen: (Plaza) San Antonio, h.
Hal, Munro: (Ivanhoe Gardens) Chi, nc.

Imperial Trio: (Imperial) NYC, h.
Iona, Andy: (Congress) Chi, h.

Jaffe, M. C.: (Ben Franklin) Phila, h.
Jay, Jerry: (Willows) Pittsburgh, h.

Kains, Paul: (De Witt Clinton) Albany, N. Y., h.
Kavelin, Albert: (Blackstone) Chi, h.

L'Amasseur Band: (Wine Cellar) NYC, nc.
La Salle, Frank: (Wivel) New York, nc.

LeBaron, Eddie: (Waldorf-Astoria) NYC, h.
Leali, Lee: (Grey Wolf Tavern) Sharon, Pa., nc.

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McGill, Billie: (Logler's Cozy Grove) Detroit, re.

Mansfield, Dick: (Brass Rail) NYC, re.
Maples, Nelson: (Byerly Crest) Pittsburgh, nc.

Nagel, Joe: (Moon Glow) Syracuse, N. Y., re.
Namoro, Jimmie: (Esquire) Toronto, nc.

O'Hara, Ray: (Governor Clinton) NYC, h.
Olson, George: (Edgewater Beach) Chi, h.

Pablo, Don: (Merry-Go-Round) Dayton, O., nc.

Panico, Louis: (Oriental Gardens) Chi, re.
Parks, Rex: (End-o-Main) Houston, Tex., nc.

Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Rando, Henry: (Chez Parea) New Orleans, nc.

Richards, Barney: (Limehouse) Chi, nc.
Rinaldo, Nino: (Yacht Club) Chi, nc.

Sabin, Paul: (Town Casino) Miami, nc.
Salinger, Al: (Benny the Bum's) Phila, nc.

Schallang, Augie: (Roosevelt) New Orleans, h.
Sears, Carl: (Childs Paramount) NYC, re.

Stevens, Bernie: (Bagdad) Providence, nc.
Strom, Roy: (5th Ave.) NYC, h.

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.

Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Wagner, Perc: (Crystal) Natchez, Miss., nc.

Wants, Kenny: (Dicky Wells) Harlem, New York, nc.

Zarin, Michael: (Waldorf-Astoria) New York, re.
Zatour, Joseph: (Shelton) NYC, h.

DRAMATIC AND MUSICAL

And Now Goodbye: (Plymouth) Boston 25-30.
Bankhead, Tallulah: (Chestnut St.) Phila 25-30-Feb. 6.

Chase Show Being Framed

Fielding Graham, Buck Smith managers — will move on 20 trucks

KANSAS CITY, Mo., Jan. 23.—The Chase & Sons Circus is being organized here under the management of Fielding Graham and Buck Smith. J. C. Admire will be general agent and Harry V. Darr manager of advertising cars. Mrs. Admire will handle merchants' tickets and banners.

Show will open latter part of April and play the East. It will be new and move on 20 semi-trailer trucks. Big top will be a 90 with three 30-foot middles; side show, a 50 with two 20s; marquee, 25 by 24 feet.

Blues and reserved seats are now at quarters and light plants are being built. Show will carry 12-piece uniformed band and calliope and the usual line of standard acts. All special paper will be used. Buck Smith for many years was with Fred Buchanan.

Latham To Open in February

LAKE CITY, Fla., Jan. 23.—Latham's Dog and Pony Show, W. E. Latham, manager, closed 1936 season at Lexington (Ala.) Fair last week in October and jumped to South Florida for a rest, first in five years. Members have been fishing, breaking new animals and building equipment. A new 1½-ton truck, a 16-foot living trailer and a sedan were purchased, also a pony, several monks and dogs.

Show will open in South Georgia early in February, playing one and two-day stands until May, when it will start celebration dates as a free platform attraction. Show now consists of four performers and 20 animals—dogs, ponies and monkeys.

Seal & Lee Show To Open in April

CINCINNATI, Jan. 23.—Richard Cook states that the Seal & Lee Circus, Robert G. Wing, general manager, is being readied at Springfield, Ill. Quarters are at fairgrounds. It is planned to open in that city April 1 for three days under auspices. Big top will be an 80 with three 30-foot middles. Some Mexican acts will be with show and Howard A. Burdge, George Cox and Frank Vail will be with it. Show will move on approximately 20 trucks.

John Ringling Estate Willed to Florida

TALLAHASSEE, Fla., Jan. 23.—A codicil in the will of John Ringling gives his art museum and his entire estate to the State of Florida, instead of half the estate as first announced.

The Malays in Chicago

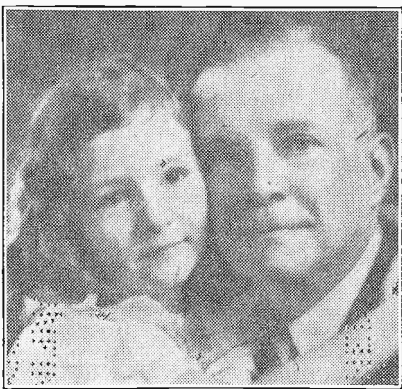
CHICAGO, Jan. 23.—Arnold Maley, of the Cole Bros.' Circus white ticket wagon, and Mrs. Maley (Esma Wilson), aerialist with the show, spent some time in Chicago this week on business and visiting friends. Mrs. Maley purchased some new costumes for her act before returning to Rochester, Ind.

Albert Powell to Europe

CHICAGO, Jan. 23.—Albert Powell, well-known aerialist, and his wife, Chickie, arrived in Chicago this week, having driven here from the West Coast. They leave shortly for Europe, where Powell has bookings that will keep him busy until July, when he returns to play a number of fair dates. At the conclusion of the fair season the Powells will leave for Australia.

Saul Again With Lindemanns

ADRIAN, Mich., Jan. 23.—F. Robert Saul will again be general press representative of Seils-Sterling Circus, Lindemann Bros., managers, his second season. He was with Fred Buchanan's and the late Andrew Downie's shows for a number of years. This winter he is again correspondent for the United Press Association, covering Adrian and Lenawee County.



THE LAST PHOTO taken of the late Frank Cook, widely known legal adjuster of the Ringling-Barnum Circus, pictured here with his adopted daughter, Barbara Ann. Cook died of a heart ailment January 11 in New York City.

Barney To Open At Phoenix Apr. 8

GLENDALE, Ariz., Jan. 23.—Arrangements that have been under way for some time between Manager John D. Foss and a large organization of Phoenix, Ariz., have been completed, and Foss announced the opening of Barney Bros.' Circus in that city April 8 for a three-day engagement.

Tex Orton, of Grace Orton Troupe, returned to quarters from a five days' trip of booking his troupe in theaters and auditoriums in this vicinity. The Ortons have signed to play All-Ispano Indoor Circus at Sante Fe, N. M.

Eddie Brodie, W. (Rags) Baker and Lam Clark are very busy in quarters. Ted Fluery, manager of No. 1 advertising car, was a visitor, coming from his home in Whittier, Calif., where he is connected with an outdoor advertising firm. He has all his men signed up and will have a line of special paper, furnished the show by Neal Walters.

Joe B. Webb will be assistant manager and legal adjuster, and Jack Turner will be in the new ticket wagon as treasurer and auditor. Fred Nelson will be equestrian director.

Buck Owens in Features

HOLLYWOOD, Calif., Jan. 23.—Maxwell Derwood Productions will produce for a major release this year a series of eight all-color Westerns called *Adventures of a Lone Ranger*, productions to start March 1. Pictures will feature Buck Owens and his new horse, Silver Boy. Stories are being prepared by Ruth Crofoot.

Williamson With Barnes

MIAMI, Fla., Jan. 23.—George H. Williamson will be superintendent of properties for the Al G. Barnes-Sells-Floto Circus coming season.

Flashes From Peru

PERU, Ind., Jan. 23.—Billy Cronin, from Denver, has arrived here. Was formerly with Hagenbeck-Wallace. George Davis, cookhouse superintendent, is with Beckmann & Gerety Shows.

In the writer's notes recently the name of Harold Jacobs was mentioned. It should have been Terrell Jacobs.

Joe Hodgini, of Riding Hodgins, resides here. Arrivals from New York were Harvey A. Mayer and Howard Bary.

Some of the boys who were at Denver Shrine Circus have returned. They were Whitey Perry, Sam Delaney, Fred Merkle, Johnny Richey, Paul McIntosh. Merle Evans, Ringling-Barnum band leader, also arrived from Denver. En route to Elkhart, Ind., then to Lansing, Mich., Shrine Circus. Accompanied by Jack Ryan, emcee announcer. Otto Griebing is looking fine. Roxy Fiber also seen by the writer. He is planning a trip to Florida.

Ralph Clawson reports his niece, Ruth Zadin, is improving after an operation and will soon leave hospital. Mary Jane, bookkeeper and secretary to Mr. Clawson at quarters, has been with Hagenbeck-Wallace three years. Mike Wissinger, farm superintendent, who has been confined to his home, is out again.

John Helliott has been ill of the flu. Alva Jones, in charge of transportation for Mr. Clawson on the winter dates, arrived. Will return to his home at Valparaiso, Ind., then go to Lansing, Mich. Cheerful Gardner and wife are sojourning here.

Perry Plank, who has been night clerk at Bearss Hotel, reports he will be in commissary department of Ringling-Barnum. The writer, Joe Lewis, will play indoor dates.

Visitors in Macon

MACON, Ga., Jan. 23.—Many circus notables have visited here recently. These include Ray W. Rogers, returning from a vacation trip in Florida to the Barnett quarters in York, S. C.; Judge John M. Kelley, of the Ringling interests, conferring with Charles Sparks; John Robinson IV, Cincinnati, also conferring with Sparks; Ray Marsh Brydon, returning from pleasure and business trip to Florida for Dan Rice Show, now on road in Louisiana; Charles Hunt, on his way for a vacation in Florida, and James Heron, en route to Poplar Bluff, Mo.

Good Biz for WPA Show

NEW YORK, Jan. 23.—The WPA Circus opened second of its string of week-end runs at Bronx Coliseum January 16 to the best biz of the year. Saturday matinee found several executives of Federal Theater Project on hand—Ed Rowland, Lyle D. Andrews and Mannie Cansor.

Lew A. Ward, producing clown, has introduced a new clown balancing number. Show is to have a new printed herald and a sound truck is to be used for coming dates. "Shots" O'Brien, one of the 12 Desert Whirlwinds, is learning to walk the tight wire. Sandwina, strong woman, was out of program with a badly injured hand, reports Wendell J. Goodwin.

Frank A. Cook

By FRANK BRADEN

Circus stalwarts have died and countless friends have mourned them. The last thoughts of these Titans have been of their shows.

Another such—the gay, gallant Frank A. Cook, whose friendships ranged from the Capitol's bright dome in Washington to the coastlines and borders and across the seas—marched into the shades of the circus Valhalla the night of January 11.

Semi-delirious, "Cookie" had hours before described to Evelyn, his wife, a vision. He saw, "Cookie" excitedly explained, the Ringling Bros. and Barnum & Bailey Circus on the lot. He could make out plainly—and he named dozens of them joyfully—the hosts of men and women who, before their passing on, had manned the Big Show posts. "Happy Jack's got everything up," "Cookie" cried happily, "and they're waiting for Cook! They're ready to start the show and they're waiting for 'Cookie'—with the license!"

Then he drifted into the final coma. "Cookie" had given "the last full measure of devotion"—given it in spite of physical suffering—to the show that is on earth; he had now taken up his duties with the show that is up and waiting beyond the stars.

After the last rites last Thursday his friends gathered with the widow and family in the penthouse where "Cookie" had so often assembled his pals. All talked of "Cookie's" many great professional coups, of the seeming miracles this man of steel and undaunted courage had time and again brought about, of his tireless labors on a thousand ships for circus folk of all lands. These things they discussed fondly, but always their words led back to that vision, that farewell message of this great-hearted trouper. They saw again with his eager eyes that tented home somewhere beyond, that shining big top and its smiling host of founders, workers and artists starting the performance now that Cookie is there—"with the license."

And in that, his last word to the living, "Cookie" has comforted us. He has given us faith that for us, too, they will be waiting, that reunited Big Show family, when our call comes.

All New Canvas For Cole Show

ROCHESTER, Ind., Jan. 23.—When the Cole Bros.' Circus, with Clyde Beatty and Ken Maynard, starts its tour an entirely new city of tents will house the show. The contract for building 22 tents was given to Baker-Lockwood late last summer. Many new ideas are being utilized. Big top is one of the largest ever constructed by that firm.

Joe Cook's Shell Chateau Hour broadcast each Saturday over NBC will have Clyde Beatty as its guest star January 30. Cook and Beatty are friends of long standing and a big program is being arranged.

Jess Adkins, Zack Terrell and wife spent several days in Chicago early part of the week. Their program will be replete with many novelties, along with several foreign acts.

Francisco Zoeppe, bareback rider, a member of the Zoeppe family, was injured seriously January 17 when practicing his act with two of his brothers in quarters here. Zoeppe's 8-year-old brother, Ninno, fell on his abdomen when their horse stumbled. Francisco was removed to Woodlawn Hospital, where an X-ray disclosed that he had suffered a ruptured liver. His condition is serious. A sister, Aurelia, is en route to America, accompanied by two of her sisters.

William Agnew and wife are back in Rochester for the winter after a vacation in Florida.

Don S. Howland, circus fan, of South Bend, Ind., was a visitor at quarters early in the week. He obtained a large number of photographs of the various buildings and shots in training barns.

Ralph Clark, Wild West rider, and his (See ALL NEW CANVAS on page 35)

Training Animals At R-B Quarters

SARASOTA, Fla., Jan. 23.—The inauguration of Franz Woska's "School for Yearling Lions," at quarters of Ringling-Barnum Circus here last week caused an immediate jump in attendance at quarters.

Appearing daily in the new concrete-and-steel outdoor arena, Woska has put his kindergarten class of six lions thru their paces. Radio and newspaper advertising called the feature to the attention of tourists thruout Florida.

Other training features are attracting attention. The pongsurs, tiny herd of "miniature jackasses," which made a hit in menagerie last year, are being broken to pull a wagon in the new spec, *India*. Larry Davis, elephant boss, is training a Shetland pony to ride an elephant's head, this also for the spec, and several other acts are getting under way.

The Naitto troupe, wire walkers, is working out daily with 11-year-old Ala Naitto providing the thrills as she duplicates Con Colleano's forward somersault wire feat.

Wilhelm and Tamara Heyer, ace European equestrians signed by Pat Valdo, arrived here last Sunday with two of their horses, said to be the finest in Europe. The Heyers have started training menage horses for the show.

Wixom Bros.' Wild West To Move on 40 Trucks

JANESVILLE, Wis., Jan. 23.—Douglas Wixom and associates will present Wixom Bros.' 808 Ranch Wild West Show on 40 trucks, opening May 15. Dewey Scott's mule, Liberty, and clown acts will be with it, also an elephant act. Show will carry 16-piece Indian band, 12 other Indians and 120 head of stock. Arena will be side-walled and canopy placed over seats.

One-day stands will be played, six cars and trucks will be on advance, J. G. (Jack) Bard will be in charge of advance and special paper will be used. Two of the brothers, high-school athletic coaches, will join show at end of school term.

S. T. Jessup in L. A.

LOS ANGELES, Jan. 23.—S. T. Jessup, of U. S. Tent and Awning Company, Chicago, and wife are spending several weeks here vacationing and on business. Tom Mix, Mr. and Mrs. D. E. Turney and Mr. and Mrs. Ted Metz are taking them around to the show places.



With the Circus Fans

By THE RINGMASTER

CFA.
President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill.
Secretary, THAMES BANK, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 23.—Reports coming from Binghamton, N. Y., would indicate that raising of Pat Valdo Tent, held there recently, was a grand affair. There were 125 people in attendance, those from out of town being George Duffy and William Linney, of Fort Plain, N. Y.; William Montague, West Hartford, Conn., and Capt. Daniel E. Fox, Troupe C Commandant, who attended with Mayor Frank Zuber of Norwich, Conn.

George H. Barlow III, who has been very active in organizing the tent in honor of Pat Valdo, former Binghamtonian, who left Binghamton 35 years ago to become a waiter with a circus, presided at the meeting. Valdo is now director of personnel with Ringling-Barnum Circus. Assisting Barlow were George H. Barlow Jr., George H. Scholderer, William W. Sisson, Captain Fox,

Stuart M. English, William Dailey and James H. Andrews. Other Fans who attended were City Manager C. A. Harrell and Mrs. Harrell and Mayor and Mrs. Thomas W. Beehan.

Harper Joy, CFA, has been elected executive vice-president of Ferris & Hardgrove, investment bankers, Spokane, Wash.

On January 13 Bugs Raymond, CFA, of Norwich, Conn., had his first birthday party, when members of the Charles Sparks Tent gathered at his home and yelled "surprise."

Circus Fans in Florida may be interested to know that a Shrine Circus will be held at Miami, starting February 8. It is understood that the show will be held under canvas.

Walsh's Tribute To Frank A. Cook

ALBANY, N. Y., Jan. 23.—I saw Frank A. Cook on the lot many times before I became personally acquainted with him. Then one afternoon after I had joined the big show he did me the honor to invite me to his office wagon, which he shared with John Brice. We were both born and reared in Albany, and Frank told me that he ran away from home when a youngster to go with the John B. Doris Great Inter-Ocean Show for one summer. So he had some circus experience before he went in the insurance business and subsequently joined the Barnum & Bailey show. A strong sense of humor was one of Frank's best assets, and with him, as with all human beings in the circus business, it served as a shield against petty troubles and "squawks." I recall with pleasure one jovial party that Ollie Webb gave to the executives of the show when we were playing Grant Park, on the lake shore in Chicago, and on this occasion Frank was the veritable life and soul of the party.

Diplomacy and tact were to Frank A. Cook in his official capacity the breath of life. In a few sensible words he could silence the most stubborn and adamant "squawker." I once asked him the secret of this magic power. He laughed hilariously and said, "There's no magic about it, or hypnotism either, I just try to use a little common sense."

In the everyday routine life of the circus he was always the genial comrade of inspiring personality. I never heard him utter a mean or bitter word about any of us, and as I think of him I see his robust figure, his kindly smile and again I feel the cordial clasp of his strong hand and hear his merry, winning voice. "He being dead yet speaketh." TOWNSEND WALSH.

Los Angeles

LOS ANGELES, Jan. 23.—Jack Grimes left for San Francisco to join Ben Austin's publicity staff for the Shrine Circus.

Ed F. Maxwell is contracted as general agent for the Pacific Whaling Company unit, now assembling at Signal Hill.

W. H. Curtis is busy at the Barnes quarters.

Captain Proske in town this week with his tiger act at downtown theater.

Ken Maynard reported to be contracted for a picture that will go into production in a few days. Liquidation of the assets of the Diamond K Ranch Corporation is going on. Steve Henry, as agent, bought one blue nose mandrill, one chacma baboon and three hamadryas.

Report is that Capt. Terrell Jacobs opens with Ringling-Barnum for Madison Square Garden engagement.

Mickey Blue was a visitor. Says Polack Circus is having fine business.

Dan Dix is at Metro-Goldwyn-Mayer studios working on locations.

Macon

MACON, Ga., Jan. 23.—Tony Lasky, chief electrician of Charles Sparks show, is holding down the night clerk's desk at Hotel Gordon until his work at quarters starts.

Irish Horan, of the Frank Buck forces, was here recently, en route to Atlanta in the interests of his firm.

The wardrobe room at circus quarters is a busy spot, where much new wardrobe is in the making. Several of the circus girls are employed, as well as a number of seamstresses from the city. William Owen, Zanesville, O., circus

Dexter Fellows Tent Tattles

(CSSCA)
By FRED PITZER

NEW YORK, Jan. 23.—A last farewell to a faithful fellow member.

Martin Johnson has gone on a very long journey. He will never come back. It is hard to believe.

Martin Johnson was able to fight off jungle fever, to escape the venom of reptiles, to keep clear of dangerous claws and fangs, to evade death in savage countries. What irony that he—away from the jungle and its hardships—should meet death while journeying thru the air with all the comforts known to civilization.

He died with Osa near him. That is how he would want it. I cannot imagine her getting along without him. It will be like a bird without a wing.

Martin Johnson was a man in the fullest interpretation of that word. He was a true gentleman because he never boasted of his accomplishments. Soft spoken, yet his words meant so much in all that he said. Gentle, yet so firm in all that he did.

It was a joy to know him, a privilege to have him as a friend. He was our friend. . . . We shall miss him.

Martin Johnson was a modern explorer, always generous in sharing accomplishments and honors with his dear wife, Osa. They were always together. This is their first separation—for a while.

I remember well when they left for Borneo. "When we first visited Borneo a good many years ago," laughed Osa, "it was almost our honeymoon trip." It was the beginning of life. Little did she think then that this journey, one more to Borneo and which started so happily, would be the beginning of death.

Martin is out of the jungle now. He has reached a better and happier hunting ground. If he is lonesome it is because this is the first great exploration in which he is going alone.

Martin Johnson has gone on a very long journey. He will never come back. It is hard to believe.

Walker Fall Guy

James J. Walker will be the Fall Guy of the Tent January 27. We are going to give him an initiation with a bucolic background fit for any Long Island farmer. If we get to it in the stress of work we will outline some time just how this initiation was worked up. It's a wow! Planning an initiation of this kind reminds me a whole lot like the punch table, whereat the artists and writers would sit and plan the following week's cartoon.

fan, made his annual visit to the quarters in company with his wife. They are en route to Florida.

Roy Lenhart, Sparks producing clown, is clowning for the bingo party at Civic Auditorium.

Jim Crews, of the Sparks advance forces, is advertising agent of Capitol Theater, where revues are played the first half.

The ring barn at circus quarters is a busy spot. The Liberty groups, as well as the menage stock, is worked daily by Irving Arnold and some new stock is expected soon. Carl Larkins and his troupe are practicing juggling as well as wire.

Joe Haworth, legal adjuster of the Haag show the past season, spent several days at Hotel Central en route to York, S. C., from Louisiana.

H. B. Gentry was seen on the streets of Macon recently.

The truck department of the Sparks show, under guidance of Fred DeVevey, is busy. New trucks are being built.

BOSTON, Jan. 23. — Massachusetts General Court has been petitioned by Gabriel F. Piemonte for legislation to prohibit granting of licenses for circuses and for exhibitions or races of horses or other live stock on locations in vicinity of public inns or hotels.

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THEN YOU WANT BAKER BOLD
WANT BAKER BOLD

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"Coast to Coast Printers,"
MASON CITY, IA.

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REPRODUCTIONS OF YOUR PHOTOS

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CHARLIE T. GOSS
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Now With
STANDARD CHEVROLET CO.,
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MUSICIANS WANTED FOR REGULAR SEASON

LEWIS BROS. CIRCUS

All instruments. Experienced Calliope Player. Men that have been with me before write. Also want to hear from Musicians in Florida for one-week engagement in Miami. Address
AL J. MASSEY, 245 N. W. 12th Ave., Miami, Fla.

\$50 REWARD

For definite information and proof of anyone other than M. W. BILLINGSLEY presenting Hopi Indians in any manner or form, or lecturing or making broadcasts regarding Hopi Indians subsequent to this date. Wire or write

M. W. BILLINGSLEY
In Care of Commissioner of Indian Affairs, United States Department of the Interior, Washington, D. C.

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FOR INDOOR SHOWS Oak Balloons offer splendid souvenir numbers. They are great for resale, or for publicity and promotion purposes. Write today.

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RAVENNA, OHIO

BARNETT BROS. CIRCUS
WANTS FOR ENLARGED SHOW FOR 1937 SEASON.

FOR BIG SHOW—Acts doing two or more, strong enough to feature, Seal Act, Novelty Acts, 3-People Casting or Flying Act that can work under 30' bale rings with rigging on uprights, young, attractive Girls for Iron-Jaw, Menage, etc.

WANTED FOR SIDE SHOW—Novelty Acts, Musical Act, Girl with Snakes, young Hawaiian Dancers. Ticket Seller that can make openings—if married, can place wife. We furnish Sleeping Compartments for Performers.

WANT Candy Butchers, Concession Men, Balloon Salesman, Men to operate Candy Floss and Popcorn Machines. Would like to hear from Frank Mose Becker. Write J. A. FOX, care The Billboard, 4564 Broadway, New York City. All state age and send late photos, which will be returned. Address **BARNETT BROS. CIRCUS,** York, S. C.

FOR BIG SHOW BAND—Singer, Accordion Player doubling Trombone or Cornet; Drummer doubling Xylophone. Write **IRA HAYNES,** York, S. C.

WANTED SEAL BROS. CIRCUS

JOE RIGER, CLARENCE ASKINS write. Pay cash for Female Hyena, Male Tiger and other Animals.

Few more Useful People Circus Acts, Clowns.
BUD E. ANDERSON, Manager, Emporia, Kan.

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440 W. 42d St., New York City

1937 DESCRIPTIVE LIST
Circus Books, Photographs, Etc., for Fans and Collectors of Circus Mementos. Stamp, please.

CHAS. BERNARD, Savannah, Ga.

WANTED PERFORMERS FOR FAIRS AND CIRCUS.
Small Topmouther for Light Catcher. Also good Catcher. Girls for Acrobatic Work. Will consider good amateur willing to practice. Do not misrepresent. Salary must be according to conditions. State all in first letter, along with recent photo. Address **J. C. MATHIS, 911 Penn St., Jeffersonville, Ind.**

CHASE & SON CIRCUS
WANTS FOR 1937 SEASON
Acts for Big Show that do two or more. Band Leader, Clowns, Boss, Canvasman, Working Men in all departments, Acts suitable for Side Show. CAN USE IMMEDIATELY Dog and Pony Trainer. Billers address **J. C. ADAMIRE, Brazil, Ind.** All others **FIELDING GRAHAM, 3211 East 31st, Kansas City, Mo.**

Under the Marquee

By CIRCUS SOLLY

HARRY SHELL is at present in Farmington, Mo., studying law.

SENER & WEBB'S unit is playing theaters in Southeastern States.

LITERARY DIGEST of January 16 had an article about Clyde Beatty.

EVA KELLY will do two novelty aerial acts—single trapeze and cloud swing—with Tom Mix Circus.

AL CLARKSON, of advance staff of Barney Bros.' Circus, is at quarters of the show in Glendale, Ariz.

HUSTLING, alert and energetic candy butchers frequently develop into astute showmen.

BUDDY WEDIN, former clown with Sells-Sterling, is page boy at the State Capitol in Lansing, Mich.

THE BEATTYS, of Cole Bros.' Circus, have leased a fine large home at Rochester, Ind., for remainder of winter.

COY HERNDON, feature with the Howe show in 1920, advises that he received a route book of that season from Ralph H. Miller.

TINY AND JULIA GEHRTZ, of Seal Bros.' Circus, are now at Glean Nite Club, San Antonio. Julia is a contortionist. Will again be with Seal show.

C. STANLEY FULTON, formerly Ringling advance agent, and wife own the Brass Rail Grill at Miami, Fla., and welcome troupers.

BURNS M. KATTENBERG writes that thru the pages of *The Billboard* he has gained a great amount of data for his research on *The Contortionist*.

EARL GRAHAM has signed contracts with Duke Drukenbrod to do his straight novelty juggling act on the Barnes Side Show.

EVERY SEASON the old star backs are becoming more obsolete. Let us have more grand stands the coming season.

CORIELL TRIO, after close of *Circus DeParee* company, joined Davis and Bennett's *Parisian Nights* company, presenting acrobatic head-balancing acts.

KARYL DeMOTTE, impersonator, will again be with Lewis Bros.' Circus, his second season, working come-in and doing general clowning.

SIXTH ANNUAL Spendless and Seemore Circus to be held at South Int. School, Saginaw, Mich., has Virgil J. Noble as general chairman.

MERRILL BROTHERS and Sister will play Shrine Circus, Miami, Fla., next month, with Orlando Fair to follow. Will also play St. Louis Police Circus.

HOWARD KING, former circus owner

and at the Dallas Centennial last summer, was in Corpus Christi, Tex., last two weeks, accompanied by his wife.

"HI-BROWN" BOBBY BURNS, general contracting agent with Reo Bros.' Circus last season, is producing home talent minstrels in Kentucky.

SEVERAL MORE musicians in the big-show and side-show bands would be money well invested. Give the populace what they want—plenty of music.

EARL DE GLOPPER, contracting press agent with the Barnes show, is wintering in Los Angeles. He is in the insurance business during the winter months.

FRED DE WOLFE, for 25 years auditor for the Barnum & Bailey Circus and later with the combined shows, is managing the New York Hippodrome for Mike Jacobs.

ARTHUR HOPPER, director of outdoor advertising of Ringling-Barnum Circus, accompanied by Frank Mahery, was at President Hotel in New York City several days the past week.

FOUR BUCKS will not be with Polack Bros.' Circus, as mentioned in last week's issue. They are playing vaude dates around Detroit at present and will go to Chicago to fill other vaude engagements.

E. N. OLZENDAM, of Manchester, N. H., was instrumental in saving the circus lot in that city. When it was purchased by other people, it was sold on that condition.

THERE'S MORE than the usual optimistic talk going around and many conservative showmen are spending real money on improvements and increases, getting ready for a "boom" season.

THOMAS (SKINNY) DAWSON, one of Los Angeles' distinguished native sons, is home again after an absence of several years. He received considerable mention recently in *The Los Angeles Times*.

DANNY GORDON pens that Charles Arley and Erma Ward, who are playing vaude dates on West Coast, have purchased a home in the San Fernando valley.

HOWARD WARTLUFF, with Sun Bros.' Shows more than 25 years ago as musician, has been operating a cleaning establishment for some years in Reading, Pa.

JOHN ELLIS is playing schools in the larger towns of Michigan with his *Rip Van Winkle* production. Last season he was with John M. Sheesley. He is not the John Ellis connected with Patterson Circus mentioned in the last issue.

MIGHTY HAAG show will go to South Florida for remainder of winter. Will return to Marianna, Fla., and open there approximately April 1 with the larger

15 Years Ago

(From The Billboard Dated January 28, 1922)

Opening date of the 1922 season of the Sells-Floto Circus was announced as April 8, with a three-week run at the Chicago Coliseum. Business conditions in '22 warranted little optimism, but the management was sanguine, in its expectation of a good season due to the strength of its show that featured the Hannefords and several European importations. It was announced that the show would take to the rails with practically all steel cars. . . . A rumor was current that the Hagenbeck-Wallace Circus would play at Grant Park in Chicago for the first time since 1918, when a flu epidemic forced a cancellation of the engagement with an advance sale of 18,000 tickets that were never honored.

Andrew Downie purchased additional land adjoining his winter quarters at Havre de Grace, Md., and announced plans to construct a two-story office and recreational building. . . . C. W. Finney signed for his fourth season as contracting agent with the Sells-Floto Circus.

Al G. Barnes Circus was enlarging its seating facilities during its stay in winter quarters. Show also purchased a \$10,000 light plant and by purchasing a new steel elephant car made its train all steel cars. . . . Considerable progress was reported from the winter quarters of the Patterson Trained Wild Animal Circus at Paola, Kan., where the 20 all-steel car show was being readied.

G. W. Christy was in the East making arrangement for the purchase of four new flats for his show. On same trip he bought five male lions, and a new eight-bear number was being added to the program. . . . Santos & Artigas Circus officials confirmed the reported sale of several wild animal acts to the Ringlings, giving as a reason for the sale the fact that the acts had been with them for four years and had lost their novelty. . . . Fred C. Gollmar, general agent for Gollmar Bros.' Circus, was making his headquarters at the Palmer House Hotel in Chicago. . . . George F. Meighan was stopping at the Prince George Hotel in New York.

show. Harry and Helen Haag will be with it.

FOR COURAGE and determination a bow goes to Ray Marsh Brydon, who did the seemingly impossible by taking out and keeping out the Rice Bros.' Circus, now Dan Rice, and providing for that show the longest route of any of the larger shows out in 1936. The show is still on the road in Southern Louisiana, playing to satisfactory business and pleasing patrons. Brydon has made a creditable showing in the face of tremendous obstacles.

KARL ANNON and Charles Sincel stopped off at quarters of Silver Bros.' Circus at Petersburg, Va., on way to the New Orleans Mardi Gras. They left a public-address system there which they recently purchased to use on show.

JACK KERNS met Frank Kuba at the Lima, O., Auto Show. They tramped on the Sun Bros.' Circus more than 20 years ago. Kuba was chef with Lewis Bros.' Circus last season. At Lima he worked a lunch stand for the Myers Concession Company.

SARASOTA Items: Johnnie Carson and wife can be seen almost daily at the Shuffleboard Courts. Daisy Guilleme visited a few days before going to Havana. The Marlows have arrived from Michigan. Fred and Ella Bradna bought a new car.

CHARLES ED LEWIS was at Sheriff Gollmar's annual dinner at William Penn Hotel, Pittsburgh. In a recent issue name was given as Charles (Loonie) Louis. He was at Sears-Roebuck store, East End, Pittsburgh, during holiday season. Says that he was sponsored by brewing companies at Allentown and other Pennsylvania fairs last season.

ATLANTIC CITY PRESS of January 10 had a three-column story, written by Jack Yarmov, of Frank B. Hubin, showman, of that city. It was captioned "The Man With a Million Friends," with following subhead: Frank Hubin looks (Under the Marquee on opposite page)

The Corral

By ROWDY WADDY

TEX O'ROURKE, who has been spending the winter in the old North country, is now connected with Danny Winn and his Western Ridge Runners as booking agent and roper.

FRED McCARGAR, secretary of the Rodeo Association of America, has announced that 45 rodeos in all parts of the United States and Canada have been scheduled thus far for 1937.

FLYING V. F., prominent Chicago riding stable, presented a successful indoor rodeo exhibition there recently. Participants included Lyle Van Pater, Pat Herman, Bob Jones, Kermit Avрил, Les McMammon, Jerry Lee, Curly McCall, Gordon Smith and Buck Lee, Ray Doering, X-Bar-X Ranch, furnished the stock, while Meto Calzavara managed the event.

WHILE IT IS generally recognized that differences do exist in the rodeo field, The Billboard believes that there are men big enough in both the ranks of contestants and managements alike who can be depended upon to bring both sides together in a fair way, and that out of such a meeting good will result for all those who make this branch of the amusement business their business and profession.

RUSTY REUBEN BOYS, Western entertainers, have returned to Canada after their Christmas vacation at home in the States. They are at present appearing for the Famous Players Theaters of Toronto. Featured artists with organization are Ozzie Gile, Elmer Peabody, Tex Richards, Ted Hart, Ickey Pepin and Freddie Stone. Mr. and Mrs. Eddie (Rusty) Brest do the managing and advance.

MAMIE FRANCIS, horseback rifle shot and the Annie Oakley of the Last Frontier last summer, who suffered a crushed foot when a horse fell on her recently, is recuperating at her home in Fort Worth, Tex., after undergoing an operation on the maimed member in St. Joseph's Hospital January 14. A picture of Mamie and Bea Kirman, another cowgirl, which shows them cleaning a gun, together with a one-column story, appeared in a recent issue of *The Fort Worth Star-Telegram*.

ED F. ECHOLS, member of executive committee of the annual Tucson (Ariz.) Rodeo and veteran cattleman, had an easy first assignment as new sheriff of Pima County, Ariz., recently. Installed as sheriff January 1, Echols received a call that a wild mountain lion had escaped from its cage on a ranch just outside Tucson. Echols and a deputy hurried to the foothills outside the city, and after what seemed to be a miniature rodeo, he roped and tied the lion in championship time. The lion was then returned to its cage.

THE FIRST rodeo performance of the National Western Stock Show at Denver January 16 was halted for a minute while solemn tribute was paid to "Midnight," said to have been one of the world's greatest buckers, who died several months ago. The tribute drew a two-column picture in *The Denver Post*, showing the tombstone erected to his memory at the grave on the McCarthy-Elliott ranch near Johnstown, Colo., with Dick Griffin, world's champion trick rider, and Verne Elliot, one of Midnight's owners, standing on either side of the grave.

JOHN A. STRYKER, secretary of the North Platte (Neb.) Roundup, has announced that the name of that event has been changed and will be officially known in the future as the Buffalo Bill Roundup. The 1937 dates have been set for early in July and it will mark the eighth annual showing of the roundup without interruption, with Lou Cogger providing the live stock and John A. Stryker acting as secretary. First of a series of publicity stunts leading up to the roundup will be the annual Chuck Wagon Feed on the birthday anniversary of Buffalo Bill in February, when many oldtimers are expected to return to North Platte and enter into the festivities.

BOB FOLLETTE, Bennettsville, S. C., wholesale horse and mule dealer, who likes to see "em buck," is making extensive plans for the season. His show closed a successful fall season at Columbus, Ga., November 30. The organization (See CORRAL on opposite page)

FAIR SECRETARIES, AMERICAN LEGIONS, LODGES, FIRE CO., ETC., TAKE NOTICE! If You Are Considering a RODEO For Your 1937 Event

And if you have in the past been DISAPPOINTED, MISLED and DECEIVED by so-called Rodeo Promoters who only OWN a big hat, who RENT all their stock, bring in Drunks and Undesirables to put on their show, then leave town with unpaid performers and bills, causing you worry and embarrassment, THEN WRITE US.

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BOB FOLLETTE, Owner; HARRY HUFF, Manager.

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

SANCTIONS for three major roller skating events have been received from Michigan Skating Association, Amateur Skating Union of the United States, by Fred Martin, general manager of Arena Gardens Roller Rink, Detroit. They are for Detroit city amateur speed championship, January 27-29; Wayne County amateur championship, February 17-19, and Michigan State amateur speed championship, February 24-26. Entries will be accepted from all parts of the State providing they show guaranties and pass Michigan Skating Association tests as bona fide amateurs. Every event in speed skating, skate dance and figure skating has been sanctioned by the association for these contests. Mr. Martin hopes for entries from all skating rinks in Michigan. These contests will lead to preparations for a national championship contest, officially awarded to Arena Gardens by the ASU, to take place in March, dates to be given shortly. Detailed information will be given upon application to Melvin W. Crawford, president of Michigan Skating Association, addressed in care of Arena Gardens, Detroit. "We are working toward Olympic recognition for roller skating," Manager Martin commented, "and these contests are steps along the way. Eight per cent of American people can roller skate. That should justify recognition as a major sport."

PALACE GARDENS, Cincinnati, formerly a Witherspoon roller-skating rink and once the Calico Cat, dance hall, was in the center of the flood area in Cincinnati last week. Backwater from the Ohio and Little Miami rivers tore over Union Levee on both sides of the building to such extent that opinion was expressed that damage to foundation and other parts of the structure would be great.

THE ROLLWINDS, Harry Avers duo, roller skaters, are at the Alcazar, and the Two Lindstroms, comedy roller skaters, are at the Pathe Palace in Marseilles, France. The Two Lindgreens, comedy roller skaters, are at the Corso in Berne, Switzerland.

HELEN REYNOLDS and her Eight Skating Girls, appearing in Grand Rapids, Mich., after two weeks in Detroit, will return to Detroit for two weeks at Detroit Shrine Circus, first skating act to play this booking, according to Tunis (Eddie) Stinson, circus manager. The act also will be at Shrine Circus, Cleveland, two weeks.

FRED H. FREEMAN and wife, Dorchester, Mass., were visitors at Chez Vous Rink, Philadelphia, on January 7. Mr. Freeman operates Winter Garden Rollerway, Neponset, Mass.; Annex Rollerway, Dorchester, and Lyonhurst Rollerway, Marlboro, Mass. He reports excellent business at all rinks and also that he contemplates acquiring others. They had visited a number of rinks en route and both agreed that the Chez Vous certainly lived up to all they had heard and read about it both as to beauty and manner conducted. Mr. Freeman reported a delightful evening with Mr. and Mrs. Vic Brown in Newark, N. J. He also said that later a trip to the West Coast was contemplated, with a stop in Detroit to take in the coming contests, and hoped to bring along some entries from his rinks. Mr. Freeman issues *The Roller Skaters' Tatler*, a house organ for his rinks, which is full of news of his rinks and is well printed. E. M. Moorar was guest of the

freemans at the Hotel Adelphia, when many matters pertaining to the business were discussed and both derived valuable information from their meeting.

NEW ARCADE RINK, 1812 Chestnut street, Philadelphia, opened on January 8. A good-sized crowd was on hand to inspect the rink and it will probably have a good following.

NILES AND NOVA, Philadelphia, modern dance exponents on rollers, recently appeared at the Hotel Bradford, Boston, and write that they are having plenty of bookings.

HARRY DENIS, former operator of a portable rink in Glassport, Pa., opened New Diamond Square Rink in Marietta, O., with sessions nightly.

PHILADELPHIA night spots, on the lookout for novelty acts for floor shows, are turning an asking eye to skaters, College Inn booking Carroll Sisters and Nelson and Weber's Hof Brau featuring the Whirling Walkers.

FOLLOWING the International Ice Carnival in Chicago Stadium, with Sonja Henie as guest star, the Carnival of Champions, ice show, got under way last week at the Chicago arena with some of the foremost skaters of the United States and Canada participating. Included are Robin Lee, Cecil Swath Gooderham, Dorothy Galey, Norval Bap-tie, Gladys Lamb, Maud Smith McDougald, Hazel Galey, Eleanor O'Meara, Eleanor Wilson, Nathan Walley; Louis Bertram, Toronto Skating Club; members of the Figure Skating Club, Chicago, and Granite Club, Toronto, with their show ballet and sextet.

A NEW RINK opened in Sydney, N. S., equipped with an ice-making plant, will be used for ice skating and hockey until the middle of April, after which roller skating will be introduced after a lapse on the island of about 20 years. Rink is second in the province to be equipped with artificial ice, first being Forum Rink, Halifax, part of Halifax Fair plant.

WHEN the Boston correspondent of *The Billboard* slipped up to Revere Beach, Mass., to see the genial Mike Del Russo at Arena Rink, he saw at least 3,200 rollers skittering around the maple oval. That's a lot of rollers. Of course, there were eight under each customer, but 400 paid admissions is not to be sneezed at in the middle of January in those parts. This is the first winter that the rink has remained open nightly. On Mondays girls are admitted for 15 cents, with the usual 40 for boys. Thursday nights are Bank Nights, doubling the following week if the award is not drawn. Saturday night is Whip Night, with attendants leading skaters thru the "whip" for plenty of thrills and action. Pro skaters visiting Boston and environs are always welcome at the rink. Earl, Jack and Betty dropped in recently to stretch their limbs in the usually denied straight-away in stage work. Mike is an enthusiastic plugger for rollers in the Olympics and those fostering the movement will find him willing to co-operate.

THREE Whirling Aces report they are working some of the best night spots in and around New York City, having returned from two weeks' engagement at the Francis Theater and American Grill in Montreal and being booked for two more weeks in New York, with eight weeks in Miami, Fla., to follow.

CORRAL

(Continued from opposite page) was under active direction of Harry Huff, Follette's partner, and almost every town played has been booked for 1937. More than 100 head of rodeo stock is being wintered in Bennettsville. Some new, flashy saddle horses, including "Black Cloud," sensational high and auto jumper, have been purchased recently. At quarters Thornie Guest is breaking trick riding horses and Bill Parks a dogging team. Tom Hunt is working on menagerie horses and a new clown mule. Tommy Horner, Mildred Mix Horner, Mary Parks and Lola Hunt are assisting with the menagerie and jumping horses. Other hands wintering in Bennettsville and assisting in the preparations are Joe Kolva, Tom Kyser, Silver City Joe Atkins, Bob Lowder and Jim Vance.

GRADY THURMAN, president of the Casa Grande, Ariz., Rodeo Association, has been notified that the organization has just been awarded membership in the Rodeo Association of America. Arrangements have been made to bring Harry Powell's string of horses there for

the Cowboy Days, which will be held January 30 and 31. Said to be one of the best strings of bronks in the West, they include Duster, Sazarac, Major, Brown Bomber, Niggie, Joe Tombstone and Joe Ellis. The Powell horses were used last year at Reno, Nev., and Salinas and Livermore, Calif., rodeos. Improvements on the rodeo field include enlargement of the arena, removal of bulldogging and roping gates and the moving back of the bucking chutes to allow more room for the bucking horses. These improvements are expected to put the arena on a par with any in the State.

JOHNNY MULLINS, arena director of the Tucson (Ariz.) Mid-Winter Rodeo, is slated to arrive in that city within the next two weeks to supervise the construction of new bucking chutes for the staging of bronco events. More than \$3,100 in prizes will be awarded at the coming rodeo, which will be held in February. This is \$500 more than in 1936. A man's event has been substituted in place of the ladies' relay which was staged last year. Following are events and their respective prizes and entry fees as they are listed in the rodeo's official program: Team Tying—Purse, \$400; entry fee, \$50 per team. Bucking Contest—Purse, \$500; entry fee, \$20. Calf Roping—Purse, \$500; entry fee, \$25. Bulldogging—Purse, \$500; entry fee, \$100. Bareback Bronk Riding—Purse, \$150; entry fee, \$5. Bareback Steer Riding—Purse, \$150; entry fee, \$5. Wild Horse Racing—Purse, \$150; no entry fee. Men's Relay—Purse, \$450; entry fee, \$5. Running Races—Purse, \$300; entry fee, \$15.

UNDER THE MARQUEE

(Continued from opposite page) bent upon an eventful life, under circus tents and showboats and tells how it feels to ride both ends of fortune.

JOSEPH P. SCHAD has signed with Chase & Sons Circus and will appear in big show. Will do four acts and use special lighting equipment. He also will appear in concert and do magic act in Side Show. Viola Schad will assist him in magic and do mental act. They will have all new wardrobe. The Schads' public-address system will be used on grounds.

THE GENERAL TREND over the country towards increasing licenses with the return of better times should be combated in the various State legislatures. Circuses have been singled out, with other outdoor amusements, for discriminatory and unreasonable license charges for many years, yet many leaders in these legislative bodies love the circus and would hate to see its extinction. They would be a great power for the good if called upon. Better to have a reasonable law than the expense and worry of "fixing."

JACK AUSLET, now manager of the Temple Lithographing Company, of Chicago, accompanied by David V. Temple, representing the Central Printing Company, of Mason City, Ia., were recently in Alexandria, La. Auslet called on his friends in the *Town Talk* office. At one time he was a reporter on that paper. He also was connected with the old Rapides Theater in that city.

CITY COUNCIL of Savannah killed the 10 per cent amusement tax ordinance when it was threatened with injunctions and a legal test of the ordinance in the Supreme Court of Georgia. After a conference with opponents of the tax a new ordinance was passed by which 1 cent is collected on each ticket sold for admission to theaters or any other entertainment or amusement that charges an admission.

JIMMY CRAWFORD, Nick DeRush and Hap Ruggles, formerly with the Ringling and Barnes shows, now with Victor McLaglen's Motorcycle Cossacks, are planning to go on road this season presenting shows with a personnel of 29 men. DeRush, captain, is a well-known stunt man. Planning to use a 12-wheeler for equipment and a 50-passenger sleeper

for troupe. If McLaglen is free from his picture schedule he will accompany the members.

CHARLES BRENT, former manager of Bailey Bros.' Circus, celebrated opening of a new picture house, the Grenada, at Springfield, Mo., with a shrimp and oyster dinner and theater party for members of Seils-Sterling Circus—Mr. and Mrs. Fred K. Leonard; Mr. and Mrs. Joe Siegrist and daughter, Johanna; Mr. and Mrs. Irwin Klauder and Mr. and Mrs. Leroy Schrader. Betty Leonard has received her pass to the "Colonel Linard Jones Colossal Circus G-Lux."

ALL NEW CANVAS

(Continued from page 32) wife, the former Estelle Butler, have started rehearsals of their act.

James E. O'Connor, artist and striper in paint shop, has one of the largest collections in the United States of old circus letterheads, heralds and programs. He has more than 1,200 articles cataloged.

The elephant barn is under supervision of Eddie Allen. There are 31 elephants in quarters. Joe Kuta is again in quarters after spending several days in Chicago.

Harold Voise, who will have two big flying acts with the show, was a visitor this week.

Otto Griebing, clown, was in quarters several days last week en route from Denver to Lansing, Mich., where he played Shrine circus engagements.

Guy Murchie, staff writer on *The Chicago Tribune*, spent two days in quarters obtaining photographs and material for a Sunday page in his paper.

A new Liberty act is being broken, with 24 horses appearing simultaneously.

Miami

MIAMI, Fla., Jan. 23.—Charles Sparks advises that he will soon be in Miami. Gregg's troupe of teeterboard acrobats has arrived and will begin rehearsals at once. Si Kichie and wife are here.

Al Kadell, band leader, is here for the sun baths. Jimmy Hodges, tab show producer, will probably show here under canvas.

Bill Ketrow has purchased a big dog act from Charles Sparks for Kay Bros.' Circus.

Nettie Carroll, wire walker, and husband, Jack Senter, are here. Jack operates a prominent night club. Six American Eagles are performing at Funland.

Bill Ketrow is negotiating for the purchase of the winter quarters here, which he is now renting.

Bryan Woods entertained Mr. and Mrs. Arthur Campfield at his camp at the North Miami Zoo. Bryan Woods is thinking of leaving the North Miami Zoo and returning to Opa Laka, his first love.

Carl Hathaway and Chick Bell are joint owners of a citrus grove.

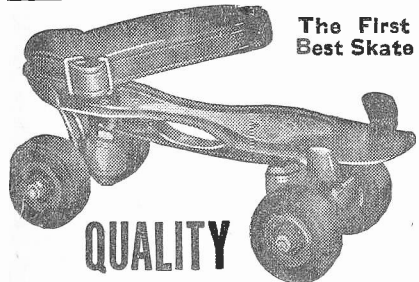
The United States tableau wagon that was the pride of the great P. T. himself and whose age has been traced back 66 years stands on the lot at the quarters of Ringling-Barnum Circus at Sarasota with a number of old-time chariots, including the one used in *Ben-Hur*. Apparently all they need is paint and gold leaf to again thrill the populace.

The winter quarters comprise over 700 acres and there is not one stick out of place.

An old lion head which was the pride of the great Barnum has been resurrected and is now in the hands of William Yeske, master mechanic, for rejuvenation.

Australian pines line the half-mile approach to the grounds from the main highway.

One hundred and ninety-six wagons and trucks are required to load and move this mastodon of mirth and merriment. Ninety-three railroad cars do the rest.



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ISLAND SPOT BOUGHT

30 Acres Taken In Buffalo Deal

Edgewater development under direction of Maurice Smith—adding Hofbrau

BUFFALO, Jan. 23.—DeWitt L. Martin & Associates have purchased Edgewater Park, situated on Grand Island on the East River, from the Voetsch Estate and are building and remodeling the entire area of 30 acres into what is promised to be one of the finest amusement parks in the country. Edgewater Hotel and picnic grove had been operated for the past 46 years by the late William Voetsch, who died last May. It is the intention of the new corporation to incorporate in plans one of the finest landscape programs ever attempted for an amusement park.

The hotel is being remodeled and they are adding a Bavarian Hofbrau that will seat 1,000 people. This building is to be air-conditioned, with an oil-heating plant for spring and fall doings. Name bands will be used frequently in the Hofbrau. First year it is the intention to have 8 to 10 rides and usual concession stands and games. From May to September 30, 1936, more than 2,000,000 people visited Grand Island (New York State figures) via the bridges. There will also be boat service from Buffalo to Edgewater.

The corporation has engaged for general manager Maurice L. Smith, park man, formerly with Erie Beach, Buffalo, and Jantzen Beach, Portland, Ore. Mr. Smith, who opened offices in Buffalo and in the park, is personally supervising improvement. Promotion and advertising departments have been organized and picnic booking is far ahead of expectations, it is said. Mr. Smith said the park will be able to handle about 75,000 people a day. May 22 is given as opening date.

Will Improve Canton Spot

CANTON, O., Jan. 23.—Moonlight Ballroom in Meyers Lake Park here will go dark about the middle of February to permit complete renovation, redecorating and installation of a new floor, park officials said. Ballroom has been operating on Tuesdays, Saturdays and Sundays thruout the winter, with name bands every Sunday. A pretentious list of name attractions is booked for spring and early summer. Dick Edwards is head of the ballroom exploitation department.

Mich. Court Saves Tango

DETROIT, Jan. 23.—An injunction against interference of police with a Tango game was secured by Ben Moss, operator of the game in Eastwood Amusement Park last week thru Circuit Judge James E. Speir, Macomb County. Petition for injunction followed attempts of police to close the game, which has been operating evenings and Sunday afternoons.

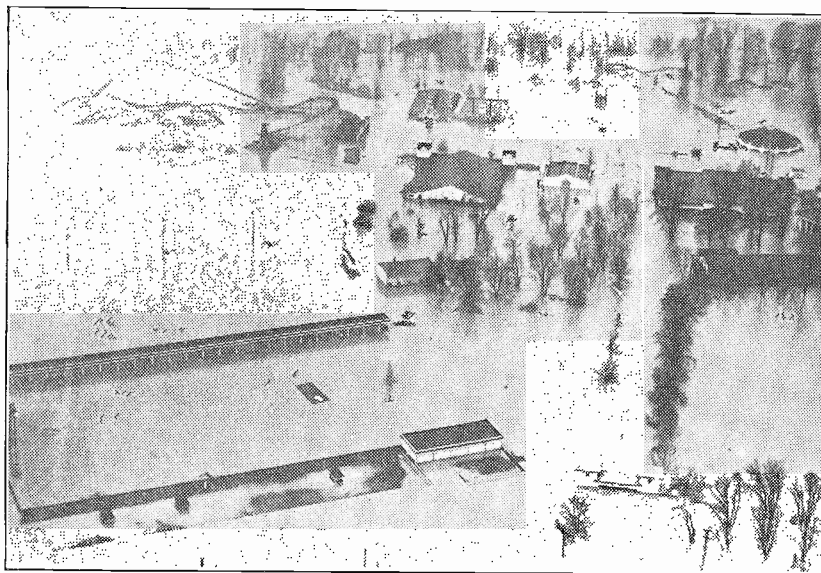
For Wayside Zoo Abolition

CHICAGO, Jan. 23.—At a two-day session here of Midwest Humane Conference, presided over by Mrs. Charles M. Kindel, Grand Rapids, Mich., a campaign was launched and laws will be sought to abolish wayside zoos.

Company Chartered in N. Y.

ALBANY, N. Y., Jan. 23.—To promote and finance various amusement enterprises are purposes of Crossbay Velodrome, Inc., newly formed corporation of New York, granted a charter here by the secretary of state. Directors and stockholders include Fred J. Ader, Albert Santo and Antonio Idonis, all of Brooklyn.

DETROIT, Jan. 23.—Major revues will be used by five amusement parks in Ohio next season, Harry Goodman, operator, with Johnny Daley, of Affiliated Theatrical Offices of America, said this week.



WHEN THE TAWNY RISING TIDE OF THE OHIO RIVER last week dealt Cincinnati about the worst flood in its history, Coney Island, on the river bank east of the city, was submerged to the accompaniment of heavy damage. This is the third flood visitation in the big amusement park since the spring of 1933, when most of it was inundated. Last March four feet of water covered most of the grounds. This photo was taken on January 22, when some of the structures were not yet under water, by Peter Koch, Cincinnati Times-Star photographer, from an airplane piloted by Clifton Hutchinson. In left foreground is the swimming pool site and to the right of that the top of the main entrance arch. River water comes into Coney at 54 feet. When the photo was taken the stage was 70 feet.

Foley Is Pilot For Conneaut

New head named at Pennsy lake by Pittsburgh owners—expansion program on

PITTSBURGH, Jan. 23.—Thomas C. Foley, secretary of the Metropolitan Club here for the last four years, has been named vice-president and general manager of Conneaut Lake Park, Conneaut Lake, Pa., succeeding Kenneth Black, who was transferred back to the Peoples-Pittsburgh Trust Company, operator of the resort. Mr. Foley, who is said to be experienced in outdoor amusement business and will be given a free hand in management, is a former secretary of Pittsburgh Chamber of Commerce and manager of Pittsburgh convention bureau.

A bank official said that many thousands of dollars will be spent in the park this season in improvements and additions to equipment. Contacts have been made with ride operators for several new devices, and business conferences are being held with concessioners who may operate at Conneaut Lake this season.

It was said that the park property will be entirely repainted and that a modernization program now under way under guidance of Mr. Foley will be completed before opening the week before Decoration Day. Bank officials, it is said, favor the return of free acts this season, booking to be under Mr. Foley's personal supervision.

Ranges Opened in Detroit

DETROIT, Jan. 23.—Detroit got two new shooting galleries last week when Samuel Kutzen, operator of refreshment concessions in Eastwood Amusement Park, opened them under name of the Two Spot Rifle Ranges, one in the Metropole Hotel Building and the other in the former Bohemia. They have been drawing good business since opening. Uptown spot is operated by George H. Brown, E. R. Knodell and Tommy Paddles and staff downtown consists of Marshall Ferguson and Jack Hoffman. All are in Eastwood Park during the summer season, some being independent concession operators.

Flood Covers Cincy's Coney

CINCINNATI, Jan. 23.—Coney Island, one of the nation's largest and most modern amusement parks, is practically submerged in an Ohio River flood which at times has threatened to be the worst inundation in the city's history, not excepting the historic debacle of 1884. Thousands of dollars' damage, it is estimated, will be dealt before the waters recede.

Today there was not much that working crews could do except to watch for a further rise or a fall of the tide, which has incapacitated a great portion of the surrounding country. Water started pouring into the park at the river's 54-foot stage. Today the mark was over 70 feet.

Many feet of water cover Moonlite Gardens, beautiful ballroom, and it is expected that the floor at least will have to be replaced. Last March flood water came within one inch of the floor. Considerable new lumber in the park has been washed away. It was to be used in construction of a giant Coaster ride, not yet named, on site of the Twister and to replace the Wildcat Coaster, and for a big warehouse for storage of supplies.

Neither President and General Manager Edward L. Schott nor any department heads could place a figure upon damage as yet. Besides some reconstruction that evidently will be necessary, a big job of cleaning river silt and other deposits will face the working staff at cessation of the flood.

Revere Beach, Mass.

By BEACHCOMBER

Coming of the Boston Elevated to Revere Beach last spring, with a single car fare, after a 20-year fight, was a boon to beach-front business men, and now comes another surprise package from the State House on Beacon Hill in the form of a diversion of U. S. No. 1 highway, heavily patronized by tourists going to Maine in summer and to Florida in the winter season. No. 1, a north and south artery from Maine to Miami, will be diverted into Revere, passing Wonderland dog-racing plant, two scant blocks in back of the beach front, heading into Beachmont past Suffolk Downs, thru East Boston tunnel to the fringe of Boston proper and out Back Bay way south.

This will avoid present heavy traffic of No. 1 thru Everett, Charlestown, Somerville, Cambridge, etc. Revere Beach Business Men's Association can capture a lot of this tourist trade by well-placed signs stating the short distances to the beach front. Your correspondent will push such an idea at the first spring meeting of the bizmen. Well-placed radiumlite shingles, five miles north and south of the beach, will win a lot of new customers with time on their hands and money in purse.

Frankie McGlinchie's night spot on Ocean avenue, formerly Cavanaugh's Venetian Gardens, is going good. Larry (Broadway) Trevor and Tommy Leahy, the old "Worcester Flash," are singing barkeeps. Frances Feeley, who night-tingled at the Grotto, Shirley avenue, is a McGlinchie attraction. Freddie Page, a ride lot super in season, is Grotto bouncer. A 50-car Skooter ride is being talked of as a new addition this season. Frank C. Baker is razing the old Derby Racer; whether a new one will be built for this season's operation is problematical.

But there is money and action these January days in Revere. Two major beans have been playing to good business on the bleak beach front all winter. Barney Sheff's Ten-in-One food and drink emporium has been open all winter. Paul Murphy reports good biz at his Ocean avenue spot, Anne (Ansey Wannsey) Donovan the hostess. State ballroom has several deals under consideration; at least six concessioners want the concession frontage of this building. Howard Johnson's New England chain of ice-cream roadside stands has switched from Fred Hurley's corner frontage to corner of Nautical Gardens, which houses Scoota Boats and open-air roller rink.

Johnsons pay the biggest rent on the beach front, as they want the advertising primarily to the 500,000 people who patronize the beach on Sundays when weather is ideal. Bill Hurley and his crew, who begin work each year at the

(See REVERE BEACH on page 41)

Court Decision on Beach Property Confuses Resort

ROCKAWAY BEACH, N. Y., Jan. 23.—A ruling of New York State Appellate Division, holding that New York City owns the beach property for which it paid property owners almost \$4,000,000 as a site for the Boardwalk, has this resort a bit confused on just what the next step on part of the city is likely to be.

Payment for the land was made long ago and tho technically the city is said to have the right to negotiate proceedings to get the money back, observers cannot see how this can be done without appalling tanglements and difficulties.

Legal tribunal ruled that the beach land that the city purchased could not belong to private individuals. First, it was pointed out, the land was under water in most cases, and it is hard to establish real private ownership in a case of this sort. Then, it has been explained, there was never a penny in taxes paid on most of the land that the Walk stands on by owners of the property.

Originally the award for lands taken was in the vicinity of \$12,000,000. Then Max Tachna, local attorney, and The New York Evening Journal tackled the matter in taxpayers' behalf and the awards were slashed to one-third. Rather than fight this action and risk further reduction, the amounts were accepted by recipients.

Springfield Lake May Not Be Operated in '37 Season

AKRON, O., Jan. 23.—Springfield Lake Park, south of here, once one of the liveliest of Eastern Ohio's amusement parks, probably will not be operated during the 1937 season, owners have indicated. The play spot, hard hit by depression, attempted a comeback two years ago, but lack of patronage resulted in its closing.

The dance pavilion, one of the finest in this section, was operated week-ends last season until a windstorm unroofed the structure, and this damage was never completely repaired. The park, situated in the village of Lakemore, is handicapped, operators say, because of prohibitive tax demands.

Sinclair Amusement Company in near-by Canton, which operated the ballroom on a part-time basis last summer, has indicated it will confine its efforts to operation of Moonlight Ballroom in Meyers Lake Park, Canton.

The Pool Whirl

By NAT A. TOR

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

CAPS and Lower Case

APROPOS OF THE RECENT ITEM IN THIS COLUMN CONCERNING SLOGANS FOR SWIM POOLS AND AQUATIC PERFORMERS, I LEARNED OF A FEW GOOD CATCH LINES LAST WEEK BEING USED BY MEMBERS OF THE FRATERNITY THAT I'D LIKE TO TAKE THIS OPPORTUNITY TO PASS ALONG. ONE IS THE PHRASE BEING EMPLOYED BY ST. GEORGE INDOOR TANK, BROOKLYN, N. Y., AND FEATURED IN ALL ITS ADS LAST WEEK: "DON'T BE A NAUTICAL WALLFLOWER; GET INTO THE SWIM!"

THEN THERE IS THE SWELL CATCH LINE OF SOLLY SOLOMON, CHAMPION HIGH DIVER. THE ACT IS TAGGED "AN AQUATIC THUNDERBOLT." A MOST FORCEFUL AND PICTURESQUE TITLE, TO SAY THE LEAST. AND A SIMILAR CUTE BILLING IS THAT USED BY BILLY RITCHEY'S WATER CIRCUS. THE WATER PERFORMERS IN THIS TROUPE ARE KNOWN AS "THE DIVING DEVILS" AND THEY GUARANTEE "DIVE-RTISSEMENT," A CLEVER PLAY UPON WORDS.

WHAT'S YOUR SLOGAN OR CATCH LINE? SEND IT IN AND LET'S ANALYZE THE DIFFERENT AQUATIC BILLINGS HERE FROM TIME TO TIME.

This isn't the first time that I have mentioned the great value that President Roosevelt has been to the swimming industry. F. D. R. has long been a swim enthusiast, and because of his continual utterances in favor of the sport much

comment has been made upon it in this department. Now with the practice this year of having each community thruout the country keep a portion of money raised in their towns at the President's birthday balls for their own particular so-called therapeutic pools, so much more interest in pool swimming has been created. For example, in New York City where a few years back the leading tabloid, *The Daily News*, ran benefits to build a swim pool in the White House for the President, this year *The Daily Mirror* is staging benefits in behalf of two free tanks to be built at Bellevue and Kings County hospitals for crippled children. No plans have as yet been accepted, it still being in the money-raising stage.

There is no question that the work now being done in Gothamtown as well as in cities thruout the country to obtain some therapeutic pools, under the auspices of the Warm Springs Foundation, all with the President's backing, is a marvelous thing for swimming in general. What with all the talk and pub-
(See POOL WHIRL on page 41)

American Recreational Equipment Association

By R. S. UZZELL

It is reported that Rosenthal Brothers have given up the Cyclone Coaster location at Coney Island, N. Y. It has not yet been announced what the future of the location will be.

Golden City, Canarsie, has been slated for one more season; then the swan song. The city plans to run streets thru the site. This will make further operation after 1937 impractical. The place was built 30 years ago, by Traver and Uzzell.

Since Rosenthal Brothers gave it up Milton Sheen has been manager for two years and will continue for 1937. He has worked out an efficient method of handling his own insurance at a substantial reduction of any other rates offered by insurance concerns in this field. He is under the general supervision of W. B. Roulstone, one of New York City's leading lawyers, who would be a most valuable member of our insurance committee. He has made a
(See AREA on page 41)

MILLIONS WILL Thrill TO THE SNAP AND BEAUTY OF THE New 1937 DODGEM

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES FOR PARKS-RESORTS SPORTLANDS-CARNIVALS CATALOGUE FREE W. F. MANGELS CO. CONEY ISLAND, N. Y.

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We specialize in them: in fact nothing but! Quick Service, Low Prices. Write for **BIG FREE CATALOG**, showing several hundred stock designs in color.
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Opposite Buffalo, Tonawanda, Niagara Falls

Two new bridges from Buffalo and Niagara Falls. 25c round trip, includes car and passengers. Bridges opened 1936. Two million (2,000,000) cars visited Grand Island in 1936. Only amusement park on the Island, everything new. River boat service from Buffalo to park. Thirty-minute drive any part of Buffalo to Edgewater Park. Seven-day park. Park situated on East River; can accommodate 50,000 to 75,000. Picnics booked for every day.

WANTED—High-class Rides, Eats, Games, Concessionaires; long leases. We own property, boats, etc. Two and one-half million people to draw from radius of twenty miles.

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The proof of a good product is its lasting success —for seventeen years Dodge Gem Rides have been making consistent profits for their owners—Now, in 1937, all the experience of these many years—all the developments which have taken place in the amusement and automotive industries—have been incorporated in this 1937 **DODGEM CAR**. Here is a ride you can buy with confidence, a ride which will give you steady, dependable profits with **LOW UPKEEP COSTS**, a ride we are proud of, a ride you will be proud to own . . . Fine workmanship, snappy streamline design, ease of handling, horizontal motor mounting, over-sized gears for long life, new frictionless bumper and perfect safety make this the greatest **DODGEM** ever offered and the greatest repeat ride in the amusement industry.

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THE DODGEM BOAT

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CLASS A WON BY RAS AGAIN

Canadian Loop B for Conklin

Young and Williams & Lee have grand-stand shows—Winnipeg meets set dates

WINNIPEG, Jan. 23.—Delegates to annual sessions of Western Canada Association of Exhibitions, Class A Circuit, on January 18 and 19, and Western Canada Fairs Association, Class B, on January 18-20, meeting in the Fort Garry Hotel here, elected officers and awarded contracts for member fairs in 1937, dates for which were set.

Contract for midway attractions and concessions in Class A again went to the Royal American Shows, which will play Brandon, Calgary, Edmonton, Saskatoon and Regina Exhibitions.

Ernie Young Agency received the contract for grand-stand attractions in the Class A Circuit.

Conklin's All-Canadian Shows was awarded the Class B contract for midway attractions and concessions.

Williams & Lee Agency took contracts for the entire grand-stand attractions in Class B.

Richardson New Head

E. L. Richardson, general manager of Calgary (Man.) Exhibition and Stampede, was elected president of Western Canada Association of Exhibitions, succeeding J. E. Rettie, Brandon, Man.; Fred Kemp, Saskatoon, Sask., vice-president; Sid W. Johns, Saskatoon, secretary-treasurer, re-elected.

Western Canada Fairs Association elected F. C. Hickbert, Vermilion, Alta., president; Charles E. Grobb, Portage la Prairie, Man., honorary president; Joseph Trimble, Portage la Prairie; W. J. Cowan, Yorkton, Sask.; A. S. Gillespie, Red Deer, Alta., vice-presidents; Keith Stewart, Portage la Prairie, secretary-treasurer, re-elected.

Dates were set for Class B fairs to be held in Estevan, Moose Jaw, Weyburn, Carman, Portage la Prairie, Dauphin; Yorkton, Melfort, Lethbridge, Red Deer, Vegreville, Vermilion, Lloydminster, North Battleford and Prince Albert.

Good Season Reported

Reports indicated that fairs thruout Western Canada had a satisfactory season in 1936. Attractions directory included names of M. H. Barnes, Fred Kressman, Barnes-Carruthers; Edgar I. Schooley, Schooley's Production, Inc.; Ernie Young, Ernie Young Agency; D. F. De Waldo, De Waldo's Attractions; Mrs. B. Williams, Williams & Lee; Fred V. Robinson and R. Overton; Mabel Connell, Connell Theatrical Exchange; James C. Simpson, Johnny J. Jones Exposition; Carl J. Sedlmayr, Royal American Shows; R. L. Lohmar, United Shows of America; J. W. (Patty) Conklin, Conklin's All-Canadian Shows; Max Linderman, World of Mirth Shows; Larry S. Hogan, Beckmann & Gerety Shows; E. J. Casey, E. J. C. Shows; Goodman Wonder Shows, Max Goodman; Ford Braden, B. J. Coughlin, sound systems; Guy Weadick, rodeo; F. L. Marks, concessions; Nola B. Erickson, Mexican Band; Captain H. A. Stares, 91st Highlanders Band; King Andrew, Enterprise Show Print; Will J. Fudge, Hand Fireworks Company.

Bureau Has Big Bookings

CHICAGO, Jan. 23.—According to Earl Kurtze, head of WLS Artists' Bureau, who has been attending annual meetings of association of fairs, the bureau is being called on to fill more engagements for the 1937 season than at any time since the depression. Already 64 contracts have been closed, 31 in Wisconsin, 21 in Ohio and 12 in Indiana.

McKEONE FAMILY'S Eight English Macks, acrobatic act, have signed with Barnes-Carruthers for 1937.



WALTER L. ROSS, whose appointment as chief clerk of Calgary (Alta.) Exhibition and Stampede is announced by General Manager E. L. Richardson. Mr. Ross, who succeeds W. N. Gibson, who died on January 5, has for eight years assisted at exhibition time as superintendent of concessions, exhibit space and admissions and is widely known to exhibitors and concessioners.

Bartley Takes Post With Cleveland Expo

CHICAGO, Jan. 23.—E. Ross Bartley, who as director of promotion and publicity of A Century of Progress in 1933-'34 had much to do with making the Chicago exposition a success, has been appointed director of promotion of Great Lakes Exposition, Cleveland.

He is a widely known newspaper man, formerly with United Press and Associated Press. As an AP reporter he traveled with President Harding on an Alaskan and Pacific Coast trip. He was personal secretary to General Charles G. Dawes when Dawes was Vice-President.

Later he became secretary of American Economic Commission to the Dominican Republic and then joined the executive staff of Rufus C. Dawes, president of A Century of Progress. After the Chicago fair he became publicity director for Florida Citrus Institute.

SAULT SAINTE MARIE, Mich.—Clarence Walker was elected president of Chippewa Agricultural Society.



GOV. E. D. RIVERS OF GEORGIA (LEFT) SHAKES HANDS with Ruben Gruberg (right), president of Ruben & Cherry Exposition, at banquet during annual meeting on January 14 and 15 of Association of Agricultural Fairs of the Southeast in the Henry Grady Hotel, Atlanta. In the center is Mike Benton, who was president of the disbanded AAFSE and is now chairman of the board of the Georgia Association of Agricultural Fairs.

Toronto Net Is \$108,854

CNE 1936 surplus largest since 1930—Conklin and Hughes going to Europe

TORONTO, Jan. 23.—Canadian National Exhibition grossed \$866,146 and showed net profit for 1936 of \$108,854 after deduction of general expenses, which were \$596,130 and \$161,162 interest on buildings and other debts. This year's surplus was largest since 1930, when the exhibition showed profit of \$115,541; 1935 figures were \$878,987 gross; net profit, \$107,603. These figures are exclusive of revenue from exhibitors.

Directors of the CNE asked the city for \$25,000 for lavatory accommodations which they claim are urgently needed. The 1937 exhibition being in coronation year, the royal colors will predominate thruout. Midway for the first time will be independently booked, and plans for a much larger area are under way. Midway will be under direction of J. W. (Patty) Conklin, who is on a booking tour. He is expected in Toronto to attend the Ontario Association of Agricultural Societies' meeting on February 10-12.

General Manager Elwood A. Hughes and Mr. Conklin will sail from New York on the Queen Mary on March 10 on an extended European booking tour.

Fred Wilson, publicity director of the CNE, has released illustrated booklets starting the 1937 campaign, to be followed every three or four weeks with sales letters and literature.

Young Unit Plays Tampa

CHICAGO, Jan. 23.—Ernie Young's unit, *Passing Parade*, which will play Florida Fair, Tampa, has in the cast Jimmy and Gail, dancers; Helen Doyle, prima donna; Zita, exotic dancer; Dave Malcolm, emcee, and a line of 16 girls. Mrs. Ernie Young is managing the show. Walter Pollitt is musical director and Mike Chalkin electrician. Five production numbers include the butterflies, an Indian number, a military number with a fife and drum corps; a collegiate number, known as the Eton, and a modernistic gold and mirror number.

Queries

BATON ROUGE, La., Jan. 23.—Do you not think 15 or 20 of our fairs should be held in spring? Many products are then at their best for exhibits. Personally, I want 10 or 15 good spring parish fairs. Why not start a State-wide campaign for sufficient appropriation to supplement gate receipts and have wide-open free gates? I want each secretary to give me exact amounts taken in at gates and gate expenses for such items as tickets, gate keepers, etc. A free gate will mean more and better satisfied people every day at your fair.—HARRY D. WILSON, State commissioner of agriculture, to Louisiana fair officials.

Demand for Acts Up Is Report to Hamid

NEW YORK, Jan. 23. — George A. Hamid, president of George A. Hamid, Inc., who has been concentrating on office detail and annual fair meetings since his return from abroad, held his yearly session with staff and field men of his organization this week. The season's plans and activities were centralized and current contracts reported. In the New England territory Paul Denish, manager Boston office, reported an unusual demand for acts at fairs, bringing in South Paris, Me., and Rochester, N. H., in addition to contracts effected previously.

Joe Hughes, working in the maritime provinces and Maine, reported the signing of Halifax, N. S., in addition to previous bookings.

M. B. Howard, manager of the Norfolk, Va., bureau and in charge of the Southern books, announced the contracting of Columbus, Ga., and several Carolina events. Frank Cervone, of the Pittsburgh office, turned in Kennywood Park and several Western Pennsylvania fairs. Herman Blumenfeld, general manager of the home office in New York, is working the near-by meetings and thru Central Pennsylvania.

Hamid stated at the close of the meeting that in addition to the Roxyettes and the *Revue of Tomorrow* booked at the Canadian National Exhibition in Toronto, the Dominion event will again employ a name band to play the Casino Ballroom. Rudy Vallee held down the spot in '35 and '36 and it is reported that Cab Calloway and orchestra, with possibly Bill Robinson, are in the lead for the engagement this year.

Hamid, back from the annual conventions in South and North Carolina, pronounced them the biggest in years, with genuine optimism prevailing. He left this week for the Massachusetts meeting in Boston and then will proceed to the Richmond, Va., and Harrisburg, Pa., conventions.

Rodgers Chi Rep For Expo in Dallas

CHICAGO, Jan. 23.—Nat D. Rodgers, assistant to the director, department of exhibits, of Greater Texas and Pan-American Exposition, arrived in Chicago this week to open an office of the Dallas exposition.

Mr. Rodgers, who was connected with the exposition last season, will make headquarters in Chicago until middle of spring to obtain exhibits for the coming season. An office also is to be opened in New York, he said.

"There is plenty of money in Texas," said Mr. Rodgers, "and the State offers a large market for almost every commodity. We are confident that many nationally known firms will have exhibits at the exposition next summer."

LOS ANGELES—Jack Schaller has a new idea in an aerial ballet, which he claims is a wide departure from any acts he has previously presented. The ballet will go to Japan on March 1 for a tour of the Orient. Personnel will include Louise Maynard, breakaway somersault and perch; Jack Brick, cradle bearer; Bob Cunningham, handstand and rings, and Ray Marion, traps.

Staff in Stride For G. L. Expo

Six major departments are functioning—directors on tours to boost '37 show

CLEVELAND, Jan. 23.—With appointment of E. Ross Bartley as director of promotion, work of advertising Great Lakes Exposition for 1937 and of completing plans of the six major departments has taken a new lease of life. Elwood T. Bailey, executive vice-president and director of special activities at California Pacific International Exposition in San Diego, heads the same division here, supervising special events and special days.

Ralph B. Humphrey, who has charge of the radio division, said stars again will broadcast direct from the grounds. In addition local stations are arranging to shoot out special broadcasts with portable short-wave relay. Herbert E. Prenke has charge of preparation and distribution of advertising material.

Rodney C. Sutton heads service relaying news to newspapers, syndicates and overseeing photographic service. Don Knowlton, Paul Einstein and Edgar S. Bower find handle trade publications, farm journals and industrial features. Stanley S. Friedman is new editor of the publicity group, with W. J. Burke Jr., feature editor, and Maurice J. McMeen and William P. Hayes, out-of-town and wire service. Hayes and McMeen are well known to newspaper men from Coast to Coast.

Director Lincoln G. Dickey returned from New York only to start for Miami for a brief spell. Peg Willin Humphrey, associate director, has been another New York visitor, securing signatures to contracts.

Associate Director Almon R. Shaffer returned from Florida, where he spent Christmas vacation at his home in Orange City. He toured the State, visiting trailer camps and giving attention to methods employed by Ollie Trout at his tourist park. On the north end of the expo grounds what was a dump is rapidly being converted into a trailer city and special attention will be paid expo guests who come by this means of transportation.

In line with beautifying grounds, arrangements have been made for shrubs and trees to be planted, while new greenery and plants are slated for the Horticultural Garden.

Erno Rapee, conductor of General Motors Symphony Orchestra, has been signed for two weeks to conduct Cleveland Symphony Orchestra in the new band shell. Location of this has not been settled upon, but Rudolf Ringwall will preside over the musicians.

Criticism Rife at Session Of Ag Union in Worcester

WORCESTER, Mass., Jan. 23.—Threeday 19th Union Agricultural meeting adjourned in the Memorial Auditorium here on January 8, following one of the most successful sessions in history. According to Alfred W. Lombard, manager of the meeting, more than 9,000 farmers attended, breaking previous attendance marks, there being about 700 more registrations this year.

The meeting called for a "house cleaning" in the department of agriculture and milk control board. Governor Hurley declined to comment on the action. Commissioner Howard H. Murphy, department of agriculture, was requested to resign. The meeting, heralded as outstanding agricultural meeting of New England, convened under sponsorship of agricultural organizations of the State in co-operation with the Massachusetts department of agriculture.

DETROIT.—Henry H. Lueders, manager of United Booking Association, returned to Detroit with contracts for 15 1937 fairs in Michigan, Ohio and Indiana. He reported the number of fairs in Indiana and Ohio, six and seven, respectively, to be equal to the total number booked by his office last year, most of them later in the season. His revues were used at four fairs given highest rank in a blue ribbon fair contest, Montpelier, Van Wert, Wapakoneta and Worcester.

Paine Post Still Open At California's Annual

SACRAMENTO, Calif., Jan. 23.—Charles H. Paine, secretary-manager of California State Fair more than a quarter of a century, stepped out of his post here this week to be succeeded by his son, Tevis. Altho Mr. Paine had officially retired upon reaching the State employees' retirement age on January 1, he had continued unofficially until this week.

State Fair board directors named Tevis Paine, who has been manager of State Fair Horse Show several years, as assistant manager of the annual fair at a salary of \$3,000. Then, unable to agree on a successor to Mr. Paine, the board appointed his son as acting secretary-manager until the next meeting of the board in February.

Altho the board refused to make a statement, it is understood H. C. Bottorff, former city manager of Sacramento and at present connected with the 1937 San Francisco Exposition, and John Roberts, employee in accounting department of the State controller's office, are under consideration for the vacancy.

York Board Approves Big Building Program for '37

YORK, Pa., Jan. 23.—Managers and life members of York County Agricultural Society have approved plans for building improvements and alterations on York Fair grounds, most of the work to be done this year.

Plans call for immediate building of 104 horse stables in the racing department, later removal of horse barns along Carlisle avenue and extension of the ornamental fence along that highway to conform with the present fence. Building of an office on the paddock to be used by Harry P. Peeling, racing secretary, and his staff. Enlarging the box office in the grand-stand building to take in the space to be vacated by the racing secretary.

Removal of Carlisle avenue barns and the fence extension will be held over to another year. The racing secretary's office will be conveniently located near the assembly barn and gate where horses enter the track.

Strong Attraction Bill Scheduled for Flemington

NEW YORK, Jan. 23.—In its annual meeting in Flemington, N. J., recently Flemington Agricultural Fair Association set its 1937 dates. Plans for this year's event were discussed in length and resulted in a contemplated program that should be one of the strongest in years. Horse racing will be held the first three days; a horse-pulling contest, very popular at its Flemington debut in 1936, will hold the spotlight September 3, and AAA automobile races under the direction of Ralph A. Hankinson will wind up the series of afternoon attractions.

George A. Hamid, Inc., of New York, was awarded the grand-stand attractions contract, but just what the agreement called for was not disclosed.

Following officers were elected for the ensuing year: Major E. B. Allen, president and general manager; George N. Robinson, vice-president; Dr. C. S. Har-

Prospects Brighter in Nebraska; Buying of Attractions Much Better

LINCOLN, Neb., Jan. 23.—Drought and bad crop years for the past three seasons did not dim optimism of Nebraska Association of Fair Managers in convention in the Lincoln Hotel here on January 18-20. The 1936 county fairs came thru with markedly advanced showings in everything except grains, 4-H, live stock and attractions being much better than in recent years. Attraction and concession men did a lot of selling, more than in any year since 1930 and got a lot more promises where previous years had yielded nothing but negative shakes of the head.

Executive position for Nebraska State Fair, the secretary post, went to Perry Reed, Henderson, for the fifth time. New president of the State Fair is William B. (Bill) Banning, Union, former legislator and now director of the board of agriculture. New vice-presidents are J. F. Shubert, Shubert, and J. A. Boyd, Kearney. To replace T. H. Wake, more than a

THE HOUSE OF HAMID

HAS BEEN BUILT ON CONFIDENCE, ON PERFORMANCE, ON DISTINCTIVE ATTRACTIONS FOR THOSE WHO DEMAND THE ULTIMATE IN ENTERTAINMENT.

SCORES OF FAIRS, AMUSEMENT PARKS, CELEBRATIONS AND SPECIAL EVENTS HAVE SIGNIFIED, AGAIN, THEIR ALLEGIANCE TO "THE HOUSE THAT BRINGS RESULTS" BY ASKING US TO SUPPLY THEIR 1937 NEEDS. HUNDREDS OF SHOW PLACES ARE IN CONSTANT CONFERENCE WITH OUR STAFF AND FIELD MEN.

WE HAVE PROGRAMS TO FILL ANY AND EVERY BUDGET. A LETTER, WIRE OR PHONE CALL IS ALL THAT IS NEEDED TO HAVE ONE OF OUR REPRESENTATIVES CONTACT YOU ON ONE DAY'S NOTICE.

WE EXTEND GREETINGS TO THE VIRGINIA AND PENNSYLVANIA FAIR ASSOCIATIONS' MEETING IN ANNUAL CONVENTION THIS WEEK. WE'LL BE THERE. MAY THEIR MEMBERS ENJOY THE MOST GLORIOUS SEASON THEY HAVE EVER EXPERIENCED. IT WILL BE PROFITABLE, TOO, IF THEY BOOK WITH

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Blaze in Fireworks Plant

DAYTON, O., Jan. 23.—Plant of United Fireworks Manufacturing Company here was visited by fire last week and a building used for storage was destroyed with stock valued at about \$6,000. Structure will be replaced immediately, and contracts for new construction have been let. Damage was covered by insurance. United plant, started five years ago, has 46 buildings and occupies 52 acres, W. L. Beachler, president, said.

summer was adopted.

Secretary Perry Reed, State Fair, for the first time since running of pari-mutuels last fall at the fair, announced the take at betting windows was \$18,649 for the fair. He also reported on the governor's message to the Legislature that the grand-stand bonds be refunded at a 3 per cent interest in place of the present 5½ rate and purchased by State educational and land funds, which would relieve the interest pressure by \$5,000 (See PROSPECTS BRIGHTER on page 40)

ris, secretary; Mrs. Florence W. Green, assistant secretary; H. J. Rodenbaugh, treasurer.

Directors elected are: Major Allen, Dr. Harris, Mr. Robinson, Hon. Herbert Van Pelt, Mr. H. Kuhl, William J. Case and Hon. David H. Agans.

It was decided to run four early-closing horse races as follows: Two-year-old trot, two-year-old pace, three-year-old trot and three-year-old pace. Entries to close March 1, purses \$500 each.

Pittsburgh Expo Cost Up

PITTSBURGH, Jan. 23.—Estimated cost of an exposition building at the Point, which Greater Pittsburgh Exposition Society is planning, has been tilted from \$6,250,000 to \$7,800,000, P. M. Chamberlain, vice-president, explaining that this has been necessitated by increased salaries for labor and higher cost of building materials. Erection work is still being held up by the city, the council first wishing to make sure that Pittsburgh's credit will not be involved when aiding in a 45 per cent PWA grant.

Matzke New President

New head of the county fair managers is Stanley A. Matzke, Seward County attorney, who has been vice-president under R. C. Johnson, Mead, for the past two years. Mr. Johnson and Mr. Matzke are credited with having put new life in the association. New vice-president is Joe Steele, Kimball. Chet G. Marshall, long secretary of the association, is on for another year. A motion by Mr. Johnson that future presidents be given \$50 a year to partially knock out the expense item of visiting fairs during

Dallas Drive For Subs On

Expo's \$500,000 campaign under way—more department heads named

DALLAS, Jan. 23.—Greater Texas and Pan-American Exposition staff began active work this week as Director-General Frank L. McNeny rounded out his executive staff with new appointments and downtown officers began a drive for \$500,000 in subscriptions.

J. Eddie Brown, who was named concessions director, joined Texas Centennial Exposition last year as head of special events, after coming here from San Diego, and later was shifted to assistant to Harry Olmsted, director-general. Rex V. Lentz, named assistant to Mr. McNeny, was head of special events last four months of the 1936 fair.

A. E. Moyle resigned as director of finance, James A. Rankin being named to his place, to accept a position with a utilities firm. Roy Rupard, veteran secretary of State Fair of Texas, was made purchasing agent for the new exposition. Ben G. Habberton was reappointed attorney. Publicity started after Mrs. Virg Clarahan, Pendleton Dudley and Associates, New York, moved in and named her staff. Her firm has been sublet the publicity work by Tracey-Locke-Dawson, holder of the advertising contract.

Veterans in Publicity

On Mrs. Clarahan's staff are Gene Cooper, former press agent for the Chrysler exhibit here and before that magazine chief of the exposition, and Garfield Crawford, department head of last year's publicity crew. Bert Heflin, also connected with Chrysler before, was added to the publicity department. Bill Langley and Henry Garcia were named staff photographers. Bill Thompson was selected bookkeeper. Frank Watson's promotion department began on radio and club publicity and plus special events. Phil Fox, in charge of publicity last year, remains with Watson as his assistant and Ned Blaine as travel-bureau head.

Jimmy Crocker, who first came to the fair as an announcer at Gulf-Exposition radio studios, was named radio director. He was elevated to assistant director last fall. He will be in charge of radio promotion and later will manage the studios during the operating period. Nat D. Rodgers, Chicago, opened an office for exhibits department. David French has established a New York exhibits office, and W. H. Kittrell Jr. is in Washington as exhibits' representative at Latin-American embassies.

Night Club Planned

It is understood exposition officials have negotiated with Leroy Prinz and Sid Grauman as prospective directors of a night club planned for the large auditorium occupied by General Motors in 1936. Plans for that venture are still tentative. Streets of Paris, Inc., or its officials, are seeking a contract to operate the predominant village concession. It would be a Latin-American village, with night club, and would be larger than Centennial Streets of Paris. Stanley Graham is expected daily to begin negotiations for Graham Enterprises concessions. Tom Wolfe has left for a visit in Chicago. A. L. (Red) Vollman is confined to his home with influenza. Visitors of the week included Eddie Vaughan and Johnny O'Shea, who drove from Fort Worth.

SAN FRANCISCO.—Treffle La Sensay, past president of Western Fair Association and secretary of Fresno Chamber of Commerce, announced that he has been appointed director of the fair and celebrations booking departments of the Worldwide Theatrical office, this city. Other new members of Worldwide's staff include Harry Burns, New York, who will handle orchestra department; Arthur P. Cramer, personnel manager. Jack E. Lewis is general manager.

AFTER having played the 1937 Central Florida Exposition, Orlando, Merrill Brothers and Sister will have played every regular fair in Florida at least once. Those played more than once are in Tampa, Winter Haven, De Land, Miami, Fort Myers, Ocala and Plant City.

Fair Meetings

Western New York Fair Managers' Association, January 29, Hotel Buffalo, Buffalo. George B. Abbott, president, Hamburg.

Tennessee Association of Fairs, February 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Illinois Association of Agricultural Fairs, February 4 and 5, St. Nicholas Hotel, Springfield. S. S. Vick, secretary, Marion.

Texas Association of Fairs, February 5 and 6, Baker Hotel, Dallas. R. W. Knight, secretary, Crockett.

Mississippi Association of Fairs, February 9-10, Edwards Hotel, Jackson. J. M. Dean, secy., Jackson.

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.

Fair Grounds

PRAIRIE DU CHIEN, Wis.—The PWA has approved a project to erect a concrete grand stand on Crawford County Fair grounds here to cost about \$10,000, with 3,000 seating capacity.

HORTONVILLE, Wis.—The 1936 Outagamie County Fair broke even with net receipts of \$2,330.73 and disbursements of \$2,330.43. Gate receipts totaled \$204.25, with concessions bringing in \$566.36.

LA CROSSE, Wis.—Interstate Fair Association closed its books last year with a cash balance of \$1,532.32. Receipts from the 1936 fair totaled \$29,537.56, with disbursements of \$28,005.24, which included new buildings valued at \$500 and a new fence around grounds costing \$5,756.82.

PARIS.—Architect's plans for the pavilion of the United States at Paris International Exposition of 1937 were received here by radio from New York.

MONTPELIER, O.—Directors of Williams County Fair Association reported for the 1936 fair receipts of \$16,520.73 and expenses of \$18,108.25, loss including \$1,350 for improvements. The new grand stand was listed at \$11,597.32, partly paid. Total indebtedness is \$8,000 for grand stand and \$1,358.32 in 1936 fair bills. The fair drew 40,000.

DE LAND, Fla.—For the first time in history Volusia County Fair here will have a prelude day of professional auto races, under sanction of Atlantic States Auto Racing Association and promotion of Southern Speedways, which has winter headquarters in De Land. Records of the past 10 years show that auto race days at Volusia County Fair have been largest attended days of the week.

PORT GIBSON, Miss.—Plans are on for holding Southwest Mississippi Live-Stock Show here. Permanent yards and show pavilions are nearing completion. Eleven counties are in a new organization to sponsor the event, with Matt Headley, president, and Jack Turner, secretary-manager.

HAZLEHURST, Miss.—After several years' suspension due to need of a suitable plant, move is under way here to hold a 1937 Copiah County Fair. D. R. Sanderson, head of Hazlehurst Chamber of Commerce, has named a committee to obtain grounds and proper housing on a larger scale than ever before.

PRAGUE.—Czechoslovakia, having lifted a good part of its import restrictions from January 1, 1937, more than two-thirds of imported articles having regained free entry, this is sure to have

a favorable effect on Prague International Fair in March. All leading firms of the country will show goods, there being some 3,000 exhibitors.

Fair Elections

MONTPELIER, O.—Joe Esterline was re-elected president of Williams County Fair Association; Harry Dickinson, vice-president, succeeding H. B. Dargitz; J. A. Jinnings, treasurer, succeeding Ed Gares; A. C. Hause, re-elected secretary.

MALONE, N. Y.—Franklin County Agricultural Society re-elected H. Bernard Kelley, president; William J. Wheeler, vice-president; Frank J. Robinson, treasurer; Walter B. Mallon, race secretary; Arthur Oliver, Edward Wright, directors.

VAN WERT, O.—Van Wert County Agricultural Society re-elected Nolen E. Stuckey, secretary; F. D. Giessler, president; David Clouse, vice-president; Chester A. Carlo, treasurer. Earl Matthews is groundskeeper.

HAMBURG, N. Y.—Erie County Agricultural Society unanimously elected George B. Abbott, many years a director of the society and president of Western New York Fair Managers' Association, first vice-president, succeeding Charles H. Fosdick, who retired. Charles H. Brown was re-elected president; Clark W. Hurd, second vice-president; Nelson W. Cheney, third vice-president; John W. Kleis, fourth vice-president; Fred Hauck, treasurer; Jacob C. Newton, secretary.

COLUMBUS, Ind.—Southeastern Indiana Fair Circuit, meeting here on January 14, re-elected Francis Overstreet, Columbus, new member of Indiana State Fair board, president; William Clarke, Franklin, secretary-treasurer. Dates for 1937 were set and a tentative agreement reached to make all purses \$300. Present were George Parrish, L. V. Hawk, Shelbyville; Francis Overstreet, Frank Brockman, Frank Clarke, Edward Redmond, Clarence Howe, Earl Finkle, Edward Jones, Charles Ball, Harry Nolton, Columbus; L. W. Oliver, Harry Miner, Ray Adams, William Clarke, Claude Barnum, Franklin; Bert Swain, Greenfield; Robert Terry, Fielding W. Scholler, Indianapolis.

McMINNVILLE, Tenn.—Warren County Fair Association elected John W. Nelms, president; Billoat Brown, W. T. Moffitt, vice-presidents; H. Stroud Wilson, secretary-treasurer, and P. N. Moffitt, chairman of directors. J. B. Butcher and G. H. Meadows were elected directors to vacancies caused by deaths of J. D. Elkins and Ernest Smallman.

SILSBEE, Tex.—Hardin County Fair Association elected E. M. Prewitt, president; J. A. Turrentine, O. P. Ellison, vice-presidents; J. F. Weathersby, secretary-treasurer; L. A. Yankie, chairman, and J. U. Shine, general manager. Fifteen directors were elected.

JASPER, Tex.—Jasper County Fair Association re-elected T. B. Walters, president, after having served 14 years before last year as treasurer; R. I. Morrison, J. F. Parnell, J. M. Orton, O. M. Stone, vice-presidents, and R. W. Curtis, secretary-treasurer. Sixteen directors were elected.

MINNOLA, L. I.—Raymond G. Fish, of East Meadow, has been re-elected president of the Queens-Nassau Agricultural Society, sponsor of the Mineola Fair, Mineola, L. I. Edward P. Rose, of Whitestone, was elected vice-president, to succeed the late James E. Van Siclen, of Hollis, who died recently. Other officers renamed were Fred Baldwin, secretary; John O. Bergen, treasurer; Joseph H. Anderson, grounds and privileges; Benjamin W. Downing, Henry Matthews, gates; Silas H. Andrews, poultry; Albert Saunders, race secretary.

PROSPECTS BRIGHTER—

(Continued from page 39)
yearly and also reduce howling of private bondholders. Something like \$260,000 is still due on the grand stand.

J. B. Rossiter, Walthill, representative of the State racing commission, asked that pari-mutuels be allowed to work into a more profitable situation rather than attempt to "kill the goose" by slapping on an extra 2 per cent tax in addition to the present 10 per cent and breaks. In 1935, \$239.15 was paid to

each of 81 county fairs, and in 1936, \$310.90 went to each of 90 fairs. The fair men agreed and the subject was dropped.

Free Gate Is Favored

At the annual baquet Francis McDermott, Omaha, was toastmaster. A program, presented by Barnes-Carruthers thru Jack Polk, included the Grant Family, four-people rube turn; Phyllis Jean Brinson, acro dancer; Edison and Louise, gadget comedy act; Melvin Beer-mann, rope twirler, and Whitey Roberts, emcee.

At convention sessions much time was spent with question boxes and plenty of questions were proed and conned. A number of board leaned more strongly to the free gate, and it appears many of them will get their money from concessioners and grand stands this year. Free-attraction men said there was more signing in the higher-price brackets this year.

Perry Reed, in his report of activities in 1936, indicated newspaper adverse publicity of the State beauty pageant would have no effect on the 1937 show going on as originally scheduled. The whole board is undecided, but the 1937 horse race schedule may go more than two weeks, which was the profitable length in 1936.

Some Contracts Signed

Contracts were signed by the following: Thearle-Duffield, by R. W. Anderson, Sidney, Ia., Burwell and Trenton for fireworks; J. L. Landes Shows, Broken Bow and Hastings; Bellville, Kan., free attractions from Lew Rosenthal; Barnes-Carruthers, free attractions, Broken Bow, and Trenton; Northwest Amusement Company, free attractions, Pierce, Neb., and Audubon, Ia.; WHO Barn Dance, Arlington, Oakland, and Sidney, Ia., signed, and nods from Beatrice, Hastings, Auburn, Lexington, Seward, David City, Tecumseh and Fullerton; Gus Sun Exchange, free attractions, Kearney.

Among attractions and equipment firms represented were Hartzler Public Address, W. L. Hartzler; Regalia Manufacturing Company, Frank Sharp, Frank Van Brocklin and Ted Eichelsdoerfer; Williams & Lee, Billy Williams; Thearle-Duffield Fireworks Company, R. W. Anderson; Barnes-Carruthers, Jack Polk; Savage Amusement Company, Walter Savage; Interstate Fireworks Company, Albert Reader; E. G. Staats & Company, Russell Green; Lew Rosenthal Enterprises, Dick Hultz, Milton Stultz, Lew Rosenthal; Lyck Fireworks Company, Chris Lyck; Harper's Dogs and Ponies, Fred Harper; Frederick Amusement Company; R. S. Frederick; Collins Enterprises, Billie J. Collins; WHO Barn Dance, Irving Grossman; Grace M. Russell; Howe Rodeos, J. C. Howe, S. S. Foster; All-American Exposition Shows, P. M. Jones; Stryker & Cogger Rodeos, John A. Stryker; State Fair Shows, Dave Lachman, L. C. Kelley; Collins United Rides, R. L. Collins; Mulnix Sound Systems, John Dawson; Gus Sun Exchange, Ole Graham; Regal United Amusement Company, C. E. Meadows; Truex Fireworks Company, B. C. Truex; J. L. Landes Shows, C. G. Buton, J. L. Landes; Ernie Young Agency, Joe Marcan; Clyde S. Miller's Rodeo, Clyde S. Miller; Barney Oldfield, *The Billboard*, Lincoln; Ewalt Amusement Company, Thomas Ewalt; McMahon Shows, C. A. McMahon, W. O. Brown; Art B. Thomas Shows, Art Thomas; Illinois Fireworks Company, G. M. McCray; Chick Boyes Players, Mr. and Mrs. Chick Boyes, E. C. Bickford; Northwestern Amusement Company, Jule Miller.

Sidelights on Convention

Jack Polk, of Barnes-Carruthers, was being called "Chief" by everyone, not because he's a potentate of any kind, but because his automobile is fire-wagon red.

B. C. Truex sold five dates, he said, but declined to name them.

G. M. McCray, fireworks man, still passes out those exploding matches.

Dick Hultz, former comic in burlesque, now with Lew Rosenthal and will manage the Waterloo, Waterloo, Ia., for him when it goes burly soon.

Ray Anderson sold three and celebrated with the help of some boys and girls.

Fair men asked for *The Billboard* this year and a great many said no self-respecting fair manager would be without it every week.

Frank Sharp and Frank Van Brocklin were breaking in a new boy, Ted Eichelsdoerfer.

Billie J. Collins drove all night to get in and then slept all the first day.

Lower Taxes Asked in Ga.

**"Prohibitive" carnival fee
opposed by fair men—
State aid measure due**

ATLANTA, Jan. 23.—After disbanding the Association of Agricultural Fairs of the Southeast, as was reported in *The Billboard* of last week, delegates to the annual meeting in the Henry Grady Hotel here on January 14 and 15 agreed to organize by States, laws in each State being different as applied to fair problems, and the secretaries from this State organized the Georgia Association of Agricultural Fairs.

The Georgia association adopted resolutions asking the Legislature to exempt carnivals operating at agricultural and industrial fairs from "prohibitive taxes" and requesting the Legislature to appropriate a State fund to be divided proportionately among agricultural fairs.

The bill to be submitted to the Georgia Legislature provides that carnivals and midway organizations be taxed \$25 a week at bona fide fairs where a minimum of \$500 in premiums is offered and of which sum at least 80 per cent is actually paid. Present law taxes each unit of carnivals or indie midways \$25 a week.

Besides Captain Ennis, these officers were elected by the Georgia Association of Agricultural Fairs: Felix Jenkins, Columbus; R. Lee Sumerau Jr., Augusta, vice-president, and E. Ross Jordan, Macon, secretary. Directors elected are Mike Benton, Atlanta, chairman; R. L. Sumerau Jr.; Gordon Chapman, Sandersville; Felix Jenkins; O. P. Johnson, Americus, and Henry Odum, Covington. Among final actions was changing the name of the association from the Association of Georgia Fairs to the Georgia Association of Agricultural Fairs. Mr. Benton said attendance, about 50, was larger than last year.

Mr. Benton, outlining some outstanding problems facing the convention, expressed the prospects of having better carnivals and shows and more efficient booking systems thruout the State during the fair season.

To Offer Tax Bill

Walter Hendrix, attorney for the Southeastern Fair Association, a former member of the Georgia Legislature and authority on State laws affecting fairs, explained the tax situation, analyzing a definite procedure to be followed by the resolutions committee, R. Lee Sumerau Jr., Augusta, chairman; V. J. Meigs, Atlanta, secretary of Southeastern Fair Association, and Mr. Hendrix. Resolutions committee resolved that the bill which they drafted be sent to Captain Ennis, chairman of the Senate finance committee, to be presented to the Legislature according to his own judgment.

At the annual dinner Thursday night in the Henry Grady Hotel Governor E. D. Rivers, former president of Lanier County Fair, declared agricultural fairs eminently worth while to agricultural progress and interests of the State and asserted these interests are going forward under leadership of Columbus Roberts, commissioner of agriculture. The governor expressed willingness to lend aid in promotion of more fairs during the year.

Official Promises Aid

Commissioner Roberts, former president of Columbus Fair, said: "I believe that no money could be better spent by the State in furthering agriculture than thru an appropriation aiding and promoting this type of fair."

Classing himself a showman of the old school, having owned an interest in John Robinson's Circus in 1883, State Senator Ennis related many experiences with old-time shows and showmen.

"Unless you have a carnival, and a clean carnival, it is impossible to have a successful fair. And I will be with the fair people as long as I am able to walk," he declared.

Attractions representatives present were William C. Murray, Keystone Shows; W. R. Harris, Fred Newman, Bruce Shows; J. J. Page, J. J. Page Shows; Henry Roeller, Roeller's Amplifying Company; A. T. Vitale, Ohio Display Fireworks Company; Ruben Gruber, Nate Eagle, Rubin & Cherry Exposition; Wayman Boyles, Lucky

Teter Hell Drivers; J. A. Franklin, Regalia Manufacturing Company; Jammie Graves, Gus Sun Exchange; M. B. Howard, George A. Hamid, Inc.

Women Plan a Part In Expo for Frisco

SAN FRANCISCO, Jan. 23.—First meeting of women who plan an active part in the 1939 Golden Gate International Exposition here was held last week. Present were Leland W. Cutler, president of the exposition; Executive Vice-President Colonel J. Franklin Bell and Publicity Director Clyde M. Vandenburg.

A women's central committee, headed by Mrs. George T. Cameron, is under way. On the committee are Mrs. John Forbes, Mrs. George Creel, Mrs. Walter Haas, Mrs. E. S. Heller, Mrs. Duncan McDuffie, Mrs. Alfred McLaughlin, Mrs. Henry Porter Russell and Mrs. William Denman. Mrs. Herbert Hoover has been invited to serve.

Metropolitan Oakland offices of the exposition were opened in the Financial Center Building, according to C. M. Vandenburg, fair's publicity head, with Roy C. Beckman in charge.

Chamber of Commerce of Salt Lake City has endorsed Utah's participation in Golden Gate International Exposition as part of a co-operative westward travel promotion program. A bill calling for \$50,000 will be introduced by Senator Will Holmes, Brigham City, in the Legislature.

Rates for commercial exhibits at the exposition have been set. Non-commercial exhibits illustrating theme of the fair will get space gratis.

Big Plant for Tokyo W. F.

TOKYO, Jan. 23.—Organization committee of the 1940 World's Fair, to be held here in conjunction with the Olympic Games, recently announced that approximate cost of the exposition would amount to 35,000,000 yen or about \$10,045,000.

The plant, as originally planned, will occupy 12,000,000 square feet facing Tokyo Bay. Event is scheduled to operate for at least 170 days.

Ambassadors of good will have been delegated by the Japanese government to carry invitations to governments of America and Europe to participate.

AREA

(Continued from page 37)

thoro study of insurance. Milton Sheen is also a lawyer and, being constantly on the grounds during operating hours, he sees that his first-aid service functions as it should.

They advocate an insurance setup with a responsible company, where all commissions could be eliminated. Some saving, if this can be done. Group insurance in other fields does this very thing.

Boat-Mindedness Seen

More than half of the bonds of New York World's Fair have been sold. There are ample funds now to push construction work and the remainder of the bonds are now sure to be sold long before the money will be required in construction account.

The 32d annual Boat Show, national in scope, has just closed, the best in many years. The most gratifying sales reflect the unmistakable fact that America is boat-minded again. Mingling with purchasers at this show brought out the fact that on week-ends and holidays auto traffic congestion has taken the pleasure out of auto trips and turned once enthusiastic autoists into boat owners. They say ample waters available for safe boating are not congested and a menace to life and limb. With trailers multiplying as they will this summer, our roads are going to pile them up as never before. This all means a better business for our amusement parks. Better look well to auto parking spaces, as it will be a bigger factor than ever in catering to our patrons.

The year 1937 is likely to see more new park rides and devices than in any year for a decade. General business improvement is a big factor, but a magnet of no small importance is the demand of New York's exposition for new attractions. The man with a new demonstrated idea is sure of a sympathetic hearing when applying for space on the fairgrounds.

Activity in Factories

Perhaps these winter floods along the Ohio valley will obviate a spring flood

with its devastation to amusement parks along America's third important river.

There is more activity among our manufacturers than in any January since "the good old days." Happy are the men who have something new, as all of the best concerns now have. All manufacturers who have carried thru automatically testify to their soundness and worth, but remember that they must have money with which to carry on and will not grant ridiculous terms.

Any of us will meet you halfway, but none of us will carry the whole load. We will help those who try to help themselves, but none of us want drones who want to do business with our money. It does take money to run a factory and pay labor and material bills. And all who pay for material promptly are the ones who get prompt delivery.

POOL WHIRL

(Continued from page 37)

licity, people are being made more pool-conscious every day, and with President Roosevelt as a national example the advantages of pool swimming are being driven home all the more.

ASIDE TO MARTIN STERN: THANKS VERY MUCH FOR YOUR KIND WORDS. APPRECIATE VERY MUCH THAT YOU TOOK MY RECENT REMARKS ABOUT NATIONAL SWIM-FOR-HEALTH WEEK IN THE SAME FRIENDLY SPIRIT IN WHICH THEY WERE MADE. AS A SUGGESTION I THINK IF YOU CONTACTED PRESIDENT ROOSEVELT'S OFFICE, BECAUSE OF HIS INTEREST IN SWIMMING, AS RELATED ABOVE, YOU SHOULDN'T HAVE MUCH TROUBLE IN GETTING HIM TO OFFICIALLY PROCLAIM YOUR WEEK AS A NATIONAL EVENT. WITH SUCH OFFICIAL BACKING AS THAT OF THE PRESIDENT, CONCENTRATED IN A ONE-WEEK DRIVE, THE SWIMMING INDUSTRY AND ALL THOSE WHO HAVE AN INTEREST IN IT WILL BENEFIT GREATLY. SO, WHAT SAY? LET'S HEAR WHAT PRESIDENT ROOSEVELT HAS TO SAY ABOUT NATIONAL SWIM-FOR-HEALTH WEEK INSTEAD OF WHAT "JOSEPH WHATHISNAME," OF THE WOOLEN ASSOCIATION, STATES FOR THE EDIFICATION OF THE PRESS AND HIS PARTICULAR LINE OF BATHING SUITS.

Glad to see Lakeshore indoor tank, Chicago, come back in the fine manner that it has during the past two years. During the depreth this club pool was at its lowest ebb with even the star swimmers of the country who always used to swim there forsaking it. And now I see where the ace mermen and mermaids of the Midwest have come back to the fold, with the Lakeshore pool receiving the resultant publicity.

THEY SAY THAT THE NEW FLORIDIAN OUTDOOR POOL, MIAMI, FLA., IS THE LAST WORD IN NATATORIUMS. THE PLUNGE, AS ANNOUNCED HERE SOME ISSUES BACK, WASN'T READY FOR THE BEGINNING OF THE FLORIDA SEASON, BUT, WHAT WITH THE EXPECTED LONG SEASON THIS WINTER, IT APPEARS AS THO THE POOL WILL STILL ATTRACT MANY BEFORE THE TOURISTS TREK BACK NORTH.

REVERE BEACH

(Continued from page 36)

season's close on the one ride, Hurley's Hurdles, said to be the most beautiful Merry-Go-Round in the country, just has the ride ready by spring opening. For 30 years he has been at this task with no vacation. . . . Brodbine's Ocean Avenue Cafe doing a winter business, first time in years. Robberies of beach-front property have been minimized this winter, Revere city police breaking up gangs of sneak thieves. Metropolitan police, who have charge of the beach front, have held thefts to zero. A beach booster, Mayor James M. O'Brien, was re-elected. Dodo Henry and Dick Cronin, back from a Pennsylvania tour with lavish Tango setups, report biz not so hot. Bill and Pete O'Brien (no relation to Hizzoner or to Bill "European Museum" O'Brien), will have the Tango in John Hurley's building again this season. Beach will have four or five lavishly set up Beano games again this year.

Long Island

By ALFRED FRIEDMAN

Around the beaches anywhere there is not perhaps a more central figure from a half dozen different standpoints than

the life guard, but your favorite cartoonist will invariably picture him as the bronzed stalwart who spends his time getting tanner and subjecting himself to the continuous plaudits of the feminine sex.

Few more erroneous conceptions could be molded. The life guard is, in composite, a life-saver, policeman, physician, adviser, weather prophet, temperature taker and humanitarian in general. We refer to the life guards on the beaches as well as those in pools, for both types render a similar brand of service, tho with different settings.

Too little is said of this courageous gentry, and one (or the other) reader might say all very true, but by what mechanical process is he dragged into a column devoted to amusements?

That, we think, is easily answerable. Your life-saver is a major factor in designing a definite personality to a beach or a pool. Time and again we've seen guards of the cheerful personality sort actually radiating a spirit of cheerfulness all over the place. If a life guard can play such roles as safeguarding human lives and lending a happy character to the atmosphere he certainly must be more than a pass-me-by factor.

On Long Island there are altogether about 500 life guards. Right now we cannot think of any other group who lend a tastier flavor to the region.

ROCKAWAY BEACH: Talk circulating about the creation of a park in the Far Rockaway vicinity. Roller skating at Seidman's Arena, Edgemere, not faring as well as was at first hoped. Jack Moorhead's, Edgemere, repaired following extensive damages by fire.

Sam Gusman and Louie Howard, inseparables, are in Florida together and report that a large chunk of the local population is also there. Playland Park is being put into shape for spring and summer biz.

Johnny Mertens, in Florida, sends home the usual wish-you-were-here literature. Bill Brunner led a flock of local dwellers to Washington to witness the Presidential inaugural ceremonies.

Every single stairway on the Boardwalk over the entire six-mile length has been removed and new ones of a stronger nature will replace them. Move is the most auspicious piece of work that the promenade has undergone since it was first built.

LONG BEACH: Word reached here that the Trommer people (of beer fame) have constructed a hot dog and drink spot in Miami similar to the design of the Roadside Rest, near here, which they also own. Local Roadside Rest is one of the busiest of its kind in the East during the summer.

Tho there were no vaude houses in operation locally last summer, three times as much flesh talent was in use locally than there was during the heyday of variety. The talent was all used by taverns, cabarets and spots of a similar ilk.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 23.—A long string of special events will hold visitors during early spring months and leading into the summer season, which is the shore's substitute for lack of horse or dog racing which its rulers hope some day will be the spring buildup. Many headliners of ice rinks thruout the country will be on hand for the Ice Carnival in Convention Hall in February as a Washington Birthday feature.

Steel Pier will counter with an all-name vaudeville bill. Several special sports events are also planned. Annual Dog Show will move from Million-Dollar Pier to the Auditorium, scheduled in March.

Atlantic City good willers postponed their Canadian visit until January 28, when several carloads will head for the snow fields. Harry Hackney, restaurant and amusement man of Atlantic City and Miami, is trying to have the next good-will trip routed south.

So far the resort has skipped cold weather and week-end crowds are giving amusements some extra play not counted upon. Hollywood Theater will install an ice rink on its stage for week-end Ice Frolics. Old programs found this week revealed that Walter Klotz, father of Mae Clarke, was organist of the old Liberty Theater here for years. Three local orchestras beside the WPG musical ensembles got a break in the President's Ball setup at the Ambassador, Eddy Morgan, Roger Kay and Oscar Petter.

MICH. SHOWMEN ORGANIZE

Lippa Elected First President

Michigan Showmen's Assn. title adopted—Lt. Potter commends the movement

DETROIT, Jan. 23.—Organization of the new association for outdoor showmen in Michigan was placed on a firm basis with two meetings this past week. General organization meeting was held last Saturday night at the Hotel Imperial with about 35 active showmen in attendance. The title Michigan Showmen's Association was officially adopted and temporary officers elected.

Leo Lippa, former carnival owner, now a newspaper publisher, acted as chairman. A. H. McQueen served as temporary chairman.

Jack Dickstein explained the reasons for the association:

1. For the protection of Michigan showmen against intensive competition from or in other States.

2. Providing clubrooms for use of members for social purposes and for mutual interchange of ideas.

3. Financial or other assistance to sick or needy showmen.

4. Legal aid for members requiring it and official representation by the association's attorney, who will be Leonard Simons, an attorney familiar with union and show-world activities.

Chairman Lippa gave a tribute to the former association which used the same name; founded in 1923 and at one time achieving 300 members.

Among proposals adopted were: Opening of membership to everybody in outdoor show business; placing of annual dues at \$5, with waiving of initiation fee of \$5 for the first hundred members, who shall be charter members.

Annual Meeting in Detroit

The association will be closely tied up with the fair secretaries, and the annual meeting will be held the evening before the Michigan Association of Fairs meets in Detroit.

Temporary officers elected: Leo Lippa, president; A. H. McQueen, secretary; Louis Rosenthal, treasurer; Sam Burd and Sam Solof, sergeants at arms. Treasurer Rosenthal announced that he has been acting as trustee for a fund of \$50 from the old association which he will turn over to this body.

Plans for a major party were discussed at the meeting. Formal organization was completed Wednesday at a meeting at the Fort Shelby Hotel.

The new association will include fair (See MICH. SHOWMEN on page 48)

Mr. and Mrs. Hutchens Continue Vacation

CASSVILLE, Mo., Jan. 23.—Mr. and Mrs. John T. Hutchens, owners-managers Hutchens' Museum, stated here this week that they were going to Hot Springs, Ark., following a six weeks' stay at their winter quarters here with Mrs. Hutchens' mother and friends. Speaking of his mother, Hutchens said, "Mother was 77 November 23 last and is very well indeed."

The trip to Florida planned is off and on account of the weather being bad in Missouri they decided to go to the City of Baths and hot water, from which point they will go to Memphis to visit Mrs. J. H. Evans and daughters.

Dick Collins Is Back Home Again

SAVANNAH, Ga., Jan. 23.—Dick Collins arrived here recently from England via Tampa, Fla., where he landed. For several months he has been abroad in the interest of the Dodson Shows, of which he is general press agent. Collins came here following a stay of nearly two weeks at the Dodson camp, Fort Myers, Fla., and immediately started work for the season.



THIS PICTURE was taken in the recreation room and office of the New Johnny J. Jones Exposition, Augusta, Ga., January 15, the occasion being a staff meeting. Starting right, around the table are Johnny J. Jones Jr., J. C. (Tommy) Thomas, Arthur Atherton, Walter A. White, E. Laurence Phillips, Tom M. Allen and Starr DeBelle. James C. Simpson was the only staff member absent.

Max Gruberg Gets N. Y. State Fair

MIAMI BEACH, Fla., Jan. 23.—Max Gruberg, executive head of Gruberg World Exposition Shows, of Philadelphia, was advised this week by Dr. Albert Brown, director New York State Fair, Syracuse, that he had been awarded the midway contract for this year's event. This makes the fourth time that the Gruberg organization has been so honored by the premier fair of the Empire State.

Persuant to the trend in the carnival business toward better attractions Gruberg stated that he will go forward with plans as previously announced.

Krause Shows All Set For Opening; Dorman There

SANFORD, Fla., Jan. 23.—George F. Dorman, business manager Krause Greater Shows, announced this week that among the attractions booked for the opening stand of the winter season are Art Lewis' Ridee-O, mouse circus and photo gallery; Cudney's Octopus Ride, Cote's double Loop-o-Plane and Merry-Go-Round and Nancy Miller's Girl Show. Plans are all set for the Krause organization, according to the management, to carry forward the bookings as laid out prior to the passing of Bennie Krause, founder of this carnival.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Stock Still, Fla.

Week ended January 23, 1937.

Dear Editor:

The second and the last week in quarters. Show will open January 25, weather permitting. All departments are being hurried along for the grand opening. Invitations and mileage books have been mailed to every fair secretary in United States and Canada to attend the event as guests of the show. This should guarantee a good opening crowd as well as bringing many good touters for fair weather.

The writer was amazed at the amount of work accomplished in such a short time. The front arch was varnished, the cookhouse floor had been scrubbed, the wagons have been greased and all hay wire had received a fresh coat of aluminum. There had even been some talk of sending the Merry-Go-Round crestring to the paint shop and that patching the Minstrel Show top should be done.

To give the final destinations of all our people is impossible. But will say that some of our 1,500 employees are busy mending awnings and umbrellas and some are selling razor blades and needle books. Most of the girls found employment in restaurants, laundries and mattress factories, while some of the male members are spending the lay-off with their wives' people. The shows' efficiency expert remained in quarters to mix the Oleo and to dilute the syrup for the cookhouse. The left-over flour on the bill car has almost been used up making hot cakes.

The coming season the Ballyhoo Bros.

will feature one of the greatest wild animal acts of the day. Five black-maned African lions, direct from the jungles, have arrived in quarters. The trainer also came direct from the jungles by the railroad track. The man eaters are rapidly being put in shape and fattened up for their first appearance before the public. Over 60 cans of dog food are being consumed by the beasts daily.

The handling of show passes will be along entirely different lines during the coming year. Due to the show using so many it has been impossible for the attractions to handle the crowds. The new comp will be in three colors. The red end good for six admissions and good only on Monday. The blue center carrying 10 admissions will be good only on Tuesday. The yellow end with 20 admissions will be good on Wednesday unless stamped "Good at Any Time." Below will be printed "Not good after Wednesday or holidays and not good on rides, at main gate or mitt camps."

Insert the following ad. Make it as big as our credit will stand. On account of enlarging the show for 1937 Ballyhoo Bros. want trainmaster with his own train, man with huskies and sleds for our Northern Light Revue, also Scotch bagpiper that can read, fake and transpose Eskimo music. Want girl for "Wally" and an ex-emperor. Hamburger kings, minstrel kings, kings of tented theatricals, carnival kings and ball game queens save stamps. Must be a bona fide king that abdicated a throne, not a pedestal. MAJOR PRIVILEGE.

Conklin Plans For Toronto

Avers that Playland midway is to be of gigantic proportions

LOS ANGELES, Jan. 23.—J. W. Conklin, of Conklin's All-Canadian Shows, has been in this city for several days on a special mission as general director of attractions for the Playland midway for the Canadian National Exhibition, Toronto.

During his stay he has interviewed a number of the leading producers of outdoor spectacles, showcrafters and representatives of some of the permanently organized amusement units that tour the continent annually. His suite in the Biltmore Hotel was the calling place and high spot for many outstanding showmen, including D. E. Turney, general manager Tom Mix Circus, with whom Conklin had several interviews, which were concluded in the admission that propositions to appear at the big Canadian event had been exchanged between the two and were under favorable consideration. Results, however, were to be announced at a later date, but if the deal were finally consummated it would call for the appearance of the Mix organization in its entirety.

Frank Buck, noted animal man and producer of wild-life films, was in for several interviews regarding the presentation of his zoological features, the decisions to be made later, it was stated. Ben Black, representing the Fanchon & Marco enterprises, was also a caller at Conklin's headquarters.

M. D. Howe, of the M. D. Howe Corporation; Will J. Richards, of the New California Zoo; W. H. Rice, producer of water circuses; Stanley Graham, of midjet circus fame, and the Midget Auto Racing Company representative were the others who presented their respective offerings.

Before leaving for Toronto and New York Conklin stated that the illuminating features for the Playland would probably be furnished by the Otto K. Oleson Company.

The *Billboard* representative, in a talk with the general director of this planned innovation in midway amusements, gleaned that he had been working on some ideas along this line for several years. That it is by no means an impromptu invasion along gigantic lines is an accepted conclusion on the part of his associate, Elwood A. Hughes, general manager of the Canadian National Exhibition, and the showmen whom Conklin contacted during his stay in this city.

"Battling Bunny" Nealand Is Better

TERRE HAUTE, Ind., Jan. 23.—Walter D. Nealand, of "Battling Bunny" press agent fame, is here this week in the interest of attractions for the Shrine Circus, which will be held in this city in February. Among the other dates at which these features will participate are the similar events for Evansville, Ind., and Cleveland. Following the latter he will go to Atlanta to take up his duties as general press agent for the Rubin & Cherry Exposition, with which organization he has served for 9 out of 12 seasons.

Nealand within the past several weeks has been the victim of two attacks of influenza but is now recovering, much to his personal satisfaction, he reports.

Dee Lang Shows Book Red River Fair Circuit

GRAND FORKS, N. D., Jan. 23.—Dee Lang Shows have been booked for the Red River Valley fair circuit, which this year will start with Clay County Fair at Barnesville, Minn.

Paris Season Ends; Rheims' Now On

PARIS, Jan. 16.—The Paris street fair season closed on January 3 with the ending of the Christmas and New Year's fairs in various parts of the city. New season officially starts with the street fair at the Place d'Italie, February 14 to 28, but the real start is the big "Gingerbread Fair" at the Place de la Nation, March 28 to April 25.

The annual winter street fair at Rheims has 100 rides and concessions, including Auto Skooters, Whips, Caterpillar, Loop the Loops, freak and girl shows. Four-week street fair at Beziers has 60 rides and attractions, including Figure 8 Coaster, Auto Skooters, Pretzel Ride, Over the Falls, animal and girl shows. Lille is also holding a big street fair with 60 attractions, including Auto-drome, Caterpillar, Auto Skooters and many shows.

Harry W. Hennies Gets A Finger Clipped

SHREVEPORT, La., Jan. 23.—While demonstrating to one of his workmen the use of a wood planer, Harry W. Hennies had the misfortune of having the tip of one of his fingers on the left hand severed last Sunday afternoon. Two of the adjoining members of the same hand were also injured. The three fingers were treated immediately by Dr. Brown, of the Tri-State Hospital, four blocks from Hennies Shows' quarters. Late Sunday evening Harry W. was reported out of pain.

Goodman Wonder Show Incorporates in Delaware

DOVER, Del., Jan. 23.—Goodman Wonder Show, Inc., was formed here to engage in the business of furnishing amusement, entertainment and diversion to the public. The company listed capital stock of 1,000 shares, no par value. The incorporators are D. B. Hilliard, R. M. Hilliard and J. A. Twomey, of Wilmington, Del.

Great Western Shows Open Good

McLAIN, Miss., Jan. 23.—Opened here, auspices of PTA, and had a fair week. Manager S. J. Western made a visit. He brought back the three rides that he leased his father from winter quarters at Jackson, Ala. Western plans on regular opening about March 1. There will be about 6 rides, 10 shows, 30 concessions, 2 free acts, a band and a 5-cent gate. Cotton Ellis arrived with some fair contracts. Roster: S. J. Western, owner and manager; Cotton Ellis, general agent; Harry Barnett, special agent, and Frank Burns, business manager. Reported by Harry Barnett.

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.

. G. WADE SHOWS

CAN PLACE Shows, Rides and Concessions which do not conflict. We will play the best locations in the busy automobile centers of Michigan. Our route will also include a long Circuit of Fairs and Celebrations in Michigan, Ohio and Indiana. Season opens May 1. Address

W. G. WADE,
 289 Elmhurst Ave., Detroit, Mich.
 Phone: Longfellow 1506.

ANDERSON-SRADER SHOWS, INC.

Now Booking Shows and Concessions for 1937.
 OPEN WICHITA, KAN., APRIL 20.
 Address All Mail to Concordia, Kan.

All American Shows

CAN PLACE Shows, Concessions, Ride Help and Colored Performers. Address
NIP BUTTS
 319 West Commerce Street, Altus, Okla.

SOL'S LIBERTY SHOWS, INC.

Now Booking for 1937 Season
 Address, CARUTHERSVILLE, MO.

Switzerland Street Fairs Have Rides and Theaters

GENEVA, Jan. 16.—During the holiday season big street fairs were held at Geneva, Berne and Basle. Among the important attractions at Basle were a Figure 8 Coaster, Auto Skooters, Pretzel Ride, Whips, Loop the Loops, Ferris Wheel, Haunted Chateau, Schwarz's Hippodrome, Caterpillar, several theaters, freak, puppet and girl shows.

T. Gregory Murphy Signs With O. J. Beaty

CABOT, Ark., Jan. 23.—O. J. Beaty, owner Great Superior Shows, has signed T. Gregory Murphy as contracting agent. It was announced at the show's winter quarters this week. Gregory spent a few weeks in Hot Springs and is home for a short stay before taking up his duties. He reports that Beaty is planning many additions for the show's 1937 tour.

Jones Staff in Annual Conclave

AUGUSTA, Ga., Jan. 23.—The annual staff meeting of the New Johnny J. Jones Exposition, Inc., was held January 15 in the winter quarters office. There were very few changes in the personnel noted other than in the press department.

Those who will direct the 1937 activities as the executive staff are E. Lawrence Phillips, director general; Walter A. White, general manager; Tom M. Allen, assistant manager; Arthur A. Atherton, secretary-treasurer; Starr De Belle, press agent; Dr. W. T. Needham, medical department; James C. Simpson, general representative; J. C. Thomas, special representative, and Dave Traugott, advertising agent. Additions will be an assistant treasurer, name to be announced later. All were in attendance except Simpson, who was attending a fair men's meeting some distance removed from this city.

A complete checkup of the 1936 season was gone over in detail and the policy that will guide the future activities of the New Johnny J. Jones Exposition was established at this conclave.

Dinty Moore of Digger Fame Still in Quarters

MACON, Ga., Jan. 23.—Dinty Moore and crew of 22 digger men are here vacationing. Moore stated that he had plenty of offers for winter work but preferred that his men get plenty of rest so that they will be ready for the long grind which looms as inevitable for the regular season.

Moore recently moved his Scooter here from Charlotte, N. C., to put on the finishing touches, it requiring five large trucks. The ride is booked with the Mighty Sheesley Midway.

Gerards Entertain Miami Showfolk

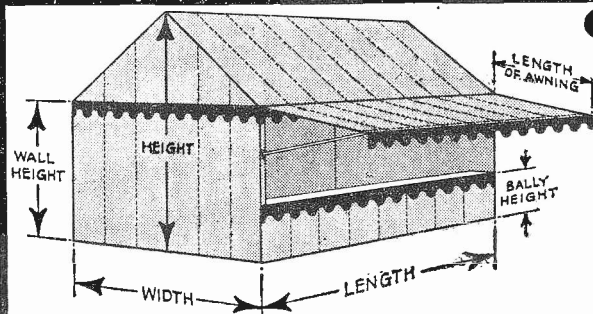
MIAMI, Fla., Jan. 23.—A dinner was given by Mr. and Mrs. Charles Gerard at Mrs. Van de Merkt's house in the northwestern part of this city recently. Guests were Mr. and Mrs. William J. Giroud, Dorothy Giroud and the kid (Billy Jr.), Mr. and Mrs. Clarence V. Giroud, Mr. and Mrs. Freddie Phillipson, Edwin Van de Merkt, Violet Gerard and Frank Murphy.

Mr. and Mrs. O. C. Buck and Mr. and Mrs. Max Gould, of O. C. Buck Shows, arrived in Miami Saturday last for a vacation. They passed thru the west coast of Florida and looked over the Largo Fair.

Speedy Rose, of medicine show fame, is operating a health store on the beach. Doc and Mrs. Hamilton and Mr. and Mrs. Thomas Fallon are enjoying their annual stay at one of the pleasantest camps in this section. Reported by Sonia Giroud.

Dumas of Happyland Shows Goes to and From Florida

DETROIT, Jan. 23.—William G. Dumas, associate owner of Happyland Shows, returned from Florida last week to visit the State fair meetings at Columbus, O., and Detroit. Discouraged at the weather here, he is returning to Gibsonton, where Mrs. Dumas remained with his partner, John F. Reid, and Mrs. Reid.



Concession Tents

Give Measurements as Indicated
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 from Factory
SAVE Money

POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

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.



STANLEY BROS. SHOWS, OPENING MARCH 20th

CLEVELAND, TENN.

FORTY WEEKS OF CELEBRATIONS AND FAIRS THROUGH TENNESSEE, VIRGINIA, PENNSYLVANIA, NEW YORK, VERMONT, NEW HAMPSHIRE, MASSACHUSETTS AND MAINE.

Southern Fairs Now Contracted: Asheville, N. C.; Elberton, Ga.; Orangeburg, S. C.; Greenville, S. C.; Chester, S. C.; Mt. Carmel, S. C.

RIDES—Will book Caterpillar, Octopus, Whip, another Ferris Wheel for Twin Wheels, Kiddie Rides and Any New or Novel Ride.
 SHOWS—Opening for Money-Getting Shows, With or Without Outfits.
 CONCESSIONS—Want Cook House and Concessions of all kinds. Charlie Sutton get in touch with us.
 FREE ACTS—Sensational Acts that will draw and hold them. Ben Beno and Capt. Schulz write.

STANLEY BROS.' SHOWS, Room 12, 148 Liberty Street, Lynn, Mass.

IMPERIAL SHOWS, INC.

FOR SEASON 1937

WANT SHOWS OF MERIT. Will furnish new complete outfits to capable showmen.

RIDES—Will Book or Buy Two-Abreast Carrousel, Tilt-a-Whirl, Ridee-O, or what have you?

CONCESSIONS—Grab Store, Ice Cream, Pop-Corn, Candy Floss, Lead Gallery, Penny Arcade, Photo Gallery, American Palmist, etc.

WANTED—Man to take chage of first-class Cookhouse. Also Help for all departments.

Address E. A. HOCK 165 W. Madison St., Chicago.

AT LIBERTY GENERAL AGENT OR BUSINESS MANAGER

AFTER MARCH 1st, FOR 1937 SEASON.

Know the business thoroughly in either of the above capacities. Have represented and been associated with some of the best. Capable of meeting officials of the highest standing and possess the necessary qualifications to get results. Positively first-class. A-1 in appearance. Own new 1937 La Salle, and results as General Representative or Manager guaranteed beyond question. Due to present connection not available until March 1. Address

R. J. COUSINS, Taft Hotel, New Haven, Conn.

"GREEN" Carnival Tents "KHAKI"

Order Now for Spring Delivery and Save Money.

Ask for Samples of
 "ANCHORDRY" EMERALD GREEN and "ANCHORDRY" KHAKI.
 "ANCHOR" Tents have the distinction of being the standard for comparison. It costs no more to use the best. Send description and sizes for quotation.

ANCHOR SUPPLY CO., Inc. EVANSVILLE, IND.

WALLACE BROS. SHOWS

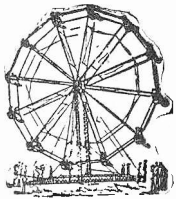
CAN PLACE THE FOLLOWING SHOW PEOPLE:

Manager for Athletic Show. Must carry Boxer and Wrestler. Open on Monday nights. Will furnish all new equipment. WANT organized Ten-in-One. Will furnish complete outfit, 100-ft. Banner Line. You must have at least five living Attractions. Also enough Illusions and other Attractions for a show that can produce revenue. Have opening for Geek Show, Will book Motordrome. WANT Performers and Musicians for Minstrel Show. Salary and percentage. CAN PLACE the following Concessions: Ball Games, Penny Pitch, Frozen Custard (flat percentage), Fish Pond, Bowling Alley, Lead Gallery, Slum, Concessions of all kind that work for 10c. Exclusives SOLD on Wheel and Coupon Stores. Cook House Help write.

WALLACE BROS. SHOWS
 278 POPLAR STREET, MEMPHIS, TENN.

M. J. DOOLAN of Chicago

Prefers the No. 12 BIG ELI. More Flash, easily moved and a time-tried money-getter. No ride beats it for Park or Portable operation. Write for additional information about the "Old-Reliable" Double-Duty Model No. 12 BIG ELI Wheel.



ELI BRIDGE COMPANY

Builders of Dependable Products.
800 Case Avenue, JACKSONVILLE, ILL.

WHEELS

Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,

\$12.00

BINGO GAME

75-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 236. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

Midway Confab

By THE MIXER

SOME CARNIVALS already have a general director of audacity and they go places, too.

ROBERT LeBURNO—How goes it? Did you recover from the mishap?

C. C. EMRIE, of Mt. Washington, O., is a frequent visitor to Cincinnati.

IT does not behoove the Carnival to sponsor moronic pastimes.

DO YOUR WORK when it is to be done. There is a reward for service.

JACK V. LYLES—It is time to say what carnival you will general-agent.

FRANK GIAQUINTO communicate at once with Al Durante, Russellville, Ky.

ALREADY a lot of pessimists are afraid it is going to be a good season.

BILL McLAUGHLIN cards of romance from Tulsa, Okla.

HENRY MEYERHOFF is still in cold, snowy and blowy Penticton, B. C., Canada.

THE GREAT Willy-Nilly Shows never seem to know where they are going.

MANY times you have heard this: "Go ahead and build the ride, I will bank-roll it."

THEY are not your friends: Meaning those who profess friendship while they can use you.

JOHN HORNYAK cards from Girard, O.: "Last season with Cetlin & Wilson. Working in a steel mill for the winter."

WONDER if Raymond E. Elder will ever get back into the carnival field. Mighty good man in an office.

TED MILLER, last season with the World of Mirth Shows, is spending the winter in New York and near-by points.

D. A. LAFFERTY cards from Batavia, N. Y.: "Have signed bingo with C. H. Tothill's Attractions."

FRANCIS J. KELLY cards from De Land, Fla.: "Am opening with Krause Greater Shows."

CORRESPONDENTS: When writing this department please state what your line of work in the carnival business is.

GUY SAMPSON cards from Philadelphia: "Am musical cowboy. Held over for second week at a local museum."

WALTER K. SIBLEY—What about Beauty and the Beast show for a carnival? Think it is your idea.

BEN WILLIAMS bought a Kiddie Ride from the Royal American Shows last Tampa fair time. Wonder what it will be now.

CARNIVAL OWNERS AND MANAGERS—Kindly file your official opening stand with this department of The Billboard.

TED HUDSON, former trouper, states that he has been appointed distributor for the Pioneer Trailer Company for Sarasota, Fla., and vicinity.

CY CLEVELAND—What's what? Wonder why George W. Westerman has not returned to the carnival business? Regards to L. E. Meredith and Zora.

CECIL GOREE cards from New Castle, Tex.: Bought a Big Eli Wheel from Mrs. Rosie E. Winn, Denver, Colo. It will be on Central States Shows."

THERE are a lot of interesting things, but pray tell us who is and what is really important—Red Onion.

MRS. BABE PREVO cards from High Point, N. C.: "Left with daughter, Patsy, to visit sister in New York, where Frank is expected to join."

MRS. GRANT SMITH (Sister Sue) fell recently and broke her ankle. She is now convalescing at her home, Crooked Creek, Pa.

FRED WEBSTER cards from Corpus Christi, Tex.: "Left Hollywood museum.

Many showfolk here, including Floyd and Mildred Sidle. This is a boom town."

A GOOD pictorial display for a "Crazy House" would be the picture of some carnival man in the midst of a brainstorm.

WILLIAM DAUPHIN invented the Great Wheelbarrow Shows long years before Ballyhoo Brothers took to the road.

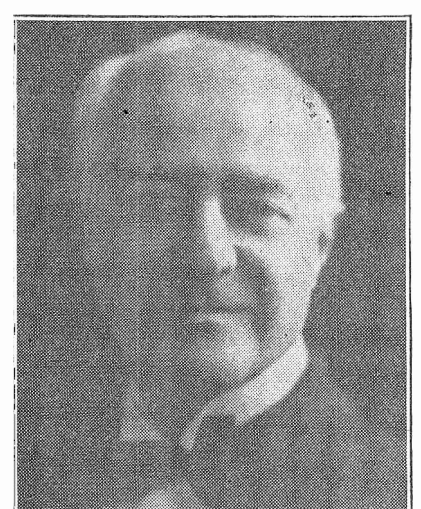
JACK DRAKE cards from Shreveport, La.: "Visiting here. Will be with L. J. Heth Shows as electrician and mechanic on trucks."

FRANK BENJAMIN, well-known figure along the midways, recently purchased a Pioneer De Luxe Trailer, reports Ted Hudson from Sarasota, Fla.

TO ALL: When wiring The Billboard it might be well to give street address or name of hotel to which reply is to be sent. Thank you.

SOME BIG EVENTS for 1937: Tampa (Fla.) Fair, expositions at Dallas, Cleveland and probably Fort Worth, Canadian National Exhibition and Silver Jubilee of the Showmen's League of America.

GEORGE HIRSHBERG letters from Greensboro, N. C.: "Cetlin & Wilson Shows, when they got out of winter quarters, will really surprise some of the showfolk."



FELIX BLEY, who has returned to the carnival field as general agent, after several years absence. He recently joined the American Exposition Shows, a unit sponsored by the Gooding Amusement Company.

LOOKS like Eric B. Hyde is going to have a carnival of some magnitude in time. The change has come over him. He is now on his own.

JACK V. LYLES letters from Charlotte, N. C.: "Been in Concord visiting my friend Joseph F. Cannon, the towel magnate." Wonder if we will soon see the Jack V. Lyles Carnival?

FRANK ZORDA cards from Nashville, Tenn.: "Still with Morris Miller and have babies in the annex and doing magic. Eleventh week for the museum, everybody doing nicely."

J. J. TAWES AND CULLEN STERLING card from Chrisfield, Md.: "Been operating a bingo in a store here for 11 weeks and doing good. Have several more dates under auspices."

IT WAS a "balmy" winter's evening in Milwaukee. Several of the carnival general agents were there—but only one of them got the contract.

JESS MORRIS cards from Gainesville, Tex.: "Was with various carnivals during past 12 years, Jones, Dodson, Francis and Heth. Now off the road playing in Community Circus Band."

MRS. C. E. SHERMAN, Madame Zelma, as she is known professionally, is building a Temple of Knowledge at the Savannah, Ga., fairgrounds. It is

planned to be something entirely new in the way of such attractions.

MR. AND MRS. SAUL SALSBERG, candy and novelty sales, report from Miami that they are housed in their trailer at Ollie Trout's camp and are very happy.

MOST OF the carnival people who have been basking in the Florida sun this winter will shortly begin the trek northward. Several from New York are expected back in the big city soon to prepare for the new season.

HARRY F. HALL letters from New York that he is looking eastward for the coming season. Harry F. has been in the business a long time as owner, general agent, manager, special and press agent. He may launch his own carnival.

TWO OLD CRONIES: J. C. McCaffery and Sam J. Levy. J. C. seems willing to sponsor Sam J.'s business activities, but thinks he should be looked after on his trips, so McCaffery goes along as chaperon.

YOU TELL: W. H. Rice had a lot to do with putting J. Eddie Brown in the limelight. W. H. should put on a water circus like he did some years ago. He knows that line better than others. He can do it. Regards to Ivy Rice.

DR. WILBER ALLISON cards from Lake Providence, La.: "Working Louisiana with a medicine show. Met Dude Brewer and family of Texas. He is a fast paper man and seems to be having lots of luck."

FARMER RICE letters from Richwood, O.: "Going on the road again with an Athletic Show. Started 23 years ago with Pilbeam Amusement Company. Past few years have been off on account of wife's health."

ROY BLAKE letters from Hot Springs, Ark.: "Been here since last August for my health. Much improved. My hotel doing good. Plenty showfolk here. Will be with Great Superior Shows as assistant to O. J. Beaty."

J. B. HENDERSHOT, general agent Mighty Sheesley Midway, passed thru Cincinnati January 19 from the South east on his way to the Michigan Association of Fairs meeting in Detroit last week.

CARNIVAL owners, managers and general agents should not loom in the minds of others as being con merchants. To be respected by the public, men should be respected within their profession.—Wadley Tif.

NOW that Royal American Shows have booked the Class A Western Canadian Exhibitions and Conklin's All-Canadian Shows have Class B, this matter is settled. However, the announcement upset a lot of plans other contenders had visioned. It's all in the game.

IT'S SMALL BUSINESS: The little man in show business today may be the big one tomorrow. He should be sold just whatever amount of any kind of equipment, stock or merchandise he can pay for. It is a grave mistake for anyone to get "nigger rich."

MONTANA MAY BELMONT letters from New York: "Been in show business since 1897, concessions and side shows. Last act was Jesse Kay, half-and-half. Had a stroke in my left side a year ago but am doing pretty good now. Expect to be on the road again."

MRS. HIRAM BEALL letters from Cleveland, O.: "Mrs. Pudie Dunn Smith underwent an operation in a local hospital for sinus trouble. She is my daughter and mother of Mary Lee and Dolores Smith. Mrs. Smith was born and reared in show business."

PLENTY of carnivals now in Florida. Some will make money, if the bad weather lays off while they are in that State. The mid-season seems to have gotten off on the right foot. Good.

J. L. SWEENEY letters from St. Louis: "Visited Bennie Summer, corn-game operator, in Mexico, Mo. He is recovering from injuries sustained in an auto accident two years ago. This season will be

BUDDHA PRICES CUT
After 40 years in New York we have moved to new and larger quarters. Write direct to



S. BOWER
Bellemead, New Jersey

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Each15
Forecast and Analysis, 9-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Ouija Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample. \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c.
HOW TO BECOME A MEDIUM. Same Binding, 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

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.

1937 ASTRO FORECASTS

With Full Hourly and Daily Guide.

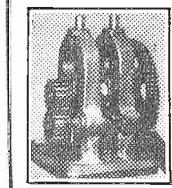
Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts. Horoscopes in 11 styles. Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-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.

It takes 30 TON PRESSURE



to emboss the Lord's Prayer on a Penny. Fancy toys or meagrimmers can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Send 10c for sample Penny and facts to **BLUE DOT STAMP CO.**, Established 1928, 124 E. Larned St., DETROIT, MICH.

his sixth with Tiger Mack's concessions."

WILLIE J. BERNARD letters from South Portland, Me.: "Mrs. Marie E. Davis and myself have formed a partnership. We are presenting old-style country barn dances nightly around Portland and other spots. Mrs. Davis has a side show. We are looking forward to a most prosperous year."

ROBERT J. KATELL letters from Birmingham, Ala.: "Mimi, the Hippopotamus Girl, is here framing a new show along her own ideas. She recently bought a piano-acordion. Mimi is the original Elephanto the elephant girl and was given that name by Johnny J. Bejano when she first joined him in 1934."

BOBBIE BURNS cards from Houston, Tex.: "Am handless wonder and with Marie Ralph we were in an auto accident near Livingston, Tex., January 6. Our car was hit by one of those hit-and-run drivers and demolished. Just barely escaped serious injury or death. Are here trying to regain our losses."

SID CRANE letters from North Little Rock, Ark.: "Visited Mr. and Mrs. Jack Wilson, who are quartered here. Jack will join Wallace Bros.' Shows with photo and other concessions. Harold Hiatt, former concession manager for J. T. Weaver, is also wintering here. There are many showfolk around Little Rock."

MR. AND MRS. WALLY BLAIR letter from Miami: "Visited friends in Fort Pierce for a week. Plan to spend the remainder of the winter in Miami. Living in new Miami Coach trailer. Blair's mother is due for a stay soon. Will have Night in Paris show. all new equipment and truck for transportation."

MRS. JACK (JUANITA) EDWARDS cards from Dallas: "Plenty of ice and sleet here. Have my son under care of specialist and will be here for some time. Enjoy *The Billboard* and WLW, Cincinnati, radio programs. Had two weeks of good fishing at Corpus Christi before coming here."

W. E. LAMB letters from Charlotte, N. C.: "Going to Washington, D. C. Was discharged recently from Veterans' Hospital, Tuscaloosa, Ala. Visited Sheesley quarters here but everybody seems to be away on business. I was general agent for Howard Bros.' Shows last season and not Curis Greater Shows. Was general agent on that show in 1934-'35."

BIG CARNIVALS should have at least two press agents. One in advance and one back with it. What say you? The Big Show seldom has fewer than five. The main idea is to get the right man for the advance and for the other end, too.

EDDIE TAYLOR letters from Brockton, Mass.: "Handled the sound truck and did the orating for Frank Wirth, who produced the Grotto Circus here New Year's week. Seemed quite like the past to get on the air again. Three cheers for Max Linderman of World of Mirth Shows. He answers letters promptly and to the point."

BARNEY STONE letters from North Little Rock, Ark.: "Last season with Gold Medal Shows, presenting Paris Before Dawn, a posing show of my own idea. Oscar Bloom or John Francis, my teacher, can vouch for this. Sent my Dodge truck that carried girls, baggage and drapes to Chicago. Am now interested in a night club here."

BYRON W. KING cards from Jackson, Tenn.: "Two members of Webb's Museum were overcome by carbon monoxide gas on the jump from Memphis. Writer was the first to go, then Pete Kyle, driver, slumped as soon as he got into the open air. G. U. King was also a passenger. He had a hard time getting Pete to stop the truck. Both of the victims are now feeling better."

E. CHARLES ROWE letters from Daytona Beach, Fla.: "Freckles, our beloved chimpanzee, passed away here January 13. He had appeared in nearly all branches of show business, including motion pictures. He contracted a cold last fall which developed into influenza, from which he died. As far as we know, Freckles was born in the Belgium Congo, Africa, about eight years ago. He came to this country when three months old. The writer bought him from Frank Buck."

CONCESSIONERS — Do not overlook Fish and Chips as a profitable item. Good at exhibitions and fairs. You know what fish are

and chips are nothing more than fried potatoes. French fried, or Saratoga chips, just as you like. Hot baked potatoes for carnivals "out all winter," if you please.

ALYNE POTTER MORENCY letters from Dallas, Tex.: "Mr. and Mrs. Hal Pickens entertained with a birthday party in honor of Mrs. Bertha Pickens. Guests of the honoree, Mrs. Percy Morency, Mr. and Mrs. L. A. Howell, Mr. and Mrs. W. B. Keiser, Mr. and Mrs. H. L. Johnson, J. M. Howell and Bonnie Mills. Mrs. Bertha Pickens is a sister of Mrs. Alyne Potter Morency. Mrs. Hal Pickens is a sister of Mrs. Barbara Kressman McIntire. Mr. and Mrs. Hal Pickens are nephew and niece of Mrs. Morency."

WE UNDERSTAND that actually hundreds of the boys have contacted the New York World's Fair offices in the Empire State Building for concession space at the big 1939 exposition. Many become discouraged when they receive little personal attention from fair officials. As a matter of fact, the fair is still more than two years in the future, leaving plenty of time for action on the part of the fair.

DANHAM, of Dodson Shows, brought to light a copy of *The Billboard* 26 years old last week, but W. H. Davis, of the same shows, went him one better by producing three copies of *The Billboard* 30 and 31 years old. The writer, who is no spring chicken, saw a group photo, in which he recognized many oldtimers who have passed away, the only living people being John F. McGrail and W. H. Rice. The funny part about it all is



ETHEL PURTLE and her automobile riding lion, which appear in season with Earl Purtle's Motordrome on the World of Mirth Shows.

that many of those who have gone west never took a drink in their lives, so pens Dick Collins.

M. F. HUFF letters from Bedford, Ind.: "Huff, tattoo artist, was a member of the Squawkers' Club on the Royal Palm Shows in 1935. Regards to Pat and Marion Delaney, Prince Eco Hale, Pony Boy and wife and all who were in Delaney's Ten-in-One that year. Wonder if Eco Hale remembers that Saturday night tornado in Richmond, Ky., when the top was blown to ribbons and he lost a tooth carrying his banjo in his mouth from the tent to trailer. This was the time Eric B. Hyde had his Big Eli Wheel blown over. Will be on the road again."

CHRIS M. SMITH letters from Atlanta: "Am doing a little special-agenting for the Hartzberg Keystone Shows. Assisting Charles to get a route of fairs. Acted in same capacity with Bantly Shows past season. Someone suggested at the Raleigh, N. C., meeting that I might establish a reputation for bringing them down and sending them back alive. Hartzberg has the stuff in him. Never had a more pleasant trip than running over North and South Carolina and Georgia with him. From what I have learned, he is really opposed to the racket and does not just talk about it. My season connection is made to start some time in March."

MANY and varied are the conceptions of what a Midget Circus should be. Same for midget shows with carnivals. Midget City sounds good. Wonder what carnival really has one that is complete in detail? Max Kimerer knows how to get money with midgets, so does Nate Eagle.

FLOYD NEWELL letters from Chicago: "Thanks a heap for the nice things The Mixer has been saying about me. Will try to live up to them. Don't know whether Claude R. Ellis told you or not, but Sam and Emil Hansher, of Milwaukee, are taking out a show this year after being off the road for about 10 years. William Zeidman will have his new Octopus ride on the Sheesley Midway. Noticed the Confab squib in a recent issue about press agents keeping a scrapbook. Sent mine for last season back to the Sheesley quarters. It is mounted on wall paper, four rolls, a little over 60 yards long and 36 inches wide. It was harder work pasting them than clippings than it was to get the matter in the papers. Oh, yeah?"

GRAB a blanket off the corn game and see if you can square that squawk! We will soon be hearing plenty of this on some carnival lots. More blankets have been used for this purpose than were ever put out over the counter in bingo games played. 'Tis too bad that there is not more business sense applied in instances like this. Maybe the party to whom the blanket is to be given has his house full of blankets given by other weakling carnival managers and he probably does not want any more bed kivers.

Ladies' Auxiliary of Midway Confab

By **MRS. ABNER K. (VIRGINIA) KLINE**

After the festivities in Kansas City we started to Salem, Ore., by way of Los Angeles.

Stopped first at Anna, Tex., with Mr. and Mrs. James Alexander. Mrs. Alexander is the daughter of James Paterson, of Paola, Kan. They have a new baby boy, born December 27. His name is George James Paterson Alexander and he looks husky enough to carry on the third generation of an old show family.

Did not get to see Mrs. Roy Gray, of Big State Shows, but she sent word that she was way behind with her fishing on account of the cold weather in Texas.

At Sweetwater, Tex., Mrs. T. J. Tidwell graciously entertained us in spite of the fact that she was just recovering from an almost serious automobile accident. Mr. and Mrs. Tidwell were on their way to the Sun Carnival at El Paso, Tex., when their car collided with another car and only the quick thinking of Mrs. Tidwell in covering her seven-month-old baby girl with her body saved the child from being thrown thru the windshield. Mrs. Tidwell had a badly wrenched side and arm and little Patty Ann is recovering from pneumonia in a Sweetwater hospital. Advance agent H. G. Buchanan and wife there, also Mr. and Mrs. Berger (Madame Ann) and daughter.

The show colony at El Paso still holds many showfolks. Mr. and Mrs. Mel Vaught, the latter getting over a bad attack of influenza; Mr. and Mrs. Tony Spring, Shorty Welles, Mr. and Mrs. Verne Newcomb, Mr. and Mrs. J. D. Summers, Mr. and Mrs. Micky Ballinger, Mr. and Mrs. Frank Hughes, Mr. and Mrs. Charles Wulp and Charles White all make the Fisher Hotel their headquarters. Mr. and Mrs. Don Carlos are also there and are to open with Polack Bros.' Circus at Shrine Circus.

Mesa, Ariz., has the Zeiger Shows in quarters. When we stopped there saw Doc and Mrs. Clara Zeiger, Mr. and Mrs. Braizer, Mr. and Mrs. La June and Mr. and Mrs. Paul Sturm.

Mr. and Mrs. Frank Burke have their rides in Phoenix, but are on a trip east on business and pleasure.

Mr. and Mrs. Cannon Ball Bell are in Phoenix, where Mrs. Bell can keep in the 500 rummy game; also Mr. and Mrs. Harry Lucas, of knife-rack fame.

We stopped with Mr. and Mrs. Elmer Kline in Phoenix. Elmer is much better in Arizona sunshine, which is shining brightly after several weeks of unusual weather.

Mr. and Mrs. Jerry Doyle are at home again here after being royally entertained by brother and sister showfolk in Los Angeles.

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ANY GOOD FREAKS AND NOVELTY ACTS.

Also Dancing Girls for after show. Must have good flash. No drinkers. State salary and all first letter. Address all **BILL HOBDAIY**, Pacific Coast Showmen's Assn., 730 S. Grand, Los Angeles, Calif.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Jan. 23.—These club meetings continue to draw capacity houses. Monday night's total was 207. President Will Wright presided. Other executives present were Dr. Ralph E. Smith, first vice-president; Charles Walpert, second vice-president; Ross R. Davis, treasurer, and John T. Backman, secretary.

Ben Dobbert, membership chairman, reported that he and his assistants are working on a membership plan and have set the peg at 1,200 members by September 1, 1937. John T. Backman made known that most of the reported sick are convalescing. Charles Tobin was the only one reported as not on the rapid mend. Other chairmen had only brief inconsequential reports to make. A report on the Annual Charity Banquet and Ball by Jack Grimes showed that another \$100 had been added to the fund derived from that function.

Communications: Dick Wayne Barlow informed from Texas that the missus is traveling east while he remains for some time in Hot Wells. He added that he will be unable to make the Coast this winter. A lengthy letter from J. Ed Brown, Dallas, addressed to President Will Wright, stated that the roseate picture Brown "word painted" for Wright with the reverse English skillfully "cued" in was just something to make Wright feel that in accepting the presidency he was aiding a noble cause. Wright sent Brown his thanks for the very encouraging epistle.

Claude Barrie, called upon as chairman of the Hi-Jinks committee, announced that Solomon's "Bowery," at Ninth and Grand avenues, had been engaged for February 3. This is one of the largest clubs in the city, with elevated stage, a mammoth dance floor and a seating capacity of 1,800. There will be the usual floor show preceded by a colorful pageant, titled "The Spirit of a New Era." Various groups are to appear in march formation, with prizes being awarded for the best representation, most colorful, etc. Dance music will be furnished by a prominent Los Angeles orchestra.

During the telling of the plans for the big affair, Pat Armstrong arose and stated he would give \$150 if there were 1,000 tickets sold at the meeting. There followed a scurry of volunteers who came to the desk for tickets either to buy or to solicit the assemblage. In just 42 minutes the job was done, and indicates a splendid manifestation of the spirit which is behind the organization. A communication from Mrs. Theo Forstall, president of the Ladies' Auxiliary, was read and gratefully acknowledged by a big hand. The best wishes of the club to its sister organization went to her and her associates for a most successful year.

Weekly award went to Charles J. Walpert. After adjournment refreshments and lunch were served by Harry Wooding, Ted LeFors, Fred Shafer, Jack Bigelow and Jimmie Dunn. PCSA has a welcome sign hanging out to all eligible to join its ranks.

LADIES' AUXILIARY

Monday night's meeting presided over by President Peggy Forestall, with Frances Klein, second vice-president, and Ruby Kirkendall, secretary and treasurer, also present, was well attended. First Vice-President Inez Walsh was absent. Letter from Estelle Hanscome stated that she was doing nicely and hopes to be back soon. Estelle has been confined in St. Mary's Hospital, San Francisco, for the last 10 days.

Letter from PCSA President Will Wright received big hand from the women members. Wright, in behalf of the members and himself, extended the auxiliary every co-operation in the future and thanked the ladies for their letter advising the PCSA in regard to

their desire to remain an auxiliary. The offer of the men's clubroom for the card party January 28 was accepted and arrangements are already under way to handle a very large crowd. The girls are all in spirit with the PCSA for the coming annual High-Jinx February 3, and 200 tickets sent up at the meeting were disposed of pronto.

Martha Rogers, who leaves for C. F. Zeiger Shows, will be missed by the lobbyists at the Bristol Hotel. Edith Walpert and Hazel Redmond are spending a few days at Gillman Springs visiting Rose Clark, who has made headquarters there since closing in November. Mary Ludington and Florence Webber are trekking down over the week-end, as is Mabel Wright.

Amelia (Mrs. Bert) Earles was in for the meeting and enjoying everything but the cold. Maybelle Crafts is looking spry and healthy after her long vacation in San Bernardino.

Martha Levine is reported to be on the don't-feel-so-good list. Many members are absent with colds and slight touches of the flu.

Margaret Hilderbrand remained in Portland for a few weeks' sojourn with her mother. She was called there owing to the death of her father last week.

St. Louis

ST. LOUIS, Jan. 23.—Mr. and Mrs. Sam Solomon, of Sol's Liberty Shows, are in the city. Oscar Bloom, of Gold Medal Shows, was a visitor, en route from Minnesota fair meeting to winter quarters. He was accompanied by Donald LaCost, who will operate the cookhouse on shows.

Mr. and Mrs. James Laughlin and Bruce Barham, of West Bros.' Amusement Company, spent several days in the city on a buying and shopping tour.

Sam Davis, popular among outdoor show people here and owner of Crescent City Smelting Company, held a party at his place of business on Saturday night, January 16, on the occasion of his birthday. Those present: Marvin Laird, Rose Fitzgerald, Hazel Piercy, Howard Piercy, Anna Ray Runte, Norman Grossman, William Peters, Lola Francis, Doc Wilson, Joe Kavin, Al Moss, Fred Burrell, Eddie Chase, Louie Wattel, Louis Lentin, Helen Fann and Herman Sparber.

Mrs. Jane Pearson, of the C. E. Pearson Shows, was in the city, coming down from her home in Ramsey, Ill.

Mrs. Catherine Oliver, of Oliver Amusement Company, was here several days. She has been visiting relatives in Springfield, Ill.

Evelyn Feldman, sister of Morris Feldman, arrived and will visit here several months with Mr. and Mrs. Feldman. Feldman was for years a prominent concessioner.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Jan. 23.—Owing to absence of President Ruback, Art Brainerd acted as presiding officer. Meeting was well attended, altho most of the showmen have left the city.

The club voted to purchase a monument for the Showmen's Plot and the committee in charge combed the city for a suitable monument.

President Ruback is offering a \$100 prize in money for the membership drive and has started it off in a big way. Following new members were issued new cards: Ben Hurst, Jack Copelman, William Ruback, James Schneck, Ben Roodhouse, Carl Darnell, Ted Le Fors, Joe Murphy, Will Wright, Tom W. Allen, Bert Cummings, C. E. Fritts, Mike Keegan, Charles Aaronson, A. C. Jolley and Mimie Morrissy.

Membership drive has started off with new names at the head of the list, Ben Hyman, of San Antonio, Tex., is in first place. He is connected with the Western State Shows. A. Obadal and Jack Ruback are hard workers for the club.

Tommy Martin, a very popular member, is confined at Menorah Hospital here. He needed a blood transfusion and several members of the club volunteered. His partner, Ed Phillon, arrived and visited him.

Dan MacGugin, who has been confined to his room at the Coates House, is much improved and is up and around in

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 23.—In the by-laws adopted at the last annual meeting we were authorized and empowered to appoint associate counsel when and where it shall appear for the best interests of the association to serve at the pleasure of the association and under our supervision and direction.

Accordingly we desire to announce the appointment of Richard S. Kaplan, attorney, as associate counsel for Indiana and Illinois.

The subject of railroad transportation, which was fully covered in our last annual report, has been given additional study and we are firmly convinced that despite the reduction in passenger rates the carriers have been earning greater revenues. Typical of this situation is the status of New York Central, which reports that in the capital district of New York State alone, there was an increase of over a quarter of a million dollars in 1936 over the preceding year and that the entire increase in 1936 over 1935 was \$1,461,935.82. We plan to continue studying this subject and in the early spring again apply to the Trunk Line Association for relief in this connection.

Anent Social Security

We continue the discussion of the Federal Social Security Act by citing further illustrations of problems relating to the constitutionality of the plan.

"4. CONSTITUTIONALITY (Continued)"

"Cases have arisen involving several other State laws and in three instances have reached the highest State court. The first to be decided involved the Washington unemployment compensation law, which was declared to be inoperative, but without any decision as to its constitutionality. The situation in Washington was that the State Legislature met in the winter of 1935 and attempted to anticipate Federal legislation by passing an unemployment compensation law in March of that year—five months before the Social Security Act was signed by the President. At that time there was a Social Security Bill before Congress, commonly known as the Wagner-Doughton Bill. It contained a title very similar to the present Title IX; but the rate of tax was higher and the coverage was broader; agricultural employment, for instance, was covered and employers of four or more were subject to the tax. The Washington unemployment compensation law had a similar extensive coverage and a similar high rate of contributions. By its own terms it was to become effective if the 'Wagner-Doughton Bill' became a law.

"Plaintiffs alleged, first, that the 'Wagner-Doughton Bill' referred to in the Washington statute never had become law; that the Social Security Act was an entirely different piece of legislation. Second, plaintiffs urged that even if the Wagner-Doughton Bill and the Social Security Act were one and the same the Washington act was not in effect because the Social Security Act, due to its alleged unconstitutionality, had never been 'enacted.'

"The United States attorney and the general counsel of the Social Security Board filed an amicus brief in the Washington Supreme Court on behalf of the United States. The brief dealt first with the point that whether or not a statute was constitutional, the formal completion of passing the bill (the vote of both Houses and signature by the President) constituted an 'enactment' and that, therefore, August 14, 1935, was

a wheel chair.

Eddie Strassburg, the owner of Sammy the Ape, reports that Sammy has been very sick with influenza.

LADIES' AUXILIARY

KANSAS CITY, Jan. 23.—Streets covered with ice and snow, yet the Ladies' Auxiliary meeting had a good attendance. A short business meeting was held and then the members held their regular social evening with cards and refreshments.

Jackie Wilcox had charge of preparing the refreshments. The deviled eggs, sandwiches, coffee and mints were enjoyed by the 20 present.

Prizes were won at cards by Margaret Haney, Juanita Strassburg and Harriett Calhoun.

Several are on the sick list this week, Irene Lachmann and Mrs. Teddy Stanton.

15 Years Ago

(From The Billboard Dated January 28, 1922)

A large crew of men were at work daily in the Snapp Brothers' spacious winter quarters, North Little Rock, Ark., building new fronts and repainting old ones. New attractions booked for 1922 necessitated the addition of five more cars. . . . The Ellenville, N. Y., winter quarters of American Exposition Shows saw its busiest winter season in years owing to the arrival of new paraphernalia, repainting, rebuilding and overhauling of the entire show. . . . C. Guy Dodson had just informed *The Billboard* that he had formed a partnership with Wilbur S. Cherry, formerly of the Rubin & Cherry Shows, and that they would put out a 25-car organization to be known as the Dodson & Cherry Shows.

Work at Corey Greater Shows' winter quarters, Bakertown, Pa., had just begun in earnest, with Manager Corey directing activities. . . . Coleman Bros.' Shows announced that 5 shows, 3 rides, 2 free acts and about 30 concessions would be carried by that caravan in 1922. . . . "Full Speed Ahead" was the watchword of the Greater Alamo Shows at their spacious and well-equipped winter quarters at the fairgrounds, Houston. . . . The first gun for the 1922 outdoor season was fired by the Johnny J. Jones Exposition at Largo, Fla., when that caravan opened the Pinellas County Fair there with a 15-car show consisting of some 16 shows and 5 riding devices.

W. C. Fleming, general contracting agent for T. A. Wolfe's Superior Shows, announced that the organization had just been awarded contracts for the State Fair of New Jersey in Trenton and the Great Allentown Fair, Allentown, Pa. . . . Extremely cold weather which froze pipes thruout the building was hampering work of the Zeidman & Poelle Shows in their Nitro, W. Va., winter quarters. . . . Johnny Ward, former owner of the Ward Exposition Shows, had just purchased a half interest in the Great Pacific Shows, which were wintering in Monroe, La. . . . Rubin & Cherry Shows opened an office in Philadelphia in order to establish a permanent Eastern address.

E. E. (Hop) Higgins, piloting the Central States Shows thru Florida, was enjoying some real fishing and hunting and having some good luck during his leisure moments. . . . P. J. Starck, musician and door talker, was spending the winter visiting his uncle in Muscatine, Ia. . . . Tom Arger announced that he had contracted to have his eating and drinking emporiums with Smith's Greater United Shows in 1922. . . . Thomas Scully, of Ten-in-One fame, was spending the winter at his home in Meriden, Conn. . . . Harry Burton signed as general agent for the Mimie World Shows and immediately joined the show in winter quarters at McAlester, Tex.

certainly the 'enactment date' (the words of the Washington statute) of the Social Security Act. The rest of the brief was devoted to upholding the validity of the Social Security Act in all its parts.

"The court found that it was not necessary for it to consider the questions raised in the amicus brief. By a five-four decision it was held that the Washington Legislature had not intended to refer to the Social Security Act, as finally enacted, when it mentioned the 'Wagner-Doughton Bill.' The majority opinion pointed to the wide discrepancy in coverage and tax rate between the bill and the law as finally passed. The minority pointed to the general similarity between the bill and the act and to the fact that thruout its Congressional history the Social Security Act and the original Wagner-Doughton Bill were generally considered as one and the same piece of legislation.

"On November 25 the court decided unanimously in favor of the validity of this provision. This decision is highly interesting in view of the statement by some prominent critics of the Social Security Act that hardly any State constitutions would permit payment over to the Unemployment Trust Fund and that California was one of those States whose constitution would prevent such payments."

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Winter-Quarters News and Gossip

(Reported by Show Representatives)

Dodson's Shows

SAVANNAH, Ga., Jan. 23.—This is a real city for showfolk, as they are made welcome. The policy that has marked the rise of Dodson Brothers is exemplified in their construction activities. They do not believe in waiting until the last moment to refurbish and improve their paraphernalia.

Among new features already built is a Skooter for 24 cars. The builder, Jack Bailie, has the color scheme orange and red, with the top in similar colors, ordered from Baker & Lockwood thru their Eastern representative A. E. Campfield.

Burt Minor designed a front and stage for Etta Louise Blake, who will handle the girl show this year. A bamboo front is also under construction. The bamboo was sent here by Mel G. Dodson from the Everglades of Florida. This show will be known as Darkest Africa.

The combined office and press wagon, designed by Burt Minor and built by George Roy, is complete in detail. In front is the financial end, with ticket racks, cabinets, cash drawers and accountant's desk. Rear end is equipped with filing cabinets and other essentials, including a settee for visitors. The whole finished in bird's-eye maple and a most effective lighting system. In front of the office end a platform is attached to the treasurer's window. The wagon itself is 25 feet long, and with the platform and steps each end occupies a space of about 43 feet. Over all is a canopy of orange and red.

The show's revered Post Commander Clarence Sherman and his wife are here. Legal Adjuster Ray Balzer and wife have Ray's mother visiting them. Jack and Mrs. Bailie are up from Fort Myers, Fla., where Mel G. Dodson and wife, Bailie and wife and Joe Polack, midget, have been spending a month at the Dodson camp. Also Lee Faulkner and wife, George Roy, wife and son, Ralph Piercey and wife, Cecil Hudson and Melvin Dodson Jr., Mr. and Mrs. Woverley, Clyde Brickett, George Gardner, Johnny King and Bert Minor.

Ollie Hager has built a new Motor-drome, one of the largest in existence. Dare-Devil Daniel is raising the height of his perch 35 feet, which will make it well over 125 feet. Pete and Fred Loftus are overhauling the two rides they manage for the Dodsons. Mr. and Mrs. Hy McCaulty are busy. He is looking after the mechanical end and she is taking care of her equine stock. Sol Speight and wife are assembling colored talent for Harlem Buddies, of which he is manager.

C. Guy and Mel G. Dodson have apartments in the residential district, where Katie and Ella Dodson entertain and welcome visiting troupers almost daily. About six miles away Mrs. Dakota Max, widow of Dakota Max, has a hostelry which is the rendezvous for the showfolk who have weekly reunions there. Abie

Stark and wife have their trailer planted in Mrs. Max's grounds. Joe Miller and wife are also there. W. H. (Bill) Davis has returned from Hot Springs, Ark., where he underwent an operation on his lip. He has been 67 years a showman and seven of these have been spent with the Dodson Shows. Band leader Charlie Clark and wife left for a short sojourn in Mexico.

The Dodsons think they have the oldest showman in the country with them this season in Elton Denham, who has the Midget City. He is 86.

The organization will not play fairs this season. Free acts will be headlined again by Zacchini, human cannon ball. Reported by Dick Collins.

Johnny J. Jones Exposition

AUGUSTA, Ga., Jan. 23.—Zeke Shumway, wife and company arrived to start building a new thrill show. It is planned to make this attraction an outstanding production in carnival circles. The front is to be entirely different from anything ever before seen on a midway. R. F. Haney is waiting for the new Skooter to arrive. Morris Lipsky and Buddy Paddock, concessioners, were in for a business talk and to ship some concessions to Florida for winter fairs.

Mrs. Hody Jones and Johnny Jr. leaving for Florida. Johnny was on the sick list, but now ready to return to school at Haines City.

With the arrival of General Manager White show work started in earnest. Men are arriving in quarters daily. A full crew to be placed first of February. Reported by Starr DeBelle.

Mighty Sheesley Midway

CHARLOTTE, N. C., Jan. 23.—John M. Sheesley and General Agent J. B. Hendershot have been busy at fair meetings. The new style lighting system for the midway will be different from any other show according to the management.

Clyde Jordan, who has the candy concession on the show, is putting the winter in with a bunch of candy butchers as manager and general agent for Noel Lester's Illusion and Magic Show playing theaters.

Al Renton, who has the side show, has built an amplifying system. It is inclosed in an upright trunk containing all the equipment for the inside and outside. Renton has also built a mechanical man.

J. H. Jackson, blacksmith on the show, is spending the winter at Martinsville, Va.

Elmer Blackie Peyton, caterpillar driver for on and off the lot, is in Nashville, Tenn.

Bill Gordon, who had diggers for Dinty Moore last season, is going to Macon, Ga., to look after his concession. Reported by Ward Dunbar.

L. J. Heth Shows

BIRMINGHAM, Ala., Jan. 23.—Manager Heth and the writer are back at quarters after a booking trip. Work is now well under way in all departments. Jack Drake, chief mechanic and electrician; Charlie Strickland, in charge of blacksmith shop; Roy Farmer, superintendent of construction; Riley Bain, scenic artist; Ralph Burlingrime, boss painter, and C. A. Bain, in charge of transportation, are all busy.

Charlie Miller will again be manager of concessions, with George Holloway as assistant.

H. B. Shive, general agent, reports early bookings going along nicely. Heth has contracted Damon Stewart and his All-American Band, also his Variety Musical Revue. Show will go out considerably enlarged and with many new ideas in show fronts. Reported by Joe J. Fontana.

Crystal Exposition Shows

CRYSTAL RIVER, Fla., Jan. 23.—Made a trip to the shows' winter quarters in South Carolina to get matters lined up to start work. Left orders for lumber, hardware, paint and other materials. Will return to quarters soon. On way down delivered a 25 k. w. light plant to Eric B. Hyde at Orlando, Fla., which was purchased from the shows' management. Reported by Charles Staunko.

FOR SALE IN CANADA

The Bluenose Shows, including one of the very best Merry-Go-Rounds in Canada. Ten Concession Joints, New Canvas, Games for the Concessions and all the Equipment that goes with a Show. One D. C. 23 K. V. A. Light Plant. This show is complete. If you are interested, have route for about 18 weeks in Nova Scotia, New Brunswick, Prince Edward Island, Magdalen Islands, Newfoundland and St. Pierre. If you wish, have eight good reliable men that will work on show for you. Will only sell the show as a whole unit.

FRANK J. ELLIOTT, Amherst, Nova Scotia, Canada.

DODSON'S WORLD'S FAIR SHOWS

OPENING SAVANNAH, GA., APRIL 10.

WANT Any New and Novel Attraction Capable of Getting Real Money. One More Outstanding Free Act Which Must Be Sensational and Out of the Ordinary. Absolutely Legitimate Concessions Welcomed. Train Master who can do building. Experienced Ride Help and Help in all departments. Man to handle Glass House. Apply to JACK BAILIE. Bard Men who are Real Musicians and Troupers. Apply to CHAS. CLARK, Band Master. WILL BUY 1 or 2 70-ft. Steel Flats and 1 Standard Pullman Sleeper.

DODSON'S WORLD'S FAIR SHOWS, P. O. Box 543, Savannah, Ga.

MAJESTIC SHOWS WANTS FOR THE COMING SEASON

Ferris Wheel, Tilt-A-Whirl, Caterpillar, Loop-O-Plane or any Flat Ride that can gilly. Have Complete Outfits for the Following Shows: Minstrel, Ten-in-One, Geek, Girl Shows, Blue Eyes, Athletic, Illusion or will furnish outfits for any worth-while attraction. Will sell exclusive on Bingo, Diggers, Photos or any Merchandise Concessions; or will book any Concessions that can and will throw out merchandise. Want three High-Class Free Acts. Want Ride Help for Merry-Go-Round, Chair-O-Plane and Kiddie Rides. Would like to hear from the following people: Miner Parsons, Tex Thorpe, Morrissey. Can use Useful People in all departments. Show opens March 12, Tuscaloosa, Ala. Two Saturdays. All address R. G. McHENDRIX, Box 26, Tuscaloosa, Ala.

Mabel R. Weer Shows

CASSOPOLIS, Mich., Jan. 23.—Work has started. Crews are painting and decorating the rides. Much effort is being put forth in building six new show fronts of modernistic and streamlined design. Neon effects will be used on most of the show fronts and flood-light towers will be erected for the midway. Mrs. Weer has returned from a trip getting new attractions for the shows. J. H. Duane is back from fair meetings and a booking tour. Genieve Weer is in New Orleans for the Mardi Gras. Mrs. Duane has been released from the hospital. Show will carry seven rides, eight shows and legitimate stock concessions. Reported by an executive of the show.

J. J. Page Shows

AUGUSTA, Ga., Jan. 23.—Work started in earnest. Rebuilding and repainting Merry-Go-Round in its entirety is finished, with exception of organ, which has been shipped to the factory for a complete overhauling. Building new panel fronts got under way and will be for the Minstrel, Girl, Illusion, Athletic and Monkey shows. The Ten-in-One will have a brand-new 120-foot front. It is Page's intention to feature the Girl Show, which will have an outstanding front, and performance will be in the nature of a revue. J. J. Page and the writer made fair meetings in Indiana, South Carolina and Georgia.

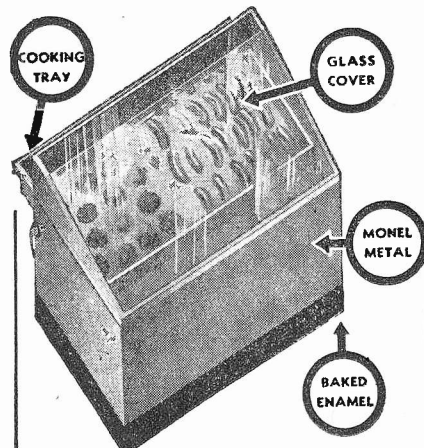
Word from the Montgomerys, who are at home in Pennsylvania, is that they will be in quarters in a few weeks to start work on the repainting of the twin Big Eli Wheels, Tilt-a-Whirl and Chair-plane. New entrance arches are also to be built for the rides.

Work at present is in charge of Roy Fann, with a crew of six. P. Jones is cook at quarters. D. L. Bassinger, corn game operator, has signed. A. W. Howell has contracted his 12-car Lindy Loop and Crime Show. Howell is at present, refurbishing this show, which consists of the latest works in wax. Word from Flo and Billie Clark that weather has been bad. Johnnie Bullock, owner of Bullock Amusement Company, was a visitor. Reported by R. E. Savage.

ALBION, N. Y., Jan. 23.—Selection of Strates Shows as midway attraction was announced by the Orleans County Fair Association.

SHREVEPORT, La., Jan. 23.—B. O. Grantham, who had Monkey Hippodrome with the Royal American Shows for past several seasons, has booked with Hennies Bros.' Shows.

DUNKERQUE, France, Jan. 18.—The big street fair here has 100 attractions, including the mammoth Pourtier Circus, Tissen's Menagerie, rides, shows and concessions in large numbers.



Enjoy a Delicious TASTY BIT Cooked in the New Attractive TASTY BIT MACHINE. All-Electric, made of MONEL METAL. For Concessioners, Taverns, Etc. PRICE, \$49.50. Salesmen Wanted. JABAR MANUFACTURING CO., 922 N. Milwaukee Street, Milwaukee, Wis.

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. N. Y. checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

WEST BROS. AMUSEMENT CO.

Booking Shows and Concessions for 1937. Box 27, Morley, Mo.

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

The Great Amazon Attractions

WANT

INDEPENDENT RIDES AND LEGITIMATE STOCK CONCESSIONS

That Don't Conflict With What We Have.

This Show has Free Gate and No Racket. Open in Indiana May 1. Good opening for Kiddie Ride, Pony Truck and Drive-Yourself Cars. Fair and Celebration Secretaries write us. WILL BUY Chairplane and small Corn Game Top if in good condition and cheap for cash. Write

JACK ORR

Box 546, Hallandale, Fla.

WANTED TO BUY

50x80 or 60x90 WHITE TENT, 8 or 10-ft. Wall, Seats, Light Plant, small Side Show Tent, Banners. State condition and lowest price in first letter. CAMPBELL, P. O. Box 692, Kansas City, Mo.

W. E. WEST MOTORIZED SHOWS

Now Booking Shows, Rides and Concessions for Coming Season. CAN PLACE experienced People in Ten-in-One, also Grind Shows, Geek and Girl Shows, capable and sober Grind Store Agents, Athletic Show Manager, Ball Game Agents, Manager for Cook House, or will lease. Pete Peters, Jack Rooney, Hupe Ratcliff, Peggy and Bobbie Burns, Sam Dixon, Curley Ellis write me, and others to 1719 N. W. 32d St., Oklahoma City, Okla.

All American Exposition Shows

Now booking Shows, with or without Tops, also legitimate Concessions, for the coming season. Caliola, good as new, for sale. Address mail to H. V. PETERSEN, Gen. Mgr., Yankton, S. D.

15 Acts Booked for Terre Haute Circus

TERRE HAUTE, Ind., Jan. 23.—Fifteen circus acts, including Billetti Troupe, high wire; Hashi and Osai, Japanese act, and Mispah, trained elephant, will be among featured attractions at the first indoor circus to be held in Shrine Temple here, under Zorah Shrine sponsorship. Eugene J. Murphy, New York, is directing and managing the circus. A menagerie, side shows and concessions will also play prominent parts. Event is to be of a week's duration.

Thru a tieup with a local dealer a Packard sedan or \$800 will be given away. Other features will include a 100 per cent perfect baby contest, most industrious boy and girl popularity contests, with winner of each receiving prizes and a free trip to Hollywood; German Village, fashion parade and a fraternal night.

One of the outstanding features will be a public legal wedding, with the bride appearing in cellophane. According to John A. Schmidt, of the sponsoring committee, the advance ticket sale is brisk, indicating record attendance.

Bloomington Vets Plan Mammoth Indoor Circus

BLOOMINGTON, Ill., Jan. 23.—A varied program of acts and entertainers is being lined up for a mammoth indoor circus to be held in City Coliseum here soon under John H. Kraus Post, Veterans of Foreign Wars, sponsorship. J. A. Hanes is heading circus committee, being assisted by Earl C. Million, post commander; W. H. Abbott, C. E. Driscoll and George Hayes.

Robert Mack will produce the show, while H. Schwartz has been named manager of concessions and exhibits. Two shows will be presented daily.

Maple Festival Organizes

CHARDON, O., Jan. 23.—Board in charge of Geauga County Annual Maple Festival, which each spring attracts showmen and concessioners, elected E. L. Mauer president; George Talbot, vice-president; C. N. Quirk, treasurer, and Paul E. Denton, secretary.

AMERICAN LEGION INDOOR CIRCUS

Brookville, Pa., February 13-20, inclusive. Held in large steam-heated building in center of town. All pay days due between these dates. WANTED—Grind Stores, Photo Gallery, Freaks, Popcorn, Apples and Floss open, also Cook House. Absolutely no grift. Wire, don't write. You pay yours, we pay ours. All Acts engaged.

DR. CARY MARSH, 25 South Main Street.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Centennial Clears More Than \$10,000

WALLA WALLA, Wash., Jan. 23.—Complete financial report on all activities of Whitman Centennial Celebration, held here last August, presented by Herbert G. West, president of Whitman Centennial, Inc., during the Chamber of Commerce Historical Resources conference last week, revealed a net profit from the celebration of more than \$10,000 after all bills had been paid.

Total receipts from all sources to the centennial were \$35,980.17. Cost of the celebration, with general expenses to December 31, 1936, was \$25,157.71, showing a net profit from operation of \$10,822.46. According to Mr. West, the money accrued was used to purchase the Whitman mission site.

Events Meeting With Success at Enid, Okla.

ENID, Okla., Jan. 23.—Various civic organizations, which have been sponsoring shows at the Convention Hall here, have been meeting with marked success. Lions' Club sponsored a Major Bowes unit and did splendid business in connection with an auto show, while Local 312, IATSE, sponsored a road show.

Local retail merchants will again stage their annual exposition here this year and will present vaudeville and other stage-show features in connection with it.

Williams Gets Home Shows

NASHVILLE, Jan. 23.—Edwin N. Williams, of Kentucky Exposition Company, has been retained as managing director for National Home Shows to be held here and in Decatur, Ill., in the spring. An FHA display and all other equipment for both shows will be furnished by his company.

Many Acts Are Presented At Legion Circus in N. J.

ELIZABETH, N. J., Jan. 23.—Stan Reed directed the circus performance sponsored here last week by the Argonne Post of the American Legion in the Elizabeth Armory. Shows were given twice daily in the interests of the Legion's building fund.

Program, assembled by Reed, included Roberta and her dogs, ponies and monkeys; Emma and Mildred Raymond in single trapeze routine; Weber, on the comedy bike; DeHormes and Company, revolving ladder; Emma Raymond again, this time balancing on a high trapeze; George DeMott, juggler; Ethel and Walter Small, double trap act; Harry DeMarle, contortion work on a swinging trap; Madame Marlette, contortionist; Bernard's Comedy Mule; Captain Walker and cats, mountain lion and a tiger; DeHormes and Company again, this time in a tumbling and hand-to-hand balancing turn; Emma Raymond on the slack wire; the Three Aerial Smalls on the flying rings, and Billy DePhil, slide for life.

Special promotion was handled by Louis Rice; Jack McDonald, Elmer Perdue and Fred Grant were banner men; "Smiling" Sidney Danich was in charge of concessions, and "Red" Rogers had the ice cream.

Clown alley, which worked at intervals thruout the program, consisted of Jack DeShon, producing clown; Frank Prevost, Albert White, Gene Dubois and George DeMott.

Outline Big Program For Strawberry Fete

HUMBOLDT, Tenn., Jan. 23.—Committee chairmen for this city's fourth annual West Tennessee Strawberry Festival, to be held in the spring, have outlined one of the largest programs ever attempted by the sponsoring committee.

Festival will include a gigantic float parade, horse show, baby parade, selection of a junior king and queen and band contest, with more than 30 bands scheduled to participate. Event will be concluded with crowning of a queen and a queen's review and ball on the festival grounds.

According to R. D. Neeley, chairman of free attractions, a large carnival will be secured to appear on the grounds for the duration of the event and a circus will be contracted to furnish free attractions twice daily.

Shorts

FEDERAL authority for the mint to strike off a commemorative half dollar depicting historical background of the vicinity will be asked in a bill which Representative Francis E. Walter, Easton, Pa., will introduce for Easton Golden Jubilee Celebration in the spring.

AT SECOND Annual New Haven (Conn.) County Sportsmen's Show Frank Dubinsky, managing director, announced Nee-Dah-Bah, full-blooded Sioux Indian, who made a hit last year as emcee, has been engaged to preside again.

ST. PAUL'S Winter Sports Carnival will be crowned to the world by Rudy Vallee. A feature of his appearance will be his weekly broadcast from the St. Paul municipal auditorium, sponsored by Minnesota Amusement Company and St. Paul newspapers. One of the largest parades in history of St. Paul will open the carnival.

BOBBY BUMPS, of Cole Bros.-Clyde Beatty Circus, has been signed as one of

HELP This Department by Telling Committees About It.

The acts in an indoor circus sponsored by Fort Wayne, Ind., Lodge, Loyal Order of Moose. A merchants' industrial exhibition will be held in conjunction.

VOITURE 182, of the 40 & 8, Little Rock, Ark., sponsored two charity performances of *Darktown Follies*, all-Negro revue, last week for benefit of the Legion's child welfare fund. Company of 35 persons presented a show for white patrons at the East Side Junior High School and a performance for Negro patrons at Dunbar High School.

PLANS FOR the most comprehensive Greater Grand Rapids Exposition in the seven years of its existence have been launched by the Lions' Club, Grand Rapids, Mich. Jack Bechtold will continue as manager of the display in Civic Auditorium.

A PAGEANT in which about 400 characters will participate, depicting history of Miller County over the 100-year period of its organization, will be staged on each of the three nights of Miller County Centennial celebration in Tusculumbia, Mo. A two-day picnic will be a feature.

A GALA WEEK of celebration is in store for Findlay, O., this summer when that community observes the golden anniversary of the oil and gas boom. An appropriate program of a week's duration is being planned by Findlay's Golden Celebration of Oil and Gas, Inc., organized to handle the affair. Harry Botsford, Titusville, Pa., has been engaged as manager and publicity director.

ERNIE YOUNG, Chicago, furnished the floor show for the Young Guardsmen of the National Cannery Convention in the tower of the Stevens Hotel, Chicago, on January 25.

MICH. SHOWMEN

(Continued from page 42)

men, rink, ballroom, amusement park, carnival, circus, rodeo, supply house and outdoor showmen in general.

Wednesday night nearly 100 attended and 61 sent in paid-up dues at the meeting. Simons conducted the meeting as chairman.

Chet Howell, secretary of the Michigan Association of Fairs, arose to make the formal speech of the evening but was stricken by what was diagnosed as an attack of influenza, from which he had been suffering, and had to be carried to his room and given immediate medical attention.

Lieutenant Lester Potter, Detroit police censor, gave a detailed speech commending the aims of the organization.

One important resolution was adopted requiring that all meetings, whether of the association itself or of the advisory or governing board, be open to all members in order to avoid any possible entry of factionalism, which was blamed for destruction of the old Michigan organization.

Officers Elected

All temporary officers were elected as permanent, with the following additions: First vice-president, Jack Dickstein; second vice-president, John Mulder; third vice-president, K. G. Barkool; and following board of directors: C. L. Bevis, J. C. Goss, Ralph Barr, Louis Berger, Pop Baker, H. D. Michele and Lieutenant Lester Potter.

Line o' Two of News

JONESBORO, Ark., Jan. 23.—Great Superior Shows, management O. J. Beatty, announce that E. L. Brown, special agent, will again be with it.

NORTH LITTLE ROCK, Ark., Jan. 23.—Sid Crane and Dave LaMont closed their museum at Houston, Tex., recently. Crane came here and LaMont went to Chicago.

PORTLAND, Ore., Jan. 23.—E. R. Walker has signed contracts to present his Athletic Show with Nip Butts' All-American Shows. This will make the third season for Walker with this show.

DAYTONA BEACH, Fla., Jan. 23.—Freckles, the well-known chimpanzee performer, who was under the management of E. Charles Rowe, of Miami, died here recently in Dr. E. H. Rawls' animal hospital. Freckles was buried with religious services at Orlovista, Fla. His last outdoor engagement was with the Crystal Exposition Shows at Lake City, S. C., last fall, when he presented a free act on that midway.



PEP UP the Pulling Power of YOUR POSTERS

Go modern with Donaldson Posters, Hangers and Show Cards . . . brilliant colors . . . sun-tested inks . . . lithography that lures the eye and boosts box-office receipts for INDOOR CIRCUSES and SPECIAL EVENTS. For years showmen have relied upon Donaldson for lithos that pull. New designs for 1937. Any size. Dependable service. Write today for prices.

DONALDSON

DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.
NORWOOD, CINCINNATI, OHIO

WANTED FOR WANTED

THE BIGGEST INDOOR EVENT OF THE SEASON,

V. F. W. INDOOR CIRCUS

WEEK FEBRUARY 22 TO 27, COLISEUM BLDG., BLOOMINGTON, ILL.

FREE ACTS—Animal Act (Circus Shorty write), Aerial Acts and other outstanding Attractions, send lowest price for week and mail recent photos to BOBBY MACK, Circus Manager.

CONCESSIONS—Legitimate Concessions of all kinds write H. SCHWARTZ, Concession Manager. Phone Men wanted. State lowest percentage.

V. F. W. CIRCUS HEADQUARTERS, K. C. Bldg., 207 East Washington Street.

WANTED

For Saxonaders' Annual Fiesta week, June 22. Rides, Shows and legitimate Concessions. No grift. Will consider an organized carnival. Plenty of money in circulation here. You must act quickly.

G. G. SICKAFUS, Rural Route 4, Fort Wayne, Indiana.

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

NEW 4-VERSE POPULAR SONG, "IT'S UN-constitutional Now," 20c. Discount to dealers. **MINIATURE MUSIC COMPANY**, 17 Maryland, Rochester, N. Y.

AGENTS AND DISTRIBUTORS WANTED

CARTOON BOOKLETS, PHOTOS. — HOTTEST stuff. Generous samples, 25c; de luxe assortment, \$1.00. List 10c. None free. **NOVELTY SALES CO.**, Guntersville, Ala. x

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. fe6x

DEMONSTRATE DELISLE'S PHYSICAL-THER-apy Charts. Simplifies Drugless Therapy. Sacrifice this 21x36-inch item, \$1.00 prepaid. Retail, \$15.00. Big money maker. Astonishing lot prices. Rush that dollar. **DELISLE**, 5112 Dorchester, Chicago.

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work; attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shukert Bldg., Kansas City, Mo. ja30

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **H. J. GRAVES**, President, 1300 Harrison, Dept. M-807, Chicago, Ill. x

MAKE BIG MONEY — SELLING HAIR Straightener to Colored People. Write for Free Sample and terms to agents. **MARCELENE CHEMICAL CO.**, 1906 W. Broad, Richmond, Va. rfnx

MEXICAN CURIOS. MEET BIG DEMAND. Feather Pictures, Blankets, Carved Leather. Free particulars. Samples 10c stamps. **APARTADO 1176**, Mexico City, Mexico. fe13x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. fe6x

PERFUME BUDS — SENSATIONAL STREET-men's seller. Cost 1c each; sell 5c; particulars free; samples 10c. **MISSION**, 2328W Pico, Los Angeles, Calif. fe6x

POCKET RADIOS, SELL FOR \$1.50. AGENTS, mail dealers wanted. Send 60c for sample and details. **RADIO EXCHANGE**, Richland Springs, Tex.

SELL EASTER CARDS — SEND ONE DOLLAR for Sample Box, and Twenty-Five Additional Cards. **HOWARD DEWESE**, General Hospital, Mayview, Pa.

VISIBLE INK BARREL PENS—GUARANTEED, 20c gross lots. Pens with Indestructible Blotters, 50c. Pencils, 20c. **HARTLINE PEN FACTORY**, Tampa, Fla. fe6

WANT HONEST, ENERGETIC PERSON—REP-resenting us in every town. Full or part time. Commissions, bonuses. Selling experience unnecessary. Particulars for stamp. **WESTERN SERVICE**, Box 592-F-1, Farmington, N. M. x

WANTED—MEN FOR GOOD PAYING WORK with a large Shoe Company. Good pay every day. Free shoes as bonuses to "go-getters." No experience needed. Complete sales outfit sent free. Write **CONSOLIDATED SHOE SYSTEM**, Dept. G-5, Chippewa Falls, Wis. x

WHERE TO BUY AT WHOLESALE 500,000 AR-ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. fe6x

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, TURTLES, CROCO-diles. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large, attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. ja30x

ANIMALS—BIRDS, SNAKES, MIXED DEN-s for Show Folks. Start this season right and don't get disappointed. **SNAKE KING**, Brownsville, Tex. ap3x

SNOOKUM BEARS, \$12.00; WILD CATS, \$8.00; Badgers, \$8.00; Mexican Lions, \$65.00; Jabalines, \$12.00; Blue Peafowls, \$30.00 pair; Armadillos, \$2.00. Wire, **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

WILL BUY—AFRICAN LIONS, 8 TO 12 Months Old; also American Bears, same age. **JULES JACOT**, Nevada, O. x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

BUILD FAMOUS "SILVERTOP" TRAILER yourself for less than \$100. Plans, specifications, diagrams, instructions, 24 pages, \$1. **"SILVERTOP" TRAILERS**, LaCrosse, Wis.

LEARN MOTION PICTURE THEATRE BUSI-ness—Home Study Training. Management, Advertising, Projection. Tenth year. Free Catalog. **THEATRE INSTITUTE**, 305 Washington, Elmira, N. Y.

"TELEVISION"—WITH ILLUSTRATIONS, 75c Postpaid. **HEWES**, 520 West 47th St., New York City. Makers of Movie Products. Get List.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. fe6x

BUSINESS OPPORTUNITIES

FOR SALE—\$20,000 PARK FOR \$6,000; \$950 cash. Lease for \$800; \$400 down, balance July 1. **FRANK ORNDORFF**, Mattoon, Ill. fe13

RECEIVE FREE SAMPLES FROM JAPAN, GER-many, France, Austria and South America. We contact you with manufacturers. Send \$1.00, satisfaction guaranteed. **INTERNATIONAL TRADING BUREAU**, 2138 N. Carlisle, Philadelphia, Pa. x

SELL BY MAIL! BOOKS, NOVELTIES! BAR-gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

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.

A No. 1 MARKSMAN BY PACIFIC—FIRST \$210.00 takes it. **JAMES ATHELTON**, 1324 5th Ave., Columbus, Ga. x

BIG SHOT, TOP HAT, RED ARROW, FIFTY Grand, Tie-Up, Battle, California Express, Chicago L, Torepdo, Hunter, Harvest Moon, \$10.00 Each; Exhibit Ticket Machines, \$11.00; Electric Eye, sacrifice. Penny Arcade List on request. **MUNVES**, 145 Park Row, New York.

DAILY RACES MYSTERY, PACES RACES, RAYS Track wanted for cash. **NATIONAL AGENCY**, Columbus, Ga. x

CASH FOR WURLITZER'S PHONOGRAPH—Can use Model P-10, P-12, P-412. Guarantee highest prices. Wire or write. **LEWIS CIGARETTE SERVICE**, 901 Reynolds Street, Augusta, Ga. fe6x

CENT-A-SMOKE CIGARETTE VENDERS, \$4.50; Claws, Diggers cheap. Peanut, Pistachio, Spotted Ball Gum Venders, \$3.00 up; **NATIONAL**, 4242 Market St., Philadelphia, Pa. x

GUARANTEED—MONEY BACK IF RETURNED in 5 Days—Guaranteed. 27 Jennings Chiefs, Floor Samples, Nickels, Dimes and Quarters, \$75.00, \$77.50 and \$80.00; 20 Blue Fronts Mystery Gold Awards, Serials over 395,000, 10c play, \$85.00; 5 Futurity Mystery Gold Awards, 5c play, \$75.00; 8 Blue Front Mysteries, Serials over 390,000, 5c play, \$70.00; 5 Penny Triple Dukes, \$22.50; 6 Gold Awards, Serials over 315,000, Nickels, Dimes, \$49.50, \$55.00; 4 Eagle Fronts Escalator, Serials over 295,000, 5c play, \$40.00; 5 Triple Jack Pot Century, Serials over 110,000, 5c play, \$39.00; 9 Paces Races, Serials up to 4,200, write for prices. Terms: One-third certified deposit with order. Immediate delivery. **CONSOLIDATED GAMES COMPANY**, 112 Cortland Ave., Syracuse, N. Y. x

JUMBOS—GOLDEN HARVEST, \$22.50; SPORTS-man, Hunters and Rockets, \$8.00; Gold Rush, \$10.00; Bally's Ranger, \$25.00. Order from this advertisement. **WAYNE YOUNT**, Ottawa, Kan.

MILLS PIN TARGET COUNTER, \$2.50; RADIO Poker Machine, \$3.50; Mills Q. T. Double Jackpot, \$4.00; Puritan Ball Gum, \$3.50. **O'BRIEN**, 39 Thames, Newport, R. I.

ONLY \$4.50 EACH—5c PIN GAMES, KINGS, Chicago Express, 50-50, Cheer Leader, Rebound, Big Game, Beamite, Drop Kick, Kings of Turf, Try-a-Lite, Spotlight, Tit for Tat. 4 Electro Hoists, \$40.00 each. Add \$1.50 extra for 1c chutes. **ROBBINS CO.**, 1141B-DeKalb, Brooklyn, N. Y. ja30

PACES RACES—EXCELLENT MECHANICALLY and in appearance—late serials, \$200.00 and up. **STEIN SERVICE & MERCANTILE**, 1655 W. Madison St., Chicago, Ill.

PHONOGRAPHS—ROCKOLA REGULAR, \$167.50; Nite Club, \$160.00; Lights Out, Headlite, \$30.00; Top Hat, Tackle, \$15.00; Bonus Ticket, \$42.50; Snacks Venders, \$15.00. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

SCALES (200) LARGE WATLINGS, ALL models as low as \$5 and \$6 each, in lots; many on location. Must be sold at sacrifice to settle estate. **E. M. HOLMES**, 152 Livingston Place, Bridgeport, Conn. x

THREE CAILLE 5c CADETS, LATEST 1937 models, used one week, \$40 each. One 10c Play, \$45. **JOHN RIFFLE JR.**, Canton, O. fe6

WANTED—PACE ALL STAR MYSTERY COMET Bells. State price and serial numbers. **AUTOMATIC VENDER COMPANY**, 152 Houston St., Mobile, Ala.

WANTED TO BUY—ONE ROPP AUTOMATIC Baseball Cheap. Also, advise condition. **BOX 233**, care The Billboard, Chicago, Ill.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y. fe13

WILL SELL FORTY SMOKATAIRE PENNY Cigarette Vending Machines for \$200. Practically new, slug proof. **W. RITTER**, New Hartford, N. Y.

5 ROLLABEL BOWLING GAMES, 14-FOOT Models, \$140.00 each. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. x

10 MILLS F. O. K. SILENTS, \$35.00 EACH; Single, \$37.50; Caille Jackpots, \$14.50; Jennings Duchess, \$24.50; Escalators, \$37.50. **COLEMAN NOVELTY**, Rockford, Ill.

30 JUMBOS, 4 SUNSHINE DERBYS, 2 RED Sails, 8 Peerless, \$15.00 each; 5 Trojans, 1 Repeater, \$7.50 each; 3 Baffle Balls, 3 De Luxe "46", 3 Mammoth, \$5.00 each; 17 Bally Derbys, 2 All Stars, \$29.50 each; 4 Sunshine Baseballs, \$24.50 each; 3 Pamco Parlay, 2 Speedways, \$19.50 each; 2 Challengers, \$27.50 each; 10 Daily Race Mystery Slots, \$45.00 each; 1 Stampede, \$4.00; 4 Mills Single Jackpot, 4 Mills Dean Front, 1 Caille, 5c, 1 Caille, 25c, \$7.50 each. Orders under \$20.00 all cash; over \$20.00, one third. **MILAM MUSIC CO.**, Cameron, Tex. x

COSTUMES, UNIFORMS, WARDROBE

BEAUTIFUL CYKE, 20x40, WITH LEGS, PER-fect, \$25.00; Scenery, Curtains, \$5.00; Red Band Coats, Caps, Jackets, Tuxedos. **WALLACE**, 2416 N. Halsted, Chicago.

FUR COATS WHOLESALE—PONEY, SEALINE, Beaverette, New, \$35; Used Beaverette, Muskrat, Sealine, Marmot, \$10, \$15 and \$25. Many others. **KNOBLOCH'S**, New Castle, Pa. fe6

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUS-trial Development. Newest Guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. x

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORD**, 4042 N. Keeler, Chicago.

REPEATABLY IGNITING MATCH. MARKET already created. Practical. No junk. Formula 25c. Tested formulas for sale. **DAVECO**, Buffalo, S. C.

FOR SALE—SECOND-HAND GOODS

BARGAIN! 200 PAIRS RICHARDSON SKATES. Large Size Wurlitzer Band Organ; other Rink equipment. **GLASGOW SALES CO., INC.**, Glasgow, Ky.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 West Thompson, Philadelphia, Pa.

CORN POPPERS, GASOLINE, ALL-ELECTRICS, geared 12-quart kettles, crispette outfit, caramel corn equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia. fe20x

CRISPETTE OR CARMELCORN OUTFITS—Good condition; Rotary Poppers, Electric Floss Machine. Make offer. Will swap. **ALLAN HANGSTERFER**, 15 S. Sixth, Pittsburgh, Pa.

MERRY-GO-ROUND, HERSCHELL 24 JUMP-ing Horses, 2 Chariots, Organ and Gas Engine. Newly painted. Cheap. **F. ABERLY**, Seaside Heights, N. J.

3 MINUTE PHOTO MACHINES—SALE OR trade. **MARVIN HOOD**, Ogallala, Neb.

FOR SALE—SECOND-HAND SHOW PROPERTY

LOOP-O-PLANES, 1935 SINGLE, 1936 DUAL. Good condition. Must sell. Submit offer. **THRILL DEVICES, INC.**, 1430 Standard Bldg., Cleveland, O. ja30

SMITH AND SMITH USED CHAIRPLANE—Like new, ready to go, stored here. **C. D. CLARK**, 25 S. Main St., Brookville, Pa.

HELP WANTED

DARE-DEVIL FOR SHOOTING MAN FROM Cannon. **GREGG**, Plymouth, Wis.

FREAKS—WORKING ACTS, DOUBLE SEX PER-son, Lady Midget, Bagpiper, Dwarf Lady with Python, Glassblower, Inside Lecturer, Fat Girl, Girls for Illusions. Contract now. New banners will be made for you. Tickets? Yes, if necessary. Best Table Board, Pitches? Yes. Opens Detroit April 4. **BOX C-173**, Billboard, Cincinnati.

TENOR SAXOPHONE—DOUBLING CLARINET, Accordion Doubling Brass, Sister Team, Girl Yodler, Versatile Vaudeville Acts. **VAN ARNAMS'S BARN DANCE**, Windle Hotel, Jacksonville, Fla.

WANTED IMMEDIATELY—ALTO SAX DOUB-ling Baritone, Clarinet, Violin. Four months location. Write **ORCHESTRA**, Box 1126, Pinehurst, N. C.

WANTED IMMEDIATELY — PIANO MAN, Young, for Unit. Salary \$25.00. Other musicians write. **JIMMIE WILKINS**, Riley Theater, Fort Wayne, Ind.

WANTED—COMEDY AERIAL BAR PERFORM-er. State all in first letter. **STUART ROBERTS**, Jensen, Fla.

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 South Third, Columbus, O. fe13

CIGARETTE COMBINATION—WITH HARLE-quin Holder, Cigar Apparatus and Funny Patter, \$1.00. **McKWADE**, 600 Martinique, Dallas, Tex. Magic Illusion Lists, 3c. ja30

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. fe27x

PUNCH AND JUDY, VENTRILOQUIAL AND Marionette Figures, hand carved wood Heads, none better. Lists free. **PINXY**, 64 West Erie, Chicago.

VENTRILOQUIST, PUNCH FIGURES, ACTS, \$1.50; 28 Reels good Silent 35 mm. Pictures. **SPENCER**, 1345 1st Ave., S., Minneapolis, Minn.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photo-strip Outfit, 1 1/2x2, or 2 1/2x3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. ja30

AMAZING SHIRT BARGAINS: BUY DIRECT from the manufacturer. No middlemen's profits. High Grade Sanforized Plain Broad-cloth Collar Attached Dress Shirts in White, Blue, Gray and Tan. Sizes 14 to 17; short, medium and long sleeve lengths. Price \$1.35 each, or three for \$3.65. Send check or money order or we will send them C. O. D. Money returned if unsatisfactory. **KEYSTONE SHIRT CO., INC.**, Bangor, Pa. x

BALL GUM, FACTORY FRESH, 12c BOX; TAB-Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. fe6x

COVERED WAGON, STEEL CONSTRUCTION, Electric Brakes, Interior to Order, Special financing. Large assortment of Used Trailers. **SELLHORN TRAILER HEADQUARTERS,** Sarasota, Fla. fe27x

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. **SUMMERS' STUDIO,** Unionville, Mo. fe13x

WANTED—LOCATION FOR PENNY ARCADE in Good 7-Day Amusement Park. **IKE PALASH,** 2981 West 30th St., Coney Island, N. Y.

4 FOR 10c PHOTO SUPPLIES—EASTMAN DI- rect Positive Paper (250'x1 1/2"), \$4.75 Roll, Glass Frames, Folders, Chemicals, other Supplies at cut-rate prices. Here at last! The most attractive line of Novelty Photo Jewelry. Write for Price List! **HANLEYS PHOTO COMPANY,** 205 E. 12th, Kansas City, Mo. ja30

4-FOR-DIME OPERATORS MAKE BIG SAVINGS by buying all supplies from one source. Write for a catalog and the lowest prices in the country on paper, rolls, mounts, mirrors, cameras, booths and everything else you need. **MARKS & FULLER, INC.,** Dept. P, 44 East Avenue, Rochester, N. Y. x

M. P. ACCESSORIES & FILMS

ALL TALKIE CARTOONS, NOVELTIES, COME- dies, Musicals, \$5.00; Reel Medicals, \$25.00; New Exclusive Caesarian Operation, \$50.00; Best, Latest Talkie Westerns, \$50.00. Hundred Late Talkie Action Features, \$35.00 each. Talkie Religious Specials for Lent. Lists. Rental Complete Talkie Program Weekly, \$20.00. Brand New 16MM Talkie Bargains, \$15.00 reel. Used Holmes-Devry-Acme Portable Sound Projectors, \$250 up; \$550.00 pair. 20% discount off list new outfits. Cash. **WALDO FILMS,** Waldo Bldg., Cincinnati.

DeVRY PORTABLE 35 SOUND MACHINE with amplifier, \$185; 35MM Silent 1,000 Ft. Shorts, \$1. Films, 70-A F3.5 16MM, \$42.50; 8MM Camera, \$9.95; 8MM Motor Projector, \$12.50; Tripod Screen, \$4.49. Odd 16MM Silent Film, \$1.00 per 100 ft.; \$2.85 per 400 ft. Free film lists, 8, 9 1/2, 16, 35MM Silent, Soundisc, Soundfilm. America's largest film rental library. Bargaingram full new, used equipment, parts. Trades accepted, purchased. Victor Sound 16MM Machine, complete, \$79.50. **MOGULL'S,** 1944-B Boston Road, New York. x

FOR SALE—USED SEARCHLITES, SUPPLIES. Hundreds of Guaranteed Used Spot and Flood-lites. Dimmers, Switchboards, Cables, Wire and Gas-Driven Generators, 1 1/2 to 50 K.W. Mechanically perfect. Special Searchlites for Bally-hoo, \$100.00. **OTTO K. OLESEN,** 1560 N. Vine, Hollywood, Calif. ja30

ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write **APOLLO EXCHANGE,** 117 So. 9th St., Newark, N. J. fe6x

THIS WEEK ONLY! ALL SIZE LENSES, \$2.95. 35MM Silent Professional Projectors, \$15.00. Sound and Silent Film and Equipment. **ZENITH,** 305 W. 44th, New York. fe6

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S free. **MOVIE SUPPLY CO., LTD.,** 844 S. Wabash, Chicago. fe20

MUSICAL INSTRUMENTS, ACCESSORIES

TANGLEY CALLIAPHONE—COMPLETE WITH Engine, or will trade for good Talking Picture Outfit. What have you to offer? **G. W. EDINGTON,** Shepherd, Tex.

PARTNERS WANTED

PARTNER WANTED—PARTY WHO CAN IN- vest Dollar for Dollar with me in a High-Class One-Ring Circus. Agent with capital get in touch. **RAY EAKIN,** Ingalls, Ind.

PERSONALS

PROTECT YOUR IDEAS. COIN MACHINES; games. **GAILLARD HUNT,** Registered Patent Attorney, P. O. Box 1855, Montgomery, Ala.

SALESMEN WANTED

BE YOUR OWN BOSS—MAKE THE LARGEST commissions selling our complete line of brushes. Write for our sales plan. **WIRE GRIP SANITARY BRUSH CORPORATION,** 220 Southern Boulevard, N. Y. fe20x

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. fe13

FOR A BANNER SEASON ORDER CIRCUS Side Show and Carnival Banners from **NIEMAN STUDIOS, INC.,** 1236 S. Halsted St., Chicago, Ill. ja30

Show Family Album



MEMBERS OF THE CON T. KENNEDY SHOWS, season of 1916, photographed at Miami, Fla. Among those in the picture are the late **Con T. Kennedy, Kid McCoy (Norman Selby Sr.), Princess Margarieta, "Pop" McFarland (deceased) and Grace Snyder, now Mrs. Earl Breeden, sister of Mrs. Con T. Kennedy.** In the background are **Princess Leona, Baron Pauchi, Andy Nolan (deceased), Fio Suydam, Slim and Alyne Potter and George Donovan.**

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.

NEW PROCESS BANNERS, SCENERY—MORE artistic, colorful, durable, inexpensive than usual kind. Send dimensions for lowest estimate. **ENKEBOLL STUDIOS,** Omaha, Neb.

THEATRICAL PRINTING

A POSTAL WILL BRING SAMPLES OF OUR 14x22 Window Cards (\$3.00 Hundred), and 6x9 Dodgers (\$1.50 Thousand). How Can You Better Invest a Penny? **TRIBUNE PRESS,** Fowler, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Pa.

YOUR NAME ON 25 PANELED CARDS, 25c; 100 and Card Case, \$1.00. Printed Personal Stationery, 150 Sheets, 100 Envelopes, \$1.00 postpaid. **SIMPSON PRINTING CO.,** Winston-Salem, N. C. x

100 LETTERHEADS, 100 ENVELOPES, 100 BUSI- ness Cards; your name, address, postpaid, \$1.00. Cash with order. **NOICE PRINTING COMPANY,** Columbus, O. ja30

250 LETTERHEADS, 8 1/2x11, AND 250 EN- velopes, \$5.00. Your copy. Dodgers, Streamers, Window Cards, reasonable. **"DOC" ANGEL,** Ex-Trouper, Leavittsburg, O.

1,000 6x9, 4x12, \$1.35; 5,000, \$4.90. WHITE or Colored. Paper Tickets, 5,000, \$3.50. C. O. D. and postage. **SHETEROM PRINT,** Saxton, Pa.

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.00; post-paid zone 4. **LAWDALE PRESS,** Box 303, Franklin, N. H. ja30

WANTED TO BUY, LEASE OR RENT

WANTED TO BUY—TWO OR THREE ABREAST Merry-Go-Round that can be gilled. **SAMUEL DAVIS,** 216 Barrett Way, Carnegie, Pa. ja30

WANTED—USED PLUG MILL AND USED Shingle Mill. Reasonable. **W. P. DUNLAP,** Nicholson, Miss.

WANTED—USED FERRIS WHEEL, ELI No. 5 preferred. Write to **HERBERT BIGSBY,** 411 Sycamore St., Muscatine, Ia.

WANTED—CASH FOR COOK HOUSE COM- plete, with or without booking. No junk. Describe fully in first. **LOCK BOX 543,** Peekskill, N. Y.

At Liberty Advertisements

5c 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 BANDS AND ORCHESTRAS

FOUR-PIECE ENTERTAINING UNIFORMED Orchestra—For Night Club or Hotel. Piano, Drums, Guitar and Sax. Have Small Piano. Comedy Trio, Tap Dancer and two Piano Accordions. All are singers. Have transportation. This is a sweet band, with plenty of rhythm. Can enlarge. **JOE APPLIGATE,** 3680 Olive St., St. Louis, Mo.

VERY FINE FOUR-PIECE DANCE AND ENTERTAINING Band for Night Club or Hotel. Sober and reliable. Just completing three months' engagement. Can give high recommendation from manager. At liberty February first. Band is from California. Write or wire. **ORVILLE REINOEHL,** Grand Hotel, Havre, Mont.

ALL GIRL BAND—Ten Pieces. Young, reliable, union. Go anywhere. Uniformed, experienced, complete library, vocals, novelties, doubles, P-A system, racks and transportation. State all. **AGNES ROBERTS,** 1412 W. Galena St., Milwaukee, Wis.

GEORGE NODZO and His New Yorkers—A fast, 6-piece Orchestra. Cut, swing and play sweet. Also play floor shows. Ork is uniformed, union, young and reliable. Prefer location jobs. Write or wire at once. **GEORGE NODZO,** 182 Washington St., Auburn, N. Y. Will cut band or enlarge if desired.

NINE-PIECE BAND—Available for Ballroom, Resort, Hotel, etc. Will augment. Feature Special Arrangements, Vocalists. Sober and reliable. Would troupe. **THE MELODIANS, La-Belle, Mo.** fe20

SEVEN-PIECE SWING BAND—Desires location in Night Club or Ballroom. Young, neat, reliable, union. Uniformed, complete library of stock and special arrangements. Go anywhere. Can augment if necessary. **ORCHESTRA LEADER,** 510 East Clinton Ave., Monmouth, Ill.

AT LIBERTY AGENTS AND MANAGERS

YOUNG, RELIABLE, CAPABLE NEW YORKER, will manage, press agent, two or three clients of merit. Also write Comedy Material for Radio or Stage. New York permanent address, no traveling. **BOX NY-71,** Billboard, New York.

AT LIBERTY CIRCUS AND CARNIVAL

WHIP CRACKER, ROPE Spinning, Horse Catches, Knife and Ax Throwing. Complete Equipment, Wardrobe and Saddle Outfit. Have 35 Olds sedan. Daughter assisting. Past experience, Circus, Rodeo and Vaude. Address **"TAMA" FRANK NELCEY,** 30 Pine St., New Haven, Conn.

EIGHT DOGS, THREE PONIES, ONE MONKEY. All work. Fast Flash Act. **FREDDIE'S EDUCATED DOGS,** Sta. L, R. 3, Cincinnati, O. ja30

TALKER HARRY EDWARDS—SHOWMEN answer. Moochers lay off. The Billboard, 1564 Broadway, New York.

KIDDLE AUTO RIDE FOREMAN wants job with a carnival. Sober, reliable. Please state salary. **ALFRED WECHESSER,** Room 27, 93 Mulberry St., Newark, N. J.

FRED AND MARIE GUTHRIE—4 Separate Acts, Double Trapeze, Single Iron Jaw, Double Tight Wire and Single Trapeze. 1151 Bank St., Cincinnati, O. fe20

AT LIBERTY COLORED PEOPLE

EXPERIENCED HEAD PORTER AND WIFE— **HAROLD DOZIER,** 4318 St. Lawrence Ave., Chicago, Atlantic 5282. fe6

AT LIBERTY DRAMATIC ARTISTS

INEZ STANLEY—INGENUES, LEADS, OR AS Cast. Piano Specialties. Neat appearance, experienced, all essentials. Brunet, age 24. **Starke, Fla.**

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Crystal, Mindreading, Magic, Oriental presentation. Business builder for theater, club, hotel attraction. Private readings. Any reasonable proposition considered. **PRINCE YOSIE,** care Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

TAP DANCING INSTRUCTOR—10 YEARS' EX- perience. Beginners or advanced pupils. Modern routines. Also stretching and limbering. Beginner's Acrobatics, Stage Recitals and Club Work. Write for details. Will travel. **BOX 754,** care Billboard, 1564 Broadway, New York.

CALVERT'S SOCIETY PUPPETS (Punch & Judy)—Available for Special Advertising, Theatres, Expositions, etc. New Original Business. Can be performed silently if desired. **CALVERT,** 226 West 50th St., New York. fe6

YOUNG MAN—35, well educated. Previously had own Hawaiian Show on road. Capable lecturing, public speaking, handling concessions, supervising details efficiently, etc. Will tackle anything legitimate. Would also like to hear from any young lady interested in organizing a Girl Show. Will answer all letters. State all. **MIKE WEINTRAUB,** 1481 Washington Ave., Bronx, New York City.

AT LIBERTY MUSICIANS

ALTO SAX, FLUTE, CLARINET AND BARITONE Sax. Also arrange and sing some. Young, experienced, well schooled, union. Locations preferred; no joints. Go anywhere. Cut or no notice. **BOX C-102,** care The Billboard, Cincinnati, O.

AT LIBERTY—TROMBONE PLAYER, SINGLE, experienced, modern and old, cut or no notice. **WILLIAM KOVARIK,** Spillville, Ia. ja30

AT LIBERTY—SOLO TROMBONIST, B. & O., and Bandmaster. Plenty experience Circus Harmony extraordinary. Reliable. **HARVEY SMITH,** 18 Doubleday St., Binghamton, N. Y. ja30

AT LIBERTY—SIX-STRING RHYTHM GUITAR Player. Appearance, union and modern. **MUSICIAN,** 144 W. 85th St., New York City. fe6

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Timeliness Important Factor; Operators Should Plan Ahead

Operators will do well to keep the following calendar of 1937 events constantly before them. In practically every branch of merchandise distribution the importance of offering timely goods in advance of occasions calling for gift-giving and novelties can hardly be overemphasized. It is particularly important to such classes of merchandisers as pitchmen, diggermen, salesboard operators, carnival and concession men and the entire amusement industry that a weather-eye be cocked on each of these occasions in order that appropriate merchandise and novelties may be offered. It is only in this manner that the fullest advantage can be taken of the oppor-

tunities which these outstanding days of 1937 afford:

REMEMBER THESE OCCASIONS
 Lincoln's Birthday.....Friday, Feb. 12
 Valentine Day.....Sunday, Feb. 14
 Washington's Birthday..Monday, Feb. 22
 St. Patrick's Day..Wednesday, March 17
 Easter.....Sunday, March 28
 Mother's Day.....Sunday, May 9
 Memorial Day.....Sunday, May 30
 Children's Day.....Sunday, June 13
 Father's Day.....Sunday, June 20
 Independence Day.....Sunday, July 4
 Friendship Day.....Sunday, Aug. 1
 Labor Day.....Monday, Sept. 6
 Halloween.....Sunday, Oct. 31
 Thanksgiving.....Thursday, Nov. 25
 Christmas.....Saturday, Dec. 25

Rural Daily Sales Set All-Time High

WASHINGTON, Jan. 23.—Daily average sales of general merchandise in small towns and rural areas reached an all-time high last month. Dollar volume for the month increased 19.5 per cent from December, 1935, and was almost five per cent above the corresponding month of 1929. These changes were revealed by preliminary estimates of the Bureau of Foreign and Domestic Commerce, based on rural chain-store and mail-order sales.

Total sales for the year 1936 were 15.5 per cent above the corresponding period of 1935 and were only eight per cent below the total for 1929. Sales increased 23 per cent from November to December, which was considerably more than the usual seasonal amount.

Chain stores had their biggest Christmas trade in years, and with a single exception their biggest year in 1936, according to a compilation by Childs, Jeffries, Thorndike & Company. The first 25 chains to report did an aggregate December business 17.3 per cent in excess of the same month a year ago. For the full 12 months ending December 31 these chains did \$2,800,418,147, which, with the single exception of the year 1929, was the largest volume reported for chains in their history. In the same 12 months in 1935 they did \$2,439,322,001.

The hardware industry closed 1936 with trade increasing at the best rate since 1930 and production facilities geared for even faster output in early 1937, according to a Dun & Bradstreet review. Hardware wholesalers have placed their 1936 figure tentatively at \$625,000,000, or slightly 25 per cent larger than in 1935, when the aggregate was \$495,000,000, the best year since 1930. Increased demand for sporting goods and toys for holiday trade was an important factor. Producers of bicycles and play vehicles booked heavily in the first quarter, spring orders being slightly under Christmas levels.

Retail sales expanded in 1936 for the third successive year. Consecutive monthly increases after March lifted the index sales in November to a point 37 per cent above the 1930-1935 average.

Philly Dealers to Convention

PHILADELPHIA, Jan. 23.—A representative number of dry goods dealers left this week for New York to join more than 5,000 retail merchants and store executives from all sections of the country expected to attend the annual convention of the National Retail Dry Goods Association. The keynote speech of the sessions, "Solving the 1937 problems of retailing in the public interest," will be made Monday (25) by David E. Moeser, of Boston, president of the association.

Trend Is Toward Better Packaging

There is a definite trend toward more lavish ensemble and gift packaging in most every line of merchandise, judging from the several thousand packages received in the 1936 All-American Package Competition, according to D. E. A. Charlton, editor of *Modern Packaging*, sponsor of the annual competition. Many firms added special holiday gift boxes and year-round packages of a highly attractive nature during the year to the

Wholesale Leads During Past Week

Retail trade was unsettled this past week, but wholesale business set a fast tempo and industrial indices pointed upward, Dun & Bradstreet report in their weekly review. "When compared with the same 1936 weeks, however, the estimated volume of retail sales for the country as a whole was larger by 10 to 16 per cent," the agency said.

Unseasonably warm weather restricted buying of winter merchandise in many areas, while on the wholesale front buyers crowded into centers holding trade shows, with some cities reporting a record number for the period.

The early date of Easter this year was one factor behind the brisk forward business. Eagerness of retailers to build up stocks apparently overshadowed advancing price levels, as little resistance was offered to the higher quotations, according to the agency.

tune of a pretty profit.

The competition closed December 19 and the presentation of the awards will take place at the New Yorker Hotel March 24, concurrently with the seventh annual Packaging Conference to be held in New York.

The importance of attractive packaging has long been appreciated by merchandise men, who express a great preference for premium and prize articles prepared in appealing fashion.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

LA GRIPPE is playing the deuce with the open pitches. People have learned to stay away from crowds, hence street operators haven't been doing so well these balmy January days. The weather is certainly good enough to bring the mid-day crowds in the street, but they do not collect. I have noticed fewer street pitches at work than is usual with the thermometer around 50 and am informed that some of the more enterprising men have gone out of town. Most of the bigger concession men are setting their houses in order for the coming summer. I understand that midways are in for general overhauling of designs. A grand wave of modernism is sweeping amusement parks. Concessioners haven't made up their minds yet whether they like it or not. I am afraid I shall have to return to this more often during the coming weeks.

They are trying out new ideas on the dog all over New York. An automatic electric-eye shooting gallery has been set up in the Times Square subway at a dime for five shots. No attendants and no premiums. It strikes me that the automatic idea has its drawbacks from the premium trade point of view and needs watching. I have talked this matter over with several operators. Most of them feel as I do. Shooting galleries are working mostly without premiums. But the premium idea is so much part of the carnival game that customers will not like its increasing mechanization. What they want is the good old ballyhoo and a chance to make a real killing.

The problem of charges also is coming up for some discussion. During the years of the depression the dime was top with many games and it frequently happened to be too much. Now the quarter seems to be coming back, altho it is not quite small change yet. However, it will be tried out and may become more common again in the better type amusement parks. Those who favor the quarter are the type of concessioner that goes in for seaside resorts, where the permanent residents provide a good buying clientele. If the idea clicks it will mean better grade premiums, because the game must be worth the candle. The trade has the right kind of merchandise and the idea, no doubt, will be put to a test. There are still four months to go before the Northern resorts open up. In the meantime there will be experimenting at some places in the South. The thing is worth while watching and I will report on it again later in the year when more tangible news is available.

Another point much under discussion is the question of adjusting premium assortments to their market. If dime stores find it necessary to shape their merchandising policies to their locality, there is certainly very little reason why concessioners should not follow the same practice. The fact that electric clocks are all the rage in one place does not say that they are just as acceptable to the crowd in another. The bigger operators feel that they must go about their business more intelligently than they have done. Some suggest that the wholesale houses are the places where they might get information about what to handle in different places. The best sellers must have the star place in the premium displays. Experienced merchandisers generally know by intuition what their market wants. A good plan is to test the crowd during the first hours after opening and readjust displays to fit the buying mood.

Reports from Southern quarters are that game operators are showing larger and more varied premium displays and that the crowd has a predilection for the bigger pieces. That's good news. It shows that the customers have money to spend and are keen on a gamble. It was very much different only a year ago. Summer resorts expect good business the coming season. Hotel reservations have started already.

Carney Atmosphere For Houseware Expo

PHILADELPHIA, Jan. 23.—A glorified carnival with a midway boasting labor-saving, time-saving and money-saving electrical appliances was installed in the Gimbel Brothers' department store and is being sold as a Housewares Exposition and Fair. The indoor fairgrounds has 175 special exhibits from all parts of the country and hundreds of other gadgets to make the duties of a housewife easier. Distributors consider it a merchandising stunt for their products par excellence. The entire fourth floor of the Gimbel Building has been transformed for this event.

Combining thrilling educational and scientific features to bring home the sales message in an authentic carney atmosphere, special exhibits constitute the side show. Among the tented features is a talking kitchen in which the electric refrigerator and the electric stove quarrel violently over their respective merits. Then there is a giant vacuum cleaner which lifts the weight of a woman by its suction, the washing machine used in the home of former President Calvin Coolidge, a coffee maker more than 100 years old, and the first wooden washing machine, which was made in Newton, Ia., 42 years ago.

In the Franklin Institute's tent are the first sewing machine made by Singer in 1861 and an old meat chopper turned by a crank and made in 1855. The making of brooms is demonstrated by two blind men from the Pennsylvania Institute for the Blind, who are able to repair their own machines.

Carnival, showing the progress in the art and progress of home-making in the last century, was opened last week and will continue until January 30.

Costume Jewelry Again in Favor

That costume jewelry is again in high favor with the fair sex is indicated by the consistent heavy orders in recent months. Much of this revival in popularity is attributed to the fashion trend which dictates the use of more frock and dress ornamentation that in some years past.

Another important factor has been the introduction to the markets of the widest range of attractive and quality items in history. Huge, clanking metal bracelets, flashing clusters of simulated stones, matched sets of clips, brooches, bracelets and earrings all are moving fast. Clips and beads of geometrically shaped wood, in all colors of the rainbow, are definitely in style. New hair styles revealing the ear make earrings obligatory. And the popular low décolletage demands necklaces for evening wear. Some women are finding clever dual-purpose jewelry most appealing—clips that fasten together into flexible bracelets with jeweled clasps; brooches made of two clips, and necklaces which come apart making shorter strands and bracelets.

It is generally believed that this renewed interest in costume jewelry will continue for an indefinite period and that the entire industry will profit handsomely from it.

Philadelphia Trade Report

PHILADELPHIA, Jan. 23.—Led by retail trade, business activity in the Philadelphia trading area rebounded this week from the levels of the previous week, with gains registered in all lines. Department store sales increased 45.8 per cent over the preceding week and 22.7 per cent over the same week a year ago. Specialty shops reported gains of 8 per cent over the preceding week and 31.1 per cent over the same week a year ago. It is expected that assembling merchandise for Easter selling will up the wholesale markets within the next few weeks.

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.

Neon Signs for Trucks

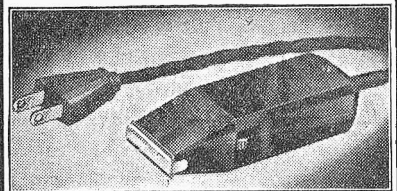
A neon sign that is practical for use on motor trucks has recently been developed by the E. E. Souther Iron Company. Up to the development of this sign it had been impractical to install neon signs on trucks for two reasons: lack of adequate electric power for operating the sign, vibration and jolts com-

mon to trucks shortening the life of an ordinary neon sign so as to make its use impractical.

These two obstacles have been overcome, resulting in giving advertisers the advantages that a neon sign moving thru the streets has over a stationary sign. The company has designed a transformer that operates off any standard six-volt truck battery, causing surprisingly little extra drain on the battery, whether the motor is running or not, using only about one ampere of current—approximately the same small amount used in operating an extra tail light. A novel method of anchoring the tubing (patents pending) practically does away with the possibility of tube breakage on rough streets, and the tubing is protected from rain, snow, sleet and wind. A specially designed box cuts out sunlight, making this new neon sign brilliant in daytime as well as at night. It should offer agents and distributors an unusual opportunity.

BIG PROFITS with these TWO FAST ITEMS

NATIONALLY ADVERTISED
CLIP SHAVE ELECTRIC RAZOR



Creating sales records everywhere. A Natural for Salesboard Operators and a fast-moving business stimulator for Premium Users generally. Thousands have already been sold and millions of people will want this modern electric shaving device. No blades—no blades. Never gets dull. A. C. or D. C. Guaranteed for one year. Ideal for Men and Women. Retail \$10.00. Send your order Today.

\$6.00

Lots of 12 or More.

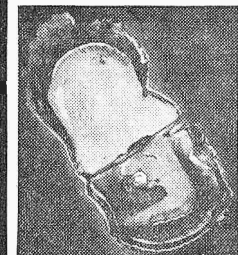
\$6.50

Lots of 3 or More.

SAMPLE \$7.00

THE THRILL of a LIFETIME DEEP SEA TREASURE

Finding a cultured Pearl in an Oyster



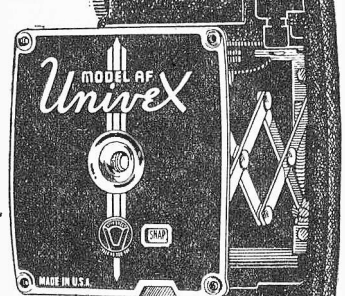
Something New—Different. A Sensation. A canned oyster which contains a Real Cultured Pearl, value not less than \$2.00 Retail and possibly \$50.00 or more. Buying a can is like digging for treasure. The thrill is the same and the reward as exciting. It is the Outstanding Novelty of the nation today. Great for Salesboards, Displays, Banquets, Conventions and Premium Users generally. Also for resale. Order today!

\$1.25 Sample
\$15.00 Dozen

2% Cash Discount, F. O. B. N. Y.
1/3 Deposit on Quantity C. O. D. Orders
These are two of thousands of exceptional premium items we carry. A stock not duplicated anywhere in the country—anything from Dolls to Diamonds. Write for Complete Details

BENNETT BROTHERS, INC.
417 Fifth Ave. (Dept. B) New York City

Big Premium Item!



No. B101.
EACH
69c

Case is made of Metal, Crystal Finish; may be had in assorted colors. Very compactly constructed—size closed, 3 1/4 x 2 1/8 in. May be used for snap or time pictures. Makes pictures size 1 1/2 x 1 1/2 in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.

Ten for \$6.50
SEND FOR CATALOG.
ROHDE-SPENCER CO.
(Wholesale House)
223-25 W. Madison St., Chicago

Wall-Shield Humidifier

A device called the Wall-Shield Humidifier, just introduced to the direct-selling trade by the Patent Novelty Company, is proving a double winter blessing. Made to fit over the top of warm-air wall registers as a sort of cap, it humidifies the rising warm air, at the same time expelling dust particles into water. By destroying dust particles, it does away with the need of frequent dusting and cleaning which add so much to the labor of a housewife during the months when furnace firing is necessary. This article is very reasonably priced and should have a wide sale, since every home using a warm-air furnace is a potential buyer of not one but as many as there are warm-air registers.

Auto-Matic Burglar Alarm

The Auto-Matic Alarm System is now marketing a burglar alarm that should become a necessity for all those using cargo-carrying vehicles. It is reliable, foolproof and theftproof. It will reduce operating costs, protect against burglary, hijacking and dishonest employees and provide for reasonable insurance rates. The Auto-Matic Alarm is installed and serviced by authorized and competent mechanics only. According to the manufacturers, the Alarm is inexpensive and will more than justify the cost. The system is adaptable to all types of vehicles from passenger cars to the largest trucks and semi-trailers and should prove particularly valuable to salesmen.

Revolving Bar

J. Rose & Company have a salesboard deal on the market that looks like a natural. It is crystal chrome merry-go-round revolving miniature bar that would worthily grace any office or home. A chromium-plated pumping device sits in the middle of six crystal glasses set in a revolving disc. One pump dispenses a drink and the revolving disc places the next glass in position. The pumping container holds a quart.

Gun Lighter

W. J. Dennis Company is marketing the perennially popular gun lighter in an attractive and durable chromium-plated model. The gadget looks surprisingly like a real pistol, but upon pulling the trigger a flame and not bullets shoots from the three-inch barrel.

Auto Smokette

Cee Kay Company is offering an ever-ready device for smokers to alleviate the inconvenience of smoking while driving. The receptacle is affixed to a universal clamp, adjustable to all steering posts, that obviates the drilling of holes. It will hold a pipe, cigaret, cigar and ashes.

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.

★ SAVE MONEY ★

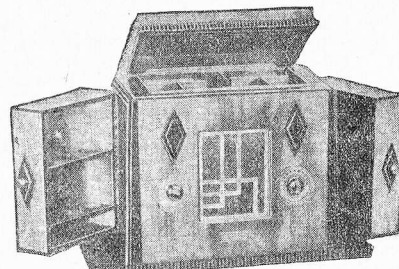
WALLET AND KEY CASE SET, in Box, Dozen Sets	\$1.80
LIGHTER AND CIGARETTE CASE, in Box, Dozen Sets	2.40
SILK TELEPHONE BOOK AND PENCIL, Cello, Dozen	.75
FINE QUALITY MEN'S SILK TIES, Dozen	1.20
14-PIECE MEN'S SHAVING DEAL, Dozen Deals	3.00
LARGE FLASHY PERFUME PACKAGE, Dozen	.35
SILK COMB AND MIRROR SET, Dozen Sets	.45
MULTI-COLORED 3 1/2" CIGARETTE HOLDERS, Dozen	.50
PEN AND PENCIL COMBINATION, Fine Quality, Dozen	1.65
GENUINE LEATHER ZIPPER WALLETS, Dozen	1.85
ENAMELED METAL ASH TRAYS, Assorted Colors, Dozen	.25
SILK-COVERED MULTI-COLORED NOTE BOOKS, Dozen	.15
CIGARETTE LIGHTERS, Enameled, Lipstick Shape, Dozen	.50
POKER CHIPS, Unbreakable, 100 to Box, Dozen Boxes	3.00
COLLAR AND TIE SLIDE SETS, Boxed, Dozen Sets	.35
MEN'S KEY CHAIN, COLLAR AND TIE SLIDE SETS, Boxed, Dozen Sets	1.80
NOVELTY SCOTTY DOG BANKS, Assorted Colors, Dozen	2.00
TWO-BLADE PEARL POCKET KNIVES, Dozen	1.50
DOUBLE COMPACT AND LIPSTICK SETS, Dozen Sets	3.00
GOLD AND CHROMIUM MOUNTED PEN AND PENCIL SETS, Dozen Sets	4.00
3-PIECE SILK BOUDOIR AND BED LAMP SET, Each	1.00
15-PIECE COCKTAIL SET, on Chrome Tray, Each	.85
MEN'S FINE QUALITY UMBRELLA, Each	.45
PALM BEACH SHELL LAMP, Complete with Bulb, Each	.35
12-PIECE KNIFE AND FORK SET, Colored Handle, Stainless Steel Set, Per Set	.75

WRITE FOR LATEST PRICE LIST 10,000 NEW ITEMS AT THE LOWEST PRICES.
NOBODY UNDERSELLS IMPERIAL.
25% Deposit Required. Order Now.

IMPERIAL MERCHANDISE CO., Inc.
893 BROADWAY ★ NEW YORK CITY

The Smallest Bar Radio Made

EXACT SIZE 6x14 1/4 x 9 3/4
WITH A DYNAMIC SPEAKER
Weight 12 Lbs.



- FIVE TUBES (1 METAL)
 - DYNAMIC SPEAKER
 - ILLUMINATED DIALS
 - HOLDS 2 DECKS CARDS
 - ROOM FOR CHIPS
 - SIX GLASS WHISKY RACK
 - ROOM FOR 2 SMALL BOTTLES
 - HAND RUBBED CABINET
 - MODERNISTIC CHROME GRILLE
 - UNBELIEVABLE SIZE
 - IDEAL FOR PUNCH BOARDS AND PRIZES
 - SETS AND TUBES GUARANTEED
 - WORKS ON A. C. OR D. C.
 - 110-120 VOLTS ANY CYCLE
 - QUANTITY LIMITED
 - OTHER SETS FROM \$5.35 UP
- Send for Catalogue

\$10.45 each
\$12.95 each

in lots of six samples
F. O. B. N. Y. 25% deposit

PLAYLAND SUPPLY CO. 118 East 28th St., New York City

PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS

THAT ARE SURE TO GET THE MONEY



FLUOROSCOPE
B1384—Fluoroscope, 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



B1767—Czecho 3-Blade Toothpick Knives, Gross, \$1.35
B1769—Czecho 5-Blade Toothpick Knives, Gross, \$1.60
B3466—Keen-Edge Knife and Scissors Sharpener, Gross, \$11.00
B2459—Movable Hand Wrist Watch, individually bxd. Gr., \$3.50

MINIATURE CHARMS

B2319—Donkey Charms with Silk Cord, Per Gro., 75c
B2326—Elephant Charms with Silk Cord, Per Gro., 85c



GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

BINGO

NEW 1,000 Series BINGO CARD, 7 Colors

\$1.25 Set

Lap Cards, Markers, Tote Boards, Public Address Systems.
Send 25c for Details and Samples.

J. E. WALSH, 30 W. 22nd St., New York City

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.

EXCEPTIONAL VALUE! \$3.50

ROYAL KNIGHT per 1000

BLUE BLADES D. E.-20-5's.
Cellophaned. In Display Box.

UNIFORM QUALITY!!!

25% Deposit on C. O. D.'s, Incl. Postage.

CHAMPION SPECIALTY CO.

● Fullest Line at Lowest Prices for House-to-House Canvassers, Wagon Salesmen, Agents, Pitchmen.

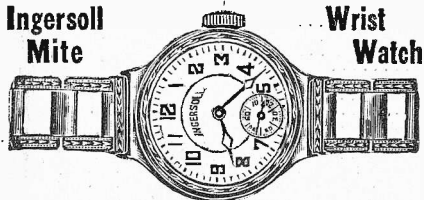
● SIDELINE MERCHANDISE, Extra Special, Gross, 75c

● SINGLE EDGE BLADES, Cello, 20 Pks. 4 in. Per display card, 65c

● DOUBLE-EDGE BLADES, Cello, 20 Pks. 5 in. Per display card, 40c

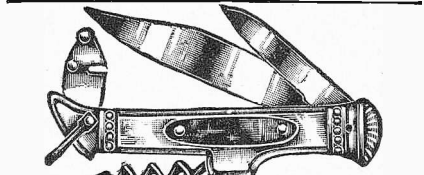
● 1937 CATALOG FREE — WRITE. 814-X Central St., Kansas City, Mo.

BIGGER, BETTER VALUES



Just Look—only \$1.50 each
B1W78

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.



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**



MIDJET VEST POCKET FLASHLIGHT—3" overall. Metal Case, enameled in colors, nickel-plated ends. Complete with Bulb and Battery. 2 Dozen assorted colors in cartons. B4C12.

PER GROSS **9.75**

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

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-Gross Lots, Gross (Postage Extra) **40c**

PER GROSS (Postpaid), 55c.
Complete Price List Upon Request.
Deposit Is Required on All C. O. D. Orders.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

NOTES from SUPPLY HOUSES

Henry Lederer & Brother, Inc., reports that its nationally known kit brush and slide-o-brush have proved to be outstanding money-makers for coin machine operators. The kit brush conceals beneath its glossy exterior a hidden mirror and a sliding comb. Both comb and brush are instantly and easily removable, leaving one free to use the mirror while combing or brushing the hair. The brush boasts firm bristles set in genuine rosewood. The slide-o-brush is a complete toilet set for a man, compact and smartly designed. It is a much-coveted military brush that conceals a sturdy sliding comb and like the kit brush is made by a manufacturer of high-priced toilet-ware.

A most complete line of novelty paper hats for carnival, premium and party use, made by a patented machine-molding process, is announced by the United Pressed Products Company. Some of the most popular numbers, the company reports, include the Irish Kelly, Chinese Mandarin, cowboy hat, policeman hat, overseas and tropical helmet, derby and others. The price range is broad enough to cover both distribution for premium purposes and individual retail sales, affording the trade a nice margin of profit. The firm also produces many other paper novelties.

Liberty Sales Company, a rapidly growing notion and novelty house, has in preparation an illustrated catalog containing many new items. Morris Blumstein, familiarly known as "Blumie," has had extensive experience as a merchandise man, having been associated with one of the larger notion jobbers before entering business on his own. He states that his concern enjoyed a very fine holiday trade and that business is going steadily forward.

The Ross Memo Pencil, recently introduced by R. W. Ross Manufacturing Corporation, is causing a sensation wherever shown. Here's a pencil that is unusual and different from anything else that's ever been introduced in writing equipment. It is the first complete writing unit and provides memo paper for instant use. Paper is set in a beautiful black and gold mechanical pencil. Each refill is nearly a yard long. Pencil is re-loaded in a jiffy with paper enough to last for days. J. Ross informs us the plant is working at full capacity filling unusually large orders and that in the

very near future the Ross Memo Pencil will be available also in solid gold and many other expensive barrels.

Plymouth Jewelry Exchange at 163 Canal street, New York, has taken over the watch business of Pilgrim Watch Company. Plymouth Jewelry is starting off business with a pre-inventory sale and has printed a catalog of all special numbers at reduced prices, which will be in effect until March 1. One of the special bargains is a ladies'-jeweled wrist watch with yellow gold coin top, complete with cord, in an attractive gift box at an unusually low price. Plymouth claims this item can be used successfully as a salesboard and premium number.

L. L. Sharp, Midwest salesman for the Regalia Manufacturing Company, has moved his headquarters from Ashley, O., to Georgetown, O.

LISTS

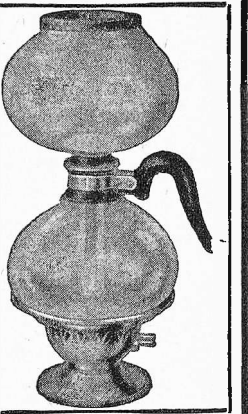
- (Continued from page 51)
- Portland—R. A. & R. S. Masons. Apr. 12-13. D. R. Cheney, Masonic Temple.
 - Portland—Order of Odd Fellows. May 19-20. Wm. A. Morand, 1019 S. W. 10th ave.
 - PENNSYLVANIA
 - Harrisburg—State Assn. County Fairs. Jan. 27-28. Chas. W. Swoyer, Reading, Pa.
 - Johnstown—Knights of Columbus. May —. B. N. Hanlon, New Castle, Pa.
 - Scranton—Woodmen of the World. May —. E. Mays, Hershey, Pa.
 - RHODE ISLAND
 - Central Falls—Knights of Columbus. May 11. W. Callahan, Pascoag, R. I.
 - Providence—Order of Odd Fellows. May 4. A. E. Pike, 86 Weybosset st.
 - Providence—G. A. R. Encampment. Apr. 12. C. Glines.
 - SOUTH CAROLINA
 - Charleston—A. F. Masons. Apr. 5-7. O. F. Hart, Masonic Temple, Columbia, S. C.
 - Charleston—Knights of Columbus. May 2-3. J. I. Cosgrove.
 - Charleston—Knights of Pythias. May 25. C. D. Brown, Abbeville, S. C.
 - Columbia—Order of Odd Fellows. May 12. Dr. S. F. Killingsworth.
 - Greenwood—R. A. & R. S. Masons. May 11-12. O. F. Hart, Masonic Temple, Columbia.
 - SOUTH DAKOTA
 - Watertown—Knights of Columbus. May —. L. J. Trentz, Parkston, S. D.
 - TENNESSEE
 - Chattanooga—Shrine Directors' Assn. of N. A. March 10-12. L. C. Fischer, Box 635, Charleston, S. C.
 - Chattanooga—Junior Order. May 11-12. T. J. Cline, 207 Empire Bldg., Knoxville, Tenn.
 - Nashville—Order of Red Men. May 18. Chris Eberhardt, 810 Meridian st.
 - Nashville—State Hort. Soc. Jan. 28-29. G. M. Bentley, Univ. of Tenn., Knoxville.
 - Nashville—Assn. of Tenn. Fairs. Feb. 2. O. D. Massa, Cookeville, Tenn.

- TEXAS
- Corseana—Order of Odd Fellows. March 15-17. S. M. Williams, 516 Linz Bldg., Dallas.
- Dallas—Texas Assn. of Fairs. Feb. 5-6. Frank Thompson, Sherman, Tex.
- El Paso—S. Western Live Stock & Agri. Assn. Feb. 22-25. W. S. Foster, 523 U. S. Court House.
- Ft. Worth—Cattle Raisers' Assn. March 16-18. E. B. Spiller.
- Houston—Order of Eagles. May 11-12. Wm. T. Souter, 306 N. Presa st., San Antonio.
- Mineral Wells—Knights of Columbus. May 18. G. Kryenbuhl, Ft. Worth.
- San Angelo—Knights of Pythias. May 10-12. Theo. Yarbrough, Box 314, Weatherford, Tex.
- UTAH
- Provo—Knights Templar. May 11. J. Dunlap, Salt Lake City.
- Salt Lake City—Order of Odd Fellows. May 17. W. Gundry, 41 P. O. Place.
- Salt Lake City—G. A. R. Encampment. May —. C. W. Schnell.
- VERMONT
- St. Albans—Knights of Pythias. May 26. F. A. Whitaker, 26 West st., Bellows Falls, Vt.
- Winooski—Knights of Columbus. May —. A. E. Hill.
- VIRGINIA
- Norton—Knights Templar. May 13-14. C. V. Eddy, Winchester, Va.
- Old Point Comfort—Order of Red Men. May 19. A. M. Tennis, Hampton, Va.
- Richmond—Order of Odd Fellows. May 24-26. T. W. Davis Jr.
- Richmond—A. F. & A. Masons. Feb. 9-11. J. M. Cliff, Masonic Temple.
- WASHINGTON
- Bellingham—Knights Templar. May 10-11. W. C. Stone, 401 Hyde Bldg., Spokane.
- Everett—Knights of Columbus. Latter part of May. A. G. Schott, Box 185, Walla Walla, Wash.
- Tacoma—North West Florists' Assn. Apr. 10-12. Clyde Lester, Box 485, Walla Walla, Wash.
- WEST VIRGINIA
- Charleston—Order of Red Men. May 19. T. H. Clay, Huntington, W. Va.
- Parkersburg—Knights Templar. May 19. H. F. Smith, Box 336, Fairmont, W. Va.
- WISCONSIN
- Madison—Farmers & Home Makers' Week. Feb. 1-5. K. Hatch, College of Agr., Madison.
- Milwaukee—Soc. of Amer. Florists. Apr. 12-13. H. M. Brockway, Stevens Hotel, Chicago.
- CANADA
- Calgary, Alta.—Veteran Odd Fellows' Assn. March 11. G. Henderson.
- Calgary, Alta.—Knights of Pythias. March 10-11. W. T. Bannan, 560 2d st., Medicine Hat.
- Calgary, Alta.—Order of Odd Fellows. March 11-12. A. B. Ballentine, 203 I. O. O. F. Temple.
- Granby, Que.—Order of Odd Fellows. May 18-19. G. H. Laing, Montreal.

PRICED LOW FOR FAST SALES

GENUINE SILEX GLASS COFFEE MAKER

One of the most useful and practical salesboard and premium items ever offered. Constructed of genuine Pyrex Glass, guaranteed against heat breakage. Includes quick-cooling electric stove, electric cord and hot plate tray. With this issue FREE SERVING TRAY also included. Retailers \$5.95.



\$3.00 Each
LOTS OF 6 OR MORE
SAMPLE
\$3.50

ALL CHROME COCKTAIL SET

1 1/2 Quart Shaker, 6 Cocktail Cups on stem, and beautiful large Chromium Tray. Packed complete set to box. A REAL BUY for FAST SALES. Retailers \$5.95.

\$3.15 ea.

SALESBOARD DEALS

We Have Two 54-Hole Salesboard Deals Which Have Gone Over Big.



MOVIE MATIC CAMERA, PROJECTOR and WAHL EVERSHARP PENCIL COMBINATION. Merchandise Retail Value \$17.00. YOUR PRICE, \$8.00. Takes in \$11.90

Genuine SILEX COFFEE MAKER and WAHL EVERSHARP PENCIL COMBINATION. Merchandise Retail Value \$14.00. YOUR PRICE \$7.50. Takes in \$11.90. There isn't a deal in the country that'll give you the action these deals will. Both are tested and proven MONEY MAKERS. Send 10c for Sample Sales Card and Complete Information. Any size Salesboard to make as much money as you want available. Or you can use your own Salesboard. MOVIE MATIC CAMERAS CAN BE BOUGHT SEPARATELY. **ADVANCE DISTRIBUTORS, Inc.** 395 Broadway (Dept. B.) N. Y. C.

WANT A FREE SUIT AND LAPEL WATCH ?

NOVELTY AND SPORT STYLES
Your own suit or overcoat made-to-measure Free and a big income selling our reasonably priced Quality Clothing. No charge for Novelty Sport Styles. No experience necessary. Get our Free Sample Outfit and Special Offer.

JAY ROSE & CO.
Dept. 61, 330 S. Wells St., Chicago, Ill.

RED HOT SELLERS

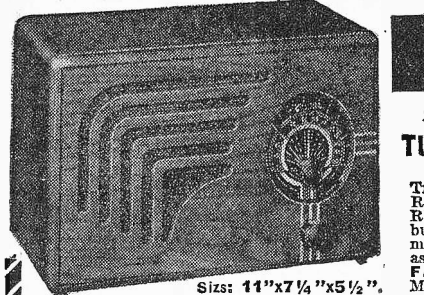
CARTOON BOOKS, 10 Kinds, \$1.25 per 100; **COMIC SPICY FOLDERS**, \$1.50 per 100, 6 Kinds; **FANNY DANCE BOOKLET**, 60c Doz.; Sand Cards, Shimmie Dancers, 25c Doz., and many other Specials in my Private Catalogue. Send \$1.00 for 25 Samples, or 10c for Cat., or rush your order from above list.
T. R. PAYNE, 25 Cardinal Place, New York.

- Montreal, Que.—F. & A. Masons. Feb. 10. W. Williamson.
- St. Catharines, Ont.—Knights of Columbus. May 24-25. J. W. C. Tierney, Box 368, Arnprior, Ont.
- Toronto, Ont.—Ont. Hort. Assn. Feb. 18-19.
- Toronto, Ont.—R. A. Masons. Apr. 27-28. E. Smith, 582 Dufferin ave., London, Ont.
- Toronto, Ont.—Ont. Assn. Agri. Soc's. Feb. 10-12. J. A. Carroll.
- Winnipeg, Man.—State Hort. Assn. Feb. —. J. Walker, 245 Legislative Bldg.

Coming Events

These dates are for a five-week period.

- ALABAMA
Mobile—Mardi Gras. Feb. 6-9. E. R. Albright.
- ARIZONA
Casa Grande—Cowboy Days. Jan. 30-31.
- Florence—Pinal Pioneers Parade. Feb. 5-7.
- Mesa—State Citrus Show. Feb. 27-March 6. C. F. Zeiger.
- Phoenix—Rodeo. Feb. 12-15.
- Tucson—Tucson Live-Stock Show. Feb. 18-23. E. L. Scott.
- Wickenburg—"Out Wickenburg Way." Feb. 26-28.
- CALIFORNIA
Cloverdale—Citrus Fair. Feb. 19-22. R. M. McClelland.
- Los Angeles—Winter Carnival. Feb. 22-23. C. Rawson Jr., Chamber of Commerce, (See LISTS on page 56)



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FREE 5 DAY TRIAL

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SATISFACTION GUARANTEED
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The deal they're all talking about. Deep Sea Mystery Treasure contains valuable genuine Cultured Pearls worth up to \$50.00. Pearls just as produced by nature, unseen, untouched, eight years growing within the body and shell of the Oyster. Sealed in tins direct from the sea beds of the Orient. Each package guaranteed to contain a pearl. Five of these thrilling Sea Treasures and an attractive 600-hole board with counter card brings in \$30.00, pays out 32 packages of cigarettes. Gross profit \$25.20, your cost per deal, \$6.95. 12 Deals for \$81.00. Prices less 2% cash discount. 25% deposit required on C. O. D. shipments. Order by catalog No. B5. We Guarantee the sale of this deal or refund.

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Send \$2.10 for 15 Samples. We also carry a full line of CRYSTAL JEWELRY and other items for DEMONSTRATORS and ENGRAVERS. Free Catalog.

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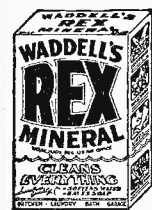
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AGENTS — PITCHMEN



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CHEWING GUM 20¢ BOX



RETAILS FOR \$1.00. Each box holds 20 Full Size Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 40c for sample box (prepaid). 50c West of Miss. GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS, 4th and Mt. Pleasant, Newark, N. J.

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Snappy, highly seasoned Sandwich and other Crunches to sell patrons of beer and soft drink parlors at A PENNY EACH! Nice profits for the dealer, immense profits for you. Complete daily sell out. We teach you how to make and market them, give you a little set of tools, samples, formulas, etc., all for \$2.00, postpaid. DIETZ CO., Toledo, O.

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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.

PITCHMEN

by BILL BAKER

(Cincinnati Office)

TERNIE PHILLIPS . . . of med fame, spent the holidays in Knoxville, Tenn.

JOE CLARK . . . wigwags that he recently hit the bull's-eye with the corn cure, powder and perfume at Brownsville and Henderson, Tenn.

MONEY SPOTS: One of the sure-fire money spots in the State of Indiana is the Remy plant at Anderson. When a fellow needs money as a friend—make that and then head for the tile works in the same town. Muncie and Newcastle are close by to assure a certain b. r.

ART NELSON . . . ace rad worker, blew into Cincinnati last week en route to St. Louis from New York. During a short visit to the pipes desk he infoed that he has the following spots lined up: Green's Philadelphia; 14th and 149th streets, New York; Stamford, Conn.; Murphy's in Pittsburgh, Washington and Indianapolis; Kresge's, St. Louis, and Neisner's, Cincinnati. While in Pittsburgh he said he met his friend Eddie Gillespie working tie-forms to some good business. Bill Westfall, other half of the Gillespie-Westfall combo, according to Nelson, is confined in a Pittsburgh hospital.

HEY! TOM KENNEDY . . . remember the time you and Pestleman horsebacked the watches out of Indianapolis? Made the burr despite the depression, huh?

A PIPE in time will save many much time and money. Why let a fellow worker make a closed spot when it can easily be avoided? Remember: "Do unto others as you would have them do unto you."

WORD COMES . . . sky-rocketing thru that Morris Kahn-troff is putting over some streamlined jams and collecting a stream of gelt. You boys who have seen Morrie work must admit that he is loaded with the streamline ammunition. More power to you, Morris.

RED PIERCE . . . is headed for Miami with a straight thru ticket in his kick.

JACK BRANHOLTZ . . . and a fellow working astrology made Hopkinsville, Ky., recently to a swell biz. King, Red Wilson and Barfield were also there and got theirs working the sheet.

THE REAL reason a mooch can't get the long green is that he is too busy trying to tell the other fellow how to get it.

SKIPPY DAVIS . . . who has been collecting with the tools, is an ace worker and doesn't have to doff his derby to anyone when it comes to pitching that item.

GEORGE HOLT . . . writes from Springfield, O., that he has been working a doorway and making the factory gates with blades and watches to some real tips despite inclement weather.

ART NOVOTNEY . . . coil worker, has been banging away in Texas, collecting his share of the loose gelt found in the Lone Star State.

BOBBY DALE . . . has been taking the folks in, working tonic on the lots in the Carolinas.

BILLY LOCKHART . . . with laces, perfume and novelties, is holding down a corner doorway in Dayton, O.

WHEN WORKING a town always keep this in mind: The less knocking you do the less squaring you'll have to do.

JIMMY WELLS . . . of knife-sharpener fame, is working the Southern States this winter and, according to reports, James is putting out his share of the tools.

SI HART . . . who has been working his key-check outfit as a side line to paddles and watches,

is headed for Knoxville and then Florida. He infoes that all the spots he has worked in the last six months have been red ones and adds that he intends to keep banging away and delaying those pipe-fests until business goes slack, which he hopes will never come to pass.

THOSE WHO do not cut up jackpots find that they have little or nothing to take back.

"CAME IN HERE . . . a few days ago," scribes Ralph Ruhl from Indianapolis. "Things are absolutely n. g. No decent doorways are available. Saw Doc Reed clicking to some good business in a local department store here the other day. Town has its usual quota of home guards with blades, etc. Some of the boys are actually selling three packages of blades for 10 cents. I'm still working my Lord's Prayer on a penny machine and making bracelets. Also saw that oldtimer Frank Fields. He has an office position here now and doing okeh. Plan to make some of the steel towns in Ohio soon."

ACCORDING TO the weather man's report, Old King Cole is ready to burst forth in all his fury. Put plenty mothballs in with the gilias, boys. Looks as tho they won't pop out of their slumbers with the groundhog this year.

RAY HALEY . . . inks from Chattanooga that the town is open to no readers and the boys making that territory are all living and doing fair. Included among the pitch contingent there, according to Ray, are Willard Griffin, med; Jimmy Wells, sharpeners; Jack Montgomery, med; Bill Hayes, med; Transom Slim Schindler, magic; Walter Harris, rad; Bailey and Suss, coils; Mac Dial, hones, and a dozen doorway sitters with a miniature department store on a bridge table.

SAM BERMAN . . . cracks from Grand Rapids, Mich., that the furniture shops are all working full there. He says that he did a swell business over the front gate of the Leonard factory and advises any of the boys going that way to be sure to make the spot. The shop works two shifts, with more than 3,000 persons to a shift, he infoes. Sam's next stop will be Muskegon, Mich., and he advises that he will let the boys know how conditions are there in his next pipe. He is anxious to see a pipe from Art Engles.

FURLEY TOBACCO MARKETS . . . have closed in Cynthiana and Mt. Sterling, Ky. This closing means that the tobacco-selling season is coming to a swift end and those of you who are working Kentucky had better arrange for more fertile spots. Those of you who are contemplating on going there—just don't.

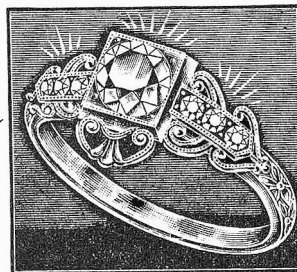
WHAT DID YOU do with that summer bank roll? Now we will hear from the "I-told-you-sos."

J. KANE . . . fogs thru from Philadelphia: "Have just read Gypsy Brown's pipe concerning the reader in California, in which he states that it is \$100 for the State and \$200 to work outside. I wonder if Brown would be kind enough to pipe in again and advise whether that permits the holder of the reader to work house-to-house with a hand grip. In Philadelphia there are no licenses issued to pitchmen. The door-to-door hand grip license is \$7.50 per year and \$40 per year for a truck." Kane adds that pitchmen are permitted to work any factory gate in Philadelphia.

TALK ABOUT putting some money away for a rainy day; the guy who originally popped that one seemed to have forgotten about those zero and snowy days.

"HAVE BEEN READING . . . the Pipes column since its inception, but this is my first pipe," lines R. J. Ward from Malden, Mo. "Noticed in a recent issue that there was some controversy among the boys as to whether O. R. or Dee Colby was dead. This I do not know, but I wish I did. For if there ever was a man who would go 60-40, take the 40 and give you the 60, it was the Doc. Doc truly loved his little monk, Peanuts. The

NEW POPULAR STYLES



Yellow and Rhodium line of Rings—includes Men's & Ladies' LaRhoda GEMS. Three NEW Birthstone Numbers and Camero Rings. Sample Line available—18 Rings, \$2.00. Sold only to Dealers.

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YOU Get Good Leaders Here

Apex Combination Knife Sharpener-Glass Cutter . . . \$7.00
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Collar Pin and Tie Holder Combination, 2.00
Tie Holder, on attractive card . . . 1.50
NOTE: All prices F. O. B. New York. Every Item a Real Value. Deposit required on all C. O. D. Orders. Prompt shipments.
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Solid Gold Mounting 2.95
Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
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A Two-Inch Strop, Holder and Dressing, with Carbons. This is real merchandise. No splits. Retail for 35c. Make more profit. Shipped C. O. D. \$15.00 PER GROSS. Also 1 1/2" Sets at \$12.00 Per Gross. Both Samples, 35c. STEWART MFG. CO. FT. WAYNE, IND.

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- CAN OPENERS
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- GAS STOVE LIGHTERS

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location and two good men are working the spot for him, while he looks after other business. Soapy Williams is on the same spot with Miller and doing well. J. C. Moldenhour is also here to get a new car before the Christmas bank roll gets away from him. Dr. Smith, foot ointment purveyor, just took purchase on a new car and trailer and then left for Florida, where he plans to spend some of the summer bank roll. Personally, I've been busy preparing to work a few big shows. I'll have three big spaces in the Little World's Fair here. I also have the Builders' Show for next month. Yes, Joe Clark, if you like plenty of ice and snow, come right along to Detroit. You'll find it here when you arrive. Where are you, George Breath?"

HERE'S HOPING that the Northern lobbyist doesn't get any gravel mixed in his snowballs. It's hard to digest.

Pitchdom Five Years Ago

Frank Bush, Coast pitcher, was lining up with a Seattle department store for demonstrations to be held early in the spring. . . . Pitchmen were covering Atlanta like dew, according to Nappie the newsie. . . . Chief Red Jacket had just opened a med store in Cincinnati. . . . Papermen hibernating in Asheville, N. C., were Roy Tate, Slim Smith, Mr. and Mrs. Harvey, Mr. and Mrs. Mack Barnett, Jimmy Booker, Phil Babcock, Country Boy Hawkins, Charlie Brewer, W. L. Jameson, Red DeWitt, Alabama Gardner and Dr. Gelke. . . . W. H. Phelps retired permanently from the road and went with a commercial concern in Prosper, Minn. . . . Conditions in the East were 50 per cent better than those west of the Mississippi, according to Doc Earl V. Johnson. . . . Lee Holden was doing blackface for Doc Frank Hauer on the Abingdon, Va., tobacco markets. . . . Metropolitan Health Store, of Long Beach, Calif., celebrated the third anniversary of its opening. It was also celebration time for J. Edward Malone, manager of the store since its opening. . . . Jack W. Thomas, after a hard tip doing Gold Seal products in Ohio and Pennsylvania, headed for St. Louis. . . . After a week's visit with relatives in Montreal Harry Delany had his med opry back on the road and touring Ontario. . . . A. L. Clark's exploits in Seminole, Okla., gained for him a front-page story in *The Seminole Producer*. The sox-selling fool's gross for the day was reported to have been in the neighborhood of \$480. . . . Los Angeles, as usual, was the winter mecca for many oldtimers and johnny-come-latelies alike. Included, among the fraternity there were George Silver, Joe Ackerman, Fred Bold, Leroy Pitcher, Jack Lonsdale, George Harris, William Homer, Jack Alpert, George Bedoni and Frank Markham. . . . Spokane, Wash., was a red one for Jess Moss. . . . Business was none too forte for Doc George M. Reed in Akron, O. . . . Willard B. Vreeland was giving serious thought to opening a free-lance store on Fifth avenue near 54th street, New York. Chief Lone Fox and Princess Dewdrop had a med store on Pleasant street, Fall River, Mass. . . . That's all.

LISTS

(Continued from page 54)

- Los Angeles—Gift Show, Jan. 31-Feb. 2.
- FLORIDA**
- Everglades—Celebration & Fish Fry, Feb. 3-6.
- Fort Lauderdale—Elks' Expo, Feb. 1-6.
- Miami—Shrine Circus, Week of Feb. 8, Hamid & Morton.
- Sarasota—Pageant of Sara de Sota, Feb. 18-20. Jr. Chamber of Commerce.
- Tampa—Horse Show, March 12-14.
- ILLINOIS**
- Bloomington—American Legion Carnival, Circus Nite Club, Feb. 1-8. Bert Doss.
- Chicago—Boat & Sports Show, Feb. 28-March 5. H. H. Erickson, Navy Pier.
- Chicago—Gift Show, Feb. 1-12. George F. Little.
- INDIANA**
- Ft. Wayne—Moose Charity Circus, Feb. 15-20. Al R. Rogers.
- Terre Haute—Shrine Circus, Feb. 1-6. Clarence White, chrm.
- LOUISIANA**
- New Orleans—Mardi Gras, Feb. 6-9.
- MASSACHUSETTS**
- Boston—Sportsmen's & Boat Show, Jan. 30-Feb. 6. A. C. Rau, 327 Park Sq. Bldg.
- MICHIGAN**
- Detroit—Food & Beverage Show, Jan. 25-31. Retail Grocers' Assn.
- Detroit—Shrine Circus, Feb. 1-14. T. E. Stinson.
- Detroit—Detroit Builders' Show, Feb. 19-28. John L. Prost, mgr., 607 Shelby st.
- Gladstone—Winter Carnival, Jan. 29-31.
- Grand Rapids—Shrine Circus, Jan. 25-30. C. H. Hoffman, chrm., 19 S. Division st.
- Ironwood—Winter Carnival, Jan. 29-31.

PLUNGER FILLER VAC



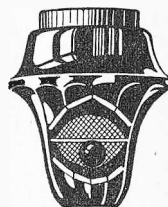
For a Happy New Year—Buy Grodin. The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.

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VALVE BALL FOAM CONTROL is a Necessity!

Valve Ball in Foam Control breaks up gas bubbles, puts a uniform collar on every glass of beer. Reduces scraping to a minimum, giving a greater number of glasses per barrel. Fits on all beer faucets. Bar-Owners Buy Them on Sight!



Saves time—No waiting for collar to rise. A sure sale of one or more whenever beer is sold on draught. Retails at 35c to 50c. Costs you 10c each in gross lots. Be the first in your territory to clean up with this new specialty. Rush 10c for sample and full particulars.

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Novelty and concession men, a new seller or give away for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retails at 5c, to you 1 1/2c each. They set on a paper easel. Sample 10c.

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MEDICINE MEN

If you are making your own Tonic, try our Herb Compound. One pound makes one Gallon. Real repeater. 50c per Pound. Labels Free.

GEORGE RABBITFOOT HERB CO., Somerset, Ky.

VALENTINE SPECIALS

Comic Spicy Valentine Cards, 4x5", Embossed on Vellum Stock, 3 Flashy Colors, \$2.00 per 100, with Envelopes, Assorted, 2 Post-card Size, 30 different, \$1.00 per 100. COMIC DIPLOMAS, used as Comic Valentines, subjects to fit all types, such as a Bulshooter, Golddigger, etc., 25 different, with envelopes, \$2.00 per 100. Our new Val. Bulletin is ready. Send 50c for 25 Samples of Cards, Diplomas and Catalog. **MAGNO'S NEW ITEMS ARE: DIRTY MATCHES**—the victim gets his fingers all black, 80c Doz. **SQUIRT GIGAR**, 60c Doz. NOT a 1,000 times No! Joke Silk Panties, \$1.20 Doz. YES, we CARRY the BIGGEST line of Tricks, Jokes and Puzzles in the U. S. A. Send \$2.00 for 50 Samples of Best Sellers and Catalogues. Magic NEWS Uncanny Casket, Each \$3.75. Pocket Spirit Slate Trick, \$2.25 per Doz. X-Ray Dice Box, \$2.00 Doz. SPECIAL: Color Cubes, 50c Doz. Palming Coins, mill edge, 50c Doz. 27" Silks, \$3.75 Doz. GOOD. Magic Panel Tricks, 60c Doz., etc.



MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

Iron Mountain—Winter Carnival, Feb. 21. Ishpeming—Winter Carnival, Feb. 16-22. Menominee—Winter Carnival, Feb. 27-28. Munising—Winter Carnival, Feb. 13-15. Petoskey—Winter Carnival, Feb. 5-14. Sault Ste. Marie—Winter Carnival, Feb. 11-14.

MINNESOTA

Hibbing—Food Show, Feb. 21-23. George E. Bagan, Albert Lea, Minn. St. Paul—Winter Sports Carnival, Jan. 30-Feb. 6. W. L. Crawford Jr.

MISSOURI

Kansas City—Better Homes & Bldg. Expo, Feb. 20-27. Ward C. Gifford.

NEW YORK

New York—National Sportsmen's Show, Grand Central Palace, Feb. 18-27. Albert C. Rau, 327 Park Sq. Bldg., Boston. New York—Gift Show, Feb. 22-26. G. F. Little, 220 Fifth ave. New York—China, Glass & Housewares Show, Jan. 24-30. Flo English. New York—Natl. Aviation Show, Grand Central Palace, Jan. 28-Feb. 6. G. A. Parsons, 480 Lexington ave. Rochester—German Club Society Circus, Feb. 1-6. J. D. Karen.

OHIO

Cleveland—Food Show, Feb. 4-12. Walter W. Knight, 1827 E. 55th st. Cleveland—Grotto Circus & Festival, Feb. 15-27. Wm. C. Schmidt, mgr., Hotel Statler. Toledo—Great Lakes Sportsmen's & Motor Boat Show, Feb. 11-20. L. M. Fox, gen. chrm., New Secor Hotel.

PENNSYLVANIA

Philadelphia—National Home Show, Feb. 13-20. R. R. Randall.

SOUTH DAKOTA

Watertown—Poultry Show, Jan. 27-30. E. H. Grow.

TEXAS

Galveston—Mardi Gras Festival, Feb. 5-9. Commercial Assn. Laredo—Celebration, Feb. 14-27.

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12 Deals \$3.60--96 Deals \$25.60
25% Deposit With Orders

NEW SENSATIONAL MONEY MAKER!

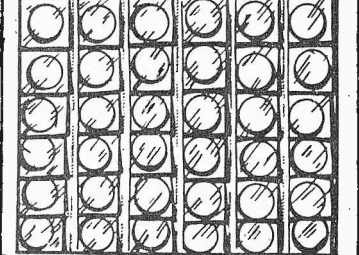
THE REAL ALKALIZER
A QUICK, SAFE RELIEF FOR PLEASANT HEADACHE, INDIGESTION, SICK AND SOUR STOMACH, Over-Indulgence, Heartburn, You'll Like the Taste

ALKALINE EFFERVESCENT TABLETS

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VIC'S ALKALINE SELTZER CO.



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Agents all over the country are making BIG, QUICK PROFITS selling this new, pleasant Alkalizer. Large size Alkaline Effervescent Tablets that offer immediate relief for simple Headaches, Sour Stomach, Heartburn and Hangovers. Packed in cellophane, moisture-proof envelopes. Mounted on attractive, illustrated cards. Taverns, Luncheonettes, Road Stands, Drug and Candy Stores buy on sight. 36 Envelopes on a Card—Takes in \$1.80—Your Cost per Card

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monk was as cute as they come and Doc's constant companion. When Peanuts died Doc was forced to change his whole method of working. He gave the little monk a nice burial (a grave marker) and then, due to loneliness, went on a spree which never seemed to end. However, as the Doc ever told the umchays, 'Don't talk about me behind my back,' all I have to say is good things about him. He was probably the best open-air card artist in the business. He could hold a tip for two hours and then get the dough by himself, without aid from anyone. The late Howard Thurston, who tried to hire him, once told me that Dee Colby presented the best card performance he had ever seen. Arkansas territory is punk, especially the cotton-growing section. The money just ain't."

WHY TALK conversation money? The only kind that buys food and pays the hotel bill is hand cash.

RAY JOHNSON

while in Washington recently took in a few of the stores and shoots the following commentary on Earl V. Jacques, who was working Sun-Foot in one of them. "This fellow Jacques is one of the snappiest dressers and most convincing boys I have ever seen work. A snappy dresser with a pleasing personality, I watched him work for three hours and finally bought what he was selling. I had heard of him before and how he could turn tips and wondered if he was any better than some of the good boys I had already seen. It did my heart good to see the way he went about his work. He had a successful flash and his personality and good fellowship mien fits in with it. In my opinion he's tops and it seems a certainty that he'll go places."

YOU CAN'T travel 10 feet on jackpots. Cash brings the gas.

GEORGE ANDERSON

flashes from Greenville, O., that he worked the courthouse corner of that town with rad to a swell passout recently.

JIMMY CARRIGAN

Columbus, O., health book ace, has been going along at a lively clip, getting the gelt working seeds and books. Jimmy is of the go-getter type and refuses to be bothered even when Ole Man Cole shoots forth his worst wintry blasts.

DURING THE WINTER an extra pitch made when weather permits takes care of the days when weather won't permit.

BERT GLAUNER

skims one along from Detroit: "My friend, Jimmy Miller, is here and he isn't eating snowballs either. He has a choice

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 23.—President J. C. McCaffery was out of town so Vice-President Frank P. Duffield presided at meeting of the 21st. Seated with him were Secretary J. L. Streibich and Past Presidents Edward A. Hock and C. R. Fisher.

Membership committee presented applications for W. C. Senior, Ralph N. Endy, David B. Endy, William J. Goutermout and Alexander Di Michele.

Ways and Means Committee is busy formulating plans for the season. Spring Benefit Committee announced date of the affair for April 5 in the College Inn, Hotel Sherman, with privilege to use the Old Town Room if necessary. Chairman Ernie A. Young and his assistant, Brother Walter F. Driver, are in charge of arrangements.

Brother Bob Schlossburg journeyed from Philadelphia to attend his first meeting. He made a nice response when called upon for remarks. Brothers Nate Miller and Richard Lusse were in attendance. Brother John A. Francis came in to say hello.

Final check of Cemetery Fund Drive shows committee neglected to report that United Shows of America presented two benefit performances during the season. Brothers Castle, Lohmar and Hirsch made a detailed report on each of these affairs along with remittance.

On the sick list are Brothers Col. F. J. Owens, Jack Benjamin and Nat Hirsch. Brother Nat D. Rodgers visited. Lew

Marcuse made call. Harry Lewiston is in town. Past President Conklin got in for the finish of the meeting. Brother Frank P. Duffield left for New York. Past President Sam J. Levy and Brother Fred Kressman were out of town, hence their absence, as was Past President Ernie A. Young. Past President E. A. Hock and Brother Dave Tennyson left town. Letters were received during the week from Brothers Al H. Fine, Almon R. Shaffer and Sam J. Levy.

The opening benefit in the 1937 Cemetery Fund Drive will be held at Tampa February 1. Chairman Brother Carl J. Sedlmayr is working diligently to put it over in a big way. Brother members know that 1937 is the Silver Anniversary of the Showmen's League of America. The League has a few signs for office wagons. Drop a line and it will be sent promptly.

Action has been taken to place a marker on the grave of our departed Brother Con T. Kennedy, who is buried in Florida. Brother A. L. Rossman is in charge of this. Still no news from Brother Harry Ross. Brothers should not forget to pay their dues. Brother Harry Coddington is up and around, feeling fine but a bit weak.

LADIES' AUXILIARY

Twentieth Annual Birthday Anniversary Luncheon was held in the rooms at the Hotel Sherman January 21. Gayety of the evening was somewhat dampened by the absence of president Mrs. Lew Keller, who underwent a serious operation on that day. The affair was opened with a short business meeting, after which luncheon was served with vice-president Mrs. L. M. Brumleve officiating. All arose in silent prayer of best wishes for President Keller. Mrs. H. T. Belden was speaker of the evening, which closed with a session at bunco and cards.

Those in attendance: First, second and third vice-presidents, respectively, L. M. Brumleve, Ida Chase and Mrs. H. J. Ernst; secretary, Cora Yeldham; treasurer, Edith Streibich; Mrs. H. T. Belden, Mrs. Simon, Mrs. B. Ward, Mrs. William Carsky, M. Singleton, M. Crosby, L. Pope, Rose Page, Ray Oakes, McGlynn, Al Latto, Julius Latto and Ed Hill.

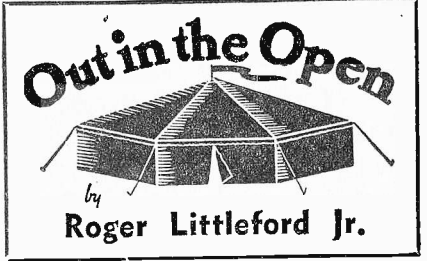
The members are all pleased with report of improvement in the condition of Mrs. Al Wagner. Mrs. Charles G. Driver and Mrs. Harry Mamsch both were reported to be slowly convalescing.

Applications continue to come in and the membership roster is gradually increasing.

in the matter of talent, giving an inferior performance that fails to meet with popular approval. The wise producers—those who know show business and the public and realize that the public's confidence must be gained and held—do not cheat on talent. But there are a few short-sighted producers who let the prospect of a quick dollar obscure that more important factor of building for the future. There may have been a time when auspices were not wise enough to distinguish between a poor show and a good one. Today most of them have men in their organizations that know what it's all about and are not likely to be imposed upon more than once.

If the effects of a bad show were confined to the one date affected it would not be so serious, but the whole winter circus business suffers because the word gets around and auspices become suspicious of all promoters. Several producers have established enviable reputations in the winter circus field by always delivering as much as they promise, or more, yet even they feel the effects of the cheaters. It is up to the square shooters to wise up auspices to the danger of playing with the "bad boys" whose only thought is to give as little and get as much as possible. The winter circus business gives employment to large numbers of performers and also enables owners of circus equipment to realize something on their investment during the off season. It is too important a field to allow it to be ruined by chiselers.

Jack Croake, circus man just back from Europe, dropped in at the Crossroads desk with a new wife—the former Vonnie Flynn. . . . They were married October 1 last, Jack said, and spent their honeymoon abroad. . . . Frank Moore, of Madison Square Garden, New York, stopped off here on his way to the Denver rodeo. . . . Booby Oberdahl, of San Antonio, still around town a week after the coin machine convention closed. . . . Now that he's become used to the big town he evidently likes it! . . . Bert Doss, aerialist, who with Gene Enos now conducts the Circus Night Club at Bloomington, Ill., saying hello to the boys here and lining up some concessions for a Legion midwinter carnival at his spot. . . . Tom Wolfe came up from Dallas to take his wife back with him to the Sunny South. . . . Tom will be at the expo again next season. . . . Billy Rose is casting his eye at Cleveland for next season. . . . Hasn't yet made up his mind about Fort Worth. . . . Earl Shipley, former clown, is hitting it off nicely in his new commercial line, but still likes to foregather with the boys of the white tops. . . . Patricia Ellis, screen starlet, sneaked in a plug for the Al G. Barnes Circus on a recent Bing Crosby program. . . . Nat D. Rodgers, here to line up exhibits for the Dallas expo, has no easy job on his hands, but he's a go-getter and will get 'em on the dotted line if anyone can. . . . Leo Hamilton and Mrs. Hamilton (one of the D'Arcy Girls) back in Chi after spending several months in Edgewater, Colo. . . . Friends of Capt. Terrell Jacobs are hoping for his speedy recovery from injuries he received recently while working a tiger at winter quarters. . . . Terrell is one of the "whitest" men in the biz, always has a good word for everybody and has legions of friends.



THE editors of a national weekly are working up a piece on fairs that promises to be interesting and informative to the layman—not the showman—and George Jackson, former secretary of Nebraska State Fair, who is compiling data on big fairs and world expositions at his home in Nelson, Neb., will publish a book in the near future. Which reminds us that *Readers' Digest* is also coming out with a sketch of interesting personalities in show business. Altho the exact nature of the article has not been disclosed by the invariably reticent *Digest* editor, we understand that it will treat chiefly with the circus and circus organizations. *Readers' Digest* is also attempting to contract Dexter Fellows' *This Way to the Big Show* for publication in a forthcoming issue.

W. J. (BILL) O'BRIEN, guiding light of the O'Brien Brothers' Enterprises at Revere Beach, Mass., back in Boston to undergo a minor operation. Bill has been spending the winter between Baltimore, New York and the New England beach.—Charles Samuels, last year press representative for Brooklyn Boro Gas Company and an integral part of Coney Island's publicity department, seen around the Times Square district lately. In all probability he will not be back at the Island in 1937.—Wonder what Monte Wax, who had the popular log-rolling troupe and show at the Chicago and San Diego expos, is doing. Monte's impressive stature is hard to miss, so we're almost certain he's not Manhattaning it this winter.—We understand that Cab Callo-way and band lead the field's final drive toward the signing of a name band to fill Rudy Vallee's shoes at the 1937 Canadian National Exhibition, Toronto. Cab and company should be a worthy successor, according to the popularity musical units of his type have enjoyed in the Dominion in recent years.

RUMORS that Hagenbeck-Wallace Circus will return to the circus wars this year will be confirmed within the very near future, maybe before this appears in print.—And that brings up the subject of a successor to the late Frank A. Cook as legal adjuster on the Ringling show. Consensus around town has been that Ralph Clawson would assume responsibility, but now that the H-W unit will go out we wonder if Clawson will be called to that show. All of which emphasizes the fact that the "fixer" field is wide open this season. There should be no unemployment, to say the least.—Gene Graves, personable young son of Ringling's Mickey, says he has turned songwriter and has spent his last season with the Big One. We've heard that one before!—William E. (Willie) Downing, several years on the front door of the Ringling show, writes from Detroit that he plans to be in New York this spring. Willie quit the sawdust trail in 1933 and has been residing with his folks in the Motor City.—It took the death of a cherished friend to bring George Smith out of hibernation as far as his many circus friends are concerned. George, who assisted Carl Hathaway for years and years, was one of the honorary pallbearers at the services for Frank A. Cook in New York last week. It was the first time several of his friends had seen him since he left the Ringling show at the close of the 1933 season.

OUR brief discussion last week of the Sally Rand situation at the New York World's Fair drew some interesting letters from both our readers. One faithful supporter, who for unexplained reasons wishes to have his name withheld, comments: ". . . It's interesting to learn that the New York officials are taking care of the sex-appeal situation, etc., but what interests me is who will be awarded the scale concession at the big event? . . ." We wish we knew, my friend; we wish we knew.—Paris World's Exposition of 1937 emphatically denied rumors last week that the exposition would be postponed until 1938. "The show will open as scheduled on May 1 of this year," a spokesman stated.

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Notes From the Crossroads

By NAT GREEN

THE popularity of winter circuses has increased in recent seasons due to the fact that responsible show producers have provided auspices with excellent shows. Occasionally a topnotch show fails to draw the public and sometimes conditions—industrial, weather or some other factor—are responsible for a flop. But without doubt a contributing factor to the failure of some shows is the tendency of the producer to cheat

Museums

Address Communications to Cincinnati Office

Miller's World's Fair

OKLAHOMA CITY, Okla., Jan. 23.—Weather was airish but opening day's business good. Town was well billed and store located in heart of theatrical district. Acts displayed to much better advantage than heretofore. Manager F. W. Miller laid out the floor in swell style, dining room and kitchen located on balcony, thereby giving more depth to main show and annex.

Continued cold weather and melting snow and slush kept receipts in Tulsa down for a few days. Saturday, however, found thousands of country folk in town and the store was packed from opening to closing. Bert Morey departed, and Babe Lee and Bill Brown left for the West Coast.

Julius Kuehnel up and about again turning them in Annex. Nearly everyone suffering from severe colds, with Mrs. F. W. Miller and Mrs. Harry Leonard, of

Hario and Mario, being confined to their rooms. Prince Le Roi, recovered from slight attack of sore eyes, again receiving applause with iron eyelid act.

Alfred Green, alligator skin boy, and Sealetta, the seal girl, causing much comment due to their well-delivered lectures. Eddie Harrison, lecturer, returned after short visit home account mother's illness. Reported by J. C. McGowan.

Lauther Moves Into New Location

SAVANNAH, Ga., Jan. 23.—Mr. and Mrs. Carl J. Lauther are presenting their museum in this city under auspices American Legion. When they pulled into town they were visitors at the Dodson quarters.

Roy Jones, ace press agent, was with them. Lauther has a big troupe, a big overland bus, four house trailers, six cars and two semi-trailers.

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Long-Term Investments

While the echoes of the 1937 Coin Machine Convention are having time to crystallize into something definite, a glance at the long-term opportunities for advancement by the coin machine industry may serve a good purpose. For an editorial writer it will help to fill space.

I have already ventured a guess that the most significant thing about the coin machine manufacturing industry during 1937 is likely to be the expansion of well-known firms into manufacturing fields other than that of coin-operated machines. What with firms already venturing in the fields of refrigeration, motors, furniture, air-conditioning, novelties, etc., another year may see many such ventures into new fields as supplementary to coin machine lines.

Two facts evident at the 1937 convention point clearly to the permanence and stability of the coin machine industry in itself, however. They are the commercial value of the products shown and the balance that prevails in the various divisions of the trade. The quality and cost of the machines shown this year suggest that such products are not likely to pass away as mere novelties. The balance thruout the trade as shown by the exhibits of music, merchandising, amusement games and other sections of the trade is also encouraging. Heretofore the exhibits in many years have tended to be top heavy in certain divisions while others lagged behind.

While economic conditions outside the trade will most likely shape the future of the manufacturing industry, three roads to improvement have an appeal to all divisions of the industry.

1. There is a national problem of advancing the idea of painless buying. Politicians have long looked for some form of painless taxation. Retail establishments, from hotels to roadside stands, have the job of making the customer happy when he comes in. It is a phase of giving the customer more for his money. It is another way to reduce prices or rather to beat price competition. Independent retail establishments of all kinds cannot meet price competition successfully, except by introducing some form of amusement or entertainment into their setup. Every customer that comes in should be provided a chance to amuse himself before he goes out.

Here is where the coin machine industry, with its rich variety of amusement machines and ideas, fits into the picture. The coin machine trade offers a variety of machines, including phonographs, targets, de luxe games, novelty games, table games, counter games, etc., from which every type of retail location in the country can find some kind of a device that will offer amusement to patrons. The convenience of the coin chute idea makes it possible to have this amusement in a retail location without extra labor costs or special attention.

The job is to put over the value of amusement sold in coin-operated amusement devices. It must come to be recognized as an established form of amusement. The country has recently seen a wave of bank nights, screeno, etc., coming into the movie houses. A fact that needs to be recognized is this: the patron who gets a chance at a bank-night drawing with his ticket, at no extra cost to him, gets at least twice as

much amusement value by reason of the thrill at taking a chance. Public conceptions of morals will slowly be changed so that those who like their thrills in bank nights or in coin-operated amusement devices may have the privilege of doing so. Thus, the opportunity to introduce the amusement idea into retail locations is a long-term hope for the coin machine industry.

2. Any consideration of locations must include also the necessity and the possibilities in developing new types of locations with specific arrangements made for some type of coin-operated amusement or selling. One could not look very long at the large and expensive types of machines at the 1937 convention without coming to the conclusion that some vision will be necessary in the future to provide the most profitable locations for such machines. Such machines will require more space than the smaller devices, and that brings up the question of returns for the space occupied.

When the larger machines come up for cold consideration as a business proposition they will have to pay more for the space occupied than other devices or displays that might be made in the same spot. The earning records of these larger machines so far are very favorable and comparisons will help to find more locations. The real possibilities, however, lie in developing new types of locations. Some of these will come as a result of the progressive spirit now felt in the retail business world itself. Some very interesting new conceptions in retail locations are likely to show up during the next few years.

If the distributing section of the coin machine industry maintains its present progressive attitude, aggressive distributing firms are likely to develop some new ideas in placing the larger devices and also in special locations for them.

3. As a long-term opportunity for the coin machine industry, it must invest heavily in the present wave of sentiment to give the masses more spending money. All forms of popular amusement depend primarily upon how much spending money the average person has, and the coin machine industry must insist on its place in the ranks of popular amusements and contribute to movements which promise the greatest prosperity to the amusement world.

It means that we must give as well as take. A friend recently mentioned a member of the trade who has been up, but recent rumor has it that he is now slanted downward and as is usual in such cases, his "friends" may help him to slide down and out pretty fast once they know he is slipping.

"What would you say is the reason for his slipping?" I asked.

"Of all the people in the trade he has a reputation for taking everything for himself that comes his way," was the reply.

So, for publicity purposes and as a long-term investment, the coin machine industry needs to modernize by keeping step with social trends. It even calls for giving full value for money received, and that applies to the operator as well as the manufacturer.

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Dick Hood Happy Over Three Games

CHICAGO, Jan. 23.—R. W. (Dick) Hood, president of H. C. Evans & Company, in giving his reactions to the 1937 show, said that he was happy to have presented three of the best games to ever come out of the Evans factory. In return, he says, the firm was greeted with a deluge of orders that will keep things humming at the plant for many months to come.

"I believe," Hood said, "that Galloping Dominos, our new dice payout; Bang Tails, the horse-race payout, and Rolletto Jr., automatic roulette payout, are three games that can be put in any location and become top-money makers in no time at all. They are absolutely new and different. Here's how they are played: Selections are made by dropping a nickel in one or more or all seven coin chutes. In Galloping Dominos each chute controls either a single point or a combination of points as indicated on both the drop chute and field. Similarly on Bang Tails selection may be made of single horses or combination horses. Rolletto Jr. offers the opportunity of playing six combinations of six numbers and the 0 and 00 combination. After the nickel or nickels are dropped in their respective chutes the lever is pressed and a red light flashes, indicating the game is on. Immediately the selections played light up and the flasher light spins swiftly around the field. At the same time the odds indicator rotates, stops and shows odds to be paid. As the flasher light comes to rest on the winner automatic payout is made.

"Galloping Dominos and Bang Tails pay out from 2-1 up to 30-1, and Rolletto Jr. pays out from 2-1 as high as 24-1. These awards are liberal enough to sustain player interest and conservative enough to prove profitable to the operator.

"These games," continued Dick, "have two outstanding features that place them in a class by themselves. The spinning flasher light offers a spinning, whirling light that reflects thru the playing field to create an appeal that's irresistible. The Mirror-Bak field incorporates a dazzling array of color on an illuminated mirror glass top which produces an effect that is rich beyond comparison. In addition to these innovations Galloping Dominos, Bang Tails and Rolletto Jr. are also equipped with seven-coin visible drop chutes that accept one to seven nickels at one time, each nickel playing a different selection. The coin chute is also electrically illuminated. And here's a treat for the service man. The hinged top is quickly opened and the entire mechanism as well as the complete coin-chute unit is attached to a sliding drawer which is easily removed for service. All I need say about the mechanical operation of these games is that they are built by Evans, which is enough said."

Barrist Heads Quality Games

PHILADELPHIA, Jan. 23.—Irwin Barrist has been put in complete charge of the Quality Game Company, game division in the sumptuous new quarters of Quality Premium Distributors. Success of games made it necessary for the concern to increase its floor space considerably and add to the personnel for the game department.



OLD MR. SOURPUSS, still in lime-light, complains about poor collections.

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<p>AUTOMATICS</p> <p>20 A Traffics . . . \$12.50 5 Dally Doubles . . . 22.50 5 Dally Limits . . . 25.00 20 Prospectors . . . 27.50 40 Jumbos . . . 32.50 10 Tycoons . . . 35.00 5 Red Salls . . . 45.00 5 Pinch Hitters . . . 45.00 5 Pamco Parlays . . . 45.00 5 Pamco Speedways . . . 45.00</p>	<p>5 All Stars . . . \$50.00 5 Bally Bonus . . . 50.00 10 Dally Races . . . 50.00 10 Peerless . . . 50.00</p> <p style="text-align: center;">COUNTER GAMES</p> <p>10 Sweet Sallies . . . \$ 5.00 10 Beat It . . . 7.50 50 Penny Smokes . . . 7.50 2 Clearing House . . . 7.50 25 Penny Packs . . . 8.50</p>	<p>10 Tit Tat Toes . . . \$ 9.00 10 High Tensions . . . 10.00 2 Club Houses, with Jack pot . . . 10.00 10 Cent-A-Smokes, with divider . . . 10.00 25 Daval's Reel 21 . . . 12.00 25 Groetchen's 21 . . . 15.00 25 High Stakes . . . 15.00 10 Daval's Races . . . 15.00 10 Western Races . . . 15.00</p>
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DISTRIBUTORS FOR

PACIFIC AMUSEMENT COMPANY D. GOTTLIEB & COMPANY GROETCHEN TOOL & MFG. COMPANY DAVAL MFG. COMPANY Parts for all makes of machines.	ROCKOLA MANUFACTURING COMPANY EXHIBIT SUPPLY COMPANY O. D. JENNINGS & COMPANY WATLING MANUFACTURING COMPANY Ball Gum, Per Case, 10,000 Balls — \$12.00
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TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C. O. D. F. O. B. CHARLOTTE.
KOSTAKES NOVELTY COMPANY, 512 E. Trade St., Charlotte, N. C.

WE ALWAYS HAVE A COMPLETE STOCK OF

TURF CHAMPS \$137.50	DAILY RACES (Ticket) \$135.00
Brand-New WATLINGS 85.00	Used ROLL-O-SCORES 84.50

COUNTER GAMES—21, Reel Races, Reel Dice, Tri-a-Pack, Penny Pack and Others, USED SLOT MACHINES, Straight and Single Jack, \$10.00 Each.
 Write us your needs and prompt shipment will be made upon receipt of 1/3 Deposit.

LEHIGH SPECIALTY CO., SECOND AND GREEN STS., PHILADELPHIA, PA.

THE HITS Of The Coin Machine Show !

—Now on Display at—
NATIONAL PREMIUM COMPANY
 Omaha, Nebr. — North Platte, Nebr. — Des Moines, Ia.

NEW 1937 "HIT GAMES"

- DEER HUNTER** JUNIOR SIZE, ELECTRIC RAY, RIFLE GAME, 20 Shots. Lowest Priced Rifle Game in its Class.
 - TARGETTE** KEENEY'S ELECTRIC RAY RIFLE GAME—Acknowledged the "best rifle game of all."
 - TEN STRIKE** KEENEY'S 2-BALL NOVELTY PAYOUT PIN GAME with revolutionary play principle and features.
 - PARADICE** KEENEY'S COIN-OPERATED DICE GAME—Permitting play of 5c to \$1.25 on a single play.
- BABE KAUFMAN, Inc., (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.**

Gottlieb's Four New Games Click

CHICAGO, Jan. 23.—D. Gottlieb & Company introduced four new machines at the 1937 Show, also six other games that have maintained steady popularity during the past year. In reporting on the new machines, Dave Gottlieb, head of the firm, said that Trading Post, in his opinion, is the outstanding turntable type of digger of the industry. It is equipped with features that introduce new appeal and thrills. First of all Trading Post has a mystery free play award that gives the player a chance to get either one or two free plays. If the mystery award gives one free play, a colored light flashes on the rack and cathedral chimes are heard. Players are so intent upon watching the turntable that there is a possibility they might insert another nickel without noticing the free play award, thus the chimes. In addition the chimes attract attention to the machine.

Two free games flashes the other light on the rack and also starts the cathedral chime. If a player gets a free play, he just presses the free play button. In addition to these play-compelling features, Trading Post is equipped with a genuine Hammond Electric Clock, which is accessible to the location. The free play mechanism is mechanically adjustable inside the machine and may be set for tight or liberal awards by the operator only.

In Double Feature, Gottlieb continued, we present seven leading motion picture producers and their leading film features. Odds run from 2-1, when the picture gets a one-star rating, up to as high as 40 to 1 for a four-star rating. Double Feature is equipped with the Gottlieb mystery single coin slot, which gives the player at least two pictures to be rated and a chance to get up to all seven pictures with the insertion of but one nickel. Colorfully decorated, the playing field of Double Feature depicts scenes from the leading films.

Miss America offers a bevy of beauties from all sections of the country in a race of the queenly title of Miss America. Odds are as high as 40-1. Mystery single coin slot gives the player the chance of getting up to seven entries and always at least two. Beautiful girls representative of All-American beauty are in evi-

dence on the delightfully pleasing playing field.

Both Double Feature and Miss America have, in addition to their many other features, the Hammond Electric Clock. Sports Parade portrays action in boxing, track, golf, baseball, football, polo, ice hockey and wrestling. Pays up to 40-1. Also equipped with the Gottlieb mystery single coin slot, Sports Parade gives the player at least two sports and up to seven. Colorful action scenes of the seven sports are portrayed on the playing field.

With the presentation of the new games to the industry, D. Gottlieb & Company now have 10 machines in production. In addition to the new ones, 1937 Daily Races, Speed King, Derby Day, College Football, High Card and Hit Parade are still going strong and the Gottlieb factory is really humming in order to take care of all the orders which were received at the show.

New Radio Rifle Has Comedy Appeal

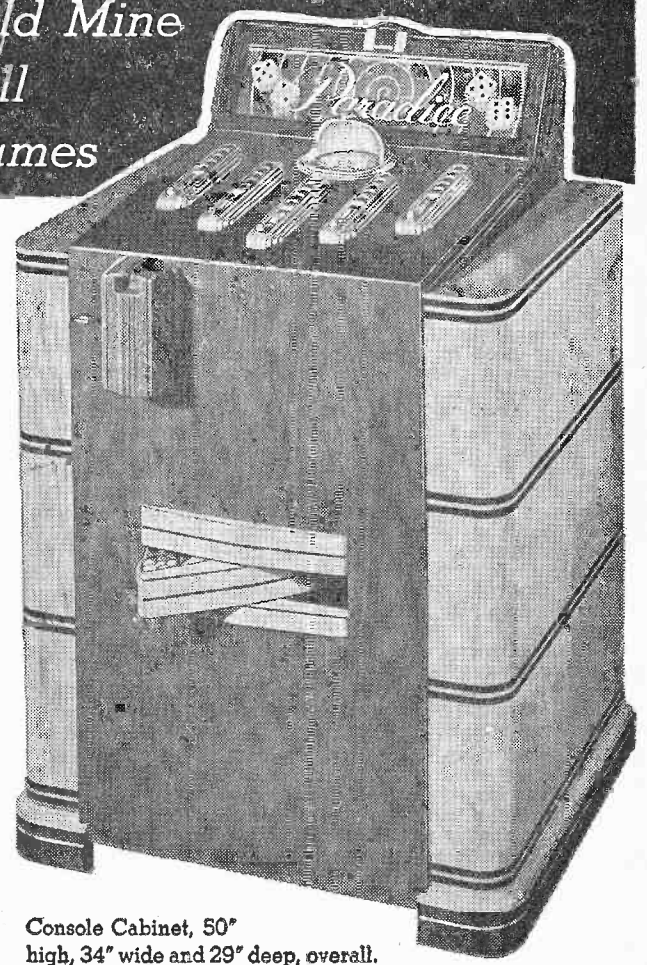
CHICAGO, Jan. 23.—A new idea in radio rifles was introduced at the recent coin machine show when the Rock-Ola Manufacturing Corporation exhibited the new rifle called School Days. This, they assert, is the first comedy rifle to make its appearance.

Rifles produced thus far have involved the general idea of shooting at some bird or animal, but the principle of School Days is to hit the bull's-eye, located in the center of a tomato can, and when this is accomplished the tomato can jumps up in the air and drops with a resounding bang, producing the sound and effect of dropping an empty tomato can. The rifle can be placed at a height far above the heads of patrons seated at tables or can be lowered several feet to bring the bull's-eye on a direct line with the patron.

School Days received considerable attention at the show, due to its comedy idea of shooting at a tomato can, plus the accompanying sound when a hit was made. "The rifle is an added feature of the Rock-Ola radio rifle line," said an official of the company. "The Tom Mix Radio Rifle continues to be the rifle producing big results for the operator, due to the drawing power of Tom Mix plus the mechanical qualities of the machine."

KEENEY'S Paradise

The Gold Mine of all coin games



Takes up to \$1.25 on a single play
Positive payout percentage set at 76.4% regardless of rate of play

Player (or players) has a choice of 5 different "Field" or "Point" bets on which he (or they) 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. Highest possible payout \$8.50. Sold on exclusive franchise basis where order justifies.

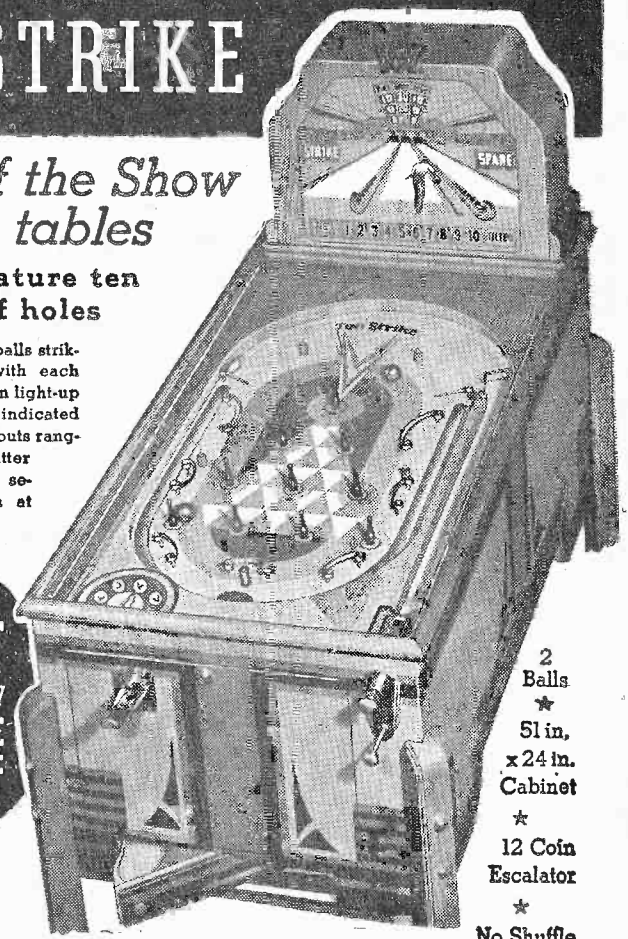
Console Cabinet, 50" high, 34" wide and 29" deep, overall.

TEN STRIKE

The Hit of the Show in payout tables

Employs miniature ten pins instead of holes

Payouts are made by two 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.



- 2 Balls
- ★ 51 in. x 24 in. Cabinet
- ★ 12 Coin Escalator
- ★ No Shuffle Board

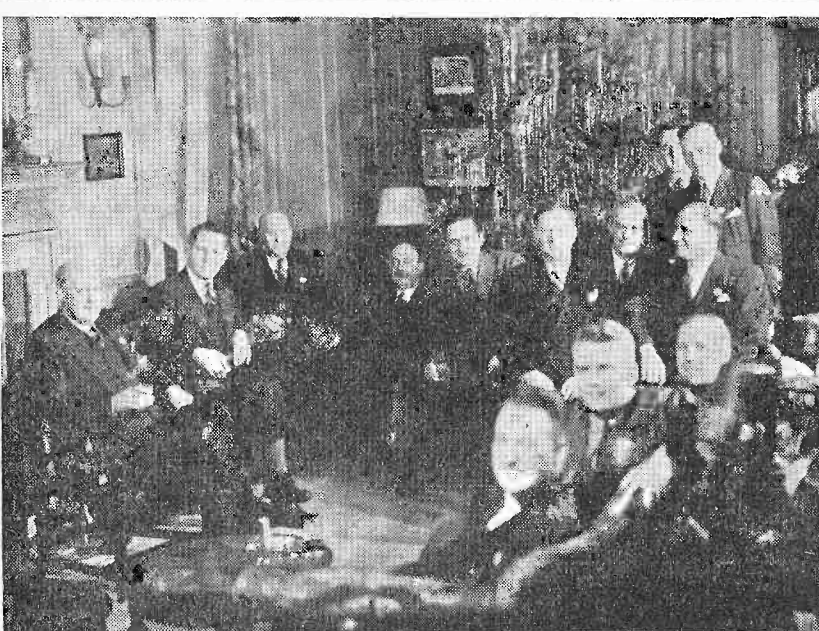
TIME PAYMENT PLAN offered on **TARGETTE RIFLE GAME**
Write for particulars

IMMEDIATE SHIPMENTS GUARANTEED

Write, wire or phone for prices and particulars

Order Direct or Thru Your Keeney Distributor

J. H. KEENEY & CO. "The House that Jack Built"
New Factory Address at 2001 CALUMET AVE., CHICAGO



ROCK-OLA EXECUTIVES at David C. Rockola's Victory Banquet. Left to right: Ed Spooner, manager, phonograph division; David C. Rockola, president; George Graf, general production manager; Herbert Walker, assistant treasurer; George Klyn, sales manager, furniture division; A. A. Silberman, sales manager, Park-O-Graf Corporation; T. Leon Maurada, assistant to president; I. F. Webb, manager phonograph division; Jack Nelson, vice-president in charge of sales; J. J. Sears, purchasing agent; Herb Kidder and C. R. Phillips, games division.

Selling Records

By F. E. KUNKEL

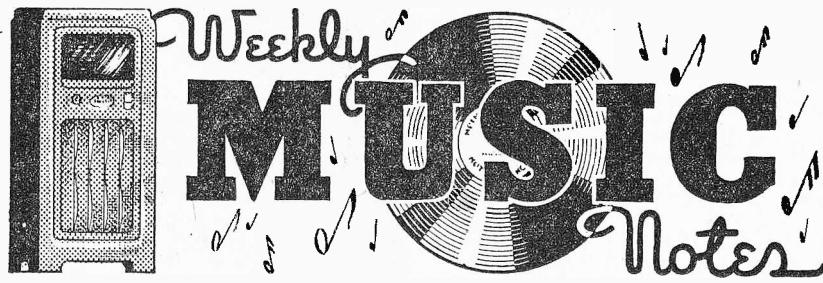
When questioned on the matter of disposing of used phonograph records E. O. Likens, Washington coin-machine jobber, told the writer:

"We buy a lot of used phonograph records and then we run classified ads in the newspapers and have stickers on the store windows to catch the eyes of the passer-by. We also make a good window display of them. It is purely a retail business, altho we also sell a lot to dealers. The colored people in the town buy a tremendous lot of phonograph records.

"This idea helps out with the overhead tremendously. We buy them from other operators and sell them as slightly used. We get out a letter to our mailing list and last month we sold more than \$100 worth. We have been selling them now for nine months and find it pays. We had merchants, especially down in the country, that wanted to buy records and then people would write in and ask if we had them. We buy these used records anywhere from 2 to 3 cents a piece and sell them for 10 and 15 cents, according to the classification we have adopted. That is, we classify them in a limited way, such as, for example, Fats Waller, 15 cents each; separate, 10 cents each; Victor, Brunswick, Columbia, 15 cents; Bing Crosby and hillbilly, 10 cents each, etc.

"We built a special rack to house this classification in the store for convenience in selling and to make a display of the phonograph records to expedite buying, selling and shipping. It is not much trouble to build a rack like that inexpensively. We took some old pin-game legs and built a table on which we placed the records according to our classification—in open bins—general and special.

"We spend from \$15 to \$20 a month on classified ads. We run these ads daily. It is far less expensive than display advertising and more productive of results. In display advertising the space seeks the reader, whereas in classified advertising the reader seeks the space. In other words, men and women with a



want pick up the paper which runs a heading satisfying that want and they look under that heading for what they desire. That is why it pays."

To Operate Phonographs

DETROIT, Jan. 23.—Inter-State Amusement Machine Company has been formed by Charles L. Cooke and promises to become one of Detroit's larger operating organizations. Cooke was formerly connected with a pinball operating organization and is utilizing the experience gained in this connection.

New company will devote its attention solely to automatic phonographs, using the new Mills models. A list of 100 locations has been secured, all of which are now ready to place machines. Orders will be placed as fast as operating facilities justify, Cooke said, but no effort will be made to place all machines at once.

A manager for the company was to be selected this week from a list of several promising applicants.

Letter to Music Ops

CLEVELAND, Jan. 23.—J. Harry Payne, Wurlitzer representative, combined greetings and good advice on operating phonographs in a letter sent to operators at the beginning of the year. Payne, who is district manager for the territory of Ohio and Western Pennsylvania, said: "Operators who keep their equipment up to date will take locations now being held by obsolete and inferior equipment. If the location owner doesn't know any

better somebody is going to tell him." Going on, Payne told his operators that the future of the industry was in their hands and that it would last as long and expand as far as they worked for the expansion.

"Year 1937 is, in all truth, a year for growth and expansion," the letter continued. "Look over your present locations, replace worn-out and antiquated equipment with new and profit-producing machines that attract and hold the crowds.

"Year 1937 is your year, Mr. Operator, if you are ready to take advantage of its opportunities."

Views of Music Pioneer

DETROIT, Jan. 23.—Max Power is one of Detroit's oldest operators in point of experience but youngest in years. He has been in the music field here for about 15 years—half his lifetime—formerly with the old Michigan Music Company (now Commercial Music Company) and for the past four years under his own name.

Discussing location operation, Power said this week: "We have some locations where the owners are wholly loyal to the operator. They will keep my machines in as long as I give good service and I need not fear the competition of newer operators as is the case in other fields.

"Beer gardens constitute the best field for the music operator today. These places are operated legitimately and are sound locations for machine investment. Some operators have been placing their machines in blind pigs instead, and there they run all the risks of police action."

Power is planning to discontinue about half his present route because of obsolescence of machines and to substitute entirely new models for them. He is specializing in Rock-Ola models.

Missouri Conventionalities

ST. LOUIS, Jan. 23.—The Show Me State was well represented at the Coin Machine Show, with a special train carrying the boys from St. Louis and vicinity into Chicago Sunday night. Approximately 60 coin machine men were on the St. Louis Special and all aboard had fun galore.

Gloom was cast over the St. Louis delegation however, when word was received that Mrs. Dan Baum had passed away at 11:30 o'clock Wednesday night, January 13. Dan Baum is one of the most popular operators in St. Louis. Baum rushed to St. Louis Wednesday morning and arrived at his wife's bedside just before the Grim Reaper took her to the Great Beyond. Funeral services were held last Sunday afternoon and many coin machine men were present.

Carl F. Trippe, of the Ideal Novelty Company, headed what he termed "the Ideal crowd" in Chicago. Prominent among the Ideal representatives at the show were Mrs. Exie Bowman, secretary; Earl Thorpe, Duke Nauert, Edward English, Bob Osterburg and several of Trippe's branch managers. Mrs. Trippe was also among those present.

A. J. Stephens, of the A. J. Stephens & Company, Kansas City, Mo., coin machine manufacturer, was one of the busiest men on the exhibit floor, gleaned information from the various manufacturers and getting many ideas on new games. He says that he will shortly come out with a sensational new game.

A. McCall and Ray James, of the McCall Novelty Company, St. Louis, were among the big purchasers of new machines. As a result of the new equipment which will start rolling into their office and warehouse they are at present putting on an immense clearance sale to make room for the new hits ordered at the show.

J. L. (Bones) Treadway and George Tatum, owners of the T. & T. Novelty

Sheet-Music Leaders

(Week Ending January 23)

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 Hingad Music Company and Western Book and Stationery Company, of Chicago.

1. In the Chapel in the Moonlight (Shapiro) (1)
2. When My Dream Boat Comes Home (Witmark) (3)
3. Pennies From Heaven (Select) (2)
4. Good Night, My Love (Robbins) (6)
5. With Plenty of Money and You (Harms) (8)
6. The Night Is Young (Words and Music) (5)
7. It's De-Lovely (Chappell) (4)
8. One, Two, Button Your Shoe (Select) (9)
9. Rainbow on the River (Feist) (11)
10. I've Got You Under My Skin (Chappell) (5)
11. I'm in a Dancing Mood (Crawford) (10)
12. Trust in Me (Ager)
13. Gold Diggers' Lullaby (Harms) (15)
14. Serenade in the Night (Mills)
15. Easy To Love (Chappell) (14)

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, January 15, to Thursday, January 21, both dates inclusive.

- | | |
|--|---------|
| It's De-Lovely | 29 |
| There's Something in the Air | (27) 29 |
| With Plenty of Money and You | (27) 29 |
| Good Night, My Love | (32) 26 |
| When My Dream Boat Comes Home | (28) 26 |
| Chapel in the Moonlight | (22) 24 |
| I Can't Lose That Longing for You | 23 |
| May I Have the Next Romance? | (16) 22 |
| Pennies From Heaven | (29) 22 |
| Love and Learn | (18) 20 |
| The Night Is Young and You're So Beautiful | (25) 19 |
| Please Keep Me in Your Dreams | (16) 19 |
| Trust in Me | (16) 19 |
| Twinkle, Twinkle, Little Star | (13) 17 |
| Summer Night | 16 |
| Tea on the Terrace | 16 |
| There's Frost on the Moon | (19) 16 |
| Gone | (15) 14 |
| I'm in a Dancing Mood | (21) 14 |
| This Year's Kisses | 14 |
| One, Two, Button Your Shoe | 13 |
| Oh, Say, Can You Swing? | 11 |
| So Do I | (14) 10 |

Company, Joplin, Mo., were among the first to arrive in Chicago and about the last to leave. Their charming wives arrived on the eve of the banquet to join their husbands and then to take in the sights and night spots of Chicago.

Herb Besser, of the Besser Novelty Company, St. Louis, made the trip on the St. Louis Special, but was having such a great time that he phoned his comely Mrs. to put on her best bib and tucker and hie herself to Chicago. She arrived Wednesday evening and remained for the balance of the week, enjoying every minute of her visit.

Nathan (Nate) Wolff, of the Wolff Vending Company, St. Louis, brought his dog along; rather he left St. Louis with his canine, but said hound escaped

MODEL "K"

REPRESENTS THE TRUE MONIAL VALUE

THE Seeburg 1937 MULTI-SELECTOR MELODY KING

J. P. SEEBURG CORP.
1510 DAYTON STREET • CHICAGO

THE SEEBURG FRANCHISE IS MORE VALUABLE

from the baggage car in Chicago and luckily his pet was delivered to the Sherman Hotel two days later. Wolff breathed a sigh of relief when he set eyes on his beloved dog and kept him continually with him for the rest of his stay in Chicago. But the question among the St. Louis boys was why was he wearing boots to the convention. He even attended the banquet in them.

Carl Hoelzel, of the United Amusement Company, Kansas City, Mo., was found hobnobbing most of the week in the suite occupied by the Bally Manufacturing Company. Hoelzel is Bally distributor in K. C. He is at present erecting his own building in that city, which he claims will be ready for his occupancy this spring.

A. (Booby) Obadal, of San Antonio; Mr. and Mrs. Martin R. Chapman, of Dallas, and Jim Boyle, of the Boyle Amusement Company, Oklahoma City, were almost in constant company of the Missouri operators. All of them seemed to enjoy the show immensely.

Dewey Godfrey, attorney for the Missouri Amusement Machine Association, was on hand all week, taking in his first coin machine show and convention. He made the trip on the St. Louis Special and expressed surprise at the immensity of the Coin Machine Show. Godfrey has done much for the coin machine industry in St. Louis and vicinity.

Jack Rosenfeld, of J. Rose & Company, St. Louis, was highly elated over the fact that while in Chicago he made a contract with the manufacturers of the Merry-Go-Round Crystal Chrome Revolving Bar to handle the item exclusively in this country and Canada. He booked a world of orders for this new item while in the Windy City.

Mr. and Mrs. William Betz, of the W. B. Specialty Company, St. Louis, were on hand whenever a joyous gathering got together. They spent considerable time in the suites of the J. P. Seeburg Company, Stoner Corporation and the Groetchen Tool Company. Betz is distributor for these firms in Missouri and Southern Illinois and was high in his praise of the new products of the three manufacturers.

One of the most unusual exhibits ever shown at any Coin Machine Show was that of the Baum Novelty Company, St. Louis. Here one found canaries warbling in all tones; love birds, parakeets and different ilk of the feathered folk. C. P. Rosen, associated with Baum, assisted in putting over the "deal of deals," as they call their canary sales-board deal, and carried on after Baum was called away. He reports that they booked many orders for their deal.

Abe Sandhaus, owner and manager of the Star Sales Company, Kansas City, Mo., manufacturer of coin-operated machines, was another busy man at the convention. He, too, promised that he will bring out a sensational counter game soon.

Chester I. Levin, of the Midwest Merchandise Company, Kansas City, Mo., vows that he will never miss another Coin Machine Show. This was the first show he ever attended and, besides having a great time, he learned many new and interesting things. While in Chicago he was the guest of Jack Rubin, of the Chicago Novelty Company. Levin and Rubin attended the banquet as guests of the Gardner Company, manufacturer of salesboards.

Finley Mason and Tim Crummit, popular owners of the Central Distributing Company, Kansas City, Mo., were much in the limelight during the week, renewing acquaintance with many manufacturers and operators.

John Beckmann, of the Automatic Phonograph Company, St. Louis, was on the go continuously during the entire week. His knack of telling funny stories was appreciated by all those around him and he was continuously called upon to tell additional laugh-provoking tales.

Other St. Louisans much in the limelight during the week of festivities were Louis Morris, Al Miller, Walter Gummerheimer, Harry Davies, Arthur Heimke, Basil Neel, Al Haneklau, Walter Koch, Barney Frericks, Fred and Caesar Pollnow, Walter Bowman, Abe Jeffries, Dan Landsbaum, Dick Westbrook, Lee Turner and M. W. Warneke.

WAIT!



for KIRK'S NEW MERCHANDISER

STOP! HOLD EVERYTHING!

C. R. Kirk & Company is about to start another gold rush stampede in the merchandise field. So don't buy anything just yet. See this new revolutionary merchandiser and then decide for yourself.

P.S. Drop us a line if you want your name on the special list that gets advance information.

C. R. KIRK AND COMPANY

4309-39 WEST LAKE STREET • CHICAGO, ILL.

Ten Best Records for Week Ended Jan. 25

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6640—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Shep Fields and orchestra.	7804—"Serenade in the Night" and "Dear Diary." Jan Garber and orchestra.	25505—"This Year's Kisses" and "He Ain't Got Rhythm." Benny Goodman and orchestra.	3402—"I Haven't Got a Pot To Cook In" and "Hurry, Johnny, Hurry." Sweet Violet Boys.
2	B6685—"Goodnight, My Love" and "One Never Knows, Does One?" Shep Fields and orchestra.	7806—"Cream Puff" and "Sobbin' Blues." Art Shaw and orchestra.	25506—"The Girl on the Police Gazette" and "You're Laughing at Me." Wayne King and orchestra.	3389—"Here's Love in Your Eye" and "When My Dream Boat Comes Home." Henry (Red) Allen and orchestra.
3	B6746—"Mr. Ghost Goes to Town" and "The Goona Goo." Johnny Hamp and orchestra.	7805—"I Don't Want To Get Well" and "You Can't Sleep Up Here." Kay Kyser and orchestra.	25507—"I've Got My Love To Keep Me Warm" and "Slumming on Park Avenue." Ray Noble and orchestra.	3409—"That Foolish Feeling" and "Gee! But You're Swell." Putney Dandridge and orchestra.
4	B6725—"Timber" and "Someone To Care for Me." Tempo King and orchestra.	7797—"Where the Lazy River Goes By" and "Right or Wrong." Teddy Wilson and orchestra.	25499—"Who's Afraid of Love?" and "One in a Million." Fats Waller and orchestra.	3377—"Did You Mean It?" and "In the Chapel in the Moonlight." Henry (Red) Allen and orchestra.
5	B6745—"Who's That Knockin' at My Heart?" and "Smoke Dreams." Johnny Hamp and orchestra.	7789—"That's Life I Guess" and "Pennies From Heaven." Teddy Wilson and orchestra.	25498—"Please Keep Me in Your Dreams" and "Nero." Fats Waller and orchestra.	3408—"I Love You From Coast to Coast" and "Gone." Ray Pearl and orchestra.
6	B6747—"Serenade in the Night" and "Little Old Lady." Shep Fields and orchestra.	7769—"All's Fair in Love and War" and "With Plenty of Money and You." Hal Kemp and orchestra.	25495—"Trust in Me" and "The Night Is Young and You're So Beautiful." Wayne King and orchestra.	3399—"With Plenty of Money and You" and "I'm in a Dancing Mood." Putney Dandridge and orchestra.
7	B6748—"Never Should Have Told You" and "Trust in Me." Johnny Hamp and orchestra.	7783—"Goodnight, My Love" and "One Never Knows." Hal Kemp and orchestra.	25491—"A Rhyme for Love" and "I Adore You." Fats Waller and orchestra.	3367—"For Sentimental Reasons" and "It's Love I'm After." Mildred Bailey and orchestra.
8	B6721—"Pennies From Heaven" and "Nero." Tempo King and orchestra.	7801—"I Never Knew" and "Crazy Rhythm." Yasha Bunchuk and Swing Symphony Orchestra.	25508—"If My Heart Could Only Talk" and "The Goona Goo." Tommy Dorsey and orchestra.	3411—"The Sheik of Araby" and "You Don't Love Me." Don Albert and orchestra.
9	B6722—"A Thousand Dreams of You" and "Goodnight Medley." Dick Stabile and orchestra.	7803—"The One Rose" and "The Little House That Love Built." Music in the Russ Morgan Manner.	25432—"It's De-Lovely" and "You've Got Something." Eddy Duchin and orchestra.	15944—"Okey Dokey" and "Laura Polka." Jolly Jack Robel and Radio Band.
10	B6664—"Let's Put Our Heads Together" and "With Plenty of Money and You." Frank Dailey and orchestra.	7715—"Mr. Ghost Goes to Town" and "Mint Julep." Hudson-DeLange Orchestra.	25422—"Easy To Love" and "I've Got You Under My Skin." Ray Noble and orchestra.	15945—"Boom Tarara Polka" and "Do You Remember?" Jolly Jack Robel and Radio Band.


YOUR MANUFACTURER TELLS YOU TO USE...

PERMO POINT

THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT!

- 2,000 Perfect Plays.
- Longer Record Life.
- High Fidelity Reproduction.
- Undistorted Volume Output

Standard Permo Needle for All Phonographs



New Double Ribbed Permo Needle for 1937 Phonographs



★

ACCEPT NO SUBSTITUTE!

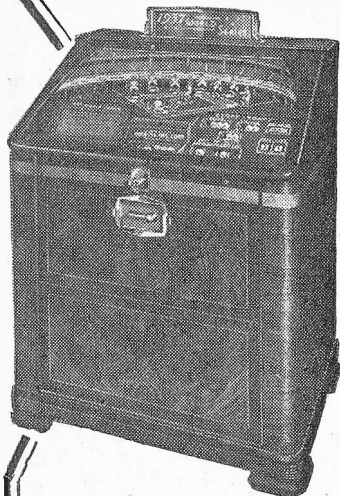
PERMO PRODUCTS Corp.
4311 RAVENSWOOD AVE. CHICAGO

Handy Coin Counter

PATTON, Pa., Jan. 23.—Accurate Coin Counter Company displayed a novel device for operators at the 1937 Coin Machine Show in Chicago and reported a wide reception for the device. It is small and convenient for operators or coin machines and is recommended to stack and count coins. The penny counter is used for dimes, the maker states.

An official of the firm in describing the use of the counter said: "First, the money is poured in a pile on a flat surface. Then pick up a handful and pour into the funnel. The counter is graduated so that it counts the coins for you. Slugs are easily detected because the device is transparent. It is a very simple matter to tube the coins after they have been placed in the counter. Tubes may be had from any bank, or we can supply them to operators."

SENSATIONAL TRADE-IN DEAL!



PHONOGRAPHS

(All Makes) accepted in trade on your purchases of **ROCK-OLA'S**

WORLD SERIES

AND **TOM MIX RADIO RIFLE**

Send complete details TODAY, telling us what phonographs you have to offer — We'll be right back at you with a liberal trade allowance.

An opportunity to get in on the greatest games in years!

CAPITOL

AUTOMATIC MUSIC CO. Inc.

Eastern Distributors for Rock-Ola

460 West 34th St. (MEdallion 3-5089) New York

OPERATORS ALL OVER THE COUNTRY WAIT AND WATCH FOR OUR AD ON USED MACHINES FOR TWO REASONS: FIRST, ALL USED MACHINES ARE IN PERFECT WORKING ORDER WHEN SHIPPED. SECOND, OUR PRICES ARE WORTH WAITING FOR.

NOVELTY PIN GAMES			
18 Madcap, Electropak	\$20.00	4 Rotation	\$15.00
14 Madcap, Plain	17.50	1 Exhibit Trap Lite	20.00
21 Short Sox, Electro	22.50	1 Exhibit Gusher	20.00
10 Short Sox, Plain	20.00	4 Exhibit Sr. Twister	32.50
13 Lights Out (Real Buy)	25.00	4 Screamo	6.00
21 Daval Excel	22.50	7 Thriller	10.00
2 Soccer	10.00	1 Cyclone	7.00
4 Five & Ten	7.00	4 Line-O	5.00
3 Scotty	12.50	9 Torpedo	10.00
		3 Ditto	7.00

AUTOMATIC PAY TABLES			
4 Turf Champs (Late Models, with Ticket Unit)	\$75.00	4 Gottlieb Fence Buster (Mystery Slot, Cash Payout)	\$50.00
2 Jumbo (Ticket Model)	40.00	2 Gottlieb College Football	75.00
1 Jumbo (Cash Model)	25.00	1 Gottlieb Hit Parade	75.00
1 Multiplay	30.00	1 Bally Bonus	32.50
1 Ivory Golf	10.00		

COUNTER GAMES			
16 Daval Races	\$ 7.00	25 Daval Reel 21	\$ 7.00
4 Groetchen Reel 21	10.00	1 Buckley Horses (1c to 25c)	8.00
6 Groetchen High Stakes	9.00	1 Hold & Draw	7.00
23 Groetchen High Tension	6.00		

WHEN ORDERING MACHINES, STATE METHOD OF SHIPMENT PREFERRED. ALL ORDERS MUST BE ACCOMPANIED BY ONE-THIRD DEPOSIT IN CASHIER'S CHECK, CASH OR MONEY ORDER. PROMPT SERVICE GIVEN, AND OUR CENTRAL LOCATION MEANS A SAVING ON FREIGHT OR EXPRESS CHARGES.

WIRE !!! WRITE !!! PHONE !!!
MORRIS NOVELTY COMPANY, 4505 Manchester Ave., St. Louis, Mo. Phone: Franklin 0757.

BARGAINS IN USED MACHINES

RAYS TRACK, Like New, 2600 Serials	\$265.00
TURF CHAMP, Floor Sample, 6000 Serials	110.00
KEENEY BOWLETTE, Like New	95.00

ONE-BALL PAY-OUT MACHINES, YOUR CHOICE, \$30.00 EACH.		
JUMBO REPEATER	BALLY BONUS	DOUBLE SCORE
	TEN GRAND	PEERLESS
JENNINGS FLICKERS		
\$50.00		

YOUR CHOICE OF ONE-BALL MACHINES, \$25.00,		
HOLLYWOOD FORTUNE	CAPTAIN KIDD HI POCKET	TROJAN GIANT

Will Trade for Late Model Slots at Right Price. State Serials.
 1/3 Deposit, Balance C. O. D.
K. G. AMUSEMENT CO., 201 North 6th Street, Ft. Smith, Ark.

MONARCH SPECIALS!

JUMBO, \$29.50	SUNSHINE DERBY, \$25.00	PAMCO PARLAY, SR., \$30.00	BIG GAME, \$7.00
BAFFLE BALL, \$19.00	SPORTSMAN, Vis., Late Model, \$10.00	DAVAL REEL 21, \$10.50	DAVAL RACES, \$11.50

EXHIBIT 10-BALL PAYOUTS, WHIRLPOOL, RODEO, FOOTBALL, \$15.00 EACH.

ARE YOU ON OUR MAILING LIST?

Get Your Name In Now for Our Latest Price List! Hundreds of Bargains in Reconditioned Games of All Types Ready for Delivery! TERMS: 1/3 Deposit With Order, Balance C. O. D.
MONARCH COIN MACHINE CO., 2308 Armitage Ave., Chicago, Ill.

AMERICAN SALES CORPORATION

CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,

Operators! In considering our Extended Credit Plan don't overlook the fact that no carrying charge is added . . . You buy the best games on the most convenient terms, thus assuring greatest value for your money.
YOU CAN'T GO WRONG!

WRITE FOR CREDIT!

Lee S. Jones

P. S.—Kokomo Red and Tilt-A-Whirl Tommy, write.

Bumper Orders Continue Rise

CHICAGO, Jan. 23.—Reporting the heaviest run since the introduction of the Ballyhoo game back in 1932, Ray Moloney, president of Bally Manufacturing Company, revealed that production of the Bumper novelty game would continue on a schedule of 600 machines daily for an indefinite period of time.

"We thought we were hitting our stride on Bumper at Christmas time," Ray stated, "but apparently we were just beginning to meet the demand. Since the show orders have been pouring in faster than ever. In spite of the game's tremendous popularity before the show, hundreds of operators got their first look at Bumper when they came to Chicago during convention week. And to say they went wild over the game is putting it mildly. We have got production up to 600 daily, but even so we're steadily falling behind on shipments. I'd say by the looks of things now that the flowers will be blooming and the birdies singing by the time we catch up on Bumper."

"Bumper is a pinless, pocketless novelty (nonpayout) game featuring the action of heavy metal balls against giant coil springs and a novel totalizer system. In addition to Bumper we are also maintaining heavy production on Preakness and Fair Grounds in the one-shot class, Bally Baby and Reliance in the counter class, and Ray's Track."

W. D. Bartlett Expands; Enlarging Present Plant

MIAMI, Jan. 23.—W. D. Bartlett, pioneer operator and manufacturer of amusement machines in Florida, owing to the press of business has purchased the lot adjoining his factory on Northeast 54th street and will build a substantial addition to the plant. Work will commence at once. While Bartlett is a manufacturer he does not put any of his machines on the market. He builds solely for his own use.

Bartlett is the inventor and builder of the Miami digger, one of the most successful of the prize machines. Bartlett has 18 batteries of diggers with the representative carnival companies of America, as well as hundreds of them in operation in Dade County.

Bartlett also has 290 licenses for slot machines, 22 for Evans' Galloping Dominoes and 16 for Paces Races.

The plant on 52d street is well equipped and manned by an efficient crew of mechanics, building, overhauling and repairing. To handle this thriving business on the road and at home it is necessary to use 18 trucks and trailers as well as 11 autos for collections and deliveries in the county. Notwithstanding his various activities Bartlett finds time to go out into the field and grab off some of the best locations, notably the Jack Dempsey Hotel and Bar, which he has exclusive; the Royal Palm Club and the Hippodrome Bar. These spots are considered the "creme de la creme" of the Miami district. His right-hand man and close friend is Bob Parker. Jack Neil looks after the road interests.

Lichtman Takes Over Reliable

NEW YORK, Jan. 23.—Charley Lichtman, president of New York Distributing and Sales Company, reports the purchase of the Reliable Vending Company as an addition to his present firm.

Name of Reliable will be changed to that of New York Distributing and Sales Company. Mrs. J. Agid, former owner, has left the firm. Eddie Brothers, well-known coinman of this city, will become manager of the firm. Company will remain in its present quarters at 305 West 54th street.

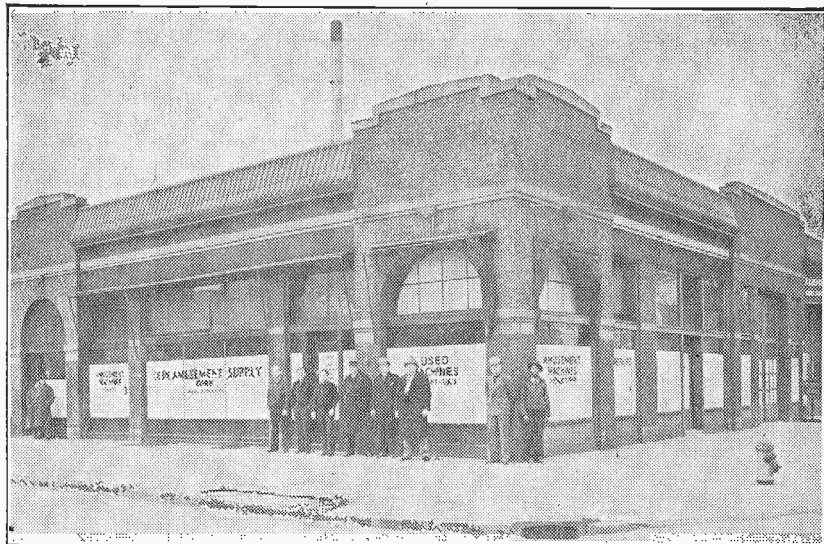
Lichtman reports this is the firm's first move in its present expansion program and that he believes before the middle of 1937 it will have arranged for other convenient offices thruout this area. They plan many other changes in

One would think that Bartlett would find very little time for play, but such is not the case. He said: "Tomorrow I am to launch and christen my special-built cruiser. My 11-year-old daughter will break the bottle of champagne and name the craft after herself, 'Doty.'"

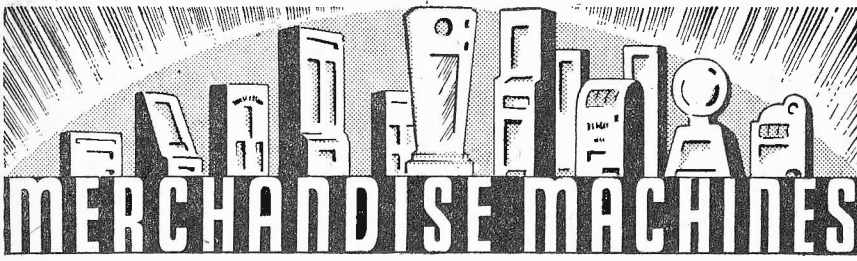
Asked if he had any fad, Bartlett said: "Oh, yes, music; stringed instruments are my hobby, especially Hawaiian guitars and similar instruments. I have 16 such noise makers and have lots of fun annoying the neighbors."

their distribution setup and are contemplating the enlargement of their present headquarters.

They also plan a force of experienced salesmen who will travel thruout the Eastern territory.



GROWING BUSINESS FORCES THE COIN AMUSEMENT SUPPLY CORPORATION, Toledo, O., to move to larger quarters at 13th and Jackson streets. Guy S. Shearer is president.



Cigaret Prices Start To Climb

NEW YORK, Jan. 23.—Wholesale price on leading brands of cigarettes was increased 15 cents a thousand this week. The move was initiated by R. J. Reynolds Tobacco Company, which lifted the price on Camels. This was followed by Liggett & Myers Tobacco Company with the 15 cents increase on Chesterfield and Piedmont cigarettes, while P. Lorillard announced a similar price rise for Old Gold. Officials of American Tobacco Company are expected to meet tomorrow to consider a price rise.

The new price will be \$6.25 per thousand compared with \$6.10 charged previously, with the customary discounts permitted. Liggett & Myers announced a credit memorandum will be allowed between the old and new price on two weeks' average purchases based on purchases of the last three months, and Lorillard announced it will allow two weeks' purchases.

Retail cigaret chain stores and independent dealers will advance the price of leading brands of cigarettes to 14 cents a package and two packages for 27 cents on Monday, January 25, it was learned this week.

The price has been 13 cents a package and two for 25 cents.

The advance reflects increases announced by leading cigaret manufacturers.

LOUISVILLE — Brown & Williamson Tobacco Corporation and Axton-Fisher Company, Inc., leading manufacturers of 10-cent cigaret brands, said they would not follow "for the present" the price advance announced by the "big four."

T. V. Hartnett, executive vice-president of B. & W., said his company's future price policy depended largely upon the prices to be brought by the 10,000,000 pounds of burley to be sold on Kentucky markets during the next two weeks.

Soap Dispenser Ready

DETROIT, Jan. 23.—American Dispensing Company is about to place on the market a new type of soap dispensing machine for the industrial type of location. Company has a new improved model, believed to be superior to anything on the market in this field at present.

Several contracts for location operation are about to be signed with leading motor-car manufacturers, indicating the type of high-class operation to be maintained.

Company is now ready to assign its territory nationally to operators. Russell E. Anger is manager of the company.

Robbins Gives Reasons For Using the Venders

BROOKLYN, Jan. 23.—"Games are fine for big profits," says Dave Robbins, of D. Robbins & Company, Brooklyn, "but until such a time as games are considered absolutely legal in all States every game operator should also have some vending machines which he can depend upon for a steady income."

Robbins' new 1937 model 2-in-1 vender was introduced at the recent Chicago show and met with enthusiastic approval. The double-column penny merchandiser is sturdily constructed for lifelong service. It will vend over 20 different bulk items, such as toys and candy, pistachio nuts, salted peanuts, mixed nuts, Indian nuts, pumpkin seeds, ball gum, confections, etc. Other important features are its waterproof construction, excellent slug protection, double-column capacity and the fact that it requires only one inch more space than the average single-column vender. Last but not least, it is priced low enough so that operators can afford to have a quantity of them.

D. Robbins & Company have been operating and jobbing vending machines for over 20 years. Robbins says that the 2-in-1 vender possesses every feature that experienced operators have wanted in a "perfect" merchandiser. It is the intention of D. Robbins & Company to appoint exclusive distributors in all States for the 2-in-1 vender. Such distributors must be in a position to carry a stock of machines so that they can fill operators' orders immediately.

Gum Sales Showing Up

CHICAGO, Jan. 23.—One of the bright spots at the 1937 coin machine convention, according to Rolfe M. Lobell, general sales manager of the Yankee Doodle Gum Company, was the red, white and blue booth of the Yankee Doodle Gum Company. Included in the appetizing display was the nationally known Regina ball gum for vending machines, tablet and packaged stick gum and candy-coated confections. A unique ball-gum pushboard that gives every player a ball of gum or a candy novelty created considerable interest.

Incorporate New Firm

ALBANY, N. Y., Jan. 23.—A newly organized \$120,000 vending machine concern was granted a charter of incorporation by the secretary of state. It is the McGuire Corporation, located in New York. Its capital consists of 200 shares of preferred stock at \$100 each and 10,000 shares of common stock of the par value of \$10 each. Directors and stockholders are Samuel Meisner and Theodore Letz, New York.

Fitzgibbons Sees Big Year on Bally Games

NEW YORK, Jan. 23.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., following attendance at the 1937 show in Chicago, says he is preparing for the biggest year of business in the history of the firm.

"For more than 25 years," he stated, "we have kept step with the industry. This is the first year in our history that we believe we will exceed all records we have ever established."

"We attribute this optimistic belief to the return of confidence which was apparent at the 1937 show and also to the great games which were displayed by Bally Manufacturing Company. Bally's Bumper is going so great that even though we have long ago passed the 2,000 mark we still feel that as many more will be sold before we introduce our next number. Those operators and jobbers who saw the new Bally games that were introduced on the last day of the show are already clamoring for the new games. We feel that this demand is only the beginning of the sales that our firm will make during the coming year."

Fitzgibbons also expressed the belief that 1937 would generally be a great year for coinmen.

New Orleans

NEW ORLEANS, Jan. 23.—Indian summer continues over this section of the country and with it the usual spring fever feeling.

Already the first fruits of the big convention are seen on location, with the Sports Center on St. Charles avenue sporting a new Pokerino, a Rock-Ola baseball game and a Tom Mix rifle range, all sent home by double-quick shipment by Louis Boasberg and Ray Bosworth, co-operators of the center. Jack Sheehan, manager, says that the Pokerino even has him playing most of the day and he's taking some side bets to prove his prowess with the rubber balls.

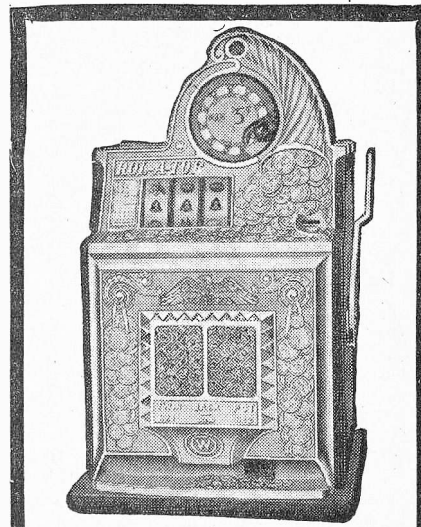
President Julius Pace of the local ops' association returned from Chi with a bad cold. He's too hoarse to talk, but Julius had a great time and probably thinks the party was worth the cold. He has called the next meeting of operators for February 2, when several important late developments will be up for consideration.

With the purchase of the large two-story building at the corner of Poydras and Dryades streets the Dixie Coin Machine Company is renovating and painting up to soon open one of the finest looking coin machine display rooms and offices in the South. New building will more than double the amount of room now occupied by the firm. Growing business, plus anticipation of further improvements, necessitated the change to larger quarters, Harry Batt, one of the firm's partners, says.

Ten new Wurlitzer phonographs were purchased this week by Ed Kramer, one of New Orleans' youngest but most enterprising music ops. Since moving to his new location several weeks ago Ed has added three new members to the staff, with Henry Bowers, new to the trade, the latest addition. Ed reports a fine business for the carnival season, which continues thru February 9, on rentals of Wurlitzers at \$5 to \$7.50 per night. With hundreds of Mardi Gras parties going on, business is booming.

And talking about Mardi Gras, visitors by the thousands continue to pour into the city. Not only are the hotels and apartments sold out thru February 9 but thousands are crowding into private homes. And coin and music machine ops report the best business in some time. All locations are calling for more machines and the quotas have been increased everywhere to take care of the demands for play.

Al Mendez, accompanied by Mrs. Mendez, has returned from a stay of several weeks in California, where they spent the holidays. Mendez is the Wurlitzer factory representative in this territory.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

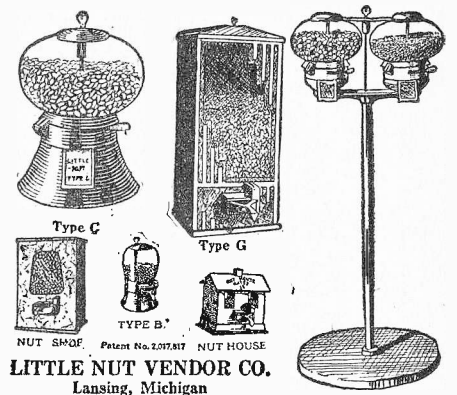
Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

Above Model and Other WATLING ROLATOP SLOTS in Stock at Our Offices READY FOR IMMEDIATE DELIVERY.

"TIME SAVED IS MONEY MADE."

ELECTRO-BALL CO., Inc.

Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Oklahoma City, New Orleans, Memphis.



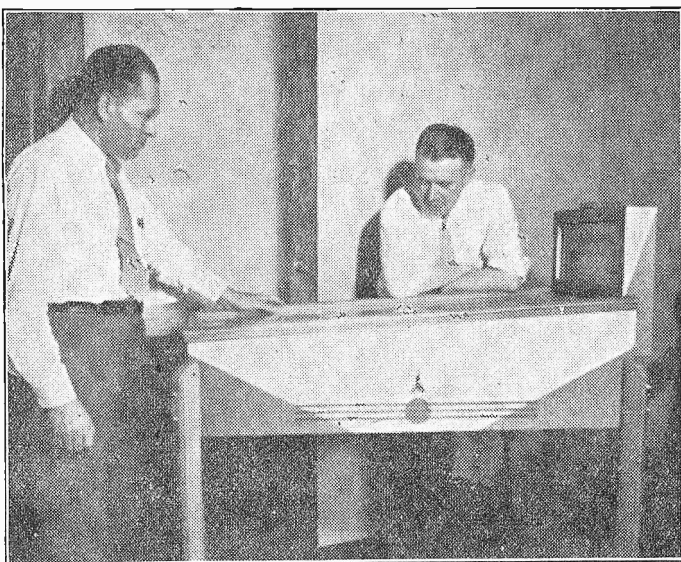
LITTLE NUT VENDOR CO. Lansing, Michigan

CASH INCOME

with TOM THUMB

Many have started with one Tom Thumb Vender, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vendor. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

FIELDING MANUFACTURING CO. Dept. 57, JACKSON, MICH.



I. H. ROTHSTEIN, Banner Specialty Company, Philadelphia, plays the Bumper game, while Jim Buckley, of Bally Manufacturing Company, does the kibitzing.

MERCHANDISE MEN! ATTENTION!

TOYS FOR MASTERS, NORTHWESTERS, EMPIRES, TWO-IN-ONES, ETC.

TRY OUR DE LUXE ASSORTMENT—\$3.00

5 GROSS

Sample Gross, 75c. 1/3 Deposit, Balance C. O. D.

EASTERN—350 Mulberry St.,

NEWARK, N. J.

AMERICAN WOVES 'EM with "MATCH 'EM"



Another Hit for American Sales . . . first HAPPY DAYS and Now . . . MATCH 'EM . . . The Zippiest, Most Thrilling, 5-Ball, Speed-ACTION, Non-Payout Pin Game HIT of the Show! Match 'Em WOVES 'Em! It's the game of games! The BIGGEST MONEY-MAKER in all Pin Game History! RUSH YOUR ORDER TODAY—BE FIRST in your Territory! Immediate Delivery Guaranteed!

WANTED

Wide-Awake Distributors and Jobbers in All Territories! Write or Wire for Special Proposition Today! Earn Real Big Profits—Work with American Distributing & Sales Co.

Only . . .

\$57⁵⁰
TAX PAID

F. O. B. CHICAGO
1/3 Certified Deposit,
Balance C. O. D.

EXCLUSIVE DISTRIBUTOR
AMERICAN DISTRIBUTING & SALES COMPANY
559 ROGERS AVE., BROOKLYN, N. Y.

NEW JERSEY DISTRIBUTOR
HERCULES MACHINE EXCHANGE, INC.
1175 BROAD ST., NEWARK, N. J.

FISHER BROWN'S ANNUAL CLEARANCE SALE

	Each		Each
7 FLICKERS	\$ 59.50	3 FLYING HIGH	\$ 45.00
3 TYCOONS	25.00	1 BIG RICHARD (EXHIBIT)	37.50
8 BLUE BIRDS	85.00	1 BALLY BONUS	22.50
13 WESTERN MYSTERY RACES	37.50	1 BIG SHOT	20.00
1 DERBY DAY (GOTTLIEB)	97.50	1 BIG CASINO	20.00
1 PAMCO BELLS	40.00	1 PAMCO PALOOKA SR.	35.00
2 BALLY DERBY	35.00	1 DELUXE "46"	17.50
2 PAMCO PLUGS	27.50	1 PAMCO PARLAY	32.50
1 PAMCO BALLOT	45.00	5 JUMBOS	20.00
1 GRAND SLAM (KEENEY)	25.00	1 PEERLESS	25.00
1 SUNSHINE DERBY	17.50	1 PAMCO SPEEDWAY	32.50
1 CHALLENGER	35.00		

Extra Special WESTERN "THOROBRED" 275.00
FLOOR SAMPLE—NEVER ON LOCATION—JUST LIKE NEW
ALL GAMES GUARANTEED TO BE MECHANICALLY O. K.
TERMS—1/3 DEPOSIT WITH ORDER, BAL. C. O. D., F. O. B. DALLAS.
FISHER BROWN, DISTRIBUTOR
2702 ROSS AVENUE DALLAS, TEXAS

★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker . . . \$59.50	Pamco Leafhern'k. \$34.50	Golden Harvest . . . \$19.50
Bally Round Up . . . 34.50	Rotary Merchandiser . . . 159.50	Ten Grand 29.50
Bally Challenger . . . 49.50	Turf Champs 67.50	Bally Belmont 59.50
Bally Bonus 29.50	Bally Alf Stars 37.50	Mills McCoy 45.00
Bally Sky High 34.50	Daily Limit 34.50	Bally Jumbo 24.50
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.

Colorado House Has Two Bills

DENVER, Jan. 23.—Legalizing and licensing of pinball machines are the object of a bill introduced in the house of the Colorado Legislature. Representative Thomas Mulvihill, of Denver, who introduced the bill, also proposed that a tax be placed on cigaret machines.

James H. McDonald, of Pueblo, State representative, has introduced a bill placing license fees on various so-called labor-saving devices. Included are vending machines, dial telephones, automatic elevators, etc.

Money raised by these measures would go into the old-age pension fund. A constitutional amendment passed at the last election calls for the payment of \$45 a month to all past 60 but provided the Legislature should provide the money with the exception of certain sources stipulated by the amendment. The State Supreme Court has been interrogated as to the constitutionality of the act, and if it rules the amendment is legal and must be enforced then the Legislature is expected to tax everything in sight.

Vending-machine men in the State are swinging into action, contacting their representatives and senators, insisting the proposed tax on vending machines and cigaret machines be killed. The operators point out that in many cases it takes much more labor and expense to service vending machines than is necessary when the same amount of merchandise is sold over the counter. And also vending machines provide sales outlets where it would be impossible to maintain same were an attendant required even part of the time.

Those interested in pinball games also feel the proposed tax on the tables is too high and are bringing their forces to bear on legislators to insist the tax be made reasonable. They claim that if the tax is made reasonable the State could expect a large revenue from that source, but if the tax is made prohibitive no money would be realized.

Advantages Claimed For Rock-o-Ball Jr.

CHICAGO, Jan. 23.—Answering a demand for a smaller bowling alley, the Rock-Ola Manufacturing Corporation has introduced Rock-o-Ball Junior. They state that the tiny alley can be set up in very small space, thereby enabling operators to cash in on all types of locations.

The junior model is claimed to embrace all of the exclusive features of its "big brother," Rock-o-Ball Senior. All scores are attractively displayed on a brilliant light-up panel showing the score of the game being played, the previous high score, and the number of balls played, at all times. Altho it embraces this triple-score feature as well as other features of the larger machine, it is only nine feet 10 inches long. The manufacturers say both the senior and junior models are easily transported and that operators like this portable feature as well as the ease and simplicity with which the machines can be set on locations.

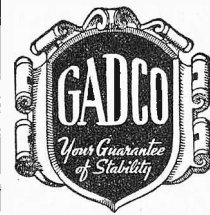
The machines are equipped with two Veeder registers, one registering the total number of high scores made, the other the total number of plays.

Official Says Statutes Not Clear on Gambling

CINCINNATI, Jan. 23.—What constitutes a gambling device was defined in a letter by the county prosecutor to the sheriff to aid in passing upon coin-operated devices. Frankly admitting that there is no inclusive or exclusive definition of a gambling device in the Ohio statutes, the prosecutor went on to give some of the legal definitions. The review of Ohio statutes recalls the fact that a workable definition of gambling devices is hard to find. Several States have statutes so broad that even a U. S. coin could be called a gambling device, declaring that "any device of any kind which may be used to win or lose a thing of value is a game of chance." Such broad definitions are frankly admitted by many legal authorities to be antiquated and should be revised in keeping with modern developments.

The prosecutor's letter stated that "the term gambling device has no settled or definite meaning; it is not defined by the common law and often the statutes fail to define it. It has been judicially defined as an invention used to determine the question as to who wins and

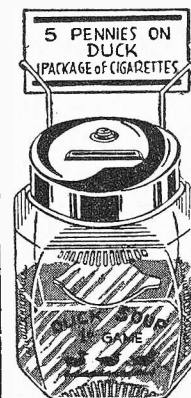
GADCO'S TEN-PAY-PLAN-READY



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.

Write for Information.
GENERAL AMUSEMENT DEVICES CO.
3136 Cass Avenue, Detroit, Mich.

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!

5 PENNIES ON DUCK (PACKAGE of CIGARETTES)	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.

who loses that risk their money on a contest or chance of any kind; anything necessarily adapted to the use and necessarily used in the carrying on of any gambling game; an instrument for playing of a game upon which money may be lost or won; anything which is used as a means of playing for money or other thing of value, so that the result depends more largely upon chance than skill; the means, instrument, contrivance or thing by which the banking or percentage game is played.

"It has been declared that the device must be something tangible. The term will include only such instruments or contrivance as are intended for the purpose of gaming and such as are used to determine the result of the contest upon which the wager is held. This is defined in 27 Corpus Juris, page 988.

"The definition of any gambling device or machine, in our opinion, depends upon the use to which the instrument or machine is put. A device or machine can have a legitimate and lawful use, and its classification as a gaming device depends upon satisfactory proof of its use for that purpose."



S. L. STANLEY, head of the Automatic Amusement Company, with headquarters in Memphis.

2546 N. 30th STREET MILWAUKEE, WIS. BADGER NOVELTY COMPANY

WURLITZER SKEE BALLS (Perfect Condition) \$149.50			
Par Golf . . . \$3.95	Tit-For-Tat . . . \$3.95	50 Grand . . . \$ 6.95	Bank Nite . . . \$14.95
Kings 3.95	5 & 10 3.95	Torpedo 7.95	Hurdle Hop . . . 19.95
Tri-A-Lite . . . 3.95	Super "8" 3.95	Tie Up 7.95	Bolo 22.95
Rockota "21" . . 3.95	50-50 3.95	Panama 9.95	Round 'N
Dealer 3.95	Treasure Hunt . . 3.95	Run Around . . . 9.95	Round 23.95
Balance 3.95	Criss-Cross 3.95	Zenith 12.95	Sky High 24.95
			Excel 24.95

FULL CASH ALL ORDERS OF \$10 OR LESS — OTHERS 1/3 CASH — BAL. C. O. D.

SUPREME VENDING COMPANY, Inc.

64 Erasmus St., Brooklyn, N. Y. • 922 8th Ave., N. Y. C. • 1121 St. Nicholas Ave., N. Y. C.

MEN MACHINES

A modern example of brotherly love happened during the 1937 convention in Chicago, and principals in the dramatic comedy were Harry and Lou Wolcher, from all parts of the West Coast. It seems that both gentlemen had planned to come to the Chicago convention via airplane, but a series of crackups led to the following letter from brother Lou.

Dear Harry: The lousy weather and the continued succession of air crashes have made me see the light and I am leaving here by train for Chicago. Without trying to prejudice you, I recommend that you take this antiquated form of transportation yourself and arrive in one piece instead of a basket."

Harry came by plane and was showing the letter to conventionites. But he said by all means don't publish the letter until he was safe back on the West Coast. On January 18 at 3 p.m. the following wire came from Portland: "Now it can be told."

Bill (The Sphinx) Cohen, Minneapolis, broke his customary silence after the 1937 show to wire Jack Keeney, Chicago, something to this effect: "Happy days are here again morning, noon and night until early morn again. Ten Strike getting constant play. Location owners had to put players out by force in order to close up."

Irwin Feitler, general sales manager of Gardner & Company (salesboards), Chicago, left recently for the West Coast to combine a business and pleasure trip. While out west he plans to visit as many Gardner customers as he can conveniently.

Leo J. Kelly, the Irish wit, who heads the sales department of Exhibit Supply Company, Chicago, is nursing a badly bruised hand, said to be the direct result of shaking hands during the 1937 show, also for timely remarks at the annual banquet.

Philly Considers Meters

PHILADELPHIA, Jan. 23.—Encouraged by the success of automatic parking meters in their test trial at Passaic, N. J., local city fathers are seriously considering its adoption here to cope with the surmounting problem of enforcing parking ordinances that set time limits. The Passaic meters were installed for a four-month free trial, after which, if they are kept, the distributors will get 85 per cent of receipts until the purchase price of the machines has been covered. Same conditions will be sought here.



GEORGE J. MILLER, of Flint, Mich., who recently spent several days at the Rock-Ola plant in Chicago. He spoke very favorably of the business outlook for phonographs thruout Central and Western Michigan and left several good-sized orders for Rhythm Kings.

Genco Launches Four New Games

CHICAGO, Jan. 23.—Meyer Gensburg, of Genco, Inc., is said to be a greater optimist than ever since noting the reaction of operators to the latest Genco games at the 1937 convention. "Every operator," he says, "reported profitable year during 1936 and all plan to increase their investments during 1937."

"We displayed four new games at the 1937 show," Gensburg continued. "They were Paddle-Wheel, Roll-Over, Swing-Time and our new target machine. Of these four Paddle-Wheel is the most sensational. It is a new automatic pay-out that is already showing strong evidence of being an unprecedented success. Its main attraction is a Paddle-Wheel such as is used in carnivals and parks for as far back as we can remember. But it has much more interest because it is entirely mechanical. The perfection of the internal devices, which are fool-proof as well as trouble-proof, have made this remarkable machine almost human. It does everything any attendant at any circus or carnival does."

"Here is a procedure of the play; the player selects a number or any amount of numbers and inserts a nickel for every number chosen. The lights of the number or numbers he has selected flash on. He then presses a button—the wheel automatically spins and finally stops. The pointer at the top of the wheel indicates the winning number and if the player has been fortunate in his choice he receives his reward according to the odds indicated by color; that is, yellow pays off so much, red so much, etc. These range in price from 20 cents to a \$1.

"Sound in principle, sound in construction, Genco offers the supreme game of the show to operators who have but to see the game and play it to become Paddle-Wheel enthusiasts."

Spotlight Golf Makes Its Debut

NEW YORK, Jan. 23.—Spotlight Golf, an English skill game, will be given its first American press demonstration Monday (25) at the Hotel Commodore here, when Gene Sarazen, professional champ, is scheduled to meet another crack pro in a "championship" game. The game is altogether new in the field here and, altho played indoors, enables the player to use the actual clubs he would use on a regular golf course, giving each stroke as much strength as he would playing his home course.

Game is also arranged so that each stroke is shown and the direction it took. It's so arranged that after a player hits the ball a small white light, traveling on a replica of any course desired, moves on the course towards the hole being played. If the player hooks or slices, or lands in a trap or other hazard, the light indicates this. Accordingly, the club needed for the particular position must be used. Each hole is arranged so that it can be played only after a coin deposited, the game arranged for nine holes or nine coins. Payouts are arranged by the operators. This means a fast and constant turnover.

Game is fully covered by copyright and patents.

Retail Locations Share Trade Rise

NEW YORK, Jan. 23.—Retail trade, an index to what is happening in locations, rose 10 to 18 per cent above the same period of 1936, according to the Dun & Bradstreet weekly review. The report indicates that retail locations are looking forward to a good summer trade, an encouraging sign for operators of coin machines.

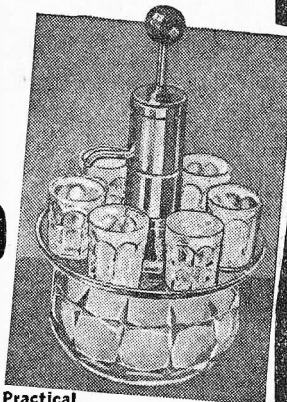
"Floods, rain, snow and blizzards combined to the advantage of retail distribution, as most key cities reported an increase of 2 to 5 per cent for the week," according to the review.

"Needs ranged from protective rain-coverings to winter-merchandise in the snowbound districts, with special promotions bolstering volume in areas where mild weather prevailed."

More trade shows and additional spring merchandise exhibits brought another influx of buyers to the leading wholesale markets, the review reported. Possibility of price advances and delivery difficulties spurred the demand and orders in some lines of goods rose 40 to

IF YOU WANT AN EXCLUSIVE PREMIUM—A SMASH HIT

HERE IT IS THE MERRY-GO-ROUND CRYSTAL CHROME REVOLVING BAR



The newest and most unique in drink accessories; flashy quality commands instant attention and interest. Practical, serves a jigger in a jiffy. Pump once—drink is measured. Tray revolves ready for next drink. Holds six glasses, capacity, one quart. Made of finest crystal glass, metal parts heavily chrome plated over brass, will not peel, easily cleaned, will not tarnish. Guaranteed for a lifetime. Everyone who sees this BEAUTIFUL REVOLVING BAR immediately wants several for home or office. Can be used for whiskey, gin, punch, brandy or wine.

2 EXCLUSIVE JAY ROSE TESTED DEALS COMPLETE—DOUBLE YOUR MONEY ON EVERY DEAL YOU PLACE

DEAL 1.
Special 600 hole, 24 Section Double Jackpot, Cigarette Board, 48 WINNERS. Designed to go to the end 90% of the time before the prize goes with last sale on the board.
Takes In (600 Holes @ 5c) . . . \$30.00
Pays Out (Average 59 Packs Cigarettes @ 15c) 8.85
Gross Profit (Average) Per Deal \$21.15
Beautiful board with Easels and Celluloid Jackpot Protectors.

• YOUR CHOICE •
\$6.25 EACH
6 OR MORE EACH \$6.00
MERRY-GO-ROUND WITHOUT BOARD
\$5.00 EACH
6 OR MORE \$4.75 EACH

DEAL 2.
Special 1,000 hole "Hit and Take" 40 Section Cigarette Board—No Jackpots. 60 WINNERS.
Takes in (1,000 Holes @ 5c) \$50.00
Pays Out (60 Packs Cigarettes @ 15c) 9.00
Gross Profit. \$41.00
50% Average Gross Profit. . . \$20.50
This is no "labeled" plain board, but a beautiful creation in many colors, complete with Easels and wrapped in cellophane.

YOU CAN'T LOSE—YOU TAKE NO RISK WITH OUR SEVEN-DAY MONEY-BACK GUARANTEE—ORDER NOW—DON'T DELAY—1/3 DEPOSIT, BALANCE C. O. D.

J. ROSE & CO. 2316 LOCUST ST. ST. LOUIS, MO.

60 per cent over last year. Commitments for summer merchandise reached substantial proportions and shortages in some lines spurred retailers to cover their requirements for next season four months earlier than usual.

In the retail field the New England district recorded a gain of 15 to 20 per cent over a year ago, while the East showed a 10 to 15 per cent average gain, altho some large centers showed gains up to 25 per cent.

Uncertainty of employment conditions in some industrial areas of the Middle West retarded the rise, the average gain being 10 to 16 per cent. The increase in the Northwest was held down to 8 to 12 per cent, and the South failed to regain much of the previous week's loss, recording a 10 to 14 per cent increase over last year. The Southwest showed a 15 to 25 per cent gain, and the Pacific Coast an 8 to 12 per cent increase despite another blizzard and the unsettled maritime strike.

Adelberg Meets Former Acquaintance at Show

CHICAGO, Jan. 23.—C. R. Adelberg, sales manager for the Stoner Corporation, reported a pleasant and unusual experience which happened during the 1937 convention here.

According to Adelberg, while demonstrating the new games at the Stoner booth he was approached by a stranger who introduced himself as one who, five years ago, was one of Adelberg's prospects for life insurance. Adelberg, before joining the Stoner staff, had spent several years in the insurance business and had made hundreds of friends among his clients and prospective clients. He had not "sold" this particular prospect, however, refusing to high pressure his name on to the dotted line, knowing that man's situation would make such an investment more of a burden than a blessing. The man, now a successful coin-machine operator, appreciated Adelberg's straightforward and sincere solicitation. His friendly spirit and his sympathetic understanding were qualities not easily to be forgotten.

According to the adage: "When a dog bites a man that is not news. When a man bites a dog that is news." And when a coin-machine operator for five

long years remembers a life insurance salesman who didn't sell him anything and steps up in a strange place and in strange circumstances to call him by name it is news worth reporting.

Schlesinger To Announce Plans

POUGHKEEPSIE, N. Y. Jan. 23.—Al Schlesinger, of Square Amusement Company here and a member of the Fishman-Schlesinger Distributing Company, New York, is said to be preparing an innovation to be announced to the trade within a few weeks.

According to Schlesinger, the plan has been explained to leading manufacturers, who consider it one of the greatest ideas ever launched in Eastern coin-machine history. The plan involves a new type of salesmanship and a new idea which will lead up to the coming 1939 World's Fair in New York. Poughkeepsie, being only two hours from New York, is considered a logical spot for the plan.

The plan is now being worked out in detail and when completed is expected to be backed by every firm in the industry.

Complete announcements will soon appear in concrete form for the benefit of all those who will be interested. It is so arranged that all leading manufacturers and distributors in the country may enter into it.

Live Wire Getting Big Play in Eastern Section

BROOKLYN, Jan. 23.—Herman Budin, of Budin's Specialties, Inc., Brooklyn distributing Live Wire in the East is having a fine run with the five-ball novelty game. Budin informs that operators who have ordered this machine in small quantities for trial on their routes have returned, not only to praise it but to reorder.

Operators claim that in addition to the colorful playing field which attracts the players, the action is fast and the players get thrills trying to beat the machine. Herman Budin is putting on an extensive campaign to inform the trade that Live Wire is one of the most popular novelty games to come into the East in some time.

SPECIAL-USED BARGAINS-SPECIAL

Golden Harvest (Ticket) \$26.50 | Round & Round \$29.00 | Bank Nite \$16.50
 Pamco Patooka 35.00 | Excel 26.00 | Neck 'N' Neck 24.50
 Lights Out 29.00 | Totalizer 35.00

\$4.95

IT'S HOT! Get Yours Now!
LIVE WIRE Jobbers! Write for Distributors Price.
5 BALL NOVELTY GAME

1/3 Deposit, Balance C. O. D. 174 S. Portland Ave. BROOKLYN, N. Y. Tel. Nevins 8-7528.

BUDIN'S SPECIALTIES, INC.

NEW FLASH EASTER NOVELTIES
 Featuring a Clever Line of Comic Costumed Fur Rabbits and Easter Novelties
 for PREMIUMS — SPECIALS — SALESBOARDS.
 Get Started Now—For that Easter Rush. Catalog Free—State Business When Writing.

WISCONSIN DELUXE CORP.
 1902 NORTH THIRD ST., MILWAUKEE, WIS.

It Takes Lowest Prices To Make This Challenge ★
"IF IT CAN BE BOUGHT FOR LESS WE WILL SELL IT FOR LESS"

Quantity.	Description.	Amount.
	Razor Blades, D. E., 5 in Flashy Cello, 1000 Blades	\$2.90
	Razor Blades, Single Edge, 5x Clio, 1000 Blades	4.70
	Pocket Combs, Black, With Cases, Doz. to Box, Doz.	.34
	Safety Pins, 12 Ass'd on Attractive Card, Gro. Cds.	1.44
	Thumb Tacks, Brass, 36 Box, 100 Bxs to Car. Car.	.75
	Pipes, Amer., 12 Ass'd on Card, Special, Doz. Pps.	1.20
	Black Pepper, 3 Oz. Lbino, Tins, Shaker Top, Dozen	.48
	Cocoa, Attract, 1 Lb. Cans, 2 Doz. to Carton, Dozen	.84
	Water Pistols, Metal, Bk. Dozen to Box, Dozen	.25
	Ash Trays, Fancy Porcelain, Assorted Shapes, Doz.	.30
	Men's Handkerchiefs, Large Size, Col. Borders, Doz.	.25
	Umbrellas, Men's, Imp'd, Good Value, Each	.42

For Direct Import and Factory Prices Send Orders to NEW YORK only. Deposit at least 25% with all C. O. D. Orders. 5 Convenient Catalogs FREE on Request.

MILLS SALES CO.
 901 BROADWAY, NEW YORK, N. Y.
 ESTABLISHED 1916 Branch, 85 ORCHARD ST., NEW YORK

HERE'S PRICES FOR FIGHTERS

UNITED D. E. BLADES, 5 " \$3.50
 Package, Cello, 1000 Blades.
SHAVING & DENTAL CREAM, 4.20
 Large Tubes, Gross, Assorted.
SOAP, French Milled, Big Value Army, 1.44
ARMY & NAVY NEEDLE B'KS, 1.10
 in 25c Envelopes, Gross.
PENCILS with INSERTED, .60
 ERASERS, Gross.
MERCHANDISE for Slide Line, .70
 Salesmen, Gross.

Deposit With All C. O. D. Orders.
POLICY: Only One Shipping Point for Low Overhead and Lowest Prices.
"We Sell The World Over"
UNIVERSAL WHOLESALERS
 901 Broadway New York, N. Y.

Flash!-PLUNGERS-Flash!

GORGEOUS PEARL COLORS.
 Word Gauge Tells When to Re-fill—2-Tone Point Top Band—Filigree Band—1 Stroke Plunger, Gross **\$24**
 3 Different Samples, 50c, Prepaid.
JACKWIN PEN CO.
 50 W. 23rd St., New York, N. Y.

WANTED - DARTOWN STRUTTERS
 Work-stand Minstrels—Teams that double Brass, all instruments, one Features Dancer, one more Blues Singer. PLACE Ball Game Agents, Johnnie Temple, Lewis Barner wire TOM JOHNSON, Stage Manager, Tex Lynch wire quick. Good proposition. Sylacauga this week; Alexander City, Ala., next

Pittsburgh

PITTSBURGH, Jan. 23.—A big year for bowling games and rifle ranges on carnivals and other outdoor shows is foreseen for this summer. Outdoor amusement men here are enthused over the returns of such devices and have been contacting local jobbers with the thought of adding bowling games on their routes this season.

Local skill-game jobbers and operators' association is planning a meeting for its members to reveal in detail the success of the recent Chicago show. Affair will be held in the Mayfair Hotel.

J. D. Lazar, of the B. D. Lazar Company, left for the Philadelphia office soon after he returned from the show.

Ray Foutts, manager of Teddy Jarosz, well-known professional boxer here, has turned coin-machine operator.

Ben Filcoff, former aid for Thurston, the magician, is left in charge of the American Cigaret Machine Company during the absence of Meyer Ableson. Ben knows many a trick performed by the famed magician. He traveled on the road with the late master for six years.

Al Klodell, second oldest operator in this territory, is sporting two new specially built trucks for the delivery of phonograph machines.

Leo Feldman, manager of the Scranton office, and Mike Carpin, manager of the Reading office, visited the B. D. Lazar headquarters this week.

Harry Abramovitz, former Penn Township operator, is now selling advertising for *The Jewish Criterion*, local weekly.

F. J. Brandt is the new West Virginia representative for Hamburg Brothers, local distributors of Victor-Blue Bird records, succeeding Arthur Kopp, who left for Los Angeles to open a music store.

Charles Feldman, manager of the local Victor record office, is making extensive preparations for a dinner to be given by his office for record dealers in this territory. Affair will be staged at the William Penn Hotel February 6 and will be followed by a theater party, when the guests will see the D'Oyly Carte Opera Company at the Nixon Theater. Charlie reports that this will become an annual event.

ROUTES
 (Continued from page 31)
 Carte, D'Oyly, Opera Co.: (National) Washington, D. C., 25-30; (Nixon) Pittsburgh Feb. 1-6
 Cohan, George M.: (Ford) Baltimore 25-30.
 Dead End: (Cass) Detroit 25-30; (Cox) Cincinnati Feb. 1-6.
 First Lady: (Harris) Chi. 25-30.
 Frederika: (Forrest) Phila 25-30.
 Great Waltz: (Shrine Aud.) Des Moines, Ia., 27; (Auditorium) Chi 29-Feb. 6.
 Hamlet: (National) Washington, D. C., Feb. 1-6.
 Hamlet, with Leslie Howard: (Auditorium) Kansas City, Mo., 25-27; (Forum) Wichita, Kan., 28; (Auditorium) Denver, Colo., 29-30.
 Jane Eyre: (Erlanger) Chi 25-30.

Leaning On Letty: (Selwyn) Chi.
 Masque of Kings: (Shubert) Boston 25-Feb. 6.
 Nazimova: (American) St. Louis 27-30; (Davidson) Milwaukee Feb. 3-6.
 On Your Toes: (Nixon) Pittsburgh 25-30; (Hanna) Cleveland 1-6.
 Point of Honor: (McCarter) Princeton, N. J., 30.
 Pride & Prejudice: (Colonial) Boston 25-30.
 Ziegfeld Follies: (Grand) Chi.

INDEPENDENT BURLESK

Beef Trust: (Rialto) Chi 1-6.
 Crazy Quilt: (Howard) Boston 1-6.
 Fads & Fancies: (Gayety) Minneapolis 25-30.
 Gayety Girls: (Capitol) Toledo, O., 25-30; (Casino) Pittsburgh Feb. 1-6.
 Ha-Cha: Harrisburg, Pa., 27; Reading 28-29; Williamsport 30.
 Hi-Flyers: (Century) Brooklyn 25-30.
 Ladies in Lingerie: (Casino) Toronto 1-6.
 Maids of Manhattan: (Jacques) Waterbury, Conn., 25-30; (Lyric) Bridgeport Feb. 1-6.
 Merry Maidens: (Rialto) Chi 25-30; (Gayety) Minneapolis Feb. 1-6.
 Modes and Models: (Casino) Toronto 25-30.
 Monte Carlo Girls: (Garrick) St. Louis 1-6.
 Paris by Night: (Garrick) St. Louis 25-30; open week, Feb. 1-6.
 Pepper Pot: (Gayety) Washington, D. C., 25-30; (Hudson) Union City, N. J., Feb. 1-6.
 Snyder's, Bozo, Show: (Gayety) Baltimore 25-30; (Gayety) Washington, D. C., Feb. 1-6.
 Speed & Sparkle: Open week, 25-30; (Gayety) Detroit Feb. 1-6.
 Steppin' Stars: (Troadero) Phila 25-30.
 Swing Girls: (Lyric) Bridgeport, Conn., 25-30; (Empire) Newark, N. J., Feb. 1-6.
 Swing Your Baby: (Casino) Pittsburgh 25-30; (Gayety) Baltimore Feb. 1-6.
 Teases & Wheezes: (Empire) Newark, N. J., 25-30; (Troadero) Phila Feb. 1-6.
 Too Hot for Paris: (Gayety) Detroit 25-30; (Capitol) Toledo, O., Feb. 1-6.
 Toyland: (Howard) Boston 25-30; (Jacques) Waterbury, Conn., Feb. 1-6.
 Twinkle Toes: (Hudson) Union City, N. J., 25-30; (Century) Brooklyn Feb. 1-6.
 Variety Boat: Allentown, Pa., 1-2; Harrisburg 3; Reading 4; Williamsport 5-6.

REPERTOIRE

Harvey Players: Dyersburg, Tenn., 25-30.

MISCELLANEOUS

Birch, Magician: Dawson Springs, Ky., 27; Princeton 28; Aurora, Mo., 30; Neosho Feb. 1; Tahlequah, Okla., 2; Okemah 3; (Aud.) Shawnee 4-5; Maud 6.
 Daniel, Magician: Marissa, Ill., 28-29; Sand-oval 30-31; Du Quoin Feb. 1; Anna 2; Murphysboro 3.
 Delmar, Hypnotist, Escape: (Sonora) Sonora, Calif., 28-29; (San Andreas) San Andreas 30-31.
 Drossen's Circus Capers: Evergreen, Ala., 28; Monroeville 29; Greenville 30; Troy 31.
 Frazier Family Circus: Anvin, Tex., 27; Texas City 28; Dickinson 29.
 Lucy, Thos. Elmore: Belzoni, Miss., 28; Lexington 29-30.
 Marine & Firestone: Houston, Tex., 25-30.
 Marquis, Magician: Sullivan, Ind., 27; Bedford 28; Muncie 29; Newcastle 30; Minster, O., 31-Feb. 1; (Masonic Aud.) Lima 2; Detroit, Mich., 3; Anderson, Ind., 5-6.
 Ricton's Show: Elko, Ga., 25-27; Graham 28-30.
 Rogers, Harley (Club Hollywood) Kalamazoo, Mich., 25-30.
 Sugarfoot Sam From Alabama: Abbeville, Ala., 27; Louisville 28; Clayton 29; Clio 30; Brundidge Feb. 1.
 Turtle, Wm. C., Magician: Spokane, Wash., 25-30.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Broxton, Ga.
 Barfield's Cosmopolitan: (Fair) Cocoa, Fla.
 Florida Expo.: Spa Beach Park, St. Petersburg, Fla.
 Gerard Greater: Miami, Fla.
 Great Western: Lucedale, Miss.; Quitman Feb. 1-6.
 Krause Greater: Sanford, Fla.; De Land Feb. 1-6.
 Reid Greater: Jacksonville Beach, Fla.

CIRCUS AND WILD WEST

Polack Bros.: Phoenix, Ariz., 23-30.
 W. F. A.: (Coliseum) Bronx, N. Y., 30-31.

Kansas City

KANSAS CITY, Mo., Jan. 23.—Mrs. Manny Gunn is confined to her room, having contracted a bad case of influenza. Ellis White, who underwent an operation some time ago, is up and much better.

Mr. and Mrs. Crowley are visiting here. Mrs. Hattie Howk returned home from the hospital and is again in good health. Phil Little stopped for a few days. He has been attending fair secretaries meetings.

A. Obadal, associate owner Western State Shows, visited several days. John R. Castle left for Shreveport, where he will attend to some business. J. L. Landes has been out of the city for several days. He attended the fair meeting at Topeka, Kan.

J. George Loos passed thru on way to Topeka meeting.

Noble C. Fairly and Toney Martone, owners Fairly-Martone Shows, made a business trip recently. Martone returned to Kansas City but Fairly remained away.

Close Out! Low Prices!

TEN STRIKE RAZOR BLADES, Double Edge, Packed 4s, 20 Packages to Card. Manufactured by Makers of Segal Blade. Per Card **77c**
 ESQUIRE STYPTIC POWDER, in Metal Cans, Dozen **25c**
 DIXON PENCILS—No. 2, Gross **\$1.30**
 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.

JEWELLED WRIST WATCHES

NEW LADIES' SWISS WRIST WATCH. Attractive YELLOW GOLD Coin Color Top. Complete with Bracelet to match, in Gift Box. In Lots of 6, Each Samples, 50c Extra. **\$2.95**

Send for Catalog.
PLYMOUTH JEWELRY EXCH.
 163 Canal St., Dept. B, New York City.

C. F. ZEIGER UNITED SHOWS

WANT Merry-Go-Round and Tilt-a-Whirl Foremen, Man to work Monkeys and Pick-Out Pony. Prefer one with small Troupe of Dogs, Talkers, Ticket Sellers, Ride Help. Will furnish equipment for Shows. A few more legitimate Concessions open. Show opens Arizona State Citrus Fair, Feb. 27.
C. F. ZEIGER, Box 5, Mesa, Ariz.

SUNSET AMUSEMENT COMPANY

Have the following Exclusive Concessions open: Penny Pitch, Cork Gallery, Bowling Alley, Pitch Win, Lead Gallery, Diggers, Palmistry, Custard, Fish Pond and Photos. Only legitimate concessions. Have outfits for Side Show, Athletic, Hawaiian and Girl Shows open. **P. O. BOX 253, Oak Park, Ill.**

DONALD MCGREGOR SHOWS
 WANT
 SHOWS, RIDES, CONCESSIONS. Will Buy or Book Tilt-A-Whirl, Loop-O-Plane or Octopus Rides. This show plays Illinois, Iowa and Minnesota. Address 1513 Missouri Ave., East St. Louis, Ill.

Philadelphia

PHILADELPHIA, Jan. 23.—Eighth Street Museum, good business. Bill: Billy King, magic; Roy Vincent, cowboy specialties; Carlson, one-man band; Spidora and Mysteria, illusions; Poses Plastique and Princess Zelda, mentalist. Annex: Dancing girls and Mary Morris. South Street Museum bill: Bank's Darktown Revue, eight people, featuring Cleo Gibson, blues singer; Bertie, Aztec, pinhead; Prince Chanda, India half-man; Guy Samson, novelty musical act; Captain Sig, tattooed man, and Mme. Camille, mentalist. Annex: Dancing girls.

George E. Roberts has been filling dates for various institutions, churches and schools with his circus of birds, dogs, ponies and monkeys.

Reid McDonald and wife were visitors. They will be with Coleman Bros.' Shows again.

Jim Gordan and wife, concessioners, are wintering at Palm Beach, Fla.

Buck Taylor is recuperating from his long siege of illness. If his health will permit he will return to the outdoor show business.

Morris Michaels, cookhouse, has been wintering here.

El Paso

EL PASO, Tex., Jan. 23.—Additional registrations at the banquet-ball of the Southwest Showmen's Association, held in Lobby Cafe, Juarez, Mexico, were: Sam Aldrick, Frank Barrett and Charles Owens, Beckmann & Gerety Shows; Avette Avon, Fort Worth; Mr. and Mrs. R. W. Brown, Detroit; Mr. and Mrs. Frank Hughes, Western States Shows; Mae Lang and R. B. and Ethelene Slover, Yellowstone Shows; J. D. Summers and Mr. and Mrs. M. H. Vaught, State Fair Shows; P. Kondziella, Silver State Shows; P. H. McAllister, Thornton Concessions; E. J. Scott, West Coast Shows; K. Van Zandt, Seal Bros. Circus, and Maurine Wise, Mid-West Shows.

Four Coinmen in Eastern Combine

NEW YORK, Jan. 23.—Four prominent coinmen here have formed a new combine to handle the products of the Pacent Manufacturing Company, maker of the Bolo and Rackem Up games.

Members of the combine are Herman Gross, well known in operating circles here, who will handle distribution of the games; Charles Lichtman, of New York Distributing and Sales Company, and Jack Kaufman and Charley Aronson, of Brooklyn Amusement Machine Company. The four have devised new plans for the sale and distribution of the Pacent products.

They are well known to operators, jobbers and distributors thruout the Eastern area, having been for many years among the leading sales agents for games in this territory. They feel that the success which they individually enjoyed with the Bolo game will be more than repeated with the newest game of the Pacent firm.

Herman Gross will be depended upon for distribution of the games all over in the East. He is new to the distributing picture here and it is believed that he will present many novel ideas to help operators with the games the combination will feature. He enters into the picture, the men state, at a most appropriate time, for the territory needs someone with his experience.

DIVORCES

(Continued from page 28)

from Robert Leo Bourland Jr. in Los Angeles recently.

Michael Meyer Goodwin, of Miami Beach, Fla., from Jennille Shalop Goodwin January 19 at Miami.

Jean Thompson Robertson, burlesque actress, from William E. Robertson January 12 in Chicago.

Coming Marriages

Newell Kurson, Graphic Circuit executive, of Boston, and Eleanor Wallerstein, of New York, soon.

Arthur L. Tuohy, assistant manager of Loew's Orpheum Theater, Boston, and Sheila McCormick, nonprofessional, soon.

Carroll Young, Principal Pictures publicist, and Helen Comstock, United Artists Studio employee, in Los Angeles soon.

Russell Bowditch, MGM technician, and Shirley Deane, 20th Century-Fox player, in California in the spring.

Alphonse Recko and Genevieve Victoria Zebrowski, dancer, both of Bridgeport, Conn., soon.

Cresson E. Smith Jr., manager of the Ritz Theater, Pittsburgh, to Virginia Moss, in that city soon.

William Stanley, musician, and Olive Rice, entertainer, both of Boston, soon.

Lloyd Persons, nonprofessional, and Mildred K. Conant, Boston musician, soon.

Emmett Miller Firestone, dance school operator in Yonkers, N. Y., and former vaudevillian, to Elizabeth Johnson, former vaudeville dancer, February 20 in New York.

Gibsonton, Fla.

GIBSONTON, Fla., Jan. 23.—Eddie's Hut is proving to be a popular night spot on the West Coast. It is conducted by Eddie and Gracy LaMay, of cook-house fame, and enjoys the almost exclusive patronage of showfolk.

New Year's Eve was one long to be remembered, as there was a truly representative gathering of those of the outdoor show world. Noticeable from the Johnny J. Jones Exposition was Hank Shephard. Mrs. Lillian Murray Shephard was confined to a hospital at the time and was greatly missed. Tom M. Allen and wife, Maude, spent the night denying that they had a Dun & Bradstreet rating. Pearl Harvey, caterpillar lady, enjoyed herself. Charlie and Babe Larkin yessed 'em all. Mildred and R. Banord put on a refreshment marathon. Andy Carson and family were present. Mr. and Mrs. Del Lampkin were kept busy putting up paper for the Jones organization, as was the rotund J. C. (Tommy) Thomas. Eddie Cole was in and out. Swede and Nellie Erickson talked of their land project at Chadwick Beach.

Happyland Shows, of Detroit, nearly stole the party and were led by Mr. and Mrs. William G. Dumas. They were

supported by Mr. and Mrs. Frank Allen, Mr. and Mrs. Harry Boyle, Mr. and Mrs. Ray Tayhash, Mr. and Mrs. J. Alexander, Buck Alsup, Laurel Dickey Bennie Matson, Ed Matson, R. Hyde, Orin Powell and Leo Paul. Mrs. A. Stewart supported all the pranksters. Rubin & Cherry were represented.

Zeke Shumway and Ed Lowe were there. Mrs. Lowe appeared in all her loveliness and Mrs. Shumway displayed her usual reserve. Louise Shumway and Helen were judged a pair of swell kids and their brand of entertainment contributed much to the enjoyment of the assembled. H. O. Walter, of United Candy Company, was among them. Mike and May Levine, of the Flying Sullivans, graced the occasion. Ross Lewis, Buck Buchanan and Mr. and Mrs. Bill Reese spent the evening being entertained instead of entertaining.

The Royal American Shows sent a big representation, Sammy Smith came with two escorts, Mr. and Mrs. Clif Wilson, Russell Dean, Mr. and Mrs. Dick Best, Mr. and Mrs. Pete Burkhart; Mr. and Mrs. Ringling, mentalist; Lew Woods and Sister Ann were among the party.

Marks Shows were represented by Turk Laird, Al Wallace and Art Beaudie.

Beckmann & Gerety had Betty and Doc Hartwick on hand.

Strates Shows donated the presence of Mike and Dot Reed, Etta Louise Blake and Bill Mellon.

Mighty Sheesley Midway was in with E. Clay May and Mr. and Mrs. Winslow.

World of Mirth Shows sent Mr. and Mrs. T. W. Kelly, of side-show fame, and Mrs. Rube Nixon.

From the C. D. Scott Shows came Bean and Jennie Mottie. Among those who made frequent look-ins were Milton M. Morris, Berney Smucker, Robert R. Kline, Joe Decker, George Rinehart, Cash Wiltsie, H. Barkott, Mr. and Mrs. Jack Post, Mr. and Mrs. W. Setzer, Mr. and Mrs. Andy Kelley, George Keefer and Mr. and Mrs. Gene Bernie.

Eddie LeMay and William G. Dumas voted the gathering a success. There was plenty of music and all that goes with a gathering of showfolk. Reported by Sidney Marion.

Pittsburgh

PITTSBURGH, Jan. 23.—D. W. Leslie, ride operator, is wintering in Indiana.

Dad Matthews, concessioner with the Corey Shows last season, has gone to Wheeling, W. Va., to assist in the operation of a Bingo enterprise.

George Hamid is expected in town soon to hold a business conference with some outdoor amusement men.

Henry Cogert, of the World of Mirth Shows, joined French Casino Brevities stage unit as publicity agent.

Brownie Miller, concessioner with the Gooding Amusement Company, is wintering in Augusta, Ga.

Pete Dixon, Kennywood's chief of police, left for New Orleans with his wife for a rest.

Harry Thomas was named promotion manager of the Two-Eleven Club, which opened on Smithfield street last week.

A. J. Franke's dog act is touring this territory before heading for the West Coast. Marty Nelson joined as advance agent.

Twisto (Oscar Pearson), formerly with the Johnny J. Jones Exposition, is working night clubs and cafes in this territory.

Increased activity in the steel towns around here will see the return of many celebrations this summer.

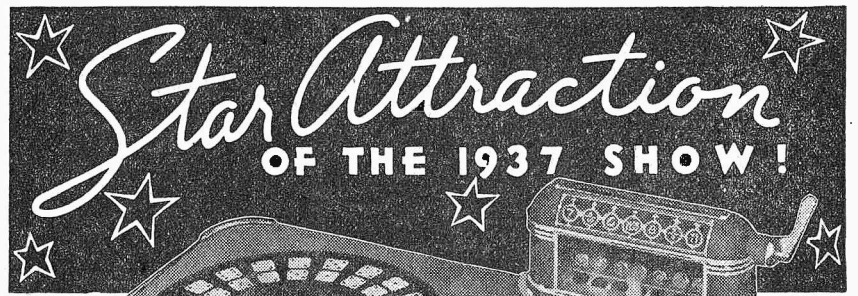
Frank Cervone is leaving for Harrisburg on Tuesday to attend the annual convention of the Pennsylvania State Association of County Fairs.

Los Angeles

LOS ANGELES, Jan. 23.—Outdoor show business was not so forte the past week. Weather was just plain cold for this section and as a result business at the beaches was unfavorably affected. However, Lincoln City Park reports business as the best in years. Ross R. Davis operates concessions and rides there. He reports his rides at Griffith Park as grossing an amount comparable to the Lincoln Park location.

California Zoo, with ostrich farm addition, is doing a very satisfactory week-end business. The Alligator Farm reports a much better season than for some years. The glass-side truck with a display perambulating downtown is a most novel ballyhoo.

Mr. and Mrs. Archie Clark are in from a vacation and report that they will



Star Attraction

OF THE 1937 SHOW!



GALLOPING DOMINOS

At the show they crowded around the Evans booth—and they bought this fascinating dice game—new in action—totally different! On actual locations, Galloping Dominos has taken in eight times as much as "bell" machines! New in design! Absolutely class! Write at once for details and price.

Ask any operator who owns one.

BANG TAILS
De Luxe Horse Race Game!

ROLLETTO JR.
Automatic Roulette!

H. C. EVANS & CO.,
1526 W. Adams St., CHICAGO, ILL.

soon be in harness getting ready for the approaching season.

Joe Krug and Max H. Bernard have a working force at their winter quarters.

O. H. Hilderbrand and George Coe hold frequent conferences with P. Picard anent the opening and routing.

Siebrand Bros. state that they have men at quarters painting and repairing. Orville Crafts is commuting daily.

Tex Cordell is in and out of the city getting set for the opening.

Robert Copper, of Chicago, is a visitor in town, with Louis Wald showing him the high spots of Southern California.

G. C. Loomis closed the Allerita-Loomis Players in West Texas and is vacationing here. He reported Lew Walrath as doing nicely in Ohio.

Joe Glacy left for San Francisco. D. Cunningham is back from a tour as lecturer on a feature film. He is going to work in a film to be done by the General Picture Corporation on the RKO lot.

Charles Tobin has been very ill, but late reports are that he is improving.

Dave Jamison is working on special events and is interested in amusement skill games.

Harry Adams is head promoter for the fiesta sponsored by Our Lady of Christian Help, of which Father F. Pickarla is pastor. Associated with him are Adam and Eddie Connors and B. McCoy.

W. E. Harvey, of the United Tent & Awning, is among the well known reported ill.

Otto Tangleb is back in town and will take an engagement as swimming instructor until opening of the outdoor season.

Charles Sodderberg plans an invasion of the Middle West and East with his new high-diving act.

Hugh Wier is in from Long Beach. He is interested in concessions there and is making special events.

Zack Hargis has joined the brief-case squadron and is making downtown spots.

Ben Dobert has returned from a trip to Arizona and New Mexico. Work at the Pacific Whaling Company is going on apace. Frank Ward will be with the C. F. Zeiger Shows. Robert Winslow closed his two shows on the Main street

YOU'LL GET A BETTER DEAL
BUYING FROM MILLS, CHICAGO

SHOE LACES—27", Black and Brown, Imported, Gross	\$0.29
SEWING THREAD in 5 Dozen	.11
Cabinets, Dozen	.84
PERFUME & FLOWER Combination, in Transp. Box, Dozen Sets	.80
PERFUME with SILK HAND-KERCHIEF Comb. Doz. Sets	.40
MILLS BLADES, Double Edge, in Display Carton, 100 Blades	.10 1/2
DEAL, SHAVING CREAM, 10" Blades, Styp. & Hone, Cello. Deal	.23
RAZOR BLADE HONES, Curved Special value, Dozen	.40
DENTAL CREAMS, Ass'd Brands, Large Size, Dozen	.24
DEAL—8 Oz VANILLA and 1 Lb. Coffee, in Vacuum Tin, Deal	.25

1937 FREE CATALOG,
25% Deposit With Orders.

BOSTON, MASS., DISTRIBUTOR
76 Washington St. Boston, Mass.

MILLS SALES CO.
27 S. WELLS ST. CHICAGO, ILL.

location and is planning a girl revue for the road. Harry Seber and Dick Wilbur are having a nice play at their stand.

Robert Mitchell is putting in work with a local construction firm. Fred Shafer has moved from his canyon home. Sam Brown, Roy Smith and Ed Berrian are working postcards and souvenirs.

Harry Fink, with Andy Juaregui, is working on a special event to be titled *Pageant of the Old West*, with rodeo as a special feature. Joe and Ann Metcalfe are back at the California Zoo, handling elephants.

Charles Walpert is in from a business trip. Lee Barnes is at the Spot by the Way. He goes soon to winter quarters of Foley & Burk, on which shows he will be assistant manager.

E. S. Kelly is making special events. Don Stover was seen in town; will be with the motor boats at Venice Pier. A. Licalzi and M. Brunet are in town awaiting a boat to the Orient and may sail out of Vancouver. B. C. Hughey Sewart will leave for Chicago and Boston.

MAY WE PERSONALLY SHAKE YOUR HAND?

- And with a great big smile . . . thank you again for your marvelous reception of our Western Line of 1937. Praise is very gratifying, but when it is backed by actual volume orders . . . well, our joy knows no bounds!
- To spread a little joy in your direction, we announce that your new Western Machines are on the way . . . ready to operate on a bigger profit scale than ever before!

Remember! You always make more money operating Western Automatic Machines.

WESTERN EQUIPMENT AND SUPPLY CO.
925 West North Avenue,
CHICAGO, ILL.

Match 'Em Made In Genco Plant

NEW YORK, Jan. 23.—Milton Green, president of American Distributing and Sales Company, reports that his new novelty pinball game, Match 'Em, is being built for his firm by Genco, Inc., Chicago manufacturer.

According to Green, the game was acclaimed by all who saw it at the 1937 show. It features an interesting light-up action with a new novelty competitive score play. It was originated and developed by American Distributing and they arranged with Genco to build it along the lines specified.

"We are already jammed with orders for the game," Green says, "and before the month is over we believe every leading jobber and distributor in the country will be featuring the game."

"The game is one of the latest to be licensed here. We will not feature any game that is not approved and have made it a practice to assure the operators of the best games as well as the correct approval.

"Match 'Em was first built in our large headquarters in Brooklyn, where we have our own experimental department. Here we also developed the Happy Days game, which proved to be one of the best sellers in this territory. The new game was withheld from quantity production until the results could be judged from the demand created at the show. This demand proved so great that we are now rushed to our wit's end to complete sufficient orders."

Capitol Trade-In Deal Boosts World Series

NEW YORK, Jan. 23.—Sam Kresberg, of Capitol Automatic Music Company, this week introduced a new plan to stimulate the sales of World Series and Tom Mix Radio Rifle. Idea behind the deal is to help the operator trade in phonographs of all makes and descriptions for the two new sensational money-making Rock-Ola games. Capitol will accept phonographs in trade on purchases and claims to make the operators very liberal allowances. Kresberg's idea is that operators who have phonograph equipment around and who would desire to augment their operations with the World Series and Tom Mix Radio Rifle novelty games as fast money makers, will take advantage of the trade-in and put these hot games on location.

Kresberg further states that when the plan was introduced in this territory many operators with balances due to manufacturers paid up their accounts in order to take advantage of this trade-in plan so that they would be first in their territory with World Series.

Capitol has set up a staff to handle the details for completing arrangements on the trade-ins. The staff is headed by Al Blendow, sales manager, who is well known to the trade.

Permo Needle Leading A Train of Progress

CHICAGO, Jan. 23.—Permo Products Corporation, headed by Art Olson, announces that the firm has led what is called a tremendous progression in the production of the elliptical-pointed phonograph needle.

"The keynote of this exclusive feature," Olson says, "is its amazing consistency of metallurgical quality. Vast improvements have been made to assure an absolute uniformity of this elliptical point that is largely responsible for the many operating benefits provided by the Permo needle. We employ a large staff of metallurgical technicians, headed by Dr. William Falck, who is internationally known for many important discoveries in metallurgical science, principally in the platinum groups of metals. He has also established a reputation for research in the field of carbides.

"We also maintain a modernized two-story factory. One of the principal features of the factory is its metallurgical laboratories, acclaimed as not only the finest but most completely equipped in the country. Our technicians are provided with every possible device conducive to accurate and high standard production. There are only two or three laboratories in the whole country outfitted on such a large scale."

A Lesson for Operators

NEWARK, O., Jan. 23.—Pete Murphy, sales manager of the Central Ohio Sales Company, music operator in Newark, O., is a firm believer in the intensive concentration of locations. Territory operated by his company comprises a population of 30,000. In the territory Murphy has in operation 45 Wurlitzer-Simplex phonographs. This is an average of one Simplex to every 666 of population. In other words, the Central Ohio Sales Company has discovered that it pays to concentrate on the territory close to home, where service and supervisory costs are low.

Multiple Chute Payout Game Shows Big Orders

CHICAGO, Jan. 23.—"After washing away the convention blues in a couple of turkish baths," says Jim Buckley, general sales manager of Bally Manufacturing Company, "I've begun to dig into the stack of orders booked at the show. Next to Bumper, which is in a class by itself, the Bally game that copped the show was Fairgrounds. Our first week's production just made a dent in convention orders and now the struggle is on to keep up with the daily volume being booked on this knock-out game."

"The big Fairgrounds feature," Jim went on to say, "is its multiple coin chute, permitting as many as four players to participate in each game or one player can play one, two, three or four coins and have his award multiplied by the number of coins played. This feature, which was such a sensation in our famous Multiple machine, makes Fairgrounds ideal for crowded 'noon-hour' spots, as Fairgrounds will take in as much during lunch time as an ordinary one-shot will earn all day."

"Fairgrounds features one-shot play with automatic payout, giving player from one to seven selections every game with the possibility of winning on win, place, show or fourth place. Structurally, it is an innovation, in that the cabinet is a new-style legless console type even more readily portable than the machines equipped with detachable legs."

Ohio Company Exec Rushes Games to Ops

CLEVELAND, Jan. 23.—Art Nagel, head of the Avon Novelty Company, made a flying visit to Chicago right after the 1937 show. Taking a two-ton truck Nagel loaded on a shipment of hits of the show and speeded right back to his home office. Thus, Ohio operators were able to make immediate placements on the new machines, gaining full advantage of their profit abilities.

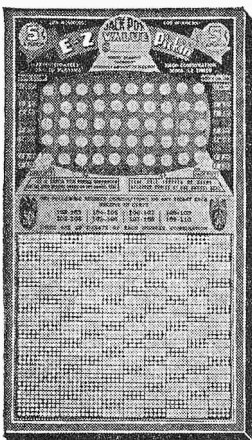
"This bit of fast-moving is truly indicative of the Avon policy of complete service and co-operation in regard to their operators," Nagel says. "Our organization is completely equipped to meet every demand of the active men in our territory."

he can control the crane and claw from the beginning of play to the very end. Furthermore, skill is emphasized by the fact that crane and claw return to position desired after the play is completed.

The machine is expected to reopen much closed territory. It is the type of game that will please the operators. Exhibit Supply Company, originators of the Iron Claw, Novelty Merchantman, Imperial Diggers and Rotary Merchant, control the basic patents that make practical production of the games possible.



PETE MURPHY, sales manager of the Central Ohio Sales Company, Newark, O.



A GARDNER BOARD THAT'S GOING BIG!!

No. 2100EZ (EZ Pickin), Semi-Thick—9 3/4 x 17 in. 2100 Holes @ 5c. \$105.00 Pay Out 75.00	No. 2100EZF (EZ Pickin 10c) Semi-Thick—9 3/4 x 17 in. 2100 Holes @ 10c. \$210.00 Pay Out 150.00
PROFIT \$30.00	PROFIT \$60.00
PRICE \$3.36, PLUS 10% U. S. TAX.	

WRITE FOR CATALOG—STATE YOUR BUSINESS.

GARDNER & CO.

2309 ARCHER AVE. CHICAGO, ILL.

Exhibit Machine Is Combination

CHICAGO, Jan. 23.—Exhibit Supply Company officials set forth their new Novelty Candy Vendor, shown for the first time at the 1937 convention, as "an entirely new and original creation in merchandising machines." The machine combines features of diggers and the rotary novelty machines, according to the makers.

According to Exhibit officials, the Novelty Candy Vendor combines the proved money-getting features of both the Digger and the Rotary—has the intriguing beauty and action of the revolving table laden with beautiful merchandise plus the age-old fascination of the digger claw and crane.

Novelty Candy Vendor is 100 per cent legal, as it automatically vends a liberal portion of candy with every play. In addition, it affords the player complete skill control from the moment he inserts coin until the play is completed. Not only can the player control where and when the table stops rotating, but

YOU CAN'T BEAT AVON Values!

MATCH 'EM
\$17.50 Tax Paid

DRAW "21"
\$19.50 Tax Paid

BALLY DERBY
ELECTROPAK EQUIPPED
\$41.50 Tax Paid

NEW BOLOS
(ORIGINAL CARTON)
\$35.00 Tax Paid

"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO. 5907 EUCLID AVE. CLEVELAND, O.

Editor Godin To See West Coast

CHICAGO, Jan. 23.—Rene Godin, director of *La Revue de L'Automatique*, French coin-machine trade paper, left Chicago January 22 for a short visit to the Pacific Coast. He plans to return to Chicago in about 10 days, he said, and then will soon start on the return journey to Paris.

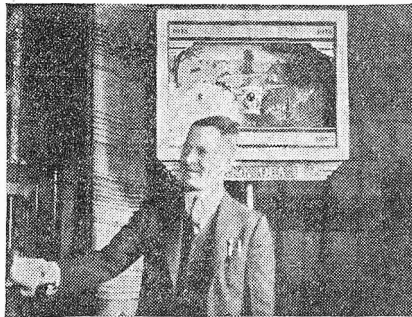
Godin manages the French annual coin-machine exhibit, which will be held in Paris the last week in May, and came to Chicago to attend the annual 1937 convention and exhibit of coin machines. Having spent several days in New York, also in Chicago, and now on a visit to the West Coast, Godin says he has gained a wide knowledge of American coin-machine methods. He also attended the 1936 convention in Chicago and has made many acquaintances in the American trade. He is probably becoming one of the best informed Europeans on the many phases of the American coin-machine trade. The knowledge will be very useful, he says, in planning and managing the annual French exhibit.

Concerning coin-machine trade conditions in France, Godin says that for the last year operators have been doing well since practically all types of machines are permitted. Bell-type machines are running openly, but restrictions are expected at any time. Pinball games have been coming back slowly after they were banned about two years ago. New operators unacquainted with the field are expected to cause trouble in the liberality now shown toward the bell-type machine. "We have the same divisions and lack of unity in the trade that you have in America," Godin says. "Diggers and cranes have had the greatest success in France. There are probably 10,000 machines of this type in operation in France today. Our cafes provide favorable locations for all types of machines, if legal authorities permit. New York seems to duplicate the Paris scene. You can see everything in New York that we have in Paris, including the nude girls. But Americans come to Paris for fun, so we have a reputation for providing it."

Heavy import duties are the real handicap in the growth of the French coin-machine trade, Godin says, and particularly in buying American machines. He says that in the case of a phonograph the total duty would make the machine cost double its sale price when offered by a jobber in Paris. "We buy our merchandising machines in Germany," Godin added, "but we expect trade in amusement machines with American firms to increase during the year."

Chicago Coin Reports Demand for Live Wire

CHICAGO, Jan. 23.—Live-Wire, a five-ball novelty game, is skyrocketing to fame, according to officials of the Chicago Coin Corporation. They describe it as featuring bumper springs and multiple odds, and a playing design that is exceptionally unique. It has seven award holes with a possible \$2 award. Four live-wire springs, when contacted,



DAVID C. ROCKOLA receives congratulations from a visitor to the Rock-Ola plant on the new radio rifle, *School Days*, shown in background.

register on an illuminated backboard. The fifth live-wire spring, located in the middle, automatically illuminates all four live-wire lights. Seven holes on the lower end of the playing field offer big award possibilities, ranging from 10 cents to \$1 on only one ball. An award cannot be earned unless all four live-wire lights are on.

Two other Chicago Coin Corporation novelty games are Home Hun, a five-ball baseball novelty game, that does not employ a single hole on the playing field, and Bump-a-Lite, which also was a star attraction during the 1937 show. It is a one-ball payout table with deluxe features employing an entirely new principle of play and animation.

Stepping right along in production and sales are Rola Score, popular nine-foot bowling game, which has been modernized into a 1937 style, and Rugby, whose record on hundreds of locations is an absolute proof of the Chicago Coin Corporation's reputation as a creator of profitable and reliable automatic machines.

Blatt Says Daval Hits With Its "Lucky Seventh"

BROOKLYN, Jan. 23.—William (Little Napoleon) Blatt, president of Supreme Vending Company, Inc., reports that he has the "lucky seventh" consecutive hit from Daval Manufacturing Company in the new Red N Blue game, which was shown for the first time at the 1937 convention.

Blatt placed an order for 500 of the games as his first shipment. He feels that Red N Blue will be judged the leading game in this area. "This is the seventh game in a row that Daval has brought to the East that is already acclaimed an outstanding hit," Blatt said. "The game instantly attracted the attention of all of our customers at the 1937 show. Many of them came to my room and placed large orders for the game even before I had a chance to discuss shipments with Daval officials. Usually a carload is always rushed to our offices, but in this case we have more than doubled this initial order and we feel that we will break all former records we have established with Daval games in this area on Red N Blue.

"The game offers a new self-competitive angle which is in demand in the East at this time. It is so simple that the play is easily understood by everyone the moment the coin is inserted. Upon the insertion of the coin a poker hand lights up on backboard which must be beaten by the player. He has five balls with which to do this, and game is very thrilling because of possibility of changing hand to beat unwarrantly."

First 1937 Phono Sale

NEW YORK, Jan. 23.—Nat Cohn, Modern Vending Company, reports that the first sale and shipment of the new model 1937 Wurlitzer phonographs was made in Metropolitan New York to Frank Dandio, of Wilfrank Music Shop, operator of phonographs.

Dandio, who has been operating phonographs for quite some years and who has an extensive operation, was very enthusiastic about the new models.

Ginsberg Is N. Y. Visitor

NEW YORK, Jan. 23.—Eddie Ginsberg, one of the popular executives of Atlas Novelty Company, Chicago, stopped off in New York for a day this week prior to sailing for the West Indies. Eddie spent the few hours visiting his many friends in the trade here.

Kirk Appoints A "Mr. Sourpuss"

CHICAGO, Jan. 23.—C. R. Kirk & Company introduced to the industry recently a new character known as Mr. Sourpuss. Apparently he exists in the flesh and poses for pictures. He is said to be typical also of an operator who sticks to his old equipment when he should buy new. Anyway, he is always seen with a lemon and a sour mug. He is from Posey County.

In reporting on Mr. Sourpuss this week, Claude Kirk, head of the firm, said that reports had reached the office of strange rumblings, grumbings and moanings in the neighborhood of Posey County. It was variously reported Mother Nature had broken loose with a new geyser, that the sheriff was putting on mass torture in the county jail, and the new fire siren had gone haywire.

To run these reports to the ground and to determine the real cause of the disturbance, a reporter was assigned to investigate the story. Coming up and following his ear, the reporter had no difficulty in locating the source of the disturbance. It was old Mr. Sourpuss sucking a lemon, making horrible sounds and moaning about his phone collections.

"Look at this," said Sourpuss when finally tackled by the reporter, "mine equipment is only 10 years old, I changed the records last year and what do I get—a handful of nickels that won't buy five steins of beer."

Announce Payment Plan On Keeney Target Game

CHICAGO, Jan. 23.—Ray Becker, sales manager of J. H. Keeney & Company, announces a time-payment plan on purchases of Targette. "This offer is extended in accordance with the well-known Keeney policy of complete co-operation with operators," Becker states. "Further information as to this plan may be had by writing us. Production has doubled itself on Targette and in view of the fact that it has undergone only three months of actual manufacture this is highly significant of the success of our electrical rifle range. Distribution has been very extensive, as every State in the country has Targettes placed on the most superior locations.

"Paramount feature of the unique rifle range is its back-and-forth target, which moves in faster speeds with each successive hit. This has made Targette a very popular game with both men and women players."

Reports Coming in on Paradise Show Success

CHICAGO, Jan. 23.—Ray Becker, of J. H. Keeney & Company, says that reports from operators who took immediate advantage of the profit potentiality in the Paradise game already show conclusively that the game has found a definite place in the big money class.

Paradise is a deluxe type of dice game, installed in a beautiful console model cabinet constructed of fine, highly finished woods. Paradise permits a take of five cents to \$1.25 on a single play with a positive payout percentage at 76.4 per cent. The choice of five "field" or "point" selections is offered the player or players, offering odds of 2 to 1 up to 30 to 1 for every nickel played, and with the highest possible award being \$8.50.

Paradise has been in production since December 1, and was a tremendous hit at the 1937 show, as evidenced by the huge additional volume orders.

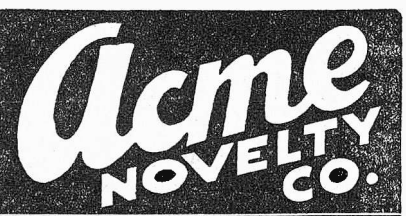
Misses Novelty Games

DETROIT, Jan. 23.—Henry C. Lemke, manager of the Lemke Coin Machine Company, was away from the shop several days this week due to rheumatism. Mrs. Lemke, who assists in the store management, was also ill from blood poisoning in the hand.

Commenting on trends after the Chicago show, Lemke said:

"There is a strong movement toward increased spending for machines. All operators, however, are waiting for the appearance of new models.

"I think a lot of Detroit operators were somewhat disappointed at Chicago to see so few non-payout pin games displayed. Only such machines are legal in Detroit and there were few of the new machines constructed to be available for operation in this city."



23-25 NORTH 12th. ST. MINNEAPOLIS MINN.

RECONDITIONED
USED PAYOUT TABLES
READY TO OPERATE

BALLY'S PREAKNESS Like New \$87.50

GOTTLIEB'S DERBY DAY 79.50
GOTTLIEB'S COLLEGE FOOTBALL
GOTTLIEB'S HIGH CARD These Games Very Slightly Used

PAMCO SARATOGA . 55.00
PAMCO BELLS 44.50
KEENEY'S VELVET . . 43.50

STOP-N-GO New Unit 59.50

GOTTLIEB RACES, MYSTERY 49.50
GOTTLIEB FENCE BUSTER, MYSTERY
BALLY MULTIPLE

EXHIBIT ELECTRIC EYE (Jackpot Model) 59.50

JENNINGS FLICKER . . 62.50
MULTI-PLAY 37.50
BALLY PEERLESS . . . 34.50

ROCKOLA'S CREDIT 23.50

BALLY ALL-STARS . . 34.50
BALLY JUMBO 29.50
SUNSHINE DERBY . . 27.50

DAILY LIMIT (Jennings) 19.50

BALLY'S SKY-HIGH . 39.50

GOLDEN HARVEST 19.50
5 Ball Ticket and Cash.

BALLY PROSPECTOR . 16.50
10 Ball Automatic Pay.
STAMPEDE 14.50

PUT-N-TAKE 9.50
DAILY DOUBLE
GOLD RUSH

COUNTER GAMES

TRI-O-PACK

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



\$24.75

ALL NEW COUNTER GAMES SOLD ON ACME NOVELTY'S 10-DAY GUARANTEE

NEW Another Daval Winner **DOUBLE DECK** Write For Price

PHONOGRAPHS

50 Used Wurlitzers All Models
WRITE FOR PRICES

50 DAVAL REEL 21's - \$9.00 ea.
Like New—Used 3 Weeks

15 DAVAL RACES, Used 1 Week. Ea. \$10.00
10 DAVAL PENNY PACKS. Ea. \$7.00
1 DAVAL AUTO PUNCH (Sample) \$32.50

BALLY MULTIPLES \$42.50
GOTTLIEB DAILY RACES
BALLY ALL STARS

CHEER LEADER \$5.00
DOMINO
SPOT LITE
SCREAMO

PACES RACES \$190.00
BALLY ROLL (Bowling Game) . . \$95.00

One-Third Deposit, Balance C. O. D.

Write for Full List.
AUTOMATIC AMUSEMENT CO.
Phones, 8195-8196,
101-103 N. FULTON AVENUE,
EVANSVILLE, IND.

GRAB THESE BARGAINS.
Pamco Parlays, Red Salls, \$32.50 Each; Repeaters, Baffle Balls, Fortunes, \$15.00 Each; Put and Takes (Front Door), Gold Rushes, Equities, Rodeos, Do or Don'ts, \$7.50 Each; Rockets, \$5.00 Each; Counter Games, Cigarette Machines, \$4.00 Each. All cash payouts and in perfect condition. Send for List of over 200 Bargains of Slot Machines, Counter Games and Novelty Pin Tables. BOX 808, Sioux Falls, S. D.

ATLAS AGAIN GIVES YOU THE GREATEST VALUE EXTRA SPECIAL OFFER

\$139 STOP and GO

1 SHOT PAY TABLES **\$49⁵⁰**
BRAND NEW In original crates. Sale while limited quantity lasts. Order immediately.

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE. CHICAGO, ILL.

1901 FIFTH AVE. PITTSBURGH, PA.

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

PUT N TAKE GOLD RUSH RAPID FIRE

\$9⁰⁰ EACH
 OR ANY 3 FOR \$25.00

DAILY RACES (Multiple Play) \$33.50

WRITE FOR PRICES ON HUNDREDS OF OTHER RECONDITIONED PAYTABLES AND COUNTER GAMES.

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE. CHICAGO, ILL.

1901 FIFTH AVE. PITTSBURGH, PA.

Personal Service

Ops With Creative Salesmanship

By JOHN B. WINTHROP

It looked like a "little joint," this filling station and lunch counter far from town at a crossroads on the high Western plains. The operator, scouting for new phonograph locations, at first was ready to pass it up.

Something made him hesitate. There was an atmosphere about the place of considerable business. With experience in contacting all sorts of little and big business for years, the operator could smell profits in the air.

So he filled up with gas and engaged the owner in casual conversation. Out in the great open spaces "Howdy, Stranger," is the greeting and men get acquainted fast. He got the proprietor on the subject of his business.

It was a crossroads, yes, but here and there on the plains were ranches. "You might not think it," the owner confided, "but I've got a mighty good store location here."

Having surveyed the ground, the operator made his canvass. Why stop with the profits on gas and food service? Ranch folks liked entertainment, too. "Add-on a room at the rear—you can do it for a few hundred dollars—and give the young people a chance to dance."

"It might work, but how about music? A radio is undependable—when you want dance music you can't get it, or it's something you don't want." Of course, the operator was ready with his reply, a coin-operated phonograph. He launched into a sales canvass. He sold the idea, acquired a location which became in later months one of his very best.

Creative salesmanship! The operator demonstrated it.

Commented an old operator to the writer: "The locations you don't have to talk hard to get usually aren't worth very much. It's the spots that take salesmanship to acquire that make the money!"

Granted that an operator has to be a real salesman to put over a creative appeal as in the Wyoming instance cited. The fact is that there are any number of similar opportunities not only in the West but the South, East and Middle West. Now that travel is sharply on the increase business volume is increasing fast with small highway business enterprises. The operator who can talk in a persuasive way will do a favor for himself, one equally large for the location, in selling the entertainment idea.

"I'd like to put in machines, but I haven't any place for them" is one of the common sales obstacles which operators meet. The objection may seem an insuperable one, but the operator with creative salesmanship can overcome it. For one thing, every operator should be an expert in layout.

There are mighty few stores, taverns, restaurants, hotels, amusement parks, waiting rooms and, in fact, any type of location which does not have necessity for a coin-operated phonograph. Most owners have only amateur layout skill. The versatile operator can survey a room, mentally rearrange it and see not one but several places where a phonograph could be stationed—good places, too!

So the operator should have the creative salesmanship needed to sell the owner on a rearrangement.

Handy little knack is skill with a pencil and paper drawing sketches. "Here, I'll show you" And the operator with a few strokes has a diagram showing the new arrangement, which, including the phonograph, is probably an all-round improvement.

It is creative salesmanship when an operator shows a druggist how he can make a selling combination of scales and displays placed near by which offer tonics, weight-reducers and other preparations which relate to weight. "Salesmanship," he explains, "is the power of suggestion. These scales will make you money in your percentage of the take, but they will make you even more by making your store visitors weight-conscious and so more receptive to your merchandise."

The operator uses creative salesmanship who works out a percentage deal with a local organization conducting a campaign for a building fund. Members of the organization admit coin machines to their varied places of business. The commission goes not to the owner of the location but to the sponsoring organization. The operator has special stickers printed which indicate that the organization sponsors the machine. This is sales promotion indeed! First, it lines up many good locations in a

wholesome way at one stroke. Second, it assures that members of the organization will boost for the machines.

There are opportunities for a great many co-operative campaigns. Suppose the operator's town has an amateur baseball team. It needs funds for uniforms and other things. An enterprising operator appears before the baseball club and makes his proposal—the regular commission on all machines which the club will put in approved spots.

The operator gives a pep talk, explaining just how to use the machines for greatest profit. He talks of the quality of his candy and nuts. A sticker or other advertising at each machine announces: "This machine helps to support the Brown Bill Baseball Club!"

Nine times out of ten when an operator complains that business is poor the real explanation is that his idea-factory has shut down. Sales ideas are the things which win the big profits in the coin-machine business.

There is always room for one more good idea. Consider it is your turn and, having hatched the plan, got out with aggressive salesmanship to apply it!

No Cigaret Price Rise Expected in Chi Area

CHICAGO, Jan. 23.—No increase in the retail price of leading brands of cigarettes in Chicago is in prospect as a result of the action of manufacturers in announcing a boost in their prices from \$6.10 to \$6.25 per 1,000 cigarettes, it was reported here by leading tobacco retailers.

The manufacturers' action was followed by announcement that New York prices for the four leading brands of cigarettes will be increased to 14 cents a pack, or two packs for 27 cents. This is the same price that has prevailed in Chicago for months. The New York price had been 13 cents a pack, two packs for 25 cents.

The fact of no increase in prices, however, brings no cheering news to operators of cigaret venders in Chicago because cigaret machines were banned in December by city ordinance.

Loudon & Company Show Good Biz From Start

NEWARK, N. J., Jan. 23.—Loudon & Company, altho only established a few months in business under this name, is doing a land-office trade. Al Loudon claims that people from all over the State of New Jersey have been coming in to buy both used and new machines and have created such a rush in his office he has been forced to add additional mechanical and office help.

Loudon says: "I don't really know the reason for the exceptionally good business, but I believe it is due to the fine condition in which used machines leave my office. Every machine reconditioned is gone over by two men who have strict orders not to allow the equipment to leave unless it is in perfect working condition."



A STONER CORPORATION group at 1937 banquet, including C. E. Adelberg, Mrs. Adelberg, Mrs. Ted Stoner, Ted Stoner and Sue Silverman, among others.

RECONDITIONED SLOT MACHINES

Every Machine Buffed and Refinished

CAILLE Double Jackpot, 5c Bell	\$39.50	MILLS Single JP. Side V. 5c	\$15.00
JENNINGS Escalator DJP. FV. 5c	39.50	MILLS Junior Silent Single JP. 1c	17.50
JENNINGS Single JP. Bell, 10c	15.00	MILLS Extraordinary DJP. Gold Award Bell, 10c	62.50
JENNINGS Chief, DJP, Mystery Bell, 5c	70.00	PACE Single JP. Bantam, 5c	17.50
JENNINGS DJP Bell, 10c	22.50	PACE Single JP. Bell, 5c	17.50
JENNINGS Chief DJP Mystery Bell, 10c	70.00	PACE DJP. FV. Bantam, 1c	17.50
MILLS Extraordinary DJP Bell, 5c	62.50	PACE Single JP. Bantam, 10c	22.50
MILLS Single JP. Bell, 10c	15.00	WATLING Rol-A-Top Twin JP. FV. 5c	55.00
MILLS Single JP. Bell, 5c	15.00	WATLING Twin JP. FV. G'ld Award, 5c	27.50
MILLS Double JP. FV., 5c	25.00	WATLING DJP. Bell, 25c	25.00
MILLS Escalator FV. DJP, 5c	37.50	WATLING No Jackpot Bell, 5c	5.00
MILLS Eagle Front, DJP, 5c	42.50	WATLING Single JP. Bell, 5c	17.50
MILLS O. T. Bell (Blue Model), 5c	35.00	WATLING Rol-A-Top DJP, 5c	55.00
MILLS O. T. Bell (Green Model), 5c	45.00	JENNINGS No Jackpot Bell, 10c	5.00
MILLS Skyscraper DJP, Regular, 5c	35.00	PACES Races, No. 3283	250.00
MILLS Tiger Front FV. DJP, 25c	32.50	PACES Races, No. 1142	185.00
MILLS Pace Comet, FV. DJP, 5c	25.00	PACES Races, No. 1692	200.00
MILLS Dean Front Triple JP. FV. 5c	15.00	PACES Races, No. 679	175.00
MILLS Futurity Mystery Bell, DJP, 5c	69.50	RAY'S Track, No. 1834	215.00
MILLS Tiger Front DJP, Bell, 5c	32.50	RAY'S Track, No. 2578	230.00
MILLS Single JP. Bell, 25c	12.50	GALLOPING Dominoes (Like New)	200.00
MILLS DJP. FV. Mystery, 5c	52.50		

TERMS: 1/3 Deposit, Balance C. O. D. State Method of Shipment Preferred.

IDEAL NOVELTY COMPANY, 1518 MARKET STREET, ST. LOUIS, MO.

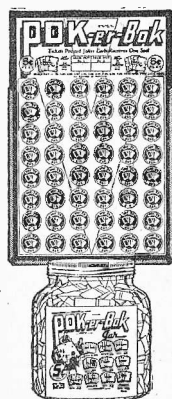
EXTRA SPECIAL

Limited Quantity Slightly Used

ROLA SCORE Bowling Games. Perfect Condition. \$79.50 Each.

K. & S. AMUSEMENT CO., 125 Penn St., Reading, Pa.

THE SENSATION of the CHICAGO SHOW!



POK-er-Bok

127 CASH PRIZES
 TWO \$5.00 JACK POTS

Also 9 \$2 to \$10 Prizes and 37 \$1.00 Prizes on the Jack Pot Card, and 114 JAR WINNERS from 25c to \$2.00 Each. This Great Array of Cash Prizes Sells the Deals Like Hot Cakes.

SAMPLE DEAL ONLY \$6.50

AVERAGE PROFIT \$28.00

Get Your Sample and Attractive Quantity Lot Distributor and Operator Prices. We Will Give You a Mighty Attractive Proposition. Write for Facts.

WERTS NOVELTY CO., INC.

Dept. BB-1 MUNCIE, IND.

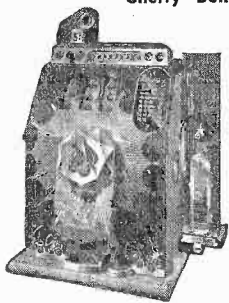
NEW IMPROVED TICKETS!

LARGER MARKINGS ON POKER HANDS UNDERLAID IN WHITE ENABLE QUICK READING WHEN TICKET IS OPENED.

NEW TICKETS and SEALS are TAMPER-PROOF

"VEMCO"

Mills Brand New Hit.
"Cherry Bell"



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"!

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

TRI-O-PACK

IS ENDORSED AND GUARANTEED BY "VEMCO"

The 1c Cigarette Play Counter Game Sensation of the 1937 Show! Combines all the money-making power of PENNY-PACK — all the thrills of REEL — plus NEW 1st, 2nd and 3rd CHANGING ODDS! BE FIRST — Order from Joe Calcutt TODAY!



FOR 10
DAYS
FREE
TRIAL

If for any reason whatsoever you do not like TRI-O-PACK your money will be cheerfully refunded!

\$24.75
Tax Paid

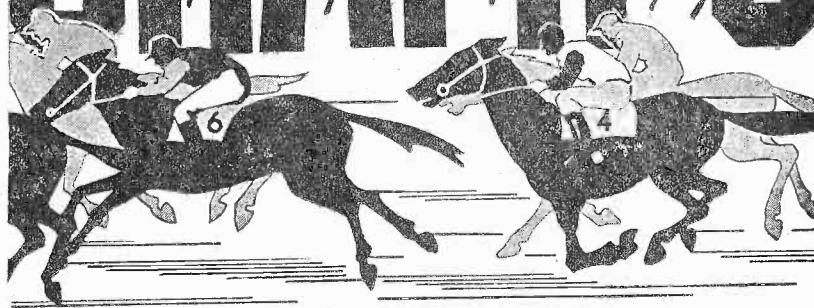
1/3 Certified Deposit with Order; Balance shipped by us C. O. D., F. O. B. Fayetteville, N. C.

GET BUSY - RUSH YOUR ORDER TO JOE CALCUTT TODAY!

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

1937 Best Payout

TURE CHAMPS



STONER CORPORATION Aurora, Illinois



BON VOYAGE

1,000 HOLES. THICK BOARD.
DEFINITE PAYOUT.
FAST PLAY. BIG PAY.
Takes In \$50.00
Pays Out 24.90
Profit \$25.10
Colorful and Attractive.

PRICE \$1.80 PLUS 10% TAX
GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.
SEND FOR OUR NEW CATALOG

COMING SOON!
STONER'S NEW GAMES
ASK US ABOUT THEM.

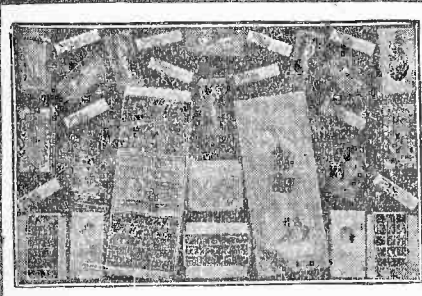
Empire Peanut Vendor.

CIGARETTES

1c Gum Vendor.

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.



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 C. 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

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
Pacific Am. Mfg.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.	Exhibit Supply Co.	

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

BARGAIN BUYS

10 Mills 5c Blue Fronts C. Venders... \$70.00	1 Watling 5c Twin Jack Pot.... \$20.00
5 Mills 1c Blue Fronts C. Venders... 59.50	4 Preakness 97.50
9 Mills 5c Q. T. Side Venders..... 27.50	3 Mills Dance Masters 90.00
5 Mills 1c Q. T. Side Venders 25.00	5 Paces Races, 5c Play, Check Separator, Like New 300.00
5 Pace 5c Comet 42.50	5 Snack 5c Nut Machines..... 8.00
3 Pace 1c Comet 40.00	5 Tit Tat Toe 6.00
3 Pace 1c Bantam 17.50	2 Penny Packs 5.00

1/3 Cash Deposit, Balance C. O. D.
SOUTHERN VENDING MACHINE CO., 512 Main St., Danville, Virginia

"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.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

COLUMBIA

The only Bell Machine which can be changed from Nickel to Dime, Quarter or Penny Play.

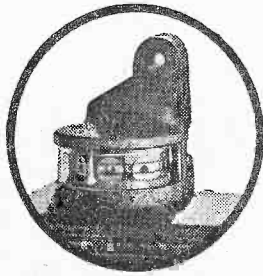
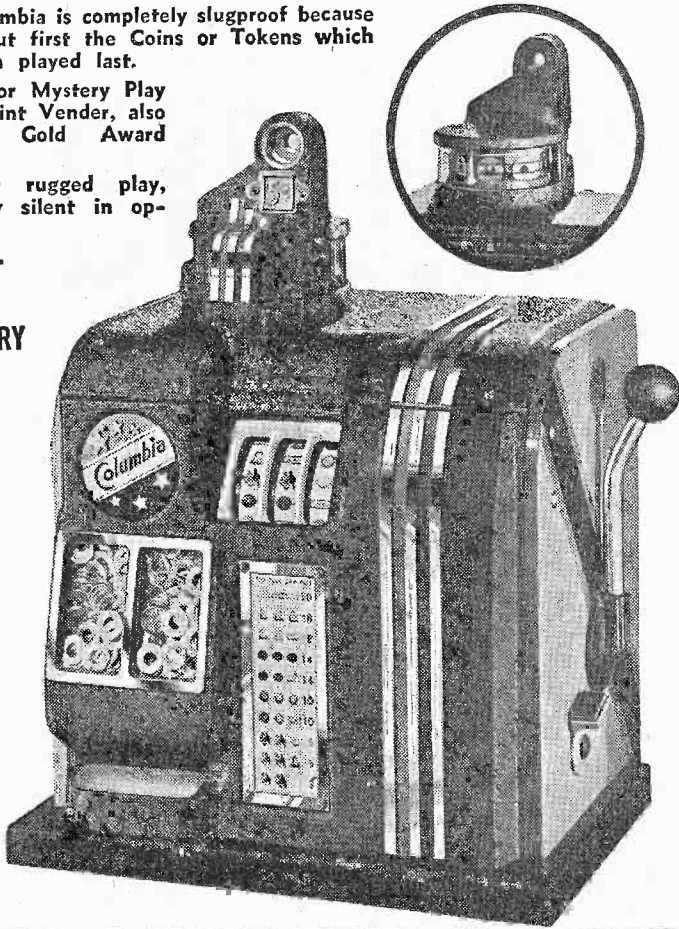
Only Columbia is completely slugproof because it pays out first the Coins or Tokens which have been played last.

Standard or Mystery Play Bell or Mint Vender, also Cigarette Gold Award Bell.

Built for rugged play, completely silent in operation.

BE FIRST IN YOUR TERRITORY WITH

C O L U M B I A



Rockola Holds Victory Banquet

CHICAGO, Jan. 23.—In celebration of the splendid business done at the recent coin-machine show, David C. Rockola held a victory banquet at the Hotel Sherman, at which 49 executives and department heads of Rock-Ola Manufacturing Corporation were present.

Instead of the usual floor show or similar outside entertainment the executives provided their own fun. About 20 of them spoke before the microphone. Jack Nelson was master of ceremonies and had the assemblage roaring from the time he took over the mike and started to introduce the speakers. A laughable feature was the presentation of a large glass punch bowl with an assortment of 12 cups to William Wolsky. As it was handed to him by Tom Hanlon the bowl was accidentally (?) dropped, smashing into 1,000 pieces, much to the chagrin of Wolsky.

David C. Rockola spoke of his plans for 1937, giving an outline of the features he will present during the year. He stressed the desire that his associates keep constantly before them his and their aim to in every way possible assist every operator throughout the country.

When the party broke up in the wee sma' hours everyone declared it one of the finest evenings ever spent.

Aviatrix Stops To See Stoners

AURORA, Ill., Jan. 23.—Louise Thaden, celebrated aviatrix, found time to visit her friends Ted and Harry Stoner recently while on her return flight from California, where she was vacationing, to her home in New York.

Miss Thaden flew her own plane, a 1937 Beach Craft cabin job.

An attractive and brilliant young woman, Miss Thaden has earned an enviable reputation in flying circles. She flew in the Bendix Trophy race last summer with Howard Hughes, whose recent 7½-hour transcontinental flight set a new record.

While on her visit Miss Thaden seized the opportunity to play the new Stoner Air Races game. She became so enthusiastic about it that Harry Stoner promised to present the pretty aviatrix with one of the new games when he attends the New York Air Show, scheduled to open January 28.

Illinois Corporations

CHICAGO, Jan. 23.—The following new incorporations in Illinois were reported recently by the secretary of state:

Automatic Device Corporation, 10 S. La Salle street, Chicago; 2,000 shares par value common. Incorporators: Morton C. Chsler, D. U. Bernstein and D. W. Galanter. Deal in toys, games, amusement devices, etc. Correspondent: Max W. Petacque, 10 South La Salle street.

Illinois Amusement Company, 22 Public square, Galesburg; 250 shares par value common. Incorporators: J. A. Kealey, C. H. Keane, M. Kealey. Own and operate games and musical machines, devices, etc. Correspondent: E. M. Kealey, Broadview Hotel, Galesburg.

Midwest Amusement Devices, Inc., 6120 Woodlawn avenue; 1,000 shares par value common. Incorporators: A. L. Scott, L. C. Scott, J. W. Scott. Deal in musical instruments, etc. Correspondent: Victor B. Scott, 111 West Washington street.

Slash
OPERATING COSTS
 \$60 TO \$90 PER YEAR
 FOR EACH PIN GAME!
ELECTROPAK
 Ends Expensive
 and Undependable
 Battery Replacements
Insist on the Genuine Electropak
ELECTRICAL PRODUCTS CO.
 6527 Russell Avenue Detroit, Michigan

WILL CLOSE OUT BELOW EQUIPMENT AT PRICES TO SELL QUICKLY

- 3 TURF CHAMPS, Latest 3 Fuse Design, Ticket Models... \$62.50
- 1 PREAKNESS, Used 3 Weeks, Like New, Ticket Model... 90.00
- 1 PREAKNESS, Used 5 Weeks, Like New, Cash Model... 85.00
- 1 JUMBO, Cash Model... 20.00
- 4 REEL 21, DUVAL... 8.50
- 2 HI-STAKES, Never Used... 10.00

OR WILL TAKE \$425.00 FOR THE LOT

Guarantee perfect condition of all. State shipping preference. 1/3 deposit with order, balance C. O. D.

O. J. WOODEN,
 225 Main St., Oshkosh, Wis.

Bargains Perfect Condition
 Rush Your Orders

- PEERLESS... \$32.50
- JUMBO... 27.50
- ALL STARS... 27.50
- BALLY DERBY... 42.50
- CHALLENGER... 47.50
- PALOOKA, SR., Latest... 45.00
- PUT 'N' TAKE... 8.50
- GOLD RUSH... 8.50
- PAMCO PARLAY... 35.00
- TYCOON, Electric, Latest... 32.50
- SKY HIGH, 5 Ball... 32.50

Distributor for All Western Equipment & Supply Company's Machines.

American-Southern Coin Machine Co.
 437 Baronne St., New Orleans, La.

CLEARANCE SALE

- Blue Bird... \$59.50
- Sky High... 45.00
- (Ticket)... 45.00
- Multiple... 45.00
- Bally Derby... 42.50
- Challenger (new)... 42.50
- All Stars... 42.50
- Hialeah... 42.50
- Pari Mutual... 40.00
- Daily Races... 37.50
- Multi Play... 37.50
- Sunshine... 35.00
- Baseball... 35.00
- Pamco Speedway... 29.00
- Western Races... \$29.00
- Pamco Galloping Plugs... 29.00
- Sky High... 29.00
- Air Lane... 29.00
- Alamo... 29.00
- Sunshine Derby... 25.00
- Double Up... 17.50
- Daily Double... 17.50
- Prospector... 15.00
- Bonanza... 12.50
- Totalite... 10.00
- Champs... 8.00
- Fifty Grand... 8.00

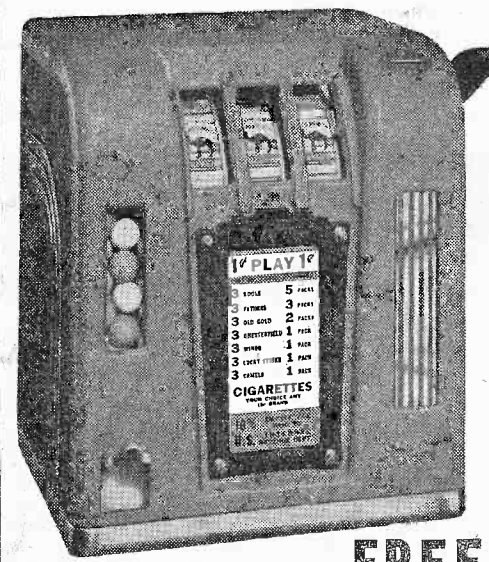
1/3 Deposit, Balance C. O. D.

AUTOMATIC-MARKEPP CO.
 2340 Belmont, Chicago, Ill.

ALWAYS FIRST WITH THE LATEST IN
Bingo — Salesboard
 AND
PREMIUM NOVELTIES
 "Known For Our Low Prices."
 SPECIAL NOVELTIES AND HORNS FOR MARDI GRAS CELEBRATIONS.

GOLDFARB
 NOVELTY COMPANY
 The House of Service
 20 West 23rd St., NEW YORK CITY

ZEPHYR CIGARETTE VENDER



A Salute to 1937 is this smartly streamlined ZEPHYR Cigarette Ball Gum Vender, whose smoothly flowing lines reflect the Modern Style Trend.

Groetchen Engineers designed an entirely new Mechanism for it. As a result, reels spin much faster, completely without noise, and are brought to a positive stop from which they cannot be shaken to any different combinations.

Ball Gum Vender, with visible Display. Large Cigarette Symbols, several kinds of reward cards to fit various refill prices of cigarettes.

Takes only 8" x 8" counter-space. Weighs 13 lbs.

PRICE \$18.75

FREE

With Every ZEPHYR Cigarette Vender We Enclose One Set of Star Award Bell Fruit Strips, With Mystery Award Cards.

F.O.B. Chicago. Register and Double Doors, \$2.00 Additional.

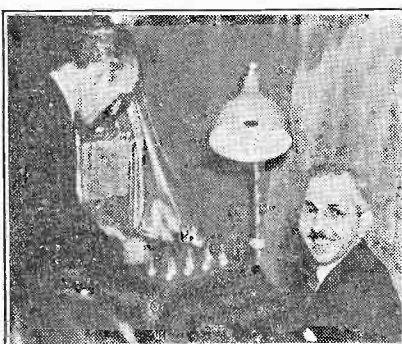
GROETCHEN Tool COMPANY
 124-130 N. UNION ST. CHICAGO, ILLINOIS

USED - LIKE NEW - BARGAINS

Excel — Bank Nite — Bolo — Gusher — Short Sox — 9 Ft. Alleys.
 NEW GAMES IN STOCK — COME AND GET 'EM!
 Bumper — Live Wire — Spring Time — Red 'N Blue

LOUDON & CO., 140 ASTOR ST., NEWARK, N. J. PHONE BIG 2-9726

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



CARL KNICKERBOCKER meets his match in checkers playing the Epcor robot at the 1937 show. Knickerbocker is design engineer of the Stoner Corporation.

LADY LUCK

1200 Hole Form 4190

Takes In \$40.00

Pays Out 19.00

SPECIAL BOARDS, CARDS AND HEADINGS FOR VALENTINE, EASTER AND MOTHER'S DAY

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



Exhibit Reports Two New Agents

CHICAGO, Jan. 23.—During the 1937 show here arrangements were completed whereby Meyer Wolf, of Atlantic City, will act as direct factory representative in the East for the Exhibit Supply Company, according to Exhibit officials. Al Gustafson, of Seattle, was appointed to handle the West Coast for the company.

Wolf is well known to the coin-machine industry, having handled the Exhibit line for more than 10 years, the announcement said. He will have headquarters in Baltimore and cover Pennsylvania, New Jersey, Delaware, Maryland, West Virginia, District of Columbia and Virginia.

Exhibit features Chuck-a-Lette, seven-coin play automatic Chuck-a-Lette dice game on which three can win at one play. It is the only game that pays more than one winner at a time.

Gustafson, with headquarters in Seattle, will cover Washington, Oregon, California, Idaho, Nevada and Arizona with Chuck-a-Lette, Jockey Club, Shoot-a-Lite and Exhibit's sensational Novelty Candy Vender.

General Amusement Firm Starts Expansion Move

DETROIT, Jan. 23.—General Amusement Devices Company, Inc., has begun a program of expansion with the addition of several new lines which it will distribute, Donald A. Coney, general manager, disclosed this week. Lines signed up at the Chicago convention include Bally, H. C. Evans & Company, O. D. Jennings & Company and J. P. Seeburg Corporation's Symphonola and Melody King models.

Company is adding a complete line of vending machines, counter machines, salesboards and premium stock, in addition to the amusement machines in which it has hitherto specialized.

Offices were being remodeled this week, cutting office space proper in order to allow maximum display space of the new lines, making an even more attractive customer setup than that viewed when the store was opened a month ago.

A special show will be held of all these new lines about February 1. Entertainment and refreshments will be furnished visitors.

Among the important premium lines



PRETTY GIRLS and a Great Dane helped to popularize machines made by O. D. Jennings & Company and C. R. Kirk & Company at the 1937 Coin Machine Show.

being signed up is the Globe Trotter Radio, for which the company now has Michigan rights.

An unusual service is being given customers, particularly for Pacific Amusement Company's Marksman and Flying Duck models, in the selection of locations. Men are now out in the field surveying prospective locations, which will be given to operator-customers of the company without charge.

A new service department is being organized, with a complete stock of repair and replacement parts for all popular machines now on hand.

A special rate has been established for servicing all novelty tables—75 cents per table, plus cost of parts actually used. The new economy feature has brought in the business of a large number of operators from Southern Michigan.

Chicago Taverns Renew Licenses

CHICAGO, Jan. 23.—The week in Chicago witnessed a rush to get licenses by all the local taverns. Taverns have been valuable to the coin-machine trade due to their importance as locations for phonographs, nut venders and in many cases cigaret machines. A phonograph distributor said there were 4,200 phonographs in Cook County, many of them in tavern locations. He said the tavern field is still the most promising territory for music operators.

Seven thousand four hundred and forty Chicago tavern owners had paid license fees this week following the order of Commissioner of Police James P. Allman that the saloons "pay up or close up." The police padlocked 1,538 saloons on which licenses had not been renewed. However, as the owners paid license fees to City Collector Louis Rixmann they were permitted to reopen.

According to the checkup by Mr. Rixmann, 1,539 had not yet paid. This was based on the fact that on December 31 a total of 9,179 were licensed. He estimated that licenses on at least 1,000 would be collected soon.

Little trouble was encountered by the police in enforcing the pay-up or close-up order, altho three tavern keepers became defiant and were arrested when ordered to close after it was discovered they had not renewed their licenses.

The semi-annual license fee is \$300.

Ohio Corporation Expands

TOLEDO, O., Jan. 23.—Coin Amusement Supply Company, recently incorporated in Ohio with Guy S. Shearer as president and treasurer; Floyd G. (Curley) Shearer, vice-president, and Charles A. McCann, secretary, has become well known thruout Ohio and Michigan in serving operators, and the increase in business has forced it into much larger quarters. It is distributor for Keeney and is doing a very good job on Targette. It is also distributor for other leading manufacturers and rendering a service to operators surpassed by none.

No Referendum For Milwaukee

MILWAUKEE, Jan. 23.—By unanimous vote the common council joint judiciary committee January 13 ordered indefinite postponement of a resolution calling for a referendum on whether pinball games and allied devices should be legalized.

Committee action was taken without debate and on the motion of Alderman R. A. Steinhagen.

HOLD OVER

for

"ROLL OVER"

STYLED BY GENCO

The Game that Made Such a Hit at the Show!

WILL BE READY FOR DELIVERY WITHIN A FEW DAYS

STILL GOING STRONG: GENCO'S *Swing Time*

GENCO INC.

2621 N. ASHLAND AVE.

CHICAGO

OPERATORS

We Have All the Latest SHOW HITS at Real Bargain Prices. Write Us First for the LATEST MACHINES.

HUBER COIN MACHINE SALES CO.

600-610 West Van Buren Street,

Chicago, Ill.

TRADING POST

"RINGS-UP" PROFITS AND REPEAT PROFITS FOR . . .

OPERATORS—

Earn \$200.00 a week placing the Trading Post . . . fastest selling quality merchandiser on the market. The one colorful, attention-compelling, display case that every dealer wants. *Costs the operator \$6.60, F. O. B. Chicago. Sells for \$9.75.*

RETAILERS—

The Trading Post uses small counter space . . . attracts customers . . . affords entertainment . . . makes big profits and repeat profits . . . customers come back again and again. *Costs the dealer only \$9.75 . . . brings in \$13.00.*

CUSTOMERS—

A dime merchandiser that has no blanks . . . 130 chances . . . 130 winners . . . quality merchandise —perfumes, cosmetics, wearing apparel, novelties, games, etc. *The CUSTOMER always wins.*

25% deposit with all orders; balance C. O. D.

TRADING POST SYNDICATE

322 West Huron Street

Chicago, Ill.

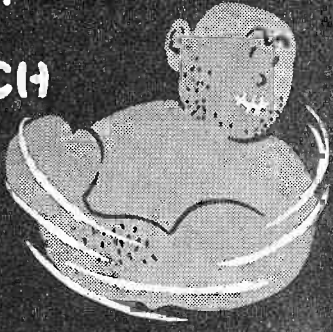
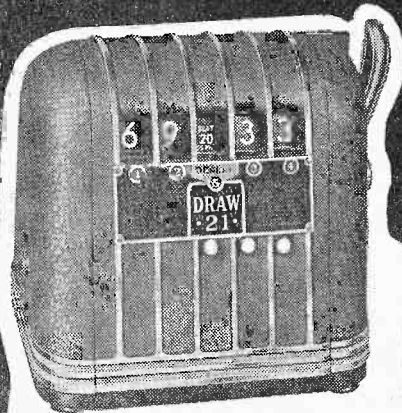
Thank You for Mentioning The Billboard.



Attractively printed in 4 colors.

TWO WESTERN KNOCKOUTS

WITH A "REEL" COUNTER PUNCH



DRAW '21'

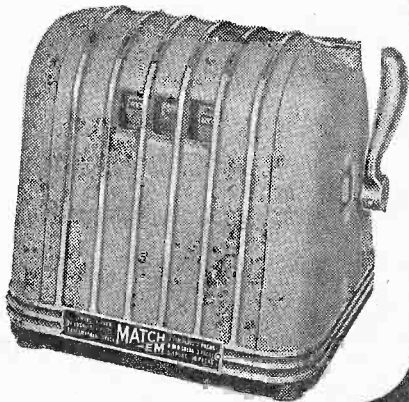
A streamlined counter machine with a 4-way multiple coin chute . . . 5 spinning reels with 3 of them "shuttered" . . . player receives 1st and 2d reels automatically and then draws optionally to "21" by clicking open the 3d or 4th reels . . . 5th reel gives dealer's number to be beat and odds which vary with each number . . . a **VISIBLE** prevents cheating.

\$19.50

MATCH 'EM

TAX PAID

A modernistic counter game awards from 1 to 10 packages of cigarettes . . . 3 smooth running reels . . . chassis durably constructed . . . **VISIBLE** prevents cheating . . . continued heavy play assures steady location income.



TAX PAID **\$17.50**

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. ★ CHICAGO, ILL.

Jimmy Johnson Is Big Showman

CHICAGO, Jan. 23.—"Western" Jimmy Johnson, head of Western Equipment & Supply Company, displayed his genius for showmanship in the novel booth arranged for the 1937 convention. Beautifully decorated with cartoons from a prominent national magazine, the exhibit also included a mouse circus, the antics of which amused tremendous crowds during the entire show. Two gorgeous models, Betty Lytton and Ethel Ebert, welcomed the conventioners to the Western exhibit and passed out keys which directed the operators to the Western rooms in the hotel. The keys went over big with all the operators. The idea of the keys was that each day a Western Top 'Em, a one-ball automatic payout table, was given away to the person possessing the key that opened the lock located in the Western suite of rooms. The lucky coin men were H. C. Clymer, of Hudson, Wis.; "Bill" Cohen, Silent Sales Company, Minneapolis, and P. Bannister, AAA Novelty Sales Company, Indianapolis. On the fourth and last day of the convention nobody was fortunate enough to get the lucky key.

"The Western booth has a real line of winners," Jimmy stated. "Standing high among Western's great creations of 1937 is Grand Prize. We have put across another brilliant production with this one-ball payout table that boasts the only automatic payout jackpot. We have also produced two new counter machines utterly in keeping with the most modern designs. Match 'Em, a beautiful new cigaret counter machine, pays out from 1 to 10 cigaret packages with 1-cent play. Its chassis is beautifully finished and durably constructed. Equipped with smooth-running reels and an improved simplified mechanism, it maintains the usual high standard of location performance achieved by all Western machines. A visible prevents slugging and cheating, and early reports signify that an assurance of continual heavy play will assure all operators of Match 'Em a steady location income."

In addition to these machines Western displayed in its large suite of rooms one of the greatest assemblages of de luxe automatic machines ever produced by a single manufacturer. A big de luxe Human Dice Table, an all-electrical slot machine, and a new electrically operated multiple automatic coin horse-race machine were the new productions that created tremendously favorable comments, which were actually backed by big advance orders.

Jimmy Johnson, in commenting about the 1937 show, stated: "We promise the operators of America an entirely new era in automatic creation, and I feel justified in saying that their enthusiastic reception of our 1937 line has proved beyond all doubt that we have not failed in fulfilling this promise."

Gottlieb Boys Will See Sister's Wedding

CHICAGO, Jan. 23.—Dave Gottlieb, president of D. Gottlieb & Company,

VERY SPECIAL USED AUTOMATICS	
PAGES RACES NO. 2924	\$195.00
GOTTLIEB DAILY RACES	44.85
VELVET	49.45
NATURAL BALLY	37.45
WESTERN JITTERS	34.85
PARAGON	35.45
BALLY HIALEAH	29.45
BALLY BONUS	32.45
BALLY PEERLESS	34.85
PROSPECTOR	19.45
BIG RICHARD	19.85
ALAMO	29.85
WESTERN COCONUTS	14.45
WESTERN SHELL GAME	17.45
KING FISH	17.45
MONARCH J. P.	14.85
CARIOCA	9.85
ROCKETS	7.45
RED ARROW	7.85
SPORTSMAN	4.85

Terms: One-Third Deposit With Order, Balance C. O. D.
CAPITOL COIN MACHINE EXCHANGE
80 S. Main St., CONCORD, N. H.

Here's The Spot You're Looking For to Save Money
COIN WRAPPERS
50c PER 1,000 IN 10,000 LOTS, 1c or 5c Size. Full Cash With Order. Especially Made for Operators!
SCHUBB & COMPANY,
1250 Webb Avenue, Detroit, Mich.

PIN GAME AND SALESBOARD OPERATORS
DOUBLE YOUR WEEKLY INCOME
From Your Locations With Our
SALESBOARD NOVELTY DEALS
Plenty of Profit—Small Investment
CHARRIS SPECIALTY CO.
46 DIVERSEY PARKWAY CHICAGO, ILL.
100% Wholesale — Free Catalog

accompanied by his brother Nate, left this week for Dallas. They will take advantage of the little vacation to rest up after the hectic convention week. While in Dallas they will attend the wedding of their sister, Sarah, who is to be married to Jack Skibell, of Greenville, Tex. Miss Gottlieb is well known to operators in the Texas territory because of her affiliation with the National Sales & Distributing Company, Dallas, as secretary to Morris Gottlieb.

Mrs. Clara Baum Dies

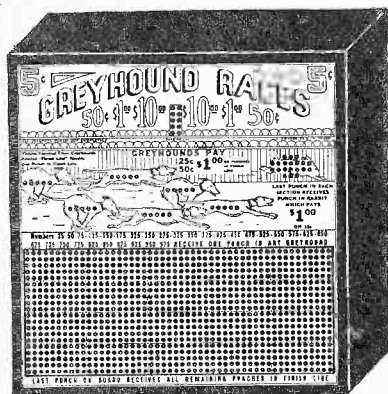
ST. LOUIS, Jan. 23.—Mrs. Clara Baum, wife of Dan Baum, owner of the Baum Novelty Company, this city, died here January 13 of blood poisoning. Funeral services were held at the Rindskopf Funeral Parlors here. Operators of this city and vicinity attended the services in a body. Floral offerings were received from manufacturers and jobbers of coin-operated machines throughout the country. Interment was in Mt. Sinai Cemetery here.

New Roulette Developed

MIAMI, Jan. 23.—A coin-operated roulette wheel, said to be within the Florida law governing slot machines, has been perfected by a local manufacturer and will have its premier at the Royal Palm Club when this swanky night club opens. A license has been secured for the device at a cost of \$1,000.

The developer of the machine told the writer that he spent quite some thousands of dollars in its development. Outcome of its placement will be watched with interest by the industry.

SPEEDY PROFITS



GREYHOUND RACES

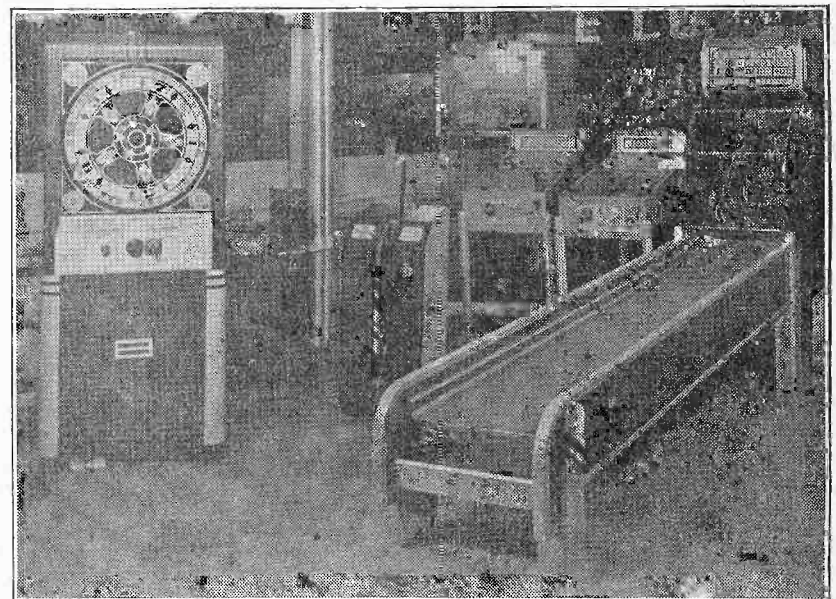
No. 1184 1000 Holes
Takes in \$50.00
Definite Payout 25.65
Gross Profit \$24.35

A HARLICH JUMBO BOARD

PRICE \$2.72 Plus 10% Tax.
Price Includes Easels and Fraud-Proof Tickets.

Write for Our Latest Circular Describing 18 New Profit-Makers.

HARLICH MFG. CO. 1401-1417 W. Jackson Blvd. CHICAGO, ILL.



GENCO, INC., SPECIALIST IN NOVELTY PINBALL GAMES, adds a target and a floor cabinet game to 1937 line. Its well-known bowling game is shown also.

TRI-O-PACK

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



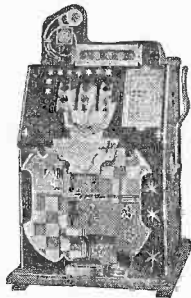
Order your Sample today. A few days on location will make you order more.

\$24.75

REEL DICE, \$18.75

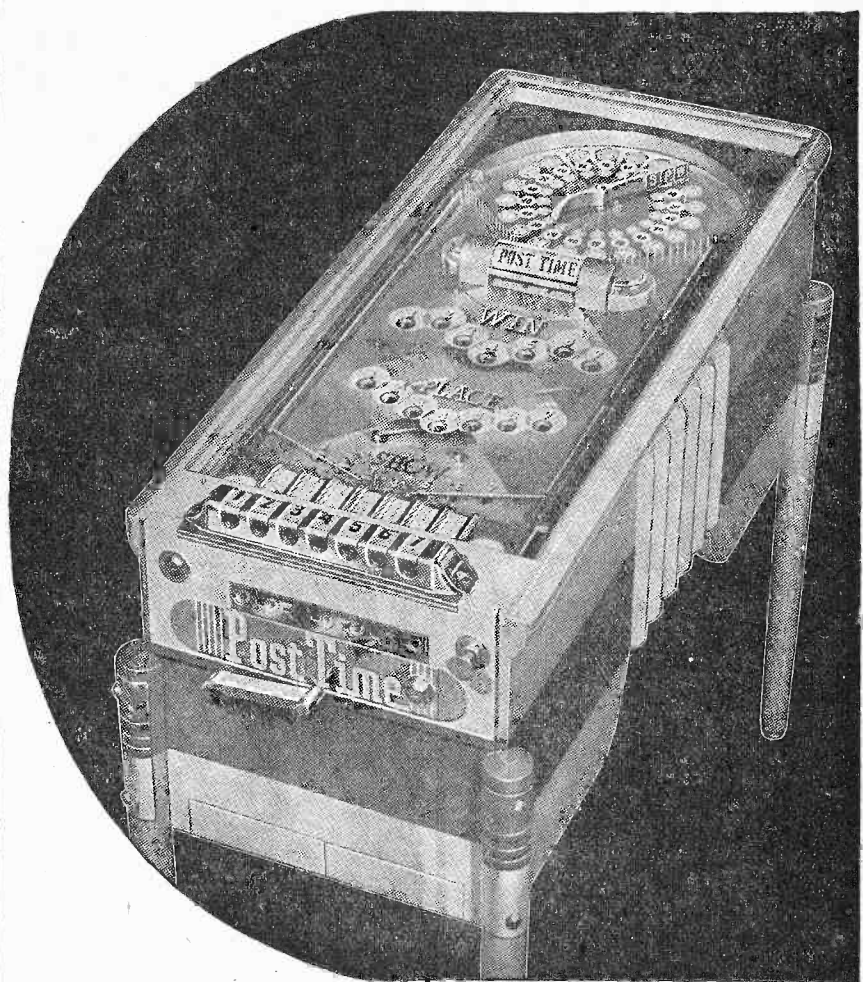
SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

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.



MILLS Post Time

NO TABLE in years has received the spontaneous applause and the volume of orders drawn by Post Time at the 1937 Convention. Order your sample today.

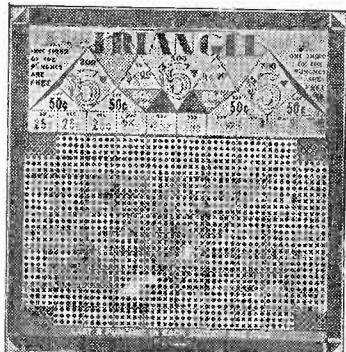
- ★ One Shot
- ★ Time Clock Odds
- ★ 7-Slot
- ★ \$139.50 F.O.B. CHICAGO

Mills Novelty Co., 4100 Fullerton Ave., Chicago



THREE \$5 WINNERS

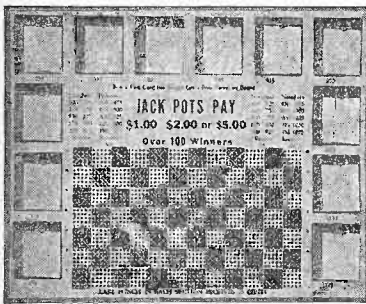
TRIANGLE One-third of the Pitches are FREE. 1,500 Hole, 100 Section 5c Board. Last 5 holes in each 15-hole section are free. Board Takes In (1,000 Sales @ 5c) ... \$50.00 Pays Out ... 23.50



OPERATORS: Write for Superior's Scoops. The Operator's Own Paper.

PROFIT ... \$26.50 Thin Board With Easels.

SUPERIOR PRODUCTS, Inc. 14 N. PEORIA ST., Chicago



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.

FOR QUICK SALE 18 Keeney Bowlettes

All in Excellent Condition

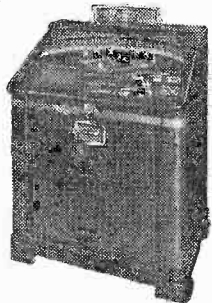
No Reasonable Offer Refused—Write or Wire Immediately BOX 758, care The Billboard, 1564 Broadway, New York.

Again the "GOLD DUST TWINS" are FIRST WITH THE SHOW SENSATION Rock-Ola's 1937

WORLD SERIES

Write — Phone — Wire — Call or Write TODAY — BE FIRST with the HIT OF THE SHOW — The Game of Games!! Max and Harry Hurvich ARE READY WITH DELIVERY!!!

BIRMINGHAM VENDING CO. 2117 THIRD AVE., NORTH, BIRMINGHAM, ALA.



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

SHOWER-PROOF FURS FOX SCARFS

Beautiful Silvered Fox or White Fox Scarfs. Single or Pairs. 36" lengths. Selling everywhere from \$15 to \$50. New shower-proof process guarantees against curling in rain. Made to stand up for 2 years' wear!

\$6.00 EACH

FUR COATS \$10 TO \$27.50 AND MUFFS \$3.00

Important Notice!

Every Fur in our line is SHOWER-PROOFED. Rain will not affect it in any way. These are the only shower-proofed furs in this price range. Order only BRAND Furs.

Our outstanding line of low-priced shower-proof Fur Coats (beautifully made in all skins) and Fur Muffs have long been favorites with Salesboard Operators, Hustlers, Bingo Operators, Bazaars, Salesmen, Raffle Operators, Etc.

WRITE FOR FREE CATALOG!

CHARLES BRAND 208 W. 26th ST. NEW YORK, N.Y.



GET SET FOR A *Lucky Year*
WITH A BALLY RABBIT'S FOOT AND THESE

BALLY SHOW HITS

FAIRGROUNDS

Plays 4 NICKELS per game

PAYS ON WIN, PLACE, SHOW
AND ALSO 4TH PLACE

POINTS ARE MULTIPLIED BY
NUMBER OF COINS PLAYED

28 WINNERS POSSIBLE

\$8.00 TOP
WHEN 4 COINS PLAYED

DELIVERY
NOW
WRITE FOR PRICE

**1-SHOT
CHANGING
ODDS
PAYOUT**



54" x 26"

BUMPER

THE *Novelty* GAME THAT EARNS
BETTER THAN PAYOUT PROFITS

A winner before the show...
a sensation at the show...
and now America's fastest-selling
pin game. Cash in on the great-
est novelty boom in history...

**NO PINS
NO POCKETS**

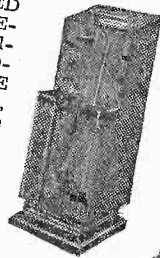


\$64⁵⁰
F.O.B. CHICAGO

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
sharpshooter... a never-
failing repeat play stimu-
lator and guarantee of long
life on location. Simplest
ONE PHOTO-CELL Self-
Adjusting
mechanism
GUARANTEED
TROUBLE-
PROOF. Avail-
able in AD-
JUSTABLE
Stand Model,
which can be
operated any-
where... or
handsome Con-
sole Model.



WRITE
FOR
PRICES

IMMEDIATE DELIVERY

Still in heavy production
on PREAKNESS · RAY'S TRACK
BALLY BABY · RELIANCE



BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE CHICAGO, ILLINOIS

John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New York, N. Y.

HERE COMES HARRY

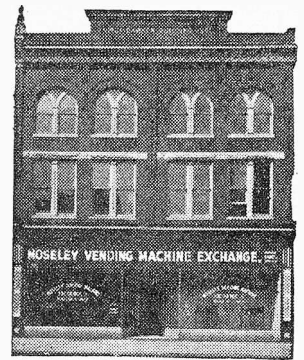
FROM 00 BROAD ST., RICHMOND, VA.



H. F. Moseley, Pres.-Treas.

Ask anyone who attended the convention "Was Harry There ---Or Vas You Dere, Charlie?"

Every manufacturer in business knows that Harry was there and so does every established Distributor as well as Jobbers and Operators.



00 Broad Street

PIN GAMES

	Each
2 ELECTRIC EYE	\$45.00
1 ROUND-UP	40.00
4 JUMBO, Good Appearance, Mechanically Right	22.50
1 CHICAGO EXPRESS	5.00
2 PALOOKA JUNIOR	40.00
3 PALOOKA SENIOR	45.00
11 PROSPECTORS, Clean	17.50
2 BIG FIVE, 2 Ball	10.00
1 LIGHT HOUSE, A. B. T.	6.50
3 THE ARCHER, A. B. T.	6.50
1 SCREAMO, Like New	7.50
2 DAILY RACES, Perfect	25.00
2 PAMCO HANDICAP, Perfect	25.00
1 PAMCO SPEEDWAY, Perfect	25.00
1 PAMCO CHASE, Like New	25.00
1 HIALEAH	25.00
1 COLUMBIA 5c Slot, Brand New	50.00
4 GABEL 24 RECORDS	40.00
2 MILLS SELECTORS, 12 Records	25.00
COIN SLOTS FOR ALL GAMES, CASH PAYOUT	2.00
CHECK SEPARATOR	2.50
35 REEL NO. 21, Like New	10.00
1 RITHMETIC, Like New	6.00
3 TIT TAT TOES	5.00
2 CLEARING HOUSE	6.00
29 BALL GUM VEND, Cig. Reel	5.00
1 SHOW DOWN, Dice Mach.	4.00
2 TWINS, Dice Machine	4.00
2 ROTO MATIC, Dice Machine	3.50
2 WIN-A-PACK Cig. Mach., Jennings	6.50
1 BUCK-A-DAY, Dice Machine	6.50
8 PENNY JACKS	5.00
2 NICKEL JACKS	5.00
1 SKILL FLIP	5.00
1 WORLD'S FAIR	5.00
2 NORTHWESTERN MERCHANTISER, 1c	7.50
15 TURF CHAMPS, Like New	72.50
10 PREAKNESS, Ticket or Cash	95.00
1 SKY HIGH	30.00
25 TOTALITE, Used 10 Days	20.00
1 ROCK-OLA REC. MODEL PHONOGRAPH, Floor Sample, never on location	200.00
1 RHYTHM KING, Floor Sample, never on location	227.50
COLLECTION BOOKS, Per Doz.	1.00
TICKETS for Turf Champs, Preakness and Tickets for Other Machines, 90c per 2,000.	

The prices quoted below on the various new, floor sample and slightly used machines are exceptionally low. All Machines are priced to sell. All Machines are offered subject to prior sale. If interested place your order immediately as no doubt they will be sold within a few days after this issue is delivered.

PACES RACES

	Each		Each
1 BRAND NEW 1937 Floor Sample, 30 to 1, Walnut Cabinet, 5c Cash Payout, never on location	\$340.00	6-5c PACES RACES, Cash Payout, 20 to 1, Repainted, Striped, Like New, Heavy Duty Motors, 3013, 2998, 3148, 3905	\$255.00
1 BRAND NEW 1937 Floor Sample, 30 to 1, Walnut Cabinet 5c Check Separator, never on location	375.00	3491, 3562	235.00
2 BRAND NEW 5c Check Separator, Black Cabinet, Floor Sample, never on location, 30 to 1	355.00	3-5s 30 TO 1 CHECK SEPARATOR, 4162, 4163, 4171	325.00
BRAND NEW Cash Payout, 5c, Black Cabinet, Floor Sample, never on location, 30 to 1	325.00	2-5c 20 TO 1 CHECK SEPARATOR, 4142, 4149	325.00
		7-5c 20 TO 1 CHECK SEPARATOR, 2741, 2711, 2898, 2895, 2905, 2710, 2909	295.00
		1-25c PACES RACES, Cash Payout, used 2 weeks, guaranteed new	245.00

All Paces Races listed above that have been used have been refinished, restriped and reconditioned mechanically and offered subject to prior sale.

JOBBERs and OPERATORS

Wire, Phone or Write us before buying elsewhere. We can save you money and make prompt delivery on any manufacturers' machines as soon as they are available. Ask us to put you on our mailing list.

WE ARE DISTRIBUTORS FOR

BALLY MFG CO. Fair Grounds Bumper Skipper Eagle Eye	D. GOTTlieb & CO. Miss America Double Feature Trading Post Sports Parade	STONER MFG. CO. Air Races Broadway Angel Vogue Miami Beach
ROCK-OLA MFG. CO. 1937 World Series Tom Mix Rifle Rhythm King	WESTERN E.&S. CO. Draw "21" Match 'Em Beat 'Em	KEENEY MFG. CO. Paradise Ten Strike Deer Hunt
PACIFIC MFG. CO. Hi-De-Ho Pamco Races	DAVAL MFG. CO. Tri-O-Pak Red 'n' Blue	PACENT MFG. CO. Bolo Rack 'Em
EXHIBIT SUPPLY CO. Chuck-A-Lette	MILLS NOVELTY Post Time	CHICAGO COIN MACHINE CO. Live Wire
GENCO, INC. Swing Time	H. C. EVANS CO. Gallop Dominos	GROETCHEN MFG. CO. Columbia
A.B.T.'S NEW PISTOL MACHINE. PACES RACES.		

All orders must be accompanied by one-third deposit in the form of P. O., Express or Telegraph Money Order.

SLOT MACHINES

	Each
1-25c FUTURITY GA, 381850	\$67.50
2-25c SILENT JPV, 290646, 296393	30.00
6-25c BLUE FRONTS JPV, 354834, 383475, 354897, 354931, 383480, 383710	62.50
4-25c BLUE FRONTS JPCAV, 383971, 321598, 331184	62.50
3-25c REG. JPCAV, 300644, 306468, 304010	57.50
1-25c RED FRONT JPCAV, 362736	72.50
2-25c WAR EAGLE JP BELL, 265019, 265976	27.50
1-50c BLUE FRONT JP BELL, 383570, Brand New	90.00
1-10c BLUE FRONT JPV, 360873	67.50
2-10c FUTURITY GA, 381984, 382321	67.50
3-5c REG. JPCAV, 306185, 303452, 302631	42.50
13-5c BLUE FRONT JPCAV, 334022, 378015, 334126, 377973, 378696, 335730, 378666, 378712, 338284, 378132, 377149, 389707	62.50
2-5c BLUE FRONT JPV, 377488, 366688	62.50
6-5c SILENT JPV, like new, 260264, 287011, 236303, 301777, 283597, 276746	25.00
5-WATLING 5c ROL-A-TOP TWIN JP, 68413, 68697, 64365, 65326, 72278	42.50
50 USED MILLS STANDS	1.60
25 USED WATLING STANDS	1.35
1-5c MILLS FRONT VENDER, 101235	\$12.50
1-5c PACES COMET JPGA, 371432, New	77.50
14-5c FUTURITY JPCAV, 379445, 382441, 382808, 379724, 382797, 382887, 381372, 382819, 382971, 381520, 382884, 383004, 385211, 385317, used 30 days	62.50
1-5c GOOSENECK JP BELL, 301728	30.00
3-5c GOOSENECK JPV, 321058, 322685, 333010	32.50
2-5c WAR EAGLE JP BELL, 261599, 267145	25.00
8-5c WATLING TWIN JPV, T49168, 55418, 65305, T47963, 55381, 56325, 49552, 53965	22.50
20-1c BLUE FRONT JPCAV, 322611, 332955, 334440, 322982, 333964, 334562, 325757, 334209, 338396, 360432, 369314, 381301, 381381, 384374, 384388, 381298, 381114, 333875, 381297, 338309	39.50
3-1c REG. GAIP BELL, 307622, 308293, 313875	29.50
4-1c DUKES JPV, 6386, 7778, 3246, 10592	15.00
1-1c DUKE TRIPLE JP, 16411	17.50
5-1c WATLING TWIN JPV, T54492, T58179, T51185, T70902, T53179	21.50
10-LITTLE DUKE STANDS	1.75

All Mills Machines have been repainted, cabinet cleaned and machines thoroughly adjusted mechanically and guaranteed to be as represented. Other machines offered at less are good values also.

MOSELEY VENDING MACHINE EXCHANGE, INC.

00 BROAD ST.

RICHMOND, VA.

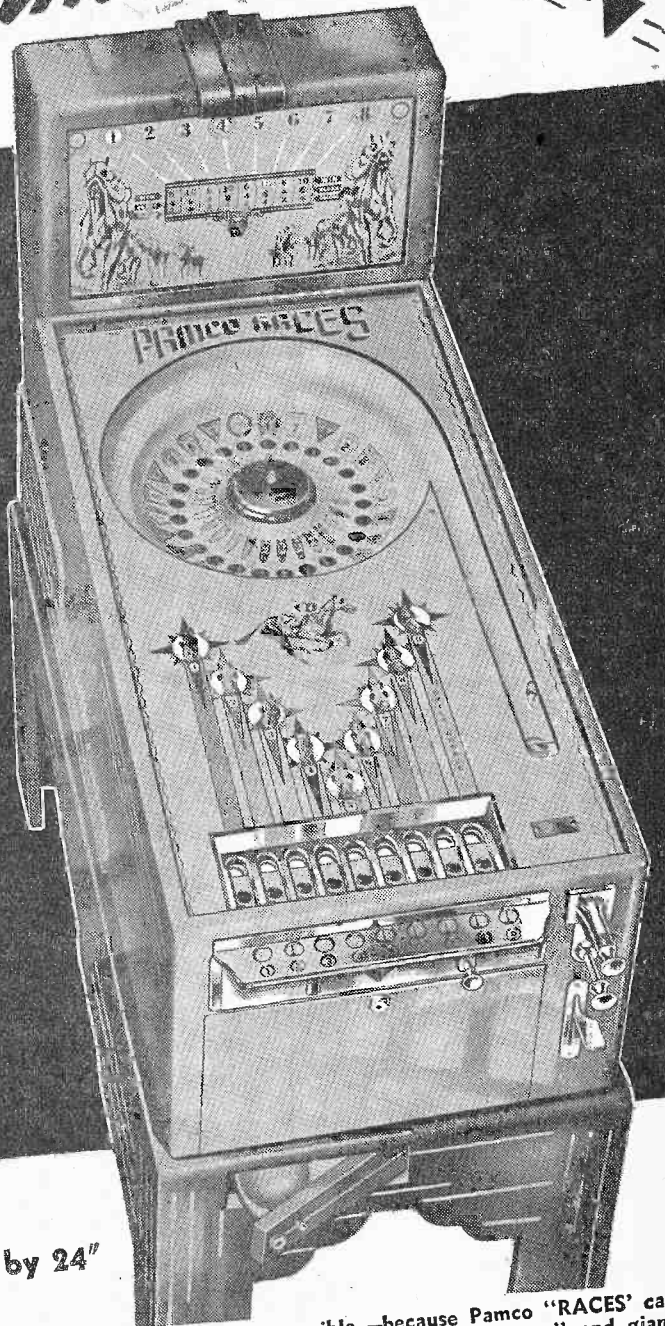
DAY PHONE 3-4511

NIGHT AND SUNDAY PHONE 5-5328

Wherever You Go
it's HI-DE-HO!
...and PAMCO RACES!



the games
that Took
the Show



Sizes: 50" by 24"

"HI-DE-HO"—Pacific's brand new bumpety-bump game—a record money-maker wherever you place it! Bumping—blipping—bingbang A-C-T-I-O-N as balls lurch back and forth to lite up progressive scores. It's a winner! NOVELTY \$64.50-PAYOUT \$139.50-TICKET \$149.50

Nine times the money of other games possible—because Pamco "RACES" can take up to nine nickels each play. The big bowl "score-drome" and giant "odds-commutator" make "RACES" your "best bet" for 1937! The race game supreme!
PAYOUT . . . \$189.50 - TICKET . . . \$199.50

It's a PACIFIC Year

Pacific Amusement Mfg. Co.
4223 W. LAKE STREET, CHICAGO, ILLINOIS
1320 S. HOPE STREET, LOS ANGELES, CALIFORNIA

Get Advance Deliveries from Your Nearest Distributor at Once!

GOTTLIEB GAMES FOR 1937

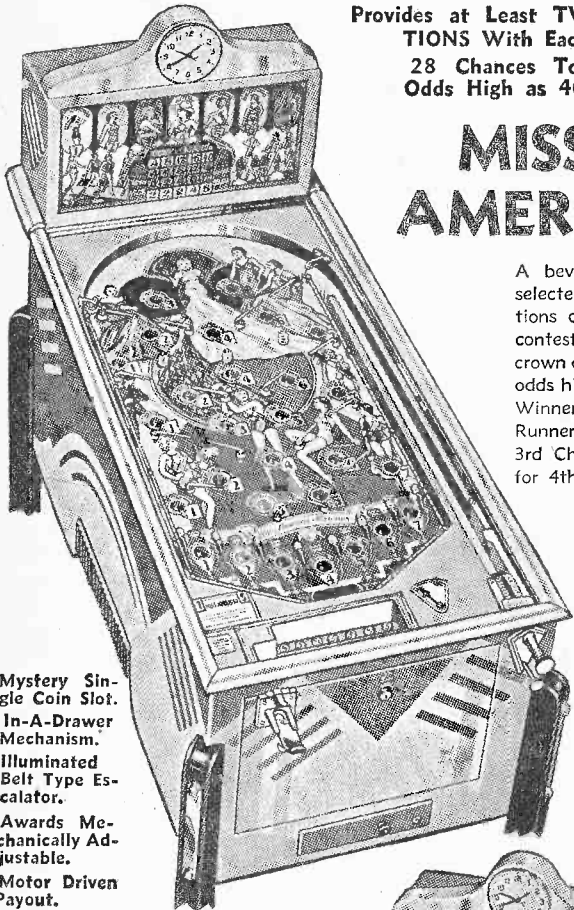
Acclaimed The Finest At The Show!

TWO NEW SUPER-PAYOUTS With HAMMOND ELECTRIC CLOCK and MYSTERY SLOT

Provides at Least TWO SELECTIONS With Each Coin
28 Chances To Win
Odds High as 40 to 1

MISS AMERICA

A bevy of beauties selected from all sections of the country contesting for the crown of Queen. Pays odds high as 40-1 for Winner, 20-1 for Runner-up, 16-1 for 3rd Choice and 12-1 for 4th Choice.

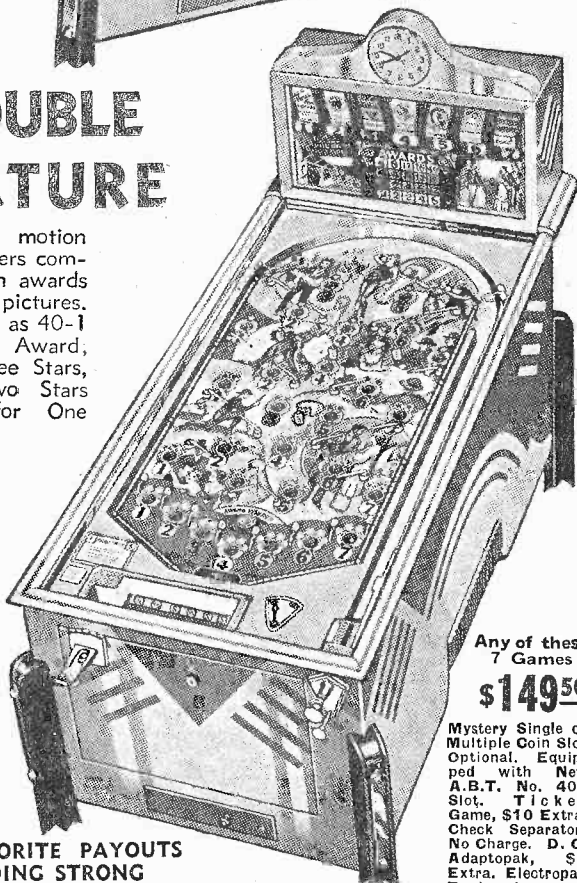


- Mystery Single Coin Slot.
- In-A-Drawer Mechanism.
- Illuminated Belt Type Escalator.
- Awards Mechanically Adjustable.
- Motor Driven Payout.

CABINET
54" x 26"

DOUBLE FEATURE

Seven leading motion picture producers competing for film awards for their best pictures. Pays odds high as 40-1 for Four Star Award, 20-1 for Three Stars, 16-1 for Two Stars and 12-1 for One Star.



Any of these
7 Games

\$149.50

Mystery Single or Multiple Coin Slot Optional. Equipped with New A.B.T. No. 400 Slot. Ticket Game, \$10 Extra. Check Separator, No Charge. D. C. Adaptopak, \$5 Extra. Electropak Equipped.

THESE FAVORITE PAYOUTS
STILL GOING STRONG

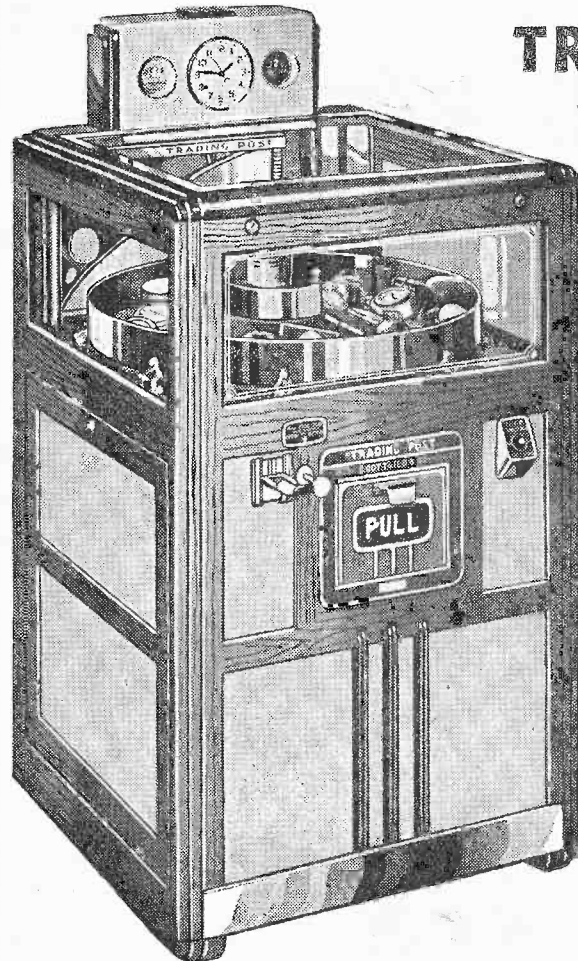
DERBY DAY • SPEED KING • HIGH CARD
COLLEGE FOOTBALL • HIT PARADE
All These Games Have Gottlieb Super-Features!

IS YOUR BEST ASSURANCE OF A PROFITABLE YEAR!

STOPPED 'EM COLD AT THE SHOW!

TRADING POST

With
Sensational Play Getting
MYSTERY FREE PLAY
And
HAMMOND ELECTRIC
CLOCK



Here is a masterpiece of design and player appeal: A TURN TABLE TYPE DIGGER with Mystery Free Play allowing 1 or 2 free plays. As Free Play comes up a pleasant Cathedral chime is heard. Frequency of Free Play mechanically adjustable. Tilting is foiled by new-type Anti-Tilt. Has illuminated escalator and many new features. Quality-made of Bird's-Eye Maple and Walnut Trim.

\$275

SIZE
29" x 29" x 46"

SPORTS PARADE

Portrays every type of major sport. Pays out on Professional, Amateur and Novice. A perfect companion to Daily Races.

1937 DAILY RACES

More popular than ever — 12 months of steady production! Brings operators record-breaking incomes.

A.B.T. Illuminated Escalator.
New smooth action Plunger and Ball Lift.

Lowest Priced
Quality Payout
on the Market.



ONLY
\$125

Check Separator - No Charge.
2-Ball Play \$2.50 Extra.
Ticket Game, \$10.00 Extra.
Electropak Equipped (Batteries Optional) D. C. Adaptopak, \$5.00 Extra.

Immediate Delivery On All Games

D. GOTTLIEB & CO.
2736-42 N. Paulina St., CHICAGO

THERE IS *Only One* BUMPER

AND IT'S BY
Bally



“ . . . this particular location is running in the neighborhood of \$30.00 to \$40.00 PER DAY gross on the BUMPER, and it is the talk of the town. Not a day goes by but we have several calls asking for tables like the one in this location.”

COLEMAN NOVELTY CO., 77
ROCKFORD, ILL.

FOR DETAILS AND PRICE SEE PAGE 78

NIGHT and day the Bally factory hums with peak-production activity! BUMPER output soars to 500 . . . 600 daily . . . but demand continues to surge ahead of supply! Because operators know *there is only one BUMPER!*

Only BUMPER has the “lively” action obtainable only with *specially tempered “naked” wire* . . . carefully coiled to strict Bally specifications to bring out *maximum bouncing power*. Only BUMPER has the “Magic Lantern” Totalizer, flashing a “blow by blow” score . . . *a score that climbs higher and higher* during each game . . . and pulls player excitement with it . . . up, up, up to the fever pitch of *repeat play!* Only BUMPER has forty-dollar-a-day player appeal . . . and long life built into every inch of the board!

Why experiment with “bumper-type” games . . . when you *know* what BUMPER will do? Remember . . . *there's only one BUMPER* . . . and it's by Bally!

BALLY MANUFACTURING COMPANY • 2640 Belmont Avenue • Chicago



Rock-Ola's Gigantic 1937

MONEY MAKER 1937 WORLD SERIES!

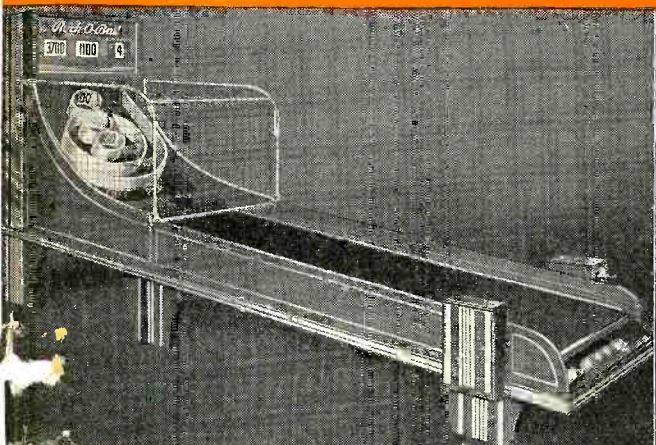
Actually over a quarter of a million dollars has been spent to give you Rock-Ola's "Acme of Perfection"—the new "1937 WORLD SERIES."

Cabinet in rich bird's-eye maple and walnut veneers. Dimensions 30" x 40" x 50"—simply must be seen to be appreciated!

The almost human game!

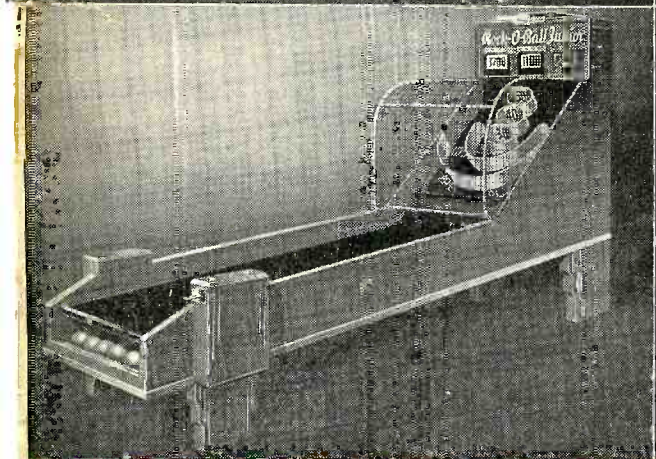
The best part of all, there is no time limit on its profit-producing possibilities—the earnings will last for years and years.

GET YOUR ORDER IN RIGHT NOW—TO YOUR DISTRIBUTOR—SO "1937 WORLD SERIES" CAN DEFINITELY SHOW YOU ITS UNLIMITED AND UNEQUALLED PROFITS!



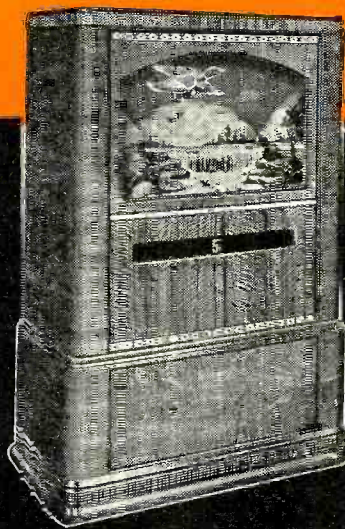
ROCK-O-BALL Senior

The big ROCK-O-BALL is a HUSKY—STURDY—MASSIVE—BUILT-TO-LAST Bowling Alley. Yet, it is PORTABLE! You know how quickly and easily they tear down a great big circus—well, operators like ROCK-O-BALL because of the ease by which it can be handled. BUILT TO LAST FOR LASTING PROFITS!



ROCK-O-BALL Junior

This "little brother" of ROCK-O-BALL embraces all the features of the larger bowling alley. It has the all-important and exclusive TRIPLE SCORE FEATURE—shows score of highest game played, also score of current game, also number of balls played at all times. GET IN TOUCH WITH YOUR DISTRIBUTOR TODAY!



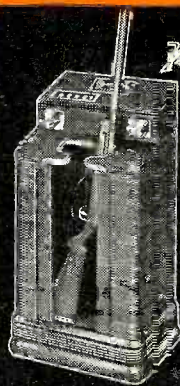
SCHOOL-DAYS

THE RIFLE WITH THE LAUGH AND THE "KICK"—

How they love to hear the old tomato can bounce up and go "ker-plunk"!

The distinctly "different" rifle which will never wear out its welcome—

GET SOME FROM YOUR DISTRIBUTOR AND BE CONVINCED!



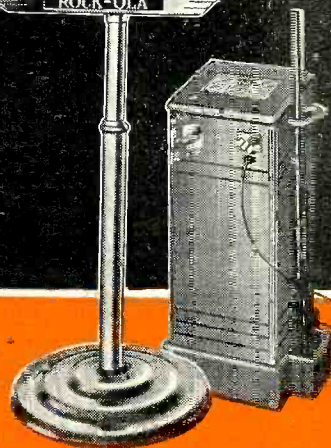
Rock-Ola's

TOM MIX RADIO RIFLE

Just like magic is the money-producing power of that great name—"TOM MIX"—

On competitive locations, the TOM MIX RADIO RIFLE will take the bulk of the business.

NO RIFLE LIKE IT FOR "BULGING" COIN BOXES!



ROCK-OLA MFG.
800 North Kedzie Ave.



CORPORATION
Chicago, Illinois, U. S. A.

The

MAGIC MUSIC

OF THE WURLITZER-SIMPLEX

draws CROWDS



AND CROWDS MEAN PROFITS FOR OPERATORS

Wherever installed, the magic music of the Wurlitzer-Simplex draws bigger crowds—and bigger crowds mean profits for operators. Smart operators know this and operate only Wurlitzer-Simplex, netting a permanent and substantial income from every location on their routes.

Follow their example. Get and hold the busy, big paying locations with the most popular and profitable automatic phonograph the world has ever known—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.

WSB-32

Please let me know if there is room for another Wurlitzer-Simplex operator in my locality.

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SOLD ONLY TO OPERATORS