

RADIO

STAGE

PICTURES

OUTDOOR

15 Cents

NOVEMBER 7, 1936

The Billboard

The World's Foremost Amusement Weekly



MIACO
Prince of Magic
Direction: Kenneth Later.

TANIA and KIRSOFF

(EUROPEAN DANCE ARTISTS)

presenting

Their new, unique and sensational

DANCE of the FORBIDDEN NECKLACE "THE SNAKE DANCE"

"Exotic dancers who would be a sensation in a big musical production are Tania and Kirsoff. They present a unique knife dance and another in which a live snake twines itself around the woman's near-nude body."

—Washington Times.



"Tania and Kirsoff, Oriental dancers, prove a wild sensation at the Coconut Grove."

—Washington Daily News.



The dance of the Forbidden Necklace is fully protected and registered with the Material Protection Bureau of The Billboard

now appearing **COCOANUT GROVE** BOSTON, MASS.

address communications

TANIA and KIRSOFF

% HERMAN CITRON, Room 911, RKO Building, New York

The Billboard

Vol. XLVIII
No. 45

The World's Foremost Amusement Weekly

November 7,
1936

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

WPA COUNTRY-WIDE SHOW

Pix Writers Meet Studios

Huddle between Screen Playwrights and studio heads over basic contract

HOLLYWOOD, Oct. 31.—Heralding the long-expected recognition by film producers of the Screen Playwrights, Inc., committee of top studio officials met Monday night with representatives of the writer organization to discuss preliminary steps toward the working out of an agreement between producers and screen writers. Conclave establishes a precedent, marking the first time that producers have met with an individual group of creators on a labor question.

Held in strictest secrecy, the meeting did not go into an outline of the proposed writers' code of practice, but it was arranged that sub-committees representing both producers and writers will hold a series of meetings to effect a workable plan. Due to the studios' agreement with the Academy of Motion Picture Arts and Sciences on the present writer code, which does not expire until April, 1937, it was suggested that the Screen Playwrights' recently drawn pact be withheld for the time being.

It was pointed out by the producers that they would not recognize any other body outside of the Academy, due to the previous contract. The writers stated they wanted recognition of their body and a working plan, but that they wanted their agreement to be independent of the Academy arrangement.

Producers in attendance at the initial session were Darryl Zanuck, Joseph M. Schenck, Adolphe Zukor, Louis B. Mayer, B. B. Kahane, Sam Briskin and Eddie Mannix. Writers present were Grover Jones, Bess Meredyth, William Slavens (See PIX WRITERS on page 10)

Outdoor Acts Climax Second Great Civic Halloween Festival in Cincy

CINCINNATI, Nov. 2.—A well-balanced bill of acts, monster parade and side events featured the second annual Halloween Festival sponsored by the Cuvier Press Club, which had its high-lights before nearly 10,000 in Crosley Field, home of the Cincinnati Reds, Saturday night. Success of the civic fete, inaugurated last year, will make its continuance certain, it being planned to put it on a plane with the famous doings of the Veiled Prophets and Mummies' Parade.

Expo in Dallas Reopens in 1937

DALLAS, Oct. 31.—Texas Centennial Exposition will reopen in 1937, running from June 12 to October 31.

President Fred Florence said yesterday that the directors had exercised their 1937 option on the plant of the State Fair of Texas and were assured of new shows and exhibits.

Present layout will remain only in a general way, it is said, negotiations being on for a new type of village and outdoor theater casino. Reopening probably will be under a new name.

Tidings From Pawnee Bill; Retains Showmanship Spirit

Pawnee, Okla.

Friend Hartmann:

Please find inclosed my check for a year's subscription to *The Billboard*. I wish you would start it with the next issue. This check would have been mailed before this had it not been for that terrible auto accident that took my wife and nearly took me. I am now up and around for the first time since it happened and I feel that I am going to be myself again.

GORDON W. LILLIE (Pawnee Bill).

In a front-page article, illustrated with a picture of the Major with Jo O. (See TIDINGS on page 88)

Pittsburgh Next in Musician, Actor Drive; Philly Siege On

PITTSBURGH, Oct. 31.—With this week's meeting between the local musicians' union and Warners again ending in disagreement, plans are being pushed for a general picketing campaign of leading houses here. Final action is being delayed due to insufficient pickets available now. It is estimated that it will take at least 200 pickets to carry out the campaign's full plans. Some 100 pickets will be from the ranks of performers, with the remaining 100 to be musicians.

PHILADELPHIA, Oct. 31.—Possibilities of a get-together between the musicians' union and Warner Brothers' officials are remote. Musicians have renewed their campaign and have begun picketing nabe houses. From an authoritative source it was learned that the movie moguls will not seek peace until after union elections in December. It is also alleged Dr. Leon Levy, of WCAU, also on the rebel list, will join the Warner interests and finance an election battle, hoping to bring back Romeo Cella as the

"It Can't Happen Here" Opens Simultaneously in Many Spots

New York notices mixed, but all agree on vigorous and important treatment—Boston opening not too forte—Denver hurt by snow and rain—other spots report

NEW YORK, Oct. 31.—The first mass movement in opening nights made its appearance Tuesday evening when the Federal Theater Project offered the Sinclair Lewis-John C. Moffitt play, *It Can't Happen Here*, on 21 stages simultaneously. This remarkable event, widely publicized, would have been a terror had the show turned out to be a turkey. But, pleasantly enough, the dramatization of the Lewis novel warning against American Fascism turned out to be a good, exciting show. All critics did not agree on its worth, some claiming the production at the

key theater (Adelphi) here was a bit sloppy and hokey. Most agreed, however, that the show had fervor and a compelling force.

Lewis is out to warn us against incipient Fascism, critics or no critics. And he does, in 11 scenes and three acts. When caught the opening night at the Adelphi premiere, the show impressed this reporter very much. The story of how fascism (never mentioned by name, incidentally) paralyzed the small city of Fort Beulah, Vt., is a terrifying one—at least to those conscious of implications of the current political campaign. To the average theatergoer the plot may seem a bit incredible, but it will surely send them out more thoughtful than when they entered.

Here we have a small American city in the midst of an economic depression. The time is "very soon—or never," according to the program note. There is (See WPA COUNTRY-WIDE on page 10)

musicians' prez. Cella held office last year. This same source, a high city official who entered the impasse upon the mayor's request, also added that Warner Brothers will not consider themselves licked unless A. Anthony Tomei, present prez of Local 77, is retained for another year.

Meanwhile Tomei has permitted no letup. Town has been plastered with one-sheets asking citizen support in the boycott on Warner houses. Sixteen girls, members of the AFA, have joined the picketers, and splendid results are reported from the nabes. At the Cadet (See PITTSBURGH NEXT on page 10)

Attendance for 17-Day Chicago Stadium Rodeo Totals 173,000

CHICAGO, Nov. 2.—First annual Chicago Stadium Rodeo, which closed here last night, will be chalked up as a winner. While there were no packed houses with the exception of opening night, which was sold out to a liquor firm, attendance was fair thruout the engagement and, according to rodeo officials, the event was "off the nut" at the end of the 10th day. Total attendance for the 17 days, covering 23 performances, was 173,000.

Comparatively few of the better known contestants were entered in the Chicago event, most of them having been at Colonel Johnson's rodeo in New York. Nevertheless there were many top-notch

riders and bulldoggers and a couple of world records were smashed.

Arthur Wirtz, Stadium head, was well pleased with the rodeo, and definite announcement that it will be an annual event is expected from him soon.

Final results of contests will be found in the Corral Department of *The Billboard* next week.

Strates Shows on 20 Cars in 1937

TARBORO, N. C., Oct. 31.—Manager James Strates, of the Strates' Shows Corporation, will have an important announcement to make, which will appear in the Christmas number of *The Billboard*, creating a new era in the carnival world. Plans call for 20 steel cars for season of 1937, with an enlarged midway. Construction work will begin immediately upon arrival at winter quarters Monday.

Rounding out the 29th week, of which 15 were still dates and 14 fairs, Strates' Shows writes finis to the season of 1936, the most successful in the history of the organization. Winter quarters have been secured at Norfolk, Va. Trainmaster Tom Evans has everything in readiness for the last round up, which begins early Sunday morning.

The benevolent association of the shows held its final meeting Friday night at the Carioca tent theater, with full attendance. James Strates presided. With a balance in the treasury of \$76.10, a dinner and entertainment were given. A wrestling tournament closed the affair (See STRATES SHOWS on page 85)

In This Issue

	Pages
Bands	14
Broadway Beat, The	23
Burlesque-Tabloid	24-25
Carnivals	46-53
Chicago Air Notes	10
Chicago Chat	23
Circus and Corral	36-39
Classified Advertisements	55-57
Coin Machines	68-98
Endurance Shows	25
Fairs-Expositions	40-43
Feature News	3-5
Final Curtain	31-32
Forum, The	28
General Outdoor	64-67
Hartmann's Broadcast	66
Legitimate	20-21
Letter List	29-30
Magic	27

	Pages
Minstrelsy	27
Motion Pictures	22
Music	15
New Acts-Bands Reviews	19
Night Spots-Gardens	11-15
Notes From the Crossroads	64
Out in the Open	65
Parks-Pools	44-45
Pipes	62-63
Possibilities	27
Radio	6-10
Repertoire-Stock	26
Rinks-Skaters	43
Routes	33-35 and 57
Sponsored Events	54
Thru Sugar's Domino	23
Vaudeville	16-18
Wholesale Merchandise	58-61

306-Brandt Truce Is Off

Dove of peace scrams as stink bombs sock theaters — police investigate

NEW YORK, Oct. 31.—In the midst of negotiations between George Browne and Joseph Basson, representing Local 306 of the movie operators, and Harry Brandt, head of the Brandt movie house circuit, eight theaters were bombed Thursday night, 62 persons being injured by exploding tear gas bombs. The next morning the cops pulled a sudden raid on Local 306 headquarters and haled 37 men and women to police headquarters for questioning, also ransacking the local's offices. The 37 were released, but personal papers were retained by the police.

Houses stench bombed were the Times (Consolidated Amusement Enterprises), Globe (Brandt), the Central (Brandt), Times, Liberty, Park, Colony (Brandt), Audubon (Skouras), the Colony in Jackson Heights, and the Sanders, Brooklyn (Sanders Circuit). The Brandt (See 306-BRANDT on page 83)

Fort Worth Money Trouble

FORT WORTH, Oct. 31.—Latest of "money trouble" stories circulating here is that the Board of Control of the Frontier Centennial just after Labor Day decided not to pay Billy Rose his last installment, said to be about \$30,000 or \$35,000, because of the colossal flop of *Jumbo*, Rose's ace talking point for local show.

Story goes that Rose, when unable to collect his pay after a hurried trip from the Coast, made a trade with the board for a percentage from Casa Manana instead of the lump sum. This arrangement is said to have netted him about \$60,000, because Casa Manana has shown a nice profit in spite of its high (See FORT WORTH on page 83)

Afrique Case Settled

NEW YORK, Oct. 31.—Dave Apollon's suit for an injunction to forbid Afrique, impersonator, to work for anyone else, claiming he had signed Afrique to a restrictive contract in Europe, was settled out of court last Thursday, the day it was set for a hearing before Justice Black, of the Spring Court, New York County.

I. Robert Broder, attorney for Apollon, and attorneys for the defendants, Alex Jones, professionally known as Afrique; the International Theatrical Corporation, and Clifford Fischer, of the French Casino, agreed upon a lump sum to be paid Apollon for relinquishing all claims to Afrique.

Coast Booth Conferences

LOS ANGELES, Oct. 31.—Independent theater owners and executives of Motion Picture Operators' Local 150, IATSE, will resume their conferences next week in the latter's drive for a closed shop. Details are expected to be ironed out soon, with the possibility of satisfactory conclusion being reached before the end of November.

Carpenters Join Council

HOLLYWOOD, Oct. 31.—Latest move in the campaign to bring all film studio unions under one jurisdiction is the unanimous vote of the carpenter's unions to join the Los Angeles Central Labor Council. IATSE is now the only union group not in the council fold, with action reported awaiting the return of George Browne, president, after the AFL convention in Tampa, Fla.

Bangs Out 40 Notes a Second With Mittens On

NEW YORK, Oct. 31.—Henry Scott has decided at the age of 26 that knocking around in vaude and appearing more or less as a freak with Ripley units is not the acme of his ambitions nor his rightful place in the sun.

So he is going to exploit his powers as a speed pianist, the world's fastest (he claims), even with handicap of heavy woolen mittens. Yesterday, amid a battery of newsreel cameras and reporters, he set out to shame Paderewski in the august presence of B. A. Rolfe; Miss Platt, of the Platt Institute, and other notables.

This he accomplished by playing a portion of the *Second Hungarian Rhapsody*, which Paderewski does in six seconds, in the fast time of four and one-

(See BANGS OUT on page 83)

Pa. Agencies Ask Two Bills

PITTSBURGH, Oct. 31.—Entertainment Managers' Association is co-operating with Tom Kelly, head of the United Entertainers' Association of Philadelphia, in introducing two bills into the legislative session in Harrisburg in January which will improve conditions for agents and for girl performers under 21 years of age.

First bill would license every booker operating in Pennsylvania. Such action is expected to aid the agency business. The license fee would be \$120. Second bill is an amendment to the woman's law. At present girls under 21 are not permitted to entertain in night clubs or theaters after 9 p.m. The bill reduces the age limit to 18.

Michigan License Records Good

DETROIT, Oct. 31.—There are more licensed booking agents now than at any time since the Michigan statute on registration became effective in 1929. M. Wesson Dickinson, state administrator of (See MICHIGAN LICENSE on page 83)

Ballet Russe de Monte Carlo Opens New Pieces in New York

NEW YORK, Oct. 31.—S. Hurok has brought Col. W. de Basil's *Ballet Russe de Monte Carlo* to the Metropolitan Opera House for an 11-day run. Opened Thursday, with the premiere of the *Symphonie Fantastique* getting special attention. The second night also drew major attention with the premiere of *Le Pavillon*.

Symphonie Fantastique, which has received enormous publicity, is being repeated several times during the engagement. Such old-time favorites as *Scheherazade*, *Les Sylphides*, *Aurora's Wedding* and *Prince Igor* will also be offered several times each. Price range is 85 cents to \$2.75 matinees and 85 cents to \$3.30 evenings.

A striking, exciting and unusual symphonic ballet is the *Symphonie Fan-*

New Wired Radio Service Ready; Starts as Opposition to Muzak

NEW YORK, Oct. 31.—Teleprograms, Inc., a new "wired radio" service, has been organized by Jerry West, formerly of Electrical Research Products, Inc. (ERPI); John Barr and E. H. Crandall, president of the Hotel Pierre. Teleprograms is in competition with Muzak, Inc., and has already installed its service in several spots previously fed by Muzak. Erno Rapee is Teleprogram's musical director.

Ironically enough, West's firm is using as the bulwark of its recorded library platters of World Broadcasting System and piping its programs from World's headquarters at 711 Fifth avenue, New York, former NBC studios. Muzak, which has its own library thru Associated Music Publishers, Inc., a subsidiary, records its programs at World's studio but feeds from another source. This means that World is the program source for one of the competing firms and, electrically, the source for Muzak. Muzak just went back into World's studios last week after leaving them to try RCA's plant.

Both Teleprogram and Muzak are licensed by ERPI to use its patents in recording and reproducing sound over telephone lines. Tele is using Western Electric equipment on both ends, send-

ing and transmission; Muzak using Philco on reception and WE for originating its programs. West denied that Western Electric was financing his firm. He was with Muzak for some months, having been "lent" to that firm by ERPI.

Teleprogram has its service in the Sherry-Netherland and May Fair House hotels and is going into the Park Central Hotel swimming pool for underwater music.

Rapee, as musical director, will also be in charge of the live programs Teleprogram intends to feed its subscribers from World's studios. WOR has the exclusive on WBS library service in the New York area, but this applies to broadcasting only, making the Tele deal possible.

Barr is sales manager for Tele; Crandall, secretary and treasurer, and West, president.

Newsmen Write Play

PHILADELPHIA, Oct. 31.—*Peace at Every Price*, a new play by two members of *The Philadelphia Evening Ledger* staff, Richard Powell, of the drama department, and Leonard S. Smith, has been scheduled for production by the Federal Theater Project in Brooklyn. It is getting third-act revisions.

Homer Drake in Cincinnati

CINCINNATI, Oct. 31.—Homer Drake, veteran booking agent, was a caller at *The Billboard* today en route from Dallas to New York, lining up auditoriums to play the Biblical drama *Behold the Light Eternal*.

"Husband's" 2d Holdover

HOLLYWOOD, Oct. 31.—Drawing strong crowds, the Federal Theater Project's production of *The Warrior's Husband* at the Hollywood Playhouse will be given its second holdover, setting the Hollywood closing ahead to November 14 before going into a second run at one of the project's downtown houses.

The Devil Passes, concluding a road tour, will play a return engagement at the Musart next week.

Yiddish Art Click In Broadway House

NEW YORK, Oct. 31.—Maurice Schwartz brought his Yiddish Art Players to Broadway Thursday night with a presentation at the Forty-Ninth Street Theater of *Jacques Bergson*, French play by Victor Felder, translated by Jacob Nadler. Piece is worth-while drama, in two acts and 15 scenes. Story revolves around Bergson, who is proprietor of a small cafe, a veteran who has lost a leg fighting for France and who is a Frenchman first and a Jew if he happens to think about it. He adores his Republic and likewise Napoleon. The (See YIDDISH ART on page 8)

STEVE MIACO (This Week's Cover Subject)

WHEN Steve Miaco was old enough to decide upon a career his ambitions leaned toward magic. He comes from a family of clowns and other performers in the circus field. His father wanted him to follow the tanbark trail, pointing out that it had been good enough for them and that the name should be carried on and on if possible in that particular field. Steve, however, had other ideas, and at the age of 12 we find him a magician, not in embryo, but in full established realization. So much so that he was able to earn his own livelihood.

Miaco was born in New York 26 years ago and has been in the professional firmament since 1929. As a public entertainer his start was sufficiently auspicious for the management of the Kalua Club, San Francisco, to hold him over for three months. Then followed a series of engagements which took him to various parts of the country with equal success.

His upward climb has been exceptional. He has appeared in the best hotels, night spots and vaudeville theaters and just completed eight weeks at the Biltmore Hotel, New York. He has also entertained at the Rainbow Room, Radio City, New York, where he remained for an extended period. Miaco says that if magic ever fails him he will turn to painting. He likes this next to mystifying.

Changes in Philly Bookings

PHILADELPHIA, Oct. 31.—Change in legit bookings for local houses has the Theater Guild's production of *Prelude to Exile* for a fortnight at the Chestnut on November 16. Sam Harris had that date to try out George Kaufman-Moss Hart's new comedy, *You Can't Take It With You*, but when he set it back a week the two-week stay conflicted with *Lady Precious Stream*, penciled in for November 30. Possibility that he may get that time at the Forrest following run of *New Faces*.

A dark week looms for the Erlanger. *Bury the Dead*, set for November 9, has (See CHANGES IN on page 83)

Broadway Grosses Remaining Steady in Showbiz at Large

NEW YORK, Oct. 31.—Broadway business for the past week has been mostly of an up and down sort, the red marks on the ledger being balanced in one field or another by good takes. Legit took a few expensive lickings, the foldings amounting to three: Norman Bel Geddes' *Iron Men*, at the Longacre for only two weeks; *Laughing Woman*, at the Golden for three weeks, and George

Abbott's *Sweet River*, taken out of the 51st Street Theater after a few days' run. *Red, Hot and Blue!*, the Russel Crouse-Howard Lindsay-Cole Porter musical, will probably give the brokers what they want.

Among the niteries the Cotton Club, which is doing capacity business consistently, and the French Casino are the two biggest money makers. Hollywood and Paradise are taking good grosses; the Versailles reports an exceptionally good week-end, necessitating putting up of the ropes. Among the hotel spots the McAlpin harbored 700 patrons last Saturday; the Montclair took care of 1,600 over the week-end, which beats last year's record for the same period; the Vanderbilt, faring mildly during week days, is coming thru (See BROADWAY GROSSES on page 9)

TICKETS ROLL OR MACHINE FOLDED
100,000-\$17.00
 SPECIAL PRINTED-CASH WITH ORDER
 RESERVE SEAT TICKETS (409 LAFAYETTE ST., N. Y. C.)
 PAD, STRIP TICKETS, COUPON (127 N. DEARBORN, Chicago)
 BOOKS-RESTAURANT CHECKS ELLIOTT TICKET CO. (15 CHESTNUT ST., Phila.)

Ford-MGM Deal Nears Completion

HOLLYWOOD, Nov. 2.—Deal between Ford Motor Company and Metro-Goldwyn-Mayer for the latter to sell exclusive radio rights of all its contract players to the auto company is close to consummation and may be settled this week. It will be the first arrangement of its kind and will come at a time when exhibitors all over the country are complaining that radio appearances of film players hurt picture house box offices.

William Morris Agency is arranging the deal on a three-cornered setup with Ford, Metro and Ford's advertising agency, N. W. Ayer. Program is expected to replace the symphony program Ford now has on CBS Sunday evenings, beginning in January. Program is regarded as a counterattack to Major Bowes amateurs now broadcasting for Chrysler Motors. It is said Metro will not get any cash from the deal, benefiting by publicity only. Performers, writers and others on the broadcast will be paid regular air-appearance salaries.

3 Americans Among British Vaude's 6 Best B.-O. Draws

LONDON, Oct. 26.—Statistics showing the relative drawing power of the many units that have played the General Theaters Corporation and Moss Empires Theaters during the current year prove that the following six headliners, in relative order of mention, are the leading English vaude box-office attractions: Gracie Fields, Will Mahoney, Jack Payne's Band, Roy Fox and his band, Larry Adler and Douglas Wakefield. Mahoney, Fox and Adler are American.

Herndon Show Off; Can't Find House

NEW YORK, Oct. 31.—Richard Herndon's production of Frederick Herenden's *Come Home To Roost*, tried out (See *HERNDON SHOW* on page 88)

Choose the Chelsea Where You Get The Best For Your Money

HOTEL CHELSEA

ENJOY THE SEASHORE THE YEAR 'ROUND

Your health and happiness will benefit from frequent visits. Better yet—make The Chelsea your home. Within commuting distance to Metropolitan centers.

SPECIAL UNTIL JUNE 1, 1937

Non-housekeeping rooms with private bath immediately available.

One in a room \$60;
two in a room \$75 monthly. Minimum stay six months. American Plan or meal prices on application.

FROM WITH MEALS AND BATH ROOM ONLY AND BATH Less Weekly Per Person, Two in a Room \$6 \$3

ATLANTIC CITY

AT LIBERTY

Young Team, General Business Man, also fast Feature Comedian, any line, especially Black Song and Dance. Singas Bass or Baritone. Good Specialties. Wife Ingenue type. Both neat wardrobe on and off. Any reliable offer considered. Explain all in first to THE "BISHOPS," New Brookland, S. C.

AGENT WANTED AT ONCE

Fast stepper, with car that can handle Press and Book the Best. Show carries complete line Special Pictorial Paper, Cards to 24-Sheets, Cuts, Mats, Photos, Pictorial Sound Trailers, Bally Car, 9 tons Stage Equipment and an Exhibitors Press Manual that sells Show on sight. Everything for a Perfect Booking Setup. Contact me at once at Princess Theatre, Shelbyville, Tenn. Call or wire; don't write. CALVERT, THE MAGICIAN.

YOUR FACE REJUVENATED

Facial Lines Made to Disappear.

YUTH TOAN The Marvelous Face Lifter, tightens, holds and strengthens Sagging Facial Muscles. Effect immediate. GUARANTEED HARMLESS. Price, \$1.00, plus 15c postage.

YUTH TOAN LABORATORIES, 201 West 91st, New York, N. Y.

WANTED TALKER

For Front of Continuous Burlesque Theatre. Must be tall and have strong talking voice. State experience. Wire or write.

GEO. YOUNG
Roxy Theatre, Cleveland, O.

TEAM WANTED

With Specialties preferred. Man for General Business in Bills. Woman Chorus. This is a Rep. Show with Musical Comedy Concert. Wire essentials. Running all winter. We pay all and sure money. Must join immediately. Wire

ORIGINAL FLOATING THEATRE, Onancock, Va., This Week.

Gwitz, Harris, Goldberg Open Agency in New York

NEW YORK, Oct. 31.—Formation of the Central Artists' Bureau to discover and exploit talent for stage, screen, radio, floor shows and commercial photography has been completed by Irvin R. Gwitz, Sam G. Harris and Harry D. Goldberg.

New bureau has offices in the Brill Building. Goldberg's experience of 34 years includes posts with Paramount, Universal, Fox and RKO. Gwitz has been with the Motion Picture Bureau and Harris was formerly with Jack Linder in vaude booking and with Paramount Eastern Productions.

Suggest Change In Music Code

NEW YORK, Nov. 2.—Upon his return from Washington, where he conferred with Federal Trade Commission officials, John G. Paine, chairman of the board of the MPPA, revealed that the FTC is seeking to place the recently adopted code of the music publishing industry upon a permanent legal basis and has recommended changes to conform with the Robinson-Patman measure.

The FTC is of the opinion that the music industry code should adopt rule one of the Robinson-Patman law as a means of safeguarding its unfair trade-practice code. Rule one, it is thought, will do much to cover the situation for the music men. It pertains to secret or open price differentials, rebates and allowances or anything that will tend to lessen competition or create a monopoly.

Preliminary draft of the code with the FTC suggestions embodied is being studied by Joseph V. McKee, recently appointed general counsel to the music publishing industry. It is understood that rule one will be embodied in the code. All that remains is to work the language so that it will be suitable to the majority of the code members.

Winchester's First Show

WINCHESTER, Mass., Oct. 31.—A permit for the operation and construction of a motion picture theater, the first in the history of this town, was granted following the unanimous vote by the Winchester board of selectmen recently. For the past 20 years each town meeting voiced pro and con for the act to pass.

CBS and Loew WHN Tie Up on Talent

NEW YORK, Nov. 2.—Columbia Broadcasting System has made arrangements with Station WHN, owned and operated by the Loew interests, whereby CBS talent will be farmed out to WHN as a place where the acts can receive preliminary training in ether technique.

This is the first time a network has made such arrangements, and it is expected to work out to mutual advantage, since CBS has little time left for sustaining artists, and WHN will receive the benefit of a higher grade of talent than it could otherwise afford to use.

Arrangements were completed by Ralph Wonders, head of the CBS Artists' Bureau, and Louis K. Sidney, manager of WHN. Smaller outlet will also give CBS an opportunity to hold on to promising talent, altho there is no room on CBS.

American Acts for Africa

LONDON, Oct. 26.—Ten acts, four of them American, sailed on October 23 for South Africa. Acts will open at the (See *AMERICAN ACTS* on page 88)

Nicola Seeks Damages For Injuries to Hand

CHICAGO, Oct. 31.—Will Nicol, of Monmouth, Ill., world-traveled magician known professionally as the Great (See *NICOLA SEEKS* on page 88)

Pitt Variety Club Holds Big Banquet

PITTSBURGH, Oct. 31.—Over 850 men, among them many notables in the film industry, packed the ballroom at the (See *PITT VARIETY CLUB* on page 88)

Houston Season Off-and-On Affair

HOUSTON, Oct. 31.—Following every indication that plans for a flesh season in Houston were non-existent and would be limited to local appearance of the Ringling Brothers Circus, Interstate interests have at last announced plans for an on-again, off-again variety vaude, legit, revue and dance act season in big downtown spots. First on the list is the week appearance beginning November 6 of Weaver Brothers and Elviry. Booked for November 15 thru 17 is George White's *Scandals* at the Metropolitan. On the 26th comes a unit show built around the personality of Sally (See *HOUSTON SEASON* page 89)

Burlesque for Paris

PARIS, Oct. 26.—From time to time attempts have been made to introduce here burlesque shows of the Broadway type. Most promising has been that of Henri Varna at the Alcazar, but even while splurging on nudity it in no other way resembles American burlesque.

Latest recruit to burlesque is the Moulin Bleu or Blue Mill in Montmartre, which at the end of the month will reopen as the Theater des Burlesques.

Consolidated Restrained From Filing Certificate

WILMINGTON, Del., Oct. 31.—Chancellor Josiah O. Wolcott issued an order in Chancery Court here Friday restraining Consolidated Film Industries, Inc., from filing with the secretary of state (See *Consolidated Restrained* on page 88)

OUT-OF-TOWN OPENINGS

"Tonight at Eight-Thirty"

(Boston)

By Noel Coward. Directed by Noel Coward. Scenic designer, C. E. Calthrop. Presented by Noel Coward at the Colonial (See *OUT-OF-TOWN* on page 89)

STEIN'S MAKE-UP

IF YOU USE THEATRICAL AND CINEMA MAKE-UP THIS WILL INTEREST YOU

Just Off The Press!

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

... amazingly priced at 25c.

THE M. STEIN COSMETIC CO.
430 Broome Street, New York.

DANDRUFF

is said to be the most frequent cause of Baldness and Falling Hair in both men and women. It is highly infectious and easily transmitted through public combs and brushes. Get rid of it quickly and easily with MARIMO DANDRUFF REMEDY, the genuine prescription of a practicing physician. 25c, \$1.00, \$1.75.

MARIMO MEDICINAL LABORATORY
Box 75, Station K, Brooklyn, N. Y.

TAFT HOTEL

208-10 South Eighth St. PHILADELPHIA, PA.

Subway Connections to All Theatres.

Newly Remodeled and Refurnished

RATES: Special Weekly Rates \$1.00 up Professional

Where to Stop for Comfort and Service



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

ALBERT PICK HOTELS

MIAMI HOTEL DAYTON, OHIO
CHITTENDEN HOTEL COLUMBUS, OHIO
FORT HAYES HOTEL COLUMBUS, OHIO
FORT MEIGS HOTEL TOLEDO, OHIO
FOUNTAIN SQUARE HOTEL . CINCINNATI, OHIO
BELDEN HOTEL . (Opens in Dec.) CANTON, OHIO
ANTLERS HOTEL INDIANAPOLIS, INDIANA
ANDERSON HOTEL ANDERSON, INDIANA
TERRE HAUTE HOUSE . TERRE HAUTE, INDIANA
VENTURA HOTEL ASHLAND, KENTUCKY
OWENSBORO HOTEL . OWENSBORO, KENTUCKY
NEW SOUTHERN HOTEL . JACKSON, TENNESSEE
MARK TWAIN HOTEL ST. LOUIS, MO.
RALEIGH HOTEL WACO, TEXAS

WHENEVER YOU SEE THE WORD PICK THINK OF ALBERT PICK HOTELS

STOCK TICKETS

ROLLS OF 2,000

1 ROLL . . . \$.50
5 ROLLS . . . 2.00
10 ROLLS . . . 3.50
50 ROLLS . . . 12.50

Send in Your Next Inquiry for TICKETS (Special Printed) TO THE TOLEDO TICKET CO., Toledo, Ohio

THE FUNNYBONERS

THIS WEEK, OCTOBER 29, RKO BOSTON THEATRE

RADIO: ROGER WHITE STAGE: NORTH & FLAUM

Station Reps Invite Ad Men To Join Their 'Round Table'

First invitation extended to agency execs in effort to iron out problems concerning spot broadcasting — standardization of rate cards is sought

NEW YORK, Oct. 31.—Advertising agency executives have been invited to the third luncheon-meeting of the recently formed Radio Round Table. Organizers of the group, established as a sort of forum open to anybody in the radio industry connected or interested in spot broadcasting, were several smaller radio station representatives in New York. Organizers believe there are a number of factors, most important of which is rate business and preventing its income from a friendly organization with neither dues nor officers nor any of the regulations involved thereby, and the support of the agencies, spot business will benefit considerably. Organizers also expect that if agency men, who have as much to gain as the representatives, become active in the Round Table, other representatives, including some of the larger outfits, will come into the group and spot biz will work out its own salvation.

At the same time representatives have taken the slant they must move carefully. None wants his stations to feel he is dictating as to rates, on which all stations are touchy. Yet they believe that with rates as they now are, in so chaotic a state, with hundreds of variations and practices in effect, the stations are the ones to take actual remedial steps. With agency support of their campaign and asking for a clearing of the decks, reps feel the stations will standardize rates. Reps cite instance after instance where time buyers have spent days figuring costs of spot campaigns, only to give up when figures started dancing on the walls, business going network instead.

As part of their ammunition, reps recently did a little research as to rate structures thruout the industry, discounts also being taken into consideration. Number of variations and their extent was almost unbelievable. In most cases only the minority of the stations used in the calculations adhered to rate principles generally accepted and practiced by networks and network-owned or operated stations. This principle is for half-hour rate to be 60 per cent of the hour; quarter hour, 40 per cent; 10-minute rate, 30 per cent, and five minute, 20 per cent. Study also showed that one large rep firm believed to have standardized its station rates showed a variety of rates and not a uniform deal. Discounts run even more varied.

Hibbard Ayer; Furgason & Aston, represented by Pete Wasser and Jim Wade; Joe Weed and Jerry Lyons, of Weed & Company, and Horace Hagedorn are among the station reps in the Round Table group.

KJBS Personnel Changes

SAN FRANCISCO, Oct. 31.—KJBS has made several changes in its staff during the past week, according to Ralph R. Brunton, general manager.

Samuel N. Melnicoe, after an absence of more than a year, has returned to his former post as announcer-operator, and temporarily is filling the Owl Program spot during the convalescence of Gordon Brown, who was injured in an auto accident several weeks ago. Melnicoe during the past year was consultant to a group of small San Joaquin valley stations. Stanley G. Breyer, formerly with the Sidney Garfinkel Advertising Agency, has been added to the advertising promotion department of KJBS, succeeding Ray Lewis, who resigned to join the KFRC sales staff. Wallace F. Busse, formerly with the Weller Service, Inc., Seattle radio advertising agency, has joined the station as sales account executive.

B. & B.'s Sports Inquiry

NEW YORK, Oct. 31. — Benton & Bowles, advertising agency, has sent an inquiry to stations thruout the country as to the outlets' sports programs. Agency wants to know whether the stations have sports programs and if so what kind; if commercial and what firms sponsored the broadcasts; times and rates; announcers and population and radio set ownership figures in the areas covered.

Mutual Will Hire Program Selector

NEW YORK, Oct. 31.—Mutual Broadcasting System may shortly hire a new executive for the position of "program selector." This move will be, if eventuating, a result of meetings held in New York last week between MBS and Don Lee executives. Decision was reached at the meetings to increase the exchange of programs over Mutual's lines. Heretofore bulk of Mutual's sustaining shows have come from WOR, Newark, plan now being that WGN, Chicago, the Lee stations on the Coast, WAAB, Boston, and CKLW, Windsor, increase their sustaining contributions. In addition to taking the burden off WOR, MBS figures it may help the sale of some local shows, either locally or for network, with the exchange of shows from the various stations living up to the network's name.

Duties of the "program selector" would be to choose the various sustainers to go network, somewhat in line with a program director's duties. MBS will not set up a program department, however, since each station has one and the network department would be superfluous.

LAMBERT B. BEEUWKES, formerly of Conquest Alliance Company, has been named sales promotion manager at KYW, Philadelphia, local NBC Red outlet.

NAPA Gabs With Publishers; Baldwin Sees Suits Lagging

NEW YORK, Oct. 31.—First of a series of "goodwill meetings" at which the National Association of Performing Artists will be host was held this week with the board of directors of the Music Publishers' Protective Association as guests. NAPA, performers' organization, started by Fred Waring to control the use of phonograph records on radio stations, wants, according to a spokesman, to spike the screw rumors in the trade as to its intents and purposes. First among those rumors is the one that NAPA wants to stop completely the use of records for broadcasts. This meeting, in the form of a luncheon at the New York Athletic Club, is to be followed shortly by another with the MPPA reps, in the hope that some possible accord may be achieved between publishers and performers.

A. Walter Socolow, associate counsel with Maurice Speiser for the Waring organization, was emphatic after the meeting in stating that there was nothing "official" about it. It was more a discussion, he said, with the NAPAlites giving the publishers their slant on the record problem and getting, in turn, various reactions from the MPPA directors. Latter group could become a strong ally of NAPA in its campaign, started by suits against various radio stations wherein damages and injunctions are sought by name performers for playing new records, but the question of radio performances of songs and their relation to royalties paid publishers by the American Society of Composers, Authors and Publishers on the performance basis is the fly in the ointment. Reputedly, some publishers were frank in saying that even tho the practice of playing records on the air was pernicious, it was still their principal, if not their only air performance source.

On this basis, therefore, if the pub-

James Still With Us

NEW YORK, Oct. 31.—Mary Coyne, secretary to E. P. H. James, NBC sales promotion manager, unwittingly saved her boss from possible injury on the crack Pennsylvania flyer that was wrecked Thursday night, when she suddenly decided to switch his transportation from the Pennsylvania to the New York Central. He was set to leave on the ill-fated train to speak before the Cleveland Advertising Club on Friday.

Combination of "woman's intuition" and her decision to route James thru the nearest depot resulted in a last-minute switch.

Gillette Songster To Be Ready Jan. 15

NEW YORK, Nov. 2.—Gillette Razor Company will distribute the first edition of its songbook January 15, according to present plans, and will follow with a new book every 13 weeks until four have been put out. Ruthrauff & Ryan ad agency, which has the account for Gillette on CBS Sunday nights' *Community Sing*, is currently deciding whether to give the books away free or in connection with an offer. Books necessitate an initial outlay of about \$10,000 for copyrights clearance, etc., and even on large print orders may cost upwards of five cents each.

Plan is to use 50 copyrighted numbers and about 100 traditional lyrics in each edition. Agency has cleared permission to reprint 200 copyrighted numbers. Studio audience and ether listeners as well can then be called upon to turn to a certain page and sing accordingly.

Breen at WISN, Milwaukee

MILWAUKEE, Oct. 31.—Thomas Breen Jr., formerly engaged in transcription development and special announcing for large network stations on the West Coast, has joined Station WISN here as an announcer and assistant production manager. Another addition in WISN's expansion program is Sam Holdorf, who comes to the station with a varied musical background, having spent years in night spots in and around New York and having been associated with several dance orchestras.

Court Refuses Damages to Dr.

Sought \$61,500 from WIP when station canceled medico's time contract

PHILADELPHIA, Oct. 31.—President Judge Frank Smith, in Common Pleas Court No. 5, handed down an opinion refusing a judgment of \$61,500 against the Pennsylvania Broadcasting Company, operating as Radio Station WIP, in favor of Dr. Henry Laughlin individually and trading as the Philadelphia Medical Group. The physician charged breach of contract.

Dr. Laughlin had bought a 52-week broadcasting contract over WIP in July, 1934, using his spot for a medical spiel, the commercial giving a doctor's name and address selling a non-surgical treatment for varicose veins and hernia. Action against station was brought because contract was canceled on August 6, 1934, allegedly without just cause or complaint. Money asked, and refused by court's decision, covered the potential profits lost by the medical group in losing radio as an advertising medium.

James J. O'Brien, WIP's counsel, in his affidavit of defense held that there was specific cause for cancellation of the contract, on the ground that the name "Philadelphia Medical Group" is not registered in accordance with State law. Defense further submitted that the Federal Communications Commission had investigated Dr. Laughlin's radio program and held it to be "of doubtful public value and involved a violation of the ethics of the medical profession," following FCC investigation of a "Modern Medical Group" on the death of a patient. Modern Group maintained offices in Newark, N. J., having sponsored time on WNEW for exploitation, and had a Philadelphia branch with WPEN as the radio mouthpiece.

As a result of Judge Smith's decision the action will now await jury trial. Repercussions following the final adjudication may mean many suits against radio stations by medical groups. Practically every station in Philadelphia has at some time or other abrogated similar contracts for air time held by knifeless doctors.

WJAY Moves to WHK; Operates Separately

CLEVELAND, Oct. 31.—With an opening program on Sunday, October 25, WJAY transferred its offices and personnel from Carnegie Hall to the quarters of WHK on the 13th floor of the Terminal Building in Public Square.

The transfer, long expected, was made during Saturday night and within 13 hours, the first program from the new quarters being put on at 7:45 a.m. H. K. Carpenter, manager of WHK, becomes manager of WJAY. Stations will operate as separate broadcasting units, but a combined staff will take over station operations, sales and entertainment. This, of course, means that some of the employees are on the skids, but process of trimming is still under way.

There are six modernly equipped studios in the WHK quarters which also include a new transmitter. Nationality programs, long a big factor with WJAY, will be nurtured and some of them will be handled by WHK, while WJAY will carry many CBS sustaining programs.

There are rumors that a number of parties are seeking a franchise in Cleveland to take over the WJAY studios and put another station on the air.

Dodge Preparing ET Show; Dole Pineapple Also Set

NEW YORK, Oct. 31.—Dodge Motors is again preparing to go on the air via electrical transcription and is now casting its show. Heagan Bayliss, of Ruthrauff & Ryan Agency, is handling, with no recording studio mentioned as yet. Dodge has bought around 200 stations for its spot broadcasting in the past.

Dole pineapple also is readying ET platters, thru N. W. Ayer Agency, with RCA Victor making the recordings. Sterling Brewing Company, of Chicago, is going on the air, using 18 outlets in the Middle and Southwest. Hays, MacFarland Agency has the account.

WASHINGTON, D. C., Oct. 31.—James W. Baldwin, managing director of the National Association of Broadcasters, points out that the National Association of Performing Artists has several suits pending against radio stations, but apparently are not going ahead with the prosecution as fast as expected. So far, for instance, an action filed against WHN, New York, on July 8, in the name of Frank Crumit, has resulted in six adjournments at the request of Maurice J. Speiser, NAPA attorney. WHN asked until August 5 to prepare its papers, and since then has been ready. Last adjournment requested by Speiser is from October 21 to November 18. Other cases pending are said to be dragging, with the NAPA still in a state of "amazing procrastination."

NBC Sets Finale For Anniversary

NEW YORK, Oct. 31.—National Broadcasting Company will wind up its 10th anniversary celebration week of November 8-15, with the last day the actual anniversary date. Network has lined up a flock of special programs for the occasion, some of which are listed here. Glee clubs from Yale, Harvard, Princeton and other colleges, with football bands from still other schools will take part in a special concert. Another special will have parts coming from the S. S. Normandie, a fleet of Navy planes, a submarine in the Hudson River, two-way talks between a new streamlined train in New England and another train in Germany and some NBC announcers in a Pittsburgh coal mine.

On November 9 the network will throw its banquet to 1,600 guests at the Waldorf-Astoria, invites going to well-knowns in all walks of life. Representatives of various foreign governments and their broadcasting services will be NBC guests during the week. Entire Rockefeller Center will be decorated that week.

Mayor Joins the Battle To Keep KTHS in Hot Springs

LITTLE ROCK, Ark., Oct. 31.—Expenditure of approximately \$45,000 in doubling the power of Radio Station KARK by installation of new transmitting equipment was announced this week by Larry Meinert, manager. Possibility that Hot Springs' station, KTHS, may be moved to this city also were verified by Meinert, who added that if KTHS does not consent of removal from the Spa, the two stations may be merged.

Application of Col. T. H. Barton, oil official and chief stockholder of KARK, for permission to move KTHS to Little Rock, is now pending before the FCC, with a hearing fixed for November 18. Concerted movement has been on foot at the Spa to get the hearing transferred to Hot Springs, "because the citizenship may be too poorly represented as far away as Washington." Mayor of Hot Springs has been busy organizing business men to put up fight for retention of KTHS at the Spa.

Unconfirmed report is that KARK may join the NBC Blue network while KTHS remains as Red link if move goes thru. This would be in line with recent reports that NBC was planning expansion in the South and Southwest territory by addition of numerous new outlets.

Political Speakers To Jump Web Talk 72%

NEW YORK, Oct. 31.—Political speakers skyrocketed the volume of talk programs on NBC last month, increase in gabby shows being 72 per cent over September, 1935. More important, actually, than this percentage change, which of course is temporary, is the boost in programs of the type in which listeners participate. Examples are *Good Will Court*, *Uncle Jim's Question Bee*, *We, the People*, and others.

Commercial percentage was upped 15 per cent over last year for the same month. Other program types which showed increases were drama, special sport events and novelties. NBC had 42 programs on the air during September, 1936, originating in foreign countries. This, too, was a new high.

Cavanaugh's Election Chore

CHICAGO, Oct. 31.—Eddie and Fannie Cavanaugh, of the WBBM Gossip Club and known as the oldest radio team here in years of service, have been engaged by Otto K. Eitel, general manager of the Stevens Hotel, to announce election returns the night of November 3 in the hotel's Continental Room. They will be assisted by Harold Isbell, well-known WBBM commentator.

Patt to CBS Chicago Office

CHICAGO, Oct. 31.—James M. Patt, former publicity director of KMBC, Columbia's affiliated station in Kansas City, joined the WBBM-CBS staff this week as director of public events and special features for CBS's Western division. He succeeds John D. Fitzgerald, who has been transferred to New York.

Top of the Dial Gag

DENVER, Oct. 31.—KLZ is plugging for young listeners by the distribution of tops, with a cord for spinning. Station is distributing 5,000 of the toys to Denver youngsters and printed on the tops is the message: "The TOP programs are at the TOP of the dial—KLZ, 560 Kilocycles." The tops are in assorted colors of red, blue and green and are creating a stir in young Denver. KLZ's present theme for listener promotion is "The TOP programs are at the TOP of the dial."

3-Corner Return Fight in Pennsy

PHILADELPHIA, Oct. 31.—When film houses started advertising to the effect that it wasn't necessary to pass up movies on election night to get election returns at home by radio, voting pools to be flashed on the screen, WCAU played tit for tat. Station rented the Academy of Music to embellish returns with a live show and keep its listening audience intact. Have grabbed up enough acts to keep it running for three hours, returns breaking the waits. Admish is cuffs, Pep Boys throwing the party in addition to buying the time.

Movie houses weren't the only ones in a huff about radio stealing the show on election night. City Editors' Association voted to keep local returns from United Press and International News Service because their tickers fed the local stations. And for the steenth time newspapers' attempt to freeze out the stations went blah. Despite fact that Ben Israel, of *The Bulletin* and prez of the editors' clique, was adamant that this time would be different, *Philadelphia Inquirer* made deals within the regulation by arranging with stations to feed them local returns direct. Instead of the news agency feeding the stations situation was reversed.

Expelled Philly Union Artist Case Comes Up for Preliminary Hearing

PHILADELPHIA, Oct. 31.—Preliminary arguments on injunction sought against the Musicians' Union, Local 77, by Doris Havens, WCAU staff accomp. and organizer, had their hearing on Thursday in Common Pleas Court, No. 4, before judges Finletter and Brown. Station is on the union's rebel list, and Miss Havens was fined and expelled from the local for continuing her sustaining work on station.

Court session brought together again the legal minds that battled it out in the WDAS-Fred Waring case. Maurice J. Speiser and Oscar A. Moldawer, Local 77 counsel, flanked against David Bortin and William A. Schnader, former Pennsylvania State Attorney-General. While Miss Havens declares that union interference will cause irreparable damage to her employment opportunities, it is alleged that the legal action was instigated by Dr. Leon Levy, WCAU domo, in

Chevrolet Will Add Movies For CBS Studio Audiences

Innovation will follow Rubinoff broadcast, with half-hour of scientific and comedy reels, the educational features predominating—will start next Sunday

NEW YORK, Nov. 2.—Chevrolet Motors will give its studio audiences at the CBS Playhouse an extra half-hour show beginning next Sunday evening, the additional entertainment being in the form of motion pictures. Altho some comedians put on an extra bit of talk or business after the broadcast and one sponsor went so far last season as to hire a comic not on the broadcast to do a few tricks for the studio audience, this is the first time that motion pictures have entered into the broadcast studio, even tho the studio is a theater in fact.

West Coast Notes;

Los Angeles

LOS ANGELES, Oct. 31.—Work was started here this week on the Hearst Radio new KEHE 5,000-watt transmitter, said to be the first and largest of its kind in the West. Ford Billings, Coast representative of Hearst Radio, stated the transmitter will begin service by the end of next month. Proposed new studio and office building for the station has been designed by Morgan, Walls & Clements, assisted by Ralph E. Phillips, air-conditioning engineer, and the Acoustical Engineering Company. Completion of the building will climax an expenditure by the station of approximately \$250,000.

New studio, which will be started as soon as a contractor is selected, will have a floor space of 18,000 square feet. Building will have six studios, one an auditorium type to accommodate 300 persons.

Irvin Cobb and his NBC Paducah (See WEST COAST on page 8)

Films will all be short subjects, leaning toward educational stuff, some of them of scientific nature, others being comedies and cartoons. The educational feature will predominate. It is presumed that the shorts will also include at least one of the educational commercial films which carry no direct advertising, but which may take the spectator to the General Motors plant, etc. Also, some of the short subjects will reveal a Chevy now and then in the regular course of the film.

Details are being worked out by Malcolm Stuart, of the New York branch of the Campbell-Ewald agency. CBS Playhouse No. 1 is the former Hudson legit house on West 44th street, and has a seating capacity of 1,200. Altho there is no dearth of customers for the broadcast, starring Rubinoff and featuring Virginia Rea and Jan Peerce, it is apparently a great showmanship move both from an entertainment and commercial angle. Obviously it will help to clinch potential Chevrolet buyers and probably will prove the opening wedge for other advertisers with half-hour shows to add additional entertainment when possible.

New Biz, Renewals

NEW YORK, Oct. 31.—New accounts and renewals on the Columbia Broadcasting System:

PHILLIPS PETROLEUM CO., thru Lambert & Feasley, on KMOX and 20 stations, starts November 10, Tuesday, 10:30-11 p.m. Musical show.

PET MILK CO., thru Gardner Adv. Co., renewal, on WABC and 60 stations, Tuesday and Thursday, 11-11:15 a.m. Talks.

CORN PRODUCTS REFINING CO., thru E. W. Hellwig Co., starts November 16, Monday, Wednesday and Friday, 1-1:15 p.m., on WABC and 21 stations. Musical show.

GROUP OF AMERICAN BANKS, thru the Wessel Co., starts November 13 on WABC and 36 stations, Friday, 10-10:30 p.m. Philadelphia Orchestra.

Newark

BOSTON SHOE EXCHANGE STORES, started October 30, Monday and Wednesday, 4:30-4:45 p.m.; Friday, 5:45-6 p.m. Willy Robyn and Louise Wilshire. WOR.

CUSHMAN'S SONS, INC., renewal, participating in Martha Deane program. WOR.

HEARN DEPARTMENT STORE, political talk, October 27. WOR.

NEW YORK DIESEL INSTITUTION, announcements, thru DeRouville Adv. Agency. WNEW.

ZENITH RADIO CORP., thru H. W. Kastor & Sons, announcements. WNEW.

UNITED DRUG CO., thru Spot Broadcasting, started November 3, five 15-minute spots weekly. WNEW.

EARLE TABER, INC., thru Schillin Adv. Corp., three 15-minute periods weekly. WNEW.

PETER PAN, INC., thru Schillin Adv. Corp., starts November 3, four 15-minute periods weekly. WNEW.

Philadelphia

TAPPINS, placed thru Schillin Agency, started October 28 for eight weeks, two spot announcements daily in addition to present contract. WIP.

FULTON'S PLANTABBS, thru Cahn-Miller-Nyberg, Inc., started October 20 for eight weeks, 100 spot announcements. WIP.

ABE L. GREENBERG, placed direct, started October 26 for 26 weeks, 100 spot announcements. WIP.

KENT'S FUR SHOP, placed direct, started October 26 for 13 weeks, Monday thru Saturday, 9:30-9:35 p.m. Trans-radio news. WIP.

GEORGE D. WETHERILL CO., placed (See NEW BIZ on page 8)

CBS Appears Reluctant To Release Surveys That Are Too Competitive

NEW YORK, Oct. 31.—Columbia Broadcasting System executives were considering, the latter half of this week, the pros and cons of distributing a new sales promotional booklet evolved from a Price, Waterhouse survey of the recent World Series. Research firm, at the request of the network, mailed out a large batch of postcards asking listeners to denote which station in various key cities they had listened to for their "series" results. CBS figured the sponsorship of the same program on several networks by the same sponsor offered a good opportunity to get another slant on actual listening habits and station preferences.

Altho it is said that the book already had gone to press, the Columbia nabobs were reconsidering its distribution Thursday and Friday. Reason is said to be that while Columbia came out ahead of both NBC and Mutual on the results, the pamphlet was ultra-competitive and should be therefore held back. CBS, after some expenditure, not so long ago held back on another sales promotional offering for the same reason. This had to do

with the results of a checkup on automobile and accessory advertising, conclusion being drawn by CBS, after presenting its facts, that Columbia stations commanded an audience of average greater income and wealth.

Returns from the postcard survey of the baseball classic are said to have been to the effect that in all but about four cities station preference went to the Columbia outlet. Only the key cities were checked. In four cities NBC's Red network stations came in ahead of Columbia, but no Blue network stations placed at all. Ditto on Mutual spots.

In the auto survey, Columbia proceeded on the premise that people who buy autos have money and that people who buy auto accessories have money too, because they have autos. Network then broke down the auto and accessory advertising in radio and came out ahead. Then was drawn the conclusion that by having more auto advertising, advertisers must have found out that CBS listeners have larger bank rolls than those addicted to other stations.

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



Musical Director
ROXY THEATRE, N. Y.

Russ **RINSO-LIFEBUOY**
CBS TUES. 8:30 - 9 P. M.
rebroadcast 11:30 to 12 P. M.

MORGAN
and His Orchestra
"Music in the Morgan Manner"
HOTEL BILTMORE
NEW YORK

HUGH CROSS AND HIS
RADIO GANG

Care Billboard, Cincinnati.
ERNIE BRODERICK, Personal Representative.

JAN RUBINI
in person
AND HIS
ROMANTIC
DANCE AND CONCERT ORCHESTRA
"MUSIC THAT THRILLS"

SHEA'S
Buffalo Theatre



The **DYNAMIC**
ARNO

CONDUCTOR - VIOLINIST
WBEN • Saturday, 7:30 P. M.
"Last night's audiences interrupted insistently for encores."—Buffalo News.

COAST to COAST
★ **WALTER TETLEY** ★

Radio's Outstanding Boy Actor
FRED ALLEN 9:00 p.m. Wed. NBC
SHOW BOAT 9:00 p.m. Thur. NBC
PAUL WHITEMAN 9:30 p.m. Sun. NBC
BOBBY BENSON 6:15 p.m. Mon. Wed. CBS
BUCK ROGERS 6:00 p.m. Mon. Wed. CBS

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

Station Notes

Address All Communications to the New York Office

Iowa network is carrying midget auto races out of Des Moines and Waterloo. Shrimp cars are getting a considerable play in that section. . . . JACK HOPKINS, formerly of KLMB, Monroe, La., is now with KFRO, Longview, Tex., as assistant engineer. . . . KFRO has added JOHN McDONALD to its studio staff. . . . L. E. ELTON has joined WBOW, Terre Haute, Ind., as transmitter engineer.

JACK HOLLISTER, sports announcer, joined the publicity staff of KDKA in Pittsburgh. . . . WSAY, New Rochester, N. Y., station, is now open with daytime schedule, 8 a.m. to 5:30 p.m., on 1,210 kilocycles. . . . GORDON BROWN is general manager. . . . KEN SPARNON, formerly of WSYR, Syracuse, is program director. . . . KEN JOHNSON is commercial manager. . . . WSAY is member of N. Y. S. System (WINS, New York) and expansion into full-time airing is scheduled soon.

WBNO, New Orleans, has withdrawn request with FCC for full time on 1,200 band and is now asking for 1,500, which would allow recent permission by WJBW, New Orleans, full time on present shared wave. The FCC announced this week, designated for early hearing, WJBW request for unlimited time on the 1,200 band and increase in power from 100 to 250 watts. . . . Associated Arkansas Newspapers, Hot Springs, has submitted amended application with FCC for establishment of new 100-watt station to be operated daytime only. . . . Formation of a new advertising agency, Bruck-Sacks, Inc., and its purchase of the Johnston Advertising Company, Dallas, was announced by O. S. BRUCK and MEYER SACKS, principals in new firm. . . . Chief Engineer BILL ANTONY and his assistants, ARTELLE TINSLEY and STEADMAN GUNNING, say that new transmitter of KWKH, Shreveport, will be on air within a week. New equipment is stated to be as modern as any in the country. Station, with sister KTBS, recently opened beautiful new studios of "floating" type generally termed as *The Radio City of the South*.

JIM HUNTER, radio editor and news commentator of *The Evening Telegram*, Toronto, is featured by a local coal company in a new program, *The News Behind the News*, aired by CKOL. . . . Imperial Oil will sponsor the International Hockey series, first broadcast starts November 5. . . . FOSTER HEWITT will face the mike with word pictures, the program will be carried over a Coast-to-Coast network of Canadian stations. . . . STANLEY MAXTED, regional director for the Canadian Radio Commission, is announcing the commercial "plugs" over the public-address system at the Varsity Stadium during the football games. . . . Local commission employees are suffering from a bad case of the jitters, the new G. M. takes over on November 2.

GEORGE DUFFY, formerly announcer on WICC, Bridgeport, Conn., but of late manager of WATR, Waterbury, has resigned and been succeeded by JAMES PARKER. . . . He is only 19 years old. . . . WIXBS, Waterbury, Conn., has made application to the FCC for permission to establish 100-watt booster stations in New Haven and Bridgeport. . . . WELL, New Haven, which celebrated its first anniversary several weeks ago, is petitioning the FCC for full time on the 930-wave length. . . . RUSSELL D. BROOKS, formerly at WATR, Waterbury, Conn., is now program director at WNLC, New London. . . . Both WATR and WIXBS, Waterbury, are man-in-the-streetsing in that city.

EDNA PUPHAL has resigned from KFRC's traffic department to work with DIANA BOURBON at the F. Wallis Armstrong Company, Los Angeles agency. Her KFRC successor is CONNIE BLAKE. . . . RALPH EDWARDS, former KFRC announcer, has taken DEL SHARBUT'S announcing spot with CBS in New York.

KFWB, Los Angeles, will go in for the heaviest billboard campaign ever undertaken by a local station as ballyhoo for the new station policy. Spread will also be made on 220 news stands as well as series of newspaper ads. . . . BEVERLY LATHAM, continuity writer and producer for NBC in Chicago, has been named program manager, while JERE O'CONNOR will split his duties between special

events and publicity, after serving the station in other capacities since it opened. . . . ERNEST BAGGE has joined KHJ, Los Angeles, as account executive, succeeding CHET MATSON, who moves to the Hillman-Shane ad agency as radio contact. . . . Sunset Oil has renewed for another 13-week period on KFWB, with OWEN CRUMP continuing as emcee and producer.

KNOX, Knoxville, goes to five kilowatt day power soon. . . . EDNA LEE'S dramatic serial on WSB, Atlanta, has finally settled down to a permanent time (she hopes) on Saturday afternoons. Moved from night-time spots because of commercials. . . . NBC Thesaurus has started delivery on its new *Five-Minute Mystery* series. Deliveries weren't due until November 15.

TOM LIVEZEY, former program director at WIBG, Glenside, Pa., joins WPEN, Philadelphia, in the same capacity, replacing Ray Duffy, who left to head the radio department of a local advertising agency. . . . BLAYNE BUTCHER, announcer at WTAR, Norfolk, Va., leaves the station for a post with a Philadelphia ad agency. . . . PINKY MITCHELL, star of the NBC *Pageant of Youth* show, joins the cast of the new Rodgers and Hart musical, *Babes in Arms*, which will premiere in Philadelphia. . . . After an absence of eight months, EMILY WEYMAN and her baby grand are back on KYW, Philadelphia. . . . BUCK SHORES, newcomer to the artists staff at WDAS, Philadelphia, comes up from XENR, Mexico.

Wynn Cooper Passes

NEW YORK, Oct. 31.—Irwin (Wynn) Cooper, announcer and producer at WMCA, New York, died here Thursday after a month's illness. Death was caused by heart trouble induced by an attack of jaundice. Cooper was 27. Born on Broadway of a theatrical family, Cooper had a host of friends and acquaintances on the Street. His father, surviving, is Harry Cooper, well-known in legit circles. Cooper lately had been doing sports announcing for General Mills on WMAC.

KWKH-KTBS Air La. Fair

SHREVEPORT, La., Oct. 31. — *The Shreveport Times'* stations, KWKH and KTBS, put on an elaborate schedule of broadcasts this week to present highlights of the Louisiana State Fair, both thru the medium of ordinary remote control and with the use of the stations' short-wave transmitters, KILB and KABH.

Broadcasts were made regularly from the midway and other points of the ground thru remote wire while the short-wave sets were driven around the entire grounds to interview barkers, personalities at the fair and officials of the association. Blustery weather played havoc for a while on the opening two days when high winds did minor damage to the ground and soaked patrons and radio staff. Auto races, the governor's opening address, the midway sound effects, the grand-stand show and other events at the fair were aired and brought good response from listeners.

WEST COAST

(Continued from page 7)

Plantation Troupe will go east to do a special program November 11 for Oldsmobile. Regular show will be aired three days later. Making the trip will be Cobb, Clarence Muse and Dorothy Page. Eastern branch of Hall Johnson Choir will be on the two shows.

Goose Creek Parson, now airing over CBS three times weekly, will go to five nights if time schedules can be arranged. New product of sponsor will be plugged in the added spots. Jack Mullen produces.

Specializing in radio tieups, a new agency has appeared in Hollywood under the name of Dolan & Doane. Firm consists of Ken Dolan, James Doane and associate Colton Cronin.

Music Box Theater, chief Hollywood remote for CBS, is getting a face lift. New decorative front is being designed, with a huge CBS neon sign.

After 10 years as film writer and director Al Boasberg will write only for radio. He signed agreement with Jack

Benny to work on comedian's scripts. . . . Tom Harrington, producer of one Jack Benny period, goes east for a Young & Rubicam luddle. . . . Katherine Taylor, production aid to Diana Bourbon at F. Wallis Armstrong agency, is resigning to go to Chicago.

NEW BIZ

(Continued from page 7)

direct, started October 24, renewal for one month, daily participation in *Home-makers' Club*. WIP.

DAY'S CREDIT STORES, thru Schillan Agency, started October 26 for 10 weeks, 12:30-12:45 p.m., Monday thru Saturday. ET music. WIP.

AIR-TIME ADVERTISING, INC., placed direct, started October 26 for 13 weeks, Monday thru Friday, 11:55-12 noon. ET. WIP.

YIDDISH ART

(Continued from page 4)

old widower cannot see the socialists, communists, the Zionist movement, much less worry about German refugees.

All of these, however, are things which concern his family; one son is a socialist, the other a communist and still another, a lad of 14, is all for Palestine. Eventually his two older sons are elected to parliament, each on the ticket of his belief, and a riot in the old gent's cafe results in his being hit with a rock. After he comes to he capitulates and is resigned to his fate. Finally he marches in line with his sons as a Popular Front parade goes by.

In spots it may seem like propaganda for one cause or another. Despite this the play proved extremely entertaining. Direction by Schwartz, apart from his usual fine performance, is worthy of some of the best Moscow Art traditions, and his support was more than capable. Michel Rosenberg, as Flackerman, a jittery Nazi refugee, handed out laughs aplenty, while Herschel Bernardi, juve actor, was also especially good. In fact, all of the principals did all that could be expected of them in very satisfactory manner. Play has numerous clever lines and the sets were somewhat of an innovation. M. H. S.

JAYSNOFF SISTERS

★ IRIS and JUNE ★
The Leading International Duo Pianists
BRUNSWICK CASINO, Boston, Mass.
WMEX Wire.

DONALD BAIN

(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 723 Seventh Ave., New York City.
BRyant 9-5107.

OSWALD ★★★

OH YEAH!!!
Featured COMEDIAN With
KEN MURRAY'S
Rinso and Lifebuoy Programs.

ARTHUR KAY

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

ROY

★ ★ ★
Dramatic Baritone
Concluded 15 Months, Featured on SALLY'S MOVIE-LAND REVIEW, WMCA, New York.

GOBEY

MOREY AMSTERDAM
MABEL TODD
TONY ROMANO
Roxy Theatre, New York

Program Reviews

EST Unless Otherwise Indicated

Betty Budget

Reviewed Wednesday, 9-9:30 a.m. Style—Shopping news, musical. Sponsor—Co-operative advertisers. Station—WHDH (Boston).

WHDH is fortunate in having as seasoned and experienced a person as Betty Budget at the helm of this daily half-hour shoppers' stint.

Betty Budget, in reality H. Blanche Frederickson, former WHDH program director, is a regular saleswoman, receiving the usual commission on all clients obtained. She sells the accounts, writes, produces and selects the musical portion of these broadcasts. The station allots her the time minus any charge. In other words, she's a regular saleswoman with the opportunity of giving her advertiser a special program that is listed on the schedules.

She just started off the season with the following program formula: Theme, a short spiel, the recording of *Dark Eyes* and a plug for a bread company. One more number, *If You Were Mine*, and a men's furnishings plug. *Dark Waters* and *Moon Glow*, and then dress fashions are sales-talked. All by *Myself, Why Dream?* and *Nobody's Sweetheart* wind up the stint.

Within the next couple of weeks she'll be having an overflow of commercials if the past 13 months with WHDH in the same capacity is any indication.

Her experience lists her as advertising manager for four years with the Worcester (Mass.) store of Filene's, and seven years with the Boston department store of the same firm.

Her program is very methodical and dignified, her vocal apparatus is that of refinement and culture and quite youthful, altho, as she puts it, she is "neither beautiful nor old, but I have a good disposition."

With all her assets in the advertising game, coupled with radio presentation, she has a good spot which can be made better by injecting a bit of color and smile in the stanza. S. P.

"Morning Matinee"

Reviewed Thursday, 9-9:45 a.m. Style—Orchestra and guest stars. Sponsor—R. H. Macy & Company, Inc. Station—WOR (MBS network).

Morning Matinee is back for its second season and is in about its sixth week currently. Program, which represents a co-operative effort on the part of department stores, each using the program in their own city, is big-time radio whether a day or evening broadcast. Idea of the show is basically the same, using name orchestras, name guest stars and fashion talks by authorities. Programs this year, however, are improved in two ways over last season's efforts. They are more closely knit, mainly due to the presence of an emcee. He is handling that end of things instead of the individual orchestra leaders as before. Also the writing seems to have improved considerably. The interviews with the guest names—this broadcast had Horace McMahon, Len Doyle and Ross Hertz, of *Three Men on a Horse*—are lightly written but carry plenty of punch and zing. James Hall is good as emcee. He has an excellent radio voice, foils well when needed and contributes a minute or so of Hollywood gossip. Eddie Duchin and his orchestra, with Helen Carroll and Lew Sherwood on the vocals, provided the musical setup on the show caught. Duchin was okeh with the orchestra and in his handling of comedy lines—he wanted to be an actor and play Hamlet.

Morning Matinee is on at a time when the ladies are apt to be home. That and the names ought to cinch the audience. J. F.

"Blue Coal Show"

Reviewed Wednesday, 8-8:15 p.m. Style—Orchestra and guest stars. Sponsor—D., L. & W. Coal Company. Station—WOR (Newark).

This transcribed series for "blue coal" dealers was produced in Hollywood, with Victor Young's Orchestra and Jackie Cooper on practically all the platters. Guest stars from the Hollywood ranks fill in. Value of these names to daily

paper program listings and as bait for the audience is obvious.

One or two programs of the series were heard casually before this one and impressed as bright 15-minute stanzas. This one, tho, certainly didn't measure up to that previous impression and amounted to a good idea gone wrong with some talent wasted. Lyda Roberti, guest, was to coach Cooper on spelling. Okeh for one or two solid laughs, but it was milked and really didn't produce one laugh. Why Roberti didn't sing a number is still puzzling. Cooper carries his lines well, and Young does a thoro job on his musical assignment.

Series is being given a fairly wide list of stations by the coal dealers. Quality of the specially treated anthracite the plug basis. J. F.

"Moon Glow Melodies"

Reviewed Friday, 7:30-7:45 p.m. Style—Soloist with orchestra. Sponsor—Moon Glow Company. Station—WMAQ (Chicago).

Another easy-to-listen-to early evening musical program, starring Wayne Van Dyne, romantic tenor, and a musical ensemble consisting of Edward Vito, harpist; Frank Papile, accordionist, and George Bass, violinist, this addition to Friday evening's airings should find favor with women listeners. After the theme song, *Lovely Lady*, Van Dyne offered *Did I Remember?*; *I Can't Escape From You*, with the accordion playing of Papile predominant; *When Did You Leave Heaven?* and *The Way You Look Tonight*. At half-way mark Emily Lee, finger-nail stylist, commented on the latest fashions for milady's finger tips. F. L. M.

"Saturday Evening Serenade"

Reviewed Saturday, 7:15-7:30 p.m. Style—Orchestra. Sponsor—Commercial Solvents Corporation. Station—WMAQ (Chicago).

A pleasing musical diversion and a decided relief from swing music, this program features popular and light concert numbers by an orchestra directed by Joseph Gallicchio, with the smooth voice of Bill Hay, veteran announcer, for the commercials.

Only two short product plugs, one at the beginning and one at the end of the program, were used. Orchestra presented the *Merrymaker's Dance*, from the *Nell Gwynne Suite*; a beautiful arrangement of the *Valse Bluette*; *Flapperette*, which featured the nimble fingers of the pianist, and *Night Bridge*, from the *London Suite*. A delightful 15-minutes of music. F. L. M.

"New England Radio Parade"

Reviewed Tuesday, 3-3:30 p.m. Style—Professional try-out show. Sustaining over WEEL (Boston).

WEEL has broken the field to pioneer here a different type of show, keeping away from the amateur hour craze. This Tuesday and Thursday half-hour frame gives the professional a chance to air his talent—and he gets paid for it. The gimmick is this: The show, produced by del Castillo, production manager, is de-

signed to feature not only well-known artists of established reputation, but to develop potential talent. Artists are selected from WEEL files. Audition immediately following the broadcast rounds up the talent for the next show. These two sets are mixed together for a program that is also entertainment. WEEL digs into its purse and pays each contestant a few simollans. Popular vote by the studio and loud-speaker audience determines the winner of each show, who returns the following week to receive a \$10 check. Votes count only when sent in by mail, not telephone.

The show adheres to the military presentation, with Carl Moore, Hub radio and stage lad, as emcee-chief marshal.

A patrol effect intros *I Love a Parade* and the announcer barks out the talent as it passes in review. Moore then spiels on the show's formula and intros the talent—each of whom offers two numbers. A special studio ensemble of Paul (piano), Perry (guitar) and Pete (bass) are retained for incidental and fill-in music. On show caught, Mary Puopolo, winner of many scholarships, leader of Boston's only radio gal band, Dianne Sisters, and a swell fiddler, socked with *Spanish Dance* and *Schon Rosmarin*. Marcelle Poirier, Hub nightery warbler, contraoed *Me and the Moon* and *You Turned the Tables On Me*. Moore announced the winner of the premiere show, Arthur Frechette, and gave him the \$10 check; the lad did a Fats Waller impression on the keyboard. Charles Andrelet baritoneed *Rolling Home* and *Thru the Years*. Jack Francis' Miniature Band, a foursome composed of Francis (guitar), Ted Miller (clarinet), Billy Welsh (electric guitar) and Herman Mendoza (bass), jammed out *The Whistler and His Dog* and did a bit better with *Tiger Rag*.

Program is being groomed quickly for a sponsor, with WEEL execs holding praise for the idea and that may contribute toward the decline of amateur night shows. S. P.

Colored Kiddies Hour

Reviewed Sunday, 3-4 p.m. Style—Juvenile talent and orchestra. Sponsor—Nixon-Grand Theater. Station—WIP (Philadelphia).

Harry Slatko has been singled out as a patron saint in giving the colored kiddies a chance to show off in front of a mike. Show has been coming out of the Lincoln Theater for a goodly number of years. And now that Slatko has moved his managerial duties to the Nixon-Grand Theater, sepi variety house, show has tagged along with him.

Hits the ether for an hour on the Sabbath, station doing a remote from the stage of the show-shoppes. While the play-up is to the visual audience, a mob of over 3,000 grabbing up every available pew, it's not just a family affair for mothers and relatives. The au naturel air of the kids as they chant off-key or on, the hot hymnals and tap sessions, gives this effort its best entertainment point for the ear. And it packs a particular punch for those who go for the authentic sepi stuff in a big way.

Lucky Millinder, current stage attraction, gives the tots a big-league musical backup. Kids do the expected Harlemiana. Slatko provides the spark, along with the hearty response to each turn by those who came to see, doors being open to all comers. Besides conducting the show, Slatko also gets in a good plug or two for the house attractions. A tryout on Tuesdays, WDAS does the

airing, weeds out the tyros and this one presents the cream.

When caught, Slatko evidenced good fellowship in plugging the show at the Lincoln, opposish house. Testified that Ethel Waters, currently there, has a better show than the one which opened his own house last month. However, he forgot to mention that the Lincoln shutters up after the week's run and joins the Nixon-Grand management.

Kids give out for a half hour, and just when the yawning space looms Lucky Millinder whams out a couple of torchy ones. A throaty warbler and a threesome of tapsters with the show sport their stuff, leaving the youngsters another quarter hour on the tag. Shapes up as a bang-up job from every angle, and its dital response bespeaks institutionality. ORO.

Baby Yvonne

Reviewed Wednesday, 5:15-5:30 p.m. Style—Mentalist. Sustaining on WNOX (Knoxville).

Baby Yvonne and her mother, Princess Yvonne, presented the best-liked mental act local stations ever aired here. WNOX held the act over for three days as a sustaining when the first week studio crowds and listeners' requests warranted the forced engagement. Baby Yvonne, who is six years old, appears in conjunction with department store tieups, and *The News-Sentinel*, which owns WNOX, ran a one-column ad daily, largely devoted to the show.

Child has an appealing little voice and works smoothly and cleverly. Princess and her daughter give the act zip by working together in smart exchanges and contests in answering audience questions.

Act is scheduled to air next from a Chattanooga outlet thru tieup with Miller's department store and then to Atlanta for Davidson-Paxon, also with local ether schedule. For either studio patrons or dial twisters, Baby Yvonne is a sure-fire hit. B. F. H.

KVOD Goes NBC Blue

DENVER, Oct. 31.—NBC came into Denver, with Blue net going over KVOD, part-time station. Has been in Denver several years over KOA, leased by NBC from General Electric, which built the station. This gives all the commercial stations here a chain tieup, KLZ being the Columbia outlet and KFEL hooked up with Mutual.

BROADWAY GROSSES—

(Continued from page 4)

satisfactorily on week-ends; Pierre, not making out as well as was anticipated, is cutting its budget; Biltmore and Commodore just fair, with the edge going to the former, which has picked up nicely over the last two weeks. Ritz-Carlton's Crystal Room, with a big floor show staged by French Casino management, opened well Thursday.

No outstanding new pictures, there being *Ladies in Love*, somewhat on the weak side, at the Rivoli; *A Woman Rebels*, doing okeh at Music Hall; *East Meets West*, ditto at Roxy, and *Charge of the Light Brigade*, opening today at Strand. Advance notices of the latter have been very favorable. *Libeled Lady*, at the Capitol, opened to a favorable press last night. State opened very well yesterday with Ed Sullivan show and *Dodsworth*.

Ballet Russe de Monte Carlo, which came to the Met Thursday for its annual visit, will remain 10 days and probably do big business. Premieres of two new numbers have given the show much advance publicity.

BALLET—

(Continued from page 4)

choreography by David Lichine, scenery and costumes by Cecil Beaton, scenery executed by Prince Schervachidze and costumes executed by Mme. B. Karinsky) is a simpler affair. Based on the thin story of a poet awaiting his beloved in a pavilion and being enticed away by spirits, it is rich in liquid movements and formations, surprisingly varied in view of the limitations of stylized ballet.

Lichine, Alexandra Danilova and Tatiana Riabouchinska are featured in *Le Pavillon*, while Massine, Tamara Toumanova, Nina Verchinina and George Zoritch are outstanding in *Symphonie Fantastique*.

Efrem Kurtz led the excellent music for the symphonic piece, while Antal Dorati was superb in handling the music of the other two numbers.

PAUL DENIS.

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, October 23, to Thursday, October 29, both dates inclusive.

The Way You Look Tonight (25)...	30	To Mary With Love (13).....	16
Who Loves You? (25).....	29	Sing, Baby, Sing.....	15
I'll Sing You a Thousand Love Songs (22).....	28	Eye, Bye, Baby (18).....	14
When Did You Leave Heaven? (29)...	23	I Can't Escape From You (14).....	14
You Turned the Tables (17).....	21	Organ Grinder's Swing (13).....	14
A Fine Romance (20).....	20	When a Lady Meets a Gentleman (17)...	14
Chapel in the Moonlight.....	16	I Want the Whole World To Love You	12
Close to Me.....	16	'Taint Good (13).....	12
South Sea Island Magic (12).....	16	Until the Real Thing Comes Along (20)	11
		I've Got You Under My Skin.....	10

SHEET MUSIC best sellers will be found on page 15.

Air Briefs

By JERRY FRANKEN

A THREE-WAY deal between WNEW, now a New York station, London Shoes and Macfadden Publications has been effected, similar to those which the publishing firm had arranged with other stations. WNEW produces scripts supplied by Macfadden's *True Detective Magazine*, written by Felix Jager, and the programs, on five nights a week, are sponsored by the shoe firm, publishers given a credit line at either end of broadcasts. Series is being plugged on poster advertising thruout New York, for which Macfadden foots the bill.

Domestically speaking—Walter Cassell became the father of a girl last week. . . . Ray Linton, the station representative, will marry Doris Poole soon, after what they call a whirlwind courtship. . . . Woodbury's, thru Lennen & Mitchell, bought Nick Dawson and Elsie Hitz for a new afternoon series last week. It's to be a new show, not a continuation of the series the pair did previously. . . . Luther Reid has joined the Columbia press department. . . . Studios were full of rumors last week about Sealtest's *Saturday Night Party*, concerning themselves with extensive talent changes as imminent. Walter O'Keefe, according to report, wanted to leave, supposedly because of production mix-ups. Only definite changes were that an outside orchestra leader did some work on background music and Vernon Radcliffe became the producer of the show.

Radcliffe left NBC to go with N. W. Ayer, the agency on the program. Ayer production man has his hands full with other work.

Phil Regan rejoins the Lifebuoy show November 10. . . . Joe Martin, a tenor who started in radio on the WHN amateur session, has landed a commercial on the same station. Advertiser is a diathermy outfit. . . . Milton Weil & Company now publishing the winning songs on the WMCA amateur song-writing program. This firm replaced E. B. Marks & Company after Marks withdrew when Joe Howard left the show. . . . American Rolling Mills account (Armco) has shifted from the Gardner agency to N. W. Ayer. . . . Adrian Samish, who just started directing *Court of Human Relations* on NBC, has gone with Arthur Kunder, Inc., as production assistant to Charles Gannon. . . . Nina Vallory, a coloratura soprano, is a new singer on WMCA. . . . United Drug is using a flock of names, including Connie Boswell, Walter Cassell, Jan Peerce, Rubino, Jane Pickens, Sylvia Fross, Donald Novis, the Songsmiths, Virginia Rea, Conrad Thibault, Irene Beasley and Victor Arden's Orchestra on a transcription series. NBC will sponsor something for a change, by way of a special cachet for stamp collectors on November 15. Occasion is the network's 10th anniversary.

Chi Air Notes

By F. LANGDON MORGAN

Bess Johnson, radio executive of the Stack-Goble agency here, trained for a stage career and entered radio by accident. The daughter of Mary Barnes, Belasco player, she appeared in singing and acting leads in high school at Keyser, W. Va., her home town, later taking dramatic courses at the Carnegie Technical School and the American Academy of Dramatic Arts. Started in chautauqua, later played in stock and with Ethel Barrymore and came to Chicago in 1923 as a member of the Goodman Players, playing leads and second business for five years. Got her start in radio in 1929 on WMAQ when another player failed to show up. During her first four years in radio she averaged 17 programs a week. In 1932 was offered the job of assistant director of radio for the Stack-Goble agency, moving up to complete charge of the department in four months, where she has been responsible for many outstanding air shows. Besides her production activities she plays a leading role on the *Today's Children* show and is also known as Lady Esther on the Wayne King broadcasts. Is the mother of a 7-year-old daughter and successfully manages her dual life as housewife and radio executive. Likes to swim and fish and spends her spare time at her cottage in the Indiana dunes.

Clyde Hager, who played the State-Lake Theater here last week, was one of Chicago's first radio station executives and a pioneer in local broadcasting. Some 11 or 12 years ago he managed Station WMBB, located in the Trianon Ballroom. His studio ensemble was composed of Wayne King, Harold Stokes and Charlie Agnew, all of whom have since made their mark. . . . George Watson, formerly of NBC and WCFL, and Paul Parker have joined the WBBM announcing staff. . . . Nelson Shawn has resigned from the NBC sales department to join the Neisser-Meyerhoff agency. . . . Irving Bickler is a new addition to the NBC sound effects department. . . . Lulu Belle, banjo-strumming star of WLS and the *National Barn Dance*, has been named as the 1936 *Radio Guide* queen. . . . Little Jackie Heller, NBC song star, is heading the State-Lake Theater bill this week. . . . Joe Novy, WMBB engineering maintenance supervisor, is convalescing after an appendectomy. . . . Milton Rubel has joined the WAAF sales staff. . . . *Tea Time at Morrell's* has switched from Thursdays

to Fridays over the NBC Red network. . . . John D. Fitzgerald, former WBBM publicity director and CBS Western special events chief in Chicago, has been transferred to Columbia's New York office to assist Paul White in planning the network's special features programs.

Smooth tuning: Josef Cherniavsky's new Sunday afternoon musical program from New York over NBC is revolutionary in treatment and one of the most enjoyable bits of radio showmanship on the air today. . . . Unusually different, the series promises to take its place among the firsts on the networks within very few more broadcasts. . . . Oran Allen, formerly with the Meredith Publishing Company, has been added to the WLS sales promotion staff. . . . Most prominent case of sponsoritis along the Chicago radio front is that big mail-order show. . . . Directors have been changed twice, writing has been re-assigned three different times, commentators have been fired and rehired, and the same thing goes for the musical director, all within a period of about a month. . . . Morgan L. Eastman, *Contented* program musical director, celebrates a birthday on November 3. . . . Lee Hassell, of Verne, Lee and Mary, has chosen next Valentine's Day for her marriage to Gene Donovan, piano accompanist for several Chicago radio shows. . . . Vic, Sade and Rush will guest-star on the *National Barn Dance* broadcast November 7.

WPA COUNTRY-WIDE—

(Continued from page 3)

a presidential campaign going on, with Berzelius (Buzz) Windrip running against the candidates of the liberal People's Party. The city is rather complacent about it all, with its revered editor, Doremus Jessup, scoffing at signs of dictatorship and violence. But dictatorship comes—swiftly and surely after the demagogue Windrip wins office. His private army of Corps carry out the sickening denial of civil liberties, of censorship of the press and radio and of all the other accepted decencies of existence. There is brutal violence, a stunning display of human depravity, and the picture of the once-tolerant liberals and intellectuals ground under foot.

Comes the dawn—only this time it's the awakening of the liberals, symbolized by Jessup's joining an underground revolt of the People's Party against the dictatorship. The final curtain comes

down with Jessup and his grandson escaping into Canada to carry on the fight against American oppression.

In short, crisp scenes we get the whole picture. The entire book isn't here, of course. But the essence is present. Unfortunately, the plot takes so much time that the characters fail to crystallize. The dialog is not always up to the terrific pace of the plot. Jessup, who represents "the free, inquiring spirit," is a good portrayal, made doubly effective thru Seth Arnold's understatement. Lorinda Pike, Jessup's secretary, who is the flame to the liberal torch, is played capably by Helen Morrow. Tom Greenway is excellent as the fascist corporal, while John Adair does an applause-getting scene as the demagogue. The rest of the cast is all right, altho their lines were often hesitant.

Vincent Sherman staged the production, with sets designed under supervision of Tom Adrian Cracraft, incidental music composed by Hans Bruno Meyer and Corps uniforms designed by Charles Hawkins. Carl Fischer supplied the musical program, with Harry W. Meyer conducting the WPA orchestra in the pit. The play's finding itself in the middle of a political controversy has given it tremendous publicity, and the Adelphi Theater reports a four-week heavy advance sale. A Yiddish version opened the same night at the Biltmore, as did a "portable" version in Staten Island. The opening of still another local version at the Majestic Theater, Brooklyn, has been postponed to November 5.

According to the WPA, show also opened Tuesday in Chicago, Cleveland, Detroit, Indianapolis, Birmingham, San Francisco, Tacoma, Newark, Yonkers, Denver, Bridgeport, Miami, Boston, Seattle, Los Angeles (two productions), and Omaha. Des Moines and Kansas City premieres have been postponed.

PAUL DENIS.

BOSTON, Oct. 31.—Boston opening of the Sinclair Lewis-John C. Moffit dramatization of the former's novel, *It Can't Happen Here*, presented October 27 at the Repertory Theater as one unit in the national and simultaneous production of the play by the WPA Federal Theater, failed to arouse the critics and was accorded only a lukewarm reception by the press.

General opinion holds that the play, while by no means a bad one, simply is not an adequate adaptation of the story and lacks the novel's substance and building up of the theme, which has to do with the rebellion of Doremus Jessup, New England editor, against the dictatorship of the country set up by Senator Windrip.

Acting of the lesser characters was adequate, but doubt exists as to the wisdom of casting Frank Charlton as Jessup. The fault was perhaps not Charlton's, who played well, but rather the interpretation of the role by the director. Evelyn Lorn and Bertram Parry, as Lorinda and Parson Prang, performed creditably.

General production and settings were satisfactory, the play being staged by Arthur Ritchie, with John Hunter Booth as supervising director. Other principals not previously mentioned include Louise Kirtland, Mary O'Keefe, Arthur Barry and Paul Sheehan.

DENVER, Oct. 31.—*It Can't Happen Here*, WPA Federal Theater play, which opened simultaneously in many cities last week, played to a half-capacity house on the first night in Denver. Rain and snow were held partly responsible for keeping the attendance down. The Baker Theater, in which the performance was given, is an old house.

Audience responded favorably, giving applause freely. Excellent scenery was done by Pancho Gates, technical director. He was assisted by C. Gilbert Erickson.

Play is expected to run three weeks, with a possible fourth. Plans have not yet been formulated for possible performances elsewhere in the State. Ticket sale has been good. *Rocky Mountain News* gave the play a fine boost following opening night in a review by Alberta Pike, drama editor.

Post gave the play only one small advance reader on the day of the opening and no review. *Post* is backing Landon for election, while *The News* is for Roosevelt.

Leading roles are played by William P. Burt and Adele Bradford. Michael Andrew Slane is director, with Karon Tillman as stage director, and Clinton Tustin, business manager.

DETROIT, Oct. 31.—Federal Theater's production of *It Can't Happen Here*, which opened Tuesday night at the La-

fayette Theater, proved to be the best attended opening of regular productions staged by the WPA organization here. Production had been well billed thruout the city, posters being used in quantities equal to those for current major dramatic productions. Newspaper co-operation was prominent, with frequent notices on the dramatic pages in advance. Local production was under the direction of William Beyer, with the 10 settings designed by Stephen Nastfogel. Leads were taken by Herschell Mayall, Peggy Fenn, Jay Michael and Douglas Wright.

CHICAGO, Oct. 31.—The long-heralded dramatization of Sinclair Lewis' novel *It Can't Happen Here* opened at the Blackstone Theater this week, but somewhere in its transference from book to stage it has lost much of its effective vividness, suspense and strength. Play is not well constructed and at times some of its episodes were plain 10, 20 and 30 melodrama. At other times dialog intended to be serious was laughed at. Even so, it stands out as the most important play presented by the Federal Theater here.

Oscar O'Shea, as the militant editor, stood out in the cast with a nicely shaded characterization, but Hazel Haslam, as his society editor, moved about awkwardly and in the center of the house could hardly be understood. William Courneen gave a suave, smooth performance as one of the heavies, closely seconded by E. N. Johnstone, as the sergeant who becomes drunk with power. Jackson Perkins was a decorative and suitable heroine; Brent Wrenn gave a capable reading of his role, and Otis Gordinier contributed a nice bit of dramatics as Pastor Prang. Balance of the cast was acceptable.

Harry Minturn directed in his usual expert manner and the settings are worthy of a Broadway production, being the best ever seen in any WPA shows here since their inception locally. Otto Benesch, who designed the sets; Archie Campbell, under whose supervision they were built, and Duncan Whiteside, who lighted them, deserve bows and a round of applause. F. LANGDON MORGAN.

NEW ORLEANS, Oct. 31.—Playing to a patronage of more than 100,000 in about six weeks in Louisiana, Arkansas and East Texas, the minstrel unit of the local Federal Theater Project announces its third extension of the present road trip. Ralph Miller, business manager, says the unit will return here late this month. The dramatic unit, having just completed its sixth presentation of *The First Legion*, is now rehearsing Lynn Riggs' *Russet Mantle* for showing November 12, 13 and 14 at Jerusalem Temple here. Intended presentation of Sinclair Lewis' *It Can't Happen Here* has been called off. Reports are circulating that the latter play was deemed "unfit for local consumption because of its reflection on certain high personalities within the State's borders."

PITTSBURGH NEXT—

(Continued from page 3)

Theater house had to shut when only seven tickets were reported sold for afternoon performance. Police interference is practically nil. Only one arrest was made, musician picked up for distributing handbills. Then Mayor S. Davis Wilson issued an order there be no intervention by police in the campaign.

While the inability of the union to crash the local papers is impeding its success, entire question of finances looms. Tomei is seeking financial aid from the AFM, same request being made by the New York local. No signs of any coin forthcoming yet from the national office. It is reported the AFM has a theater reserve of over a million dollars. Local feeling is that the rubber band should be snapped for this fight. To say the AFM's aloofness in the campaign is causing beaucoup local peevess would be stating it mildly.

In an effort to raise funds for the local fight Tomei is planning a gala show and dance. He figures on giving the public a taste of live entertainment at a 25-cent ticket. Mayor will be asked to have the city donate Convention Hall. Added revenue will enable the union to employ skywriters.

PIX WRITERS—

(Continued from page 3)

McNutt, Waldemar Young and Paul Schofield. Sub-committees, to convene for further confabs during the next few weeks, comprise: producers, Kahane, Briskin and Mannix; writers, Young, McNutt and Schofield.

Royal Circuit Building Up

Saurin - Jackson booking combo lining up spots and talent—Dickinson in field

NEW YORK, Oct. 31.—Jack Saurin, of Hollywood, and Billy Jackson here, organizers of the Royal Circuit, a nightery chain, are working out a deal to include important spots in the Far West.

Saurin already has Matt Howard's, S. S. Monte Carlo and Tip Top clubs at San Diego and expects to add at least 16 weeks more. He has signed Sola Landon, Sunny Raye, Harvey and Warner, Jack Kenyon, Vicki Pay, Berte and Alfonsa, Loice and Lyman, Arnold Sisters, Ahearn Sisters and others.

Tommy Burchill and Elsie Cole are Chicago reps, along with Marr and Clark, who book Vanity Fair, Via Lago and Marquette in Chicago. Claim at least 20 weeks in Midwest for circuit.

In New York State Jackson says he has lined up hotels and clubs which have never before used acts in addition to many others.

Sanford H. Dickinson, field rep, has just come back from a trip to Albany, Troy, Utica, Syracuse, Rochester, Buffalo and Cleveland. Claims he has lined up the Kenmore Hotel, Albany; the Chez Ami Club, Buffalo, and others.

Circuit hopes to work acts from Boston straight thru to the Coast.

N. Y. Songwriters Form Social Guild

NEW YORK, Oct. 31.—A new organization has been started in Tin Pan Alley. It is called the Songwriters' Guild and is said to be strictly a social affair, with the membership confined to those who write and compose popular melodies.

At the initial meeting at a local hotel the following officers were chosen: Gerald Griffin, president; Al Nelburg, first vice-president; Lou Handman, second vice-president; Walter Kent, third vice-president; Henri Klickman, fourth vice-president; Jerry Levinson, treasurer; Lee David, recording secretary.

Al Lewis is chairman of the executive board, which includes Walter Hirsch, Michael Cleary, Martin Symes, Gene West and Ed Nelson. Abner Silver is chairman of the advisory board, with Jules Loman as historian, and John Redmond as sergeant at arms.

Ken Later Bookings

NEW YORK, Oct. 31.—Kenneth Later, literary and theatrical agent, has established offices at 1501 Broadway. Associated are B. Lundy and Barney Brown. Latest bookings by the office are Estelle Taylor, at the Bagdad, Providence; Fox and Ames and Virginia Gibson, at the Biltmore, Providence; Gomez and Winona, at the Rainbow Room, and Diana Ward, at the Mon Paris.

Charged With Assault

NEW YORK, Oct. 31.—John Perona, owner of El Morocco, was hailed into Night Court last night on charges of simple assault by James Foraker, vice-president of the Cutler Mail Chute Company. Foraker claims he was struck by Perona during a dispute in the club October 22. Perona lodged a counter charge in court. Both paroled in their own custody.

Rogers Joins Pomeroy

NEW YORK, Oct. 31.—Henny Rogers is now booking manager of the Jack Pomeroy office, with Molly Wanger and Marty Rubin associates.

Dot Gulman at Hollywood

NEW YORK, Oct. 31.—Dorothy Gulman, Chicago press agent and a former columnist for *The Billboard*, has gone into the Hollywood Restaurant as press rep. Succeeds Mack Millar.

LINDA LEE, singer with the Russ Morgan band at the Biltmore, New York, was erroneously referred to as Loretta Lee in last week's review of the Biltmore show. Beg pardon!

Club's 41st Year

NEW YORK, Oct. 31.—Claiming to be the oldest night club in the city, the Black Cat, in the Greenwich Village section, is 41 years old November 5. Jack Monroe, operator, has had the club only one year, however.

Year's Work Up-State, N. Y.

ROCHESTER, N. Y., Oct. 31.—Reports from local bookers indicate business is on the upgrade, all agencies doing very well. With new spots coming in every week, agents claim they can offer, jointly, a full year's work. The demand is heaviest for girls, units and novelty acts.

Possibility of so much work has caused an influx of new acts into this territory and local offices are making headway in finding the right acts for the right spots. The H. S. Vaudeville Exchange and the Mutual Entertainment Exchange are two leading agencies here.

Salt Lake Clubs

SALT LAKE CITY, Oct. 31.—The New Louvre Club opened here last week. Earl R. Ellis financed and secured By Woodbury's Band, featuring Lin Latter, Ward Johnson and Max Moffitt.

A higher class cabaret than formerly takes the place of the old Heidelberg Gardens. Specialty, amateur and prize nights will be featured.

Heidelberg Club, formerly Club Dorado, has opened on lower Main street. A bottled beer license only is available at Brass Rail and Heidelberg clubs.

Melody Lane is doing big business. Andy Wilton is manager.

Marvel Stelt and orchestra are going over big at the Empire Room of the Hotel Utah here. Marvel Craig and orchestra, who closed the Starlit Gardens atop the hotel, played the entire summer here. Manager Guy Toombs is very pleased with business and is booking traveling acts.

Manager Chancey West of the Ben Lomond Hotel, Ogden, has added dancing in the supper room and floor shows Saturdays. Steve Terry has charge.

New St. Louis Club

ST. LOUIS, Oct. 31.—Old Victoria Theater, originally housing German productions, has reopened as the night club Lotus. Extensive alterations and renovations affecting seating arrangements and the staging of shows will result in a modern music hall effect. Will be managed by Al Thompson, former New York theater manager.

Buffalo Ballroom Changes

BUFFALO, Oct. 31.—Irving Fox has quit Harry Altman's New Sagamore Ballroom and started at the Hotel Vendome (colored), where he will handle white contacts and do the booking. Altman and Fox have split annually the past several years. Jimmy Wallingford, manager of Altman's Central Park Theater, is temporarily doubling between the playhouse and the ballroom.

Pittsburgh Performers and Bookers Talk Organization

PITTSBURGH, Oct. 31.—Plenty of organization is in the offing for night spot performers in this territory. Holding his first mass meeting Sunday at the Fort Pitt Hotel, Walter Ryan, of the American Federation of Actors, told performers the AFA will make earnest efforts to organize local talent and improve conditions.

Attending the meeting was Tom Kelly, organizer of the United Entertainers' Association in Philadelphia, who says he is studying the recently organized Entertainment Managers' Association here and working on plans to organize a "social club for actors" here. Kelly stated he is not working against the AFA and will co-operate with Ryan to the fullest extent.

N. Y. Clubs Had To Pay To Racket, Dewey Probe Claims

NEW YORK, Oct. 31.—Local night spots and well-known theatrical restaurants had to pay, or else, to the alleged racket now being exposed by the extraordinary grand jury investigating rackets in this city under Special Prosecutor Dewey. Latest development is the indicting of 13 men for extortion yesterday. The men involved are being accused of shaking down 110 Manhattan

restaurants, night clubs and cafeterias of \$150,000.

Names of cafes mentioned and amount allegedly extorted from them are Jack Dempsey's, \$285; Congress Restaurant (now closed), \$285; Murray's Restaurant, \$2,300; Hollywood Restaurant, \$750; Lindy's, \$8,200; Rosoff's, \$3,500; Gallagher's, \$250; Four Star, \$500; Roth's, \$2,500; Brass Rail, \$6,500; Steuben's, \$8,200.

On the heels of the sensational expose of the alleged racket preying on night clubs comes the news that Charles (Lucky) Luciano, convicted vice king, had drawn \$5,000 last year out of the House of Morgan, now closed. Harry Kannen, testifying before a bankruptcy proceeding yesterday, stated he had sold a partnership to Luciano for \$5,000, but that later when they split he gave him back his money. Luciano, according to Kannen, didn't like the idea of "naming the club after a girl" and had withdrawn from the venture.

Puppet Show For Radio City

NEW YORK, Oct. 31.—Russell Patterson, well-known artist, is preparing a puppet show for the Radio City Rainbow Room, opening November 6. Six weeks and options on another six. Deal set by Irma Marwick.

First time Radio City is trying a puppet show. Patterson has a doll show now at the Hotel New Yorker, with the puppets going thru a regular minnie production—special lyrics, music, costumes and dialog, etc.

Bavarian Club Opens

NEW YORK, Oct. 31.—Weismantel's Bavarian Showboat on Jamaica avenue, Brooklyn, opened Thursday night. Floor show booked thru Louis Loomis, local agent. Opening show has Cortez and Mado, Master Jay Bee and Miss Lucille.

Pierre Cutting Budget

NEW YORK, Oct. 31.—Pierre Hotel, which opened week before last with a show staged by the French Casino office, has been trimming its budget. Dare and Yates and Ray and Naldi have dropped out of the show.

Bill Stein in New York

NEW YORK, Oct. 31.—William Stein, general manager of MCA, is in town looking over talent before returning to the home office in Chicago. J. C. Stein, president of the firm, is abroad, where he has installed Earl Baily manager of the London office.

Musicians Cancel 6; Restore 4 Licenses

NEW YORK, Oct. 31.—American Federation of Musicians has canceled six more licenses: Stanley Warner, Columbus; Southland Orchestra Service, Kansas City; Hoosier Orchestra Service, Kokomo, Ind.; Reese Du Pree, Philadelphia; Associated Orchestras, Chicago, and Sive & Acomb, Cincinnati.

The AFM has restored four licenses: Louis Ricardo, Charles Rapp and the Columbia Entertainment Bureau, all of this city, and George Berkey, Atlanta.

CRA Coast Offices

HOLLYWOOD, Oct. 31.—Appointment of Cliff Webster to the post of associate manager of Consolidated Radio Artists, Inc., in its new West Coast offices, was announced by Charles E. Green, CRA president, here the past week to open the branch. Webster has resigned as business representative of Musicians' Local 47.

Pitt's Standard Contract

PITTSBURGH, Oct. 31.—Entertainment Managers' Association of Western Pennsylvania has adopted a standard contract which was drawn up by a committee, of which Harry Thomas is chairman. Contract is available to all members.

Al Borde Joins TBO

CHICAGO, Oct. 31.—Effective next Monday Al Borde is giving up his offices in the Woods Building, where he has conducted his own agency for several years, to join forces with Dick Bergen in the expansion program of the Theater Booking Office.

In his new connection Borde will have charge of a newly established department to book hotels, cafes, radio and motion pictures. His present staff composed of Harry Greben, associate booker, and Estelle Weinberg, secretary, will continue with him at the TBO.

As an independent booker Borde furnished attractions for many leading night clubs and has produced several vaudeville units, among which were *The Century of Progress Revue*, *The Passing Revue*, *Cocoanut Grove Revels* and this season was associated with Max Halperin in the production of the *Cirque De Patee*.

Americans in Sweden

STOCKHOLM, Oct. 24.—Vale and Stewart, American hoofers; Lulu Gould, seplan song and dance artist; Francis A. Mangan's Girls, English chorines, Two Valors, acrobats; George Dorlis, French comedian; Greta Keller, radio artist; Norwich Trio, eccentrics, and Bernoff and Angelina, dance duo, are at the Odeon cabaret in Stockholm.

Pickard's Chinese Syncopators, string ork; Paul and Nino Ghezzi, equilibrists; the Dancing Johnnies, hoofers; the Mongadors, jugglers, and the Carise Ballet are at the cabaret at Liseberg Park in Gothenberg.

New Bloomington Night Club

BLOOMINGTON, Ill., Oct. 31.—Bert Doss, circus aerialist, who during the season just closing has operated Shalain Park here, and Gene Enos, who recently closed with Russell Bros.' Circus, have formed a partnership to operate the Circus Night Club. Interior of the club is in the form of a "big top." Freddie Fink and his Swing Band furnishing the music. The place seats about 250.

Revokes Club Licenses

PHILADELPHIA, Oct. 31.—State Liquor Control Board is continuing its drive to keep local night spots along legitimate lines. Judge Albert S. C. Millar in last fortnight revoked seven licenses and suspended another for a year because of violations of the State liquor-control act. The offenses charged included selling to minors, selling adulterated liquor, operating a nuisance or selling after hours on Sundays.

Night Club Reviews

Walnut Room, Bismarck Hotel, Chicago

Of distinctly Continental flavor, the new revue offered here by George Nelidoff and Company strikes a fresh note in local night-spot entertainment. It is based on musical numbers from the more popular of the modern operettas, and Nelidoff has worked out a beautiful presentation with his talented group of artists. The heavy musical scores are expertly handled by Phil Levant and his excellent orchestra, whose engagement has been extended for another four weeks.

Nelidoff, who has gained an enviable reputation for colorful productions, still has most of the artists who were with him when he organized his cast two years ago. His singers are Muriel Davenport, Angela Tricome, Estelle Bern, Leonard Balsamo, Maxine Kostlueck and Claude Bern, and the dancers are Walter Camryn, Mata Monteria and Bettina Rosay. Muriel Davenport has shown wonderful development in the last year and she was an outstanding hit of the new show. Every number offered by the

picturesque group had to respond to insistent demands for encores.

Bert Granoff, who has been emceeing the Bismarck show for some time, continues to sell his songs in a big way. A new feature is Granoff's singing with the "phantom organ." Granoff, singing in front of the band stand, is accompanied by Dean Herrick at the console of the electric organ, located far out in the lobby. Herrick has developed an arrangement whereby he plays the organ and a piano simultaneously, the piano being hooked up with the organ thru a complicated electrical connection. Synchronization of the music and Granoff's singing is accomplished by Herrick wearing ear-phones.

The combination of the finest food, exceptionally good service, Phil Levant's popular music, Nelidoff's entertaining productions and the cheerful, friendly atmosphere of the place has brought the Walnut Room to the front as one of the most popular dining places in town. *Nat Green.*

Chez Maurice, Montreal

Ever since they gave the plant a facial and converted Mother Hubbard interior decorations into Chanel models, Chez Maurice, St. Catherine street west flash spot, has been attracting spending customers and sidetracking its share of the carriage trade from the better hotels.

Improved dance music and floor shows are maintained in *Karnival Kapers*, fall opener that calloped its way here October 26.

Ringmastered by Danny White, new show gets as near to a circus and carnival atmosphere as possible without flooring a herd of elephants. Designed to represent the entrance to a tanbark setup with a barker outside, the stage provides accommodation for a number of side-show types. With only minor letdowns, it is well paced and moves easily and swiftly until the finale.

Nimble-footed Newell and Thorpe prove clever dancers and shrewd pantomimists with a flare for smart comedy. Their wordless duel, done in pantomime, with the ork trumpeter supplying the umphs that are supposed to emerge from the mouths of the dancers, is particularly well done.

Reeve Sisters, with their singing, dancing and imitations of film notables, are pleasant enough. Their parodies include Mac West, Garbo, Groucho Marx and other stock takeoffs. Assisted by Al Morrison.

Eccentric dancer and comedian, Danny White is an able emcee, resourceful when the show begins to flag. His work is largely responsible for keeping the layout moving at its swift pace.

Top production number is *Midnight Blue*. The bit is more than faintly reminiscent of a similar number in the current *Follies*. Costuming is better than average.

No covert charge. Price range is slightly higher than average and the cuisine good. *TED McCORMICK.*

Cotton Club, New York

This is the beginning of the sixth week of Dan Healy's *Cotton Club Parade* at the Cotton Club, on the site of last year's Connie's Inn, 48th at Broadway. Next to the big French Casino, this spot is undoubtedly drawing the heaviest attendance among local night spots. Business has been capacity right along.

Show, which is all-colored, runs only 45 minutes and is dynamite. Of course the big attractions are Cab Calloway, leading his band and entertaining, and Bill Robinson, in from picture work on the Coast. Robinson, who taps not only with his feet, but with his entire body and personality, is swell. Calloway, always a dynamic personality, sings and dances and clowns around in an ingratiating manner, while one of his saxophonists leads the band during the show. Cab's band alternates with Arthur Davy's Orchestra for the dancing.

Outstanding sock is the three Berry Brothers, whose tap and acrobatic dancing is spectacular. Kaloah, whose rippling body amazed customers of last year's Connie's Inn show, is again a standout. The Bahama Dancers, with their weird and sensuous movements and drum beating, are big attention-getters, too. A pleasant surprise is the Tramp Band, seven men, with a comedy leader

setting the pace. A riot of rhythm and clowning.

Avis Andrews, comely soprano, has an attractive personality and a good voice. Anne Lewis is another good singer and personality who can go to town in a big way. Katherine Perry, also a featured soloist, reveals an expressive and rich blues voice.

Henri Wessels is the Adonis of the show, offering some fair singing and sock acrobatic dance specialties. Handsome and well built, he does a sexy dance with Kaloah in *The Jungle Jingle* number. Dynamite Hooker does a brief snatch of hot hoofing, while Broadway Jones is also on for a bit of comedy.

Whyte's Maniacs, three Lindy Hopping teams, are hot stuff. The Wen Talbert mixed choir of eight provide fine choral backgrounds. The large troupe of "copper-colored gals" is easy on the eyes. Girls are very pretty and do all right both in the dancing and parade numbers. Costumes (designed by Billy Weaver and executed by Veronica) are peachy.

Lyrics and music by Benny Davis and J. Fred Coots are zippy and tuneful. Main numbers are *Class*, *There's Love in My Heart*, *Alabama Barbeque*, *I'm at the Mercy of Love*, *Copper-Colored Gal*, *Frisco Flo*, *The Jungle Jingle*, *Do in' the Susi-Q*. The *Susi-Q* certainly looks like the new dance rage. Mills Music, Inc., has purchased the score, with orchestrations by Will Vodery.

Clarence Robinson did the production and dances, giving the show a terrific pace and fully utilizing the side entrances and upper background stage for speed and movement.

Three shows a night. Dinner as low as \$1.50, with a \$2 minimum after 10 p.m. week days and \$2.50 Sundays, and also a \$3 minimum Saturdays and holidays. Never a location or cover charge. Herman Stark is manager.

Spot, incidentally, has been redecorated by Julian Harrison and is much brighter and more comfortable than last year. *Paul Denis.*

Holland Tavern, New York

This is an out-of-the-way spot—at 55 Watt street, to be exact. Has been using talent ever since Prohibition repeal, altho full floor shows have been used only the past year. Al Davis staging.

Feature is Tiny Huff, from burlesque, who has been here for months and is a big favorite. Doing exotic dances for the early shows and strip numbers for the late performances. She is a comely blonde who knows how to tease and radiate that old sex appeal.

Paul Cunningham emcees nicely, teaming later with Florrie Bennett for thoroughly pleasing harmony singing. Oldtimers, they know how to handle pop tunes, offering cleverly arranged duets from the floor and table to table. Cunningham is a songwriter himself and, of course, offers some of his own ditties.

Doris Seabury, a red-headed little blues singer, is the surprise item here. Not much of a straight singer, she is a riot as a comedienne. Follows the regular show and satirizes every act, drawing roars of laughter.

Dorothy Maxine, pretty, comes thru with nice rhythm tapping. Louise Haefer does capable intimate pianoing, doing requests and filling in the band intermissions. Alma Halsey is a stately singer, revealing an interesting soprano voice. Shows possibilities and should develop. Sally Gilligan, checkroom girl, follows the new tradition of doubling as an entertainer. Sings and does mimicry.

A line of five girls goes thru three rather snappy numbers. Mostly looks. Peppy and Peanuts, tiny blonde and tall gawky boy, offer one of those eccentric dances that has light comedy touches. An above-average combo.

Tommy De Rose and his New Orleans Swing Band, five men, provide the dance rhythms. Okeh. (See New Bands Reviews.) Tom and Nick Spina operate. Spot opens for lunch, dinner, supper and also runs upstairs banquet rooms and a side business men's bar. Show evenings only. Food is excellent. Dinner, \$1.25 and up.

Line girls are Jean Costigan, Rita Flynn, Helen Sarno, Mickey Barnett and Joanne Kowal. *Paul Denis.*

Palm Room, Commodore Hotel, New York

Four-act show has been cut to two acts, with the Mal Hallett Band filling in with vocal and instrumental specialties. Outstanding is the new team of Don Loper and Beth Hayes, who domi-

nate with their superb dancing. Other act is Vera Fern, acrobatic dancer.

Loper and Hayes are spotted for three numbers, a beautiful Viennese waltz using a plume fan, a flirtation musical comedy number and a dramatic story dance set to music from *Peer Gynt*. Each number a sock, with the last leaving the customers greatly impressed. (See New Act Reviews.)

Miss Fern, a lovely young blonde, impresses with her broken rhythm tapping and exceptional acrobatic and floor work. Has the appearance, being costumed nicely, and has the talent, too. Did two numbers, drawing an appreciative hand with each.

Hallett, in his fifth week and apparently settling down for a run, leads his hotcha band thru capable floor show accompaniment and then dishes out the

(See NIGHT CLUB on page 19)

ENRICA and NOVELLO
"DISTINCTIVE DANCERS."
Currently CONGRESS HOTEL, Chicago, Ill.

Grace Morgan
MUSICAL SATIRES
Currently PARK PLAZA HOTEL, St. Louis, Mo.

PAUL ROBINSON
The Ultra Modern HARMONICIST.

Dancers and Singers of Sophisticated Songs.
JEAN & JANE FARRAR
Now appearing Club 1523 Locust, Philadelphia, Pa.

3 RACKET-CHEERS
STEVE PETE LOU
Currently 1214 CLUB, Philadelphia, Pa.
"Three Racketcheers proving the Zan-est three-ome that ever hit town."
BILLBOARD.
Personal Representative, MARTY FORKINS, 1564 B'way, N. Y.

Garron Bennett
INTERPRETERS OF MODERN BALLROOM DANCING.

SYLVITA FINA
Portraying Swaying Spain, Amorous Argentine. Colorful Cuba In Dance and Song.
46 West 64th St. New York City

COLLETTE and BARRY
Musical Comedy Dancers
Currently at the BROWN HOTEL, Louisville, Ky.

ZEB CARVER
and his Country Cousins
Comedy, Music, Singing, Dancing
VILLAGE BARN, NEW YORK, Indefinitely.

don LOPER and Beth HAYES
"inimitable dance stylists"
Currently COMMODORE HOTEL, New York.

SHAVO SHERMAN
Character Delineator
Just Completed Successful Engagements at
PARAMOUNT THEATRE and HOLLYWOOD RESTAURANT
Representatives:
AL GROSSMAN, 160 W. 46th St., New York.
MANNY SACHS, Music Corp. of America.

AMAZING! BAFFLING!
GALI-GALI
Palmer House, Chicago, 18 weeks; return engagement, 7 weeks.
Held over Blossom Heath Inn, Detroit, 4 weeks.
Held over Biltmore Hotel, New York, 4 weeks.
Held over Rainbow Room, New York, 8 weeks.
Currently
VERSAILLES RESTAURANT, NEW YORK, Indefinitely.
Mgt. MUSIC CORPORATION OF AMERICA.

Club Chatter

GENE JEROME is in his 15th week at the Milwaukee Athletic Club, Milwaukee, having been placed by Alma Claussen. . . . **BUDDY LESTER**, Louie Rose and Bobbie Mathis are playing the Minuet Club, Chicago. . . . **PAT KENNEDY** opened at the Colony Club, Chicago, October 23. . . . **CARROLL AND GORMAN** have just completed their sixth week at the 885 Club, Chicago.

Turn to our Routes Department for listings of acts, units, attractions and bands playing night clubs, hotels, ballrooms, theaters, roadhouses, music halls, etc. Send in your own listing so that your friends and business associates may know where to reach you from week to week.

BOBBY LAMARR and Lee Carroll, after 10 weeks at Ballyhoo Club, Columbus, O., now current at Jungle Inn, Youngstown, O. . . . **BILLY HERRERA** and Hot-Cha Hinton held over at Piccadilly Club, Baltimore. . . . **JACQUETTE LAMARR** heads revue at Spinning Wheel, Kansas City, Mo. . . . **DeRITA SISTERS** closing full run of Dallas Centennial (See CLUB CHATTER on page 32)

PEGGY CALVERT, singer, hurt recently in a New York auto accident, is recuperating. . . . **BORIS BAKCHY** is personal manager for Youry Yourloff, now at Troyka Night Club, Montreal, and of Vodnoy, who, after eight years at Music Hall and Roxy Theater, New York, is readying a new act. . . . **CHANEY AND FOX**, at Club Deauville, San Francisco, were granted last week a leave of absence to visit Mrs. F. D. R., their personal friend.

JERRY FODOR and band are at Frank Brothers' Night Club, Toledo, O., with Thelma Wagner and Steve Allen on same bill. . . . **CONNIE DALE**, blues singer, featured with Frank Nichols' Band at Riverside Restaurant, Riverside, N. Y.

LOS ANGELES NOTES: Cross and Dunn have been signed to stay at Casanova Club until Belle Baker gets into town. **BILLY AND BEVERLY BEMIS** opened last week at the Biltmore Bowl for four weeks. . . . **NBC WILL KEEP** its wire in the Cotton Club for the engagement of Harry Barris and band, with Loyce Whitehead and the Three Radio Rogues.

One New York night club producer has become notorious for faking activity. He always has big rehearsals going on. This impresses visiting out-of-town club owners. The poor girls rehearsing are stalled indefinitely until something really turns up. In most cases, however, the girls get disgusted and drop out when no work is forthcoming. Unfortunately there are plenty of other hopefuls to fill their place.

PHILADELPHIA: Nila Taylor augments the femme contingent at 21 Club. . . . **RUMOR MAKING** the rounds has Eddie Davis, of New York's Leon and Eddies, preparing a split, and opening his old Club Cadix here. . . . **GAIL LEE** back in the local night life swing at the 20th Century. . . . **THREE RACKET-CHEERS** making the 1214 Club an instantaneous hit among the town's intimate spots and being held over indefinitely.

SAN FRANCISCO BRIEFS: Tony Anselmo, who operated the Primrose Club, has taken over management of the Nine Club. Floor show has Diana Daniels, Helen and Fern, Jean Martin and Evelyn Napier. . . . **JUAN AND ANITA** booked into the Club Tivoli by Dick Richards and Pete Winandy, co-owners. Cookie Rice is featured vocalist, with Jimmy Clark continuing as emcee. . . . **GEORGE L. RICCOMI** has just celebrated the first anniversary of his Music Box. Also operates The States, downtown spot. . . . **BUDDIE BOWMAN** is the new emcee at the Club Lido. Floor show includes the White Sisters, Bert Wheeler (vocalist) and Cassell and Barrett.

There are certain bands so good that they ease themselves out of jobs. These orks are so hot and spectacular that couples come and just hang around the band stand. This type of patron attends strictly to hear the band and doesn't dance much or spend much dough. As a result there are big crowds but small money. Class hotels don't want this type of patronage and avoid booking bands that attract "the kids"—or "the gingersalers," as waiters would call them.

ABBOTT AND TANNER opened at the Yacht Club, Chicago, October 28. . . . **DeLONG SISTERS** open at the Chase Hotel, St. Louis, November 6. . . . **NICE, FLORIO AND LUBOW** will play the Sligh & Tyrrell hotel time, starting November 20. . . . **THE THREE MARVELS**, Noll and Nolan and Sammy Walsh opened at the Lookout House, Covington, Ky., October 28. . . . **THE TITAN TRIO** are in their eighth week at the Terrace Room, Chicago. . . . **JACKIE GREEN** is in his sixth week at the same spot. . . . **RAYMOND WILBERT** opens at the Jefferson Hotel, St. Louis, November 13. . . . **SALLY GAY** is playing her fourth week at the Park Plaza Hotel, St. Louis. . . . **THE LA FONS** opened October 30 at the Berghoff Gardens, Ft. Wayne, Ind.

BOSTON NEWS: Bernice Bruce, co-partner of the Artists' Amusement Agency, is lining up talent for the Middleton Arms, Middleton, and the Savoy Hotel, Gloucester. . . . **FOLIES RIVIERA**, an Al Martin booking produced thru Jerry Mann, is in for two weeks at the Chop Stick, uptown spot, with the

Three White Whirlwinds, Gino and Gianni, Three Dancing Diamonds, Satch and Satchel, the Eight Riviera Girls, Les Golden and Hughie Connors' Ork. . . . **SHEILA BARRETT** slated for a return to Ben Ginsburg's Club Mayfair November 13. . . . **BERNICE BRUCE'S** 22-piece *Smart Set Revue* entertained a recent convention at the Statler Hotel. . . . **ROY RADCLIFFEE**, tenor, currently at the Belgian Village. . . . **WOODS AND BRAY** are featured in the new Coconut Grove show. . . . **THE MERRY WIDOWS** (Aice, Jane, Dolly and Mary) at the Hotel Langham. . . . **JIMMIE McHALE'S** Ork back to the Brown Derby, replacing Ben Pullo's music. . . . **JOHN E. REILLY**, WMEX program director, has given Tom Maren's Penthouse, atop the Bradford Hotel, a WMEX wire six nights a week. . . . **CHET NELSON'S** music featured.

Certain New York night club agents are getting acts to sign contracts giving the agent exclusive authorization to represent them for specific night clubs and for a definite period—anything from three months to two years. The agent, of course, does not guarantee he will even try to get the dates. In effect, this new trick "contract" ties up certain dates and makes it impossible for the act to play them without going thru the agent. If the AFA is looking for gyp contracts, here's the latest.

JOHN BOOTH, magician, and Ming Toy, dancer, at Green Gables, Hazleton, Pa. Show includes Sandino and Fairchild, Three O'Connor Sisters and Brook Adam, m. c. . . . **LAURENE NEVELL** held over at McVan's, Buffalo. . . . **CHARLES AND CELESTE**, dance team, now at Park Central Hotel, New York. . . . **COFFEE DAN'S**, New York, under Al Quodbach, makes its bow Election night. Show includes Frank Shaw, John Fogarty, the Three Reasons and Charlie Boulanger's Band.

HAVANA NIGHT SPOTS enjoying most prosperous season in years. . . . **CLUB SANS SOUCI** there features Tudel and Jean, Elia de Granados, Elpidio and Margot, Canto Septeto's rumba band and Hermanos de Betard's dance band. . . . **HELEN ETHERIDGE** booked into the Top Hat, Union City, N. J. . . . **JAMES PAUL**, strong man, closed at the Times Square Supper Club and reopened at the Golden Grill Inn, Rochester, N. Y. . . . **COLLETTE AND BARRY** booked into the Brown Hotel, Louisville. . . . **DIANA WARD** opened at Mon Paris, New York, last week.

STEVE FORREST, booker, has opened an office in the McCance Building, Pittsburgh. Had been ill.

A New York agent last week offered an act a certain date at a low salary, to be followed by a string of bookings netting enough dough to cover up the initial date. The act had already been offered the same date, however, by another agent and for more dough. Obviously the first agent mentioned was trying to pull the old trick—that of being able to go to the night club and say: "See, I've signed up the act at less money than your agent. Why not let me book the whole show?" Indie vaude bookers used this trick for years. Finally they undersold each other right out of business. Night club agents had better get wise to themselves in time.

ST. MORITZ Restaurant de la Paix, New York, opened Monday with George Sternek's Ork, Miriam Verne and Marjorie Gainsworth. . . . **BETTY JOYCE**, songstress, is new at Dizzy Club, New York. . . . **JEANNE D'ARCY**, vocalist with Dick Messner's Band, Park Central Hotel, New York, first to introduce Irving Berlin's newest, *Did You Mean It, Baby?* . . . **HOTEL PIERRE**, New York, may cut down on talent to balance budget. . . . **BOB AND FLEURETTE GILBERT**, having closed at Mayfair, Boston, plus three weeks at Lido Club, Montreal, are back in New York.

NANETTE VALLON, Spanish dancer, makes American debut at Club Gaucho, New York. . . . **BETTY HARRIS**, singer, latest addition to Swanee Club, New York. . . . **SONYA LOVETT** engaged for 18 Club, New York. . . . **YOLANDA**, of Veloz and Yolanda, will introduce 75 gowns during engagement at the Waldorf-Astoria in New York, one costing \$1,500 and the lot insured for \$125,000 (according to the press agent).

ANN GREENWAY and Lois Wodell head the entertainment at the new Club Elysee, New York. . . . **DIANA WARD** opened at Mon Paris, New York. . . . **FLEURETTE**, from Paris, makes (See CLUB CHATTER on page 14)

Milwaukee Rumpus Quiet

Cafe owners' assn., labor, city officials okeh AFA—Pritchard attack unsolved

MILWAUKEE, Oct. 31.—The tense situation arising from the mysterious beating of Dick Pritchard, local night club agent last week, has subsided.

Ralph Whitehead, exec secretary of the American Federation of Actors, who arrived here from New York Sunday, held several conferences with representatives of the Central Trades and Labor Council, the musicians' union, the Wisconsin Cafe Owners' Association, local AFA franchised booking agents, local labor unions and law enforcement bodies. As a result, Whitehead says he has received pledges of confidence from all of them in the AFA's work here. He calls it a "complete vindication" of the AFA.

Pritchard is an AFA franchised agent and his beating was considered by the police as an effort of a rival group to organize cafe entertainers thru use of violence.

Theodore Kraft has been reappointed local AFA representative by Whitehead, who leaves today for Chicago, followed by a stop in Pittsburgh, where the AFA branch is being reorganized.

Estelle and LeRoy
Superlative Dance Stylists
Now PARADISE RESTAURANT,
New York.
Exclusive Management
HENRY W. HERMAN,
37 W. 51st St., New York City.

DON HUGHIE MARVIN
RAYE, PRINCE & CLARK
Songs and Dances Well Seasoned.
Mgt. CHAS. V. YATES, 1560 BROADWAY

dick clyde
CONWAY and PARKS
Colored Comedy Song and Dance Sensation.
Now, LINCOLN THEATRE, Philadelphia.
Personal Management HARRY PINCUS,
MILLS ARTISTS, N. Y.

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

Eleanor Wood
Now Appearing at
DUDLEY HOTEL, Salamanca, N. Y.
ADDRESS ALL COMMUNICATIONS TO 1564 BROADWAY, NEW YORK

MIACO
★ Prince of Magic ★
Direction KENNETH LATER,
1501 Broadway Paramount Bldg.,
Suite 1809, New York.

RADIO CLUBS
EDDIE DUKE'S
HAWAIIAN ENTERTAINERS.
Music That's Different.
Now at
STEIN CLUB, Wallace, Ida.
STAGE LOUNGES

VERA FERN
acro-tap dancer
★
12 Weeks
Syracuse
Hotel,
Syracuse,
N. Y.
NOW
★ 3rd Week
COMMODORE HOTEL
New York
Thanks MANN SACHS,
Music Corp. of America.

YVETTE
AND HER ORIGINAL
MUFF DANCE
Now Harry's New York Cabaret, Chicago.
—WARNING—
Bob Davis Has No Connection With This Act.
Under Direction
SLEIGH & TYRELL,
140 N. Dearborn Street, Chicago.

WARNING
and
ANNOUNCEMENT
TANIA AND KIRSOFF
wish to announce that the essential and fundamental parts of their production "THE SNAKE DANCE" cannot be used by any dance team, single or any type of act, as it is registered with the Material Protection Bureau of The Billboard.
The use of a live or artificial snake or any idea embodied in this routine is an infringement of our priority rights and full legal steps will be taken to protect our original ideas and interests.
Now Appearing at
COCOANUT GROVE
BOSTON, MASS.

Bands and Orchestras

SAN FRANCISCO NEWS: Del Courtney has reorganized his band and moves into the Athens Club, Oakland, Calif. **HAROLD (DENNY) MOORE** has organized his own band and is at the States here. Formerly sang with Herb Saman's ork. **DON FRANCISCO** and his tango ork, which supplies the relief music at the Bal Tabarin here, has a Sunday morning quarter hour on KFRC.

Old timers who scoff at more modern musicians who can improvise solo during jam sessions should read this excerpt from a recent new book, "Hot Jazz": "It is enough that the performer invent a melodic line which fits the harmonic structure of the composition. Obviously, he must have either considerable musicianship or extraordinary intuition to succeed in inventing anything worth while under such conditions."

TOMMY DORSEY and orchestra opened at the Mayfair Casino, Cleveland, October 30 and will be followed November 6 by Jack Denny. . . . **HAL MUNRO** and orchestra open at Ivanhoe Gardens, Chicago, November 18. . . . **INA RAY HUTTON** and her Melodears will play the CAPA annual ball at the Hotel Sherman, Chicago, November 25.

The El Toreador Club, New York, informs us that it ain't true what they say about the rumba. The rumba "is a sacred ceremonial dance . . . performed to pacify the anger of the gods" and Cubans made from it "an Afro-Cuban rhythm." The next time you play a rumba regard it with more reverence!

There are many night spots that avoid booking good dance bands, deliberately wanting to keep away the dance crowd. These are usually gambling casinos that want gambling and drinking patrons, and are afraid good dance music will distract the customers from spending heavy dough.

PITTSBURGH NOTES: Bobby Clayman and orchestra opened at Sam Blandy's Willows. . . . **BILLY YATES'** outfit has been booked as the opening attraction for the Show Boat. . . . **EMMETT LIPPOLD** and Musical Aces landed a contract at the Homer Tavern. **RALPH ALLEN'S** ork has been placed at George Sof's Club. . . . **BER-**

NIE CAYTON and boys moved to the Turf Cafe. . . . **HARRY WARNER**, Warner Brothers' president, signed Paul Pendarvis for a screen test after hearing Pendarvis at the Chatterbox last Saturday.

Nano Rodrigo, who is an authority on Latin music, tells us there are four major Cuban dance styles: the Bolero, Son, Rumba and Congo. The Congo is basically a Negro rhythm and is the closest Cuban parallel to our own swing. Incidentally, the Cuban Bolero has nothing to do with Ravel's famous number.

Jam (the improvised jazz, according to the authorities) is closest to American folk music in spirit and technique—again according to the music highbrows. That's going to be a flattering surprise to the boys who jam away out of pure inspiration and joy and who now suddenly find themselves being called cultivators of native music.

PHILADELPHIA: Benny the Bum's sporting a new instrumental group, the Four Gondollers. . . . **BERNARD BERLE** grabs off the series of American Legion dances in Camden, N. J. . . . **AFTER AN ABSENCE** of five years Charlie Sansone is again fronting a band at his old haunt, the Stanley Ballroom. . . . **CIRCLE CAFE**, Brooklawn, N. J., lights up again with Len McCall's ork. . . . **WITH EVERY MAESTRO** auditioning, initial honors to front WFIL's first studio band went to Howard Lanin.

In Europe tango music is so popular that in many night clubs the tango bands are featured, with the regular jazz bands alternating. Enthusiasts of Latin music claim the day will come when this will also be true here. That may be an exaggeration, but there's no doubt that Latin music has gained tremendously in the United States.

For further information about best-selling records (Bluebird, Brunswick, Victor and Vocalion) turn to the Music Section of our Amusement Machine Department. This is a regular weekly feature of The Billboard.

LOS ANGELES: Cliff Webster, who left the business agent's spot with the musicians' union here to join the new West Coast office of Consolidated Radio Artists, got off to a flying start by booking Benny Pollack's band for Sebastian's Cotton Club, opening November 17, and Six Counts of Rhythm for Omar's Dome.

Turn to our Routes Department for accurate listings of bands playing night clubs, hotel dining spots, theaters and ballrooms, and also for listings of featured vocalists with bands.

Will Osborne, whose slide music has put him on the map again, is using three slide trumpets, along with his regular trombones. The "slide trumpets" are miniature trombones that look like toys.

Musicians Win Fight

LINCOLN, Neb., Oct. 31.—Battle between musicians' local and the studees at the University of Nebraska over use of union bands at house parties was ironed out this week. Everything okeh now. Scrap started with the college kids wanting a duck in scale. Union said nix and the kids had threatened to go for wax stuff.

CLUB CHATTER

(Continued from page 13)

her debut at Le Mirage, New York. . . . **VIVIAN RAY** has come back to the Hollywood, New York. So have the dancing Ashburns, Harris and Yvonne. . . . **JUNE CARROLL**, daughter of Harry, is at the Village Casino, New York. . . . **MARIA KAROLY**, soprano, added to revue at the Tokay, New York. . . . **SARA ABRAMS**, secretary for Irving Mills, sailed from New York last week aboard the Monarch of Bermuda for a much-needed vacation.

Turn to page 19 for our regular new feature, New Acts-Bands Reviews. Detailed reviews of leading orchestras, listing individual musicians and vocalists, arrangements, background and outlook.

PHILADELPHIA: After chalking up 22 weeks earlier in the year, Eddie Thomas is back as emcee at the College Inn. . . . **JACK LYNCH** adds Elaine Arden to top his show at the Adelphia Hotel. . . . **ANCHORAGE INN** sporting a floor offering Friday and Saturday nights. . . . **GYPSY MARKOFF** doing her ac-

cordion stuff at the Colony Club. . . . **TERRY GREEN** newest thrush to be glorified at the 1214 Club, where the Three Racket-Cheers are becoming a permanent part of the scenery.

MINOR AND ROOT added to show at Versailles, New York. . . . **JEAN SARGENT** and the blue blooded Lawrence White will sing at the new Sapphire Room, New York. . . . **DICK SWARZ** is added vocalist at Hotel Montclair, New York. . . . **GEORGE BRADLEY'S Fantasies of 1937** opens at the Hollywood Club, Miami, early in December.

TOMMY KING and his show at University Grill, Albany, after 15 weeks at Dan Healy's, New York. Featured are Gibbons and Gretta. . . . **CLOSING AT THE Earl Club**, Jerry Faye now at Jungle Inn, Youngstown, O. . . . **ILE DE FRANCE** last week brought back the Four Mills Brothers; Princess Lella Beder Khan, dancer; Pierre Sandrini, M. Leroy and Leonard Barri. . . . **MILLY MONTI**, Italian actress, opens at Rainbow Room, New York, November 11.

CHICAGO—PEGGY BAKER, Lido and LaVonne and Frankie Donia opened at the Silver Cloud Cafe October 30. . . . **JANTON SISTERS**, Yasha and Masha, Eve Evon, Chiya and Barney Grant opened at Von Thenen's October 30. . . . **EFFIE BURTON**, Ruthie Dean and Mickey Dunn are playing the Club Alabam. . . . **DICK HUGHES**, Jackie Hamlin, Wallace and Letita, Martin Trio, Joyce Saunders and Mary Macek now playing the Via Lago.

Certain hotel and restaurant owner associations are preying on acts, getting them to give free shows before association meetings—on the glib promise that the association members may like the acts and perhaps offer bookings. The whole thing is a gag. Acts playing these affairs have seldom if ever landed bookings. The meetings are held in swank hotels—but the actors, of course, are not paid. It's the benefit gag under a new cloak!

LISCHERON AND ADAMS continuing at the Northwood Inn, Detroit, for another six weeks.

PITTSBURGH NOTES: Eddie Powell, piano-playing singer, returned to the Plaza Cafe for his third consecutive season. . . . **GAY MORAN**, singer, has been engaged by the Hotel Henry. . . . **FRANCIS ELWOOD** is heading his new *Flaming Youth Revue* at the New Penn. Show includes Dave Dubai, dancer; Boone and Taft, dancers, and a line of girls. . . . **BERT LAYTON** and Adele St. Clair have been held over at the Union Grill. . . . **FRANZL AND HIS BAVARIANS** opened at Sander's Inn.

LOS ANGELES NOTES: Billy Snyder, L who clicked at the Trocadero three weeks ago, opened at the Blue Room Supper Club October 28. . . . **GEORGIE TAPPS**, recently spotted by Louis B. Mayer while taking a guest turn at a local spot, has been signed by MGM and will probably make his bow in *Broadway Melody of 1937*. . . . **AUSTIE MCCOY** and his Crazy Swing Band have opened at the Hollywood Famous Door.

Sophie Tucker, now taking England by storm, signed Jack Yellen, songwriter, to an exclusive contract 17 years ago. He has been supplying her with special material ever since. Miss Tucker is one star who knows the value of special material and who found a direct and quick way to insure a supply. If only more performers had a little foresight!

ERNIE ST. CLAIR, of St. Clair and Yvonne, dance team—an important message awaits you at the Cincinnati office of *The Billboard*. Sent in your route to Bill Sachs in the Cincy office. . . . **SALVO AND GLORIA**, dance team, are now playing their fifth return engagement at the Shoreham Hotel, Washington.

CHICAGO: Barbara Blane opened at the Terrace Room, Morrison Hotel, October 30. . . . **DOROTHY HILD DANCERS**, lire of 12, has been added to the Congress Casino. . . . **DANZI GOOD-ELL** is now in the College Inn show. . . . **DON AND SALLY JENNINGS** opened at the Gibson Hotel, Cincinnati, October 30. . . . **JIMAE McDONALD AND ROSS** and the Muriel Kretlow Dancers opened at the Hollyhock Gardens, Warren, O., October 23, for three weeks. . . . **ROMO VINCENT'S** contract has been extended 10 weeks, beginning October 30, at the Blackhawk Cafe here. So has Ruth and Billy Ambrose's. . . . **JERRY AND TURK'S** option was taken

up for another four weeks, beginning October 28, at the Yacht Club. . . . **THREE HEAT WAVES**, Two Eileens, Paul Nolan, Consolo and Melba and Dorothea Grey opened at the Mayfair Casino, Cleveland, October 30. . . . **DARO AND COSTA**, Jean Kirk, Les Hunt and John Hale opened October 30 at the Pere Marquette Hotel, Peoria, Ill., for Sligh & Tyrrell.

WILLIAM LAVAR, former dance star, was tendered a birthday party by nearly 100 AFA members at Eddie Leonard's Bar and Grill, Brooklyn, Tuesday night. . . . **SALLY CARLISLE** in 15th week at Blondie's, Chicago. . . . **DAVE HACKER** and June Sidell, Coast dance team, now playing night clubs in New York. . . . **PATRICIA GIBBS** and Charles Garland, newly formed dance team, now playing around New York. . . . **JOE AND BETTY LEE**, handled by Fred LeQuorne, open the Roney Plaza, Miami, December 19. . . . **DOROTHY JAMES**, torch singer, now studying grand opera.

SELMA MARLOWE, closing at the Morrison, Chicago, will enter the Royale Frolics, that city, November 12. Will do tap and lead production numbers. . . . **LEHSAY AND MANYA** play the Canadian National Motor Show, Toronto, for week beginning November 7.

Many dance bands, suddenly being obliged to accompany a floor show, mess up things by careless playing. They don't stop to think that their music must emphasize and illustrate what's going on in the show. Instead, they often play numbers that are either inappropriate or too loud. Many an act now playing night clubs has sighed for "the good old days" when they played vaudeville and had fine pit orchestras that were especially adept at accompaniment.

SAN FRANCISCO: Bob Saunders, who tenors with Edward Fitzpatrick's Ork at the Hotel St. Francis, will also sing in Los Angeles, flying south for a Wednesday night commercial on KFT. . . . **HORACE PERRAZZI** is the comedy singer with Herb Saman's Ork at the Bal Tabarin. Other vocalists are Adele Arden and Bernie Jones. . . . **LORRAINE SANTSCHI** and Josephine Buckley, dance team, open a four-week engagement at the Hotel St. Francis November 3.

Football Helps Cafes

PITTSBURGH, Oct. 31.—Local spots have been doing record business during football week-ends. A new high in receipts for a Saturday night since 1929 was recorded last week, following the Pitt-Notre Dame game. All leading spots were forced to close doors at 10 p.m. due to tremendous turnouts.

"Dean of Sophisticated Swing"

BEN POLLACK AND HIS ORCHESTRA ON TOUR

Exc. Mgt. Consolidated Radio Artists, Inc. Personal Direction **EDDIE RICHMOND**.

Featuring the Mound City Blue Blowers.

RED MCKENZIE AND HIS ORCHESTRA Now playing at Yacht Club, N. Y.

Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBC. Coast to Coast, Currently Arcadia Ballroom, N. Y., indefinitely.

HARRY RESER AND HIS CLIQUOT CLUB ESKIMOS

Exc. Mgt.—Consolidated Radio Artists, Inc.

Comedy Singer, Dancer and M. C. Inventor of the Electric Guitar. Now featuring his new invention, the only Electric Vibrolynn in the world. Direction **FERD SIMON** RKO Bldg., N. Y. C.

BERT LYNN

Now Appearing **CHEZ MAURICE**, Dallas, Tex. THE ORIGINAL **BATTY**

BRITTON BAND

"NUTS TO YOU" Under exclusive direction: **MILLS ARTISTS, Inc.**, 799 7th Ave., N. Y. C.

DON MARIO and his ORCHESTRA now EMBASSY CLUB, Atlanta, Ga. Per. Mgt. **PAUL WIMBISH**, 1619 B'way, Suite 701, New York

RAMON RAMOS AND HIS CONTINENTAL ORCHESTRA Now Playing THE **TRIANON ROOM** AMBASSADOR HOTEL, N. Y.

ACTS-UNITS-ORCHESTRAS FOR HOTELS—NITE CLUBS—BALLROOMS.

JIMMY DALEY ATTRACTIONS 11 No. Pearl Street, ALBANY, N. Y. Syracuse Branch Office: 601 Keith Thea. Bldg.

DON REDMAN AND HIS ORCHESTRA **NIXON GRAND**, Philadelphia, Pa., Week October 30. CENTURY ORCHESTRA CORPORATION, 1619 Broadway, New York.

The Romantic Tenor **DICK DIXON** AND HIS **AMBASSADEURS** featuring **PAUL PEGUE** 28th week at **GLORIA PALAST**, New York. Mgt.—**HARRY MOSS**, 1619 B'dway, N. Y. C.

RADIO-STAGE IRVING **AARONSON** AND HIS **COMMANDERS** ON DANCE TOUR. Exc. Mgt. **CONSOLIDATED RADIO ARTISTS, INC.**

Music News

Number which Nino Martini sings at least four times in *The Gay Desperado* is called *Las Alenitas*, a Mexican product known in English as *A Gay Ranchero*. American version is by Francia Luban and Abe Tuvin. Miss Luban has charge of the Latin department of E. B. Marks, which is publishing the song.

Jack Kneeland is now in charge of the Boston branch of the Words and Music Company.

Joe Davis is leaving the Roseland Building for larger and spacious quarters at 1619 Broadway. Will move around December 1. Davis reports several new songs which have already made excellent starts toward popularity. They are *Make Believe Ballroom*, *Sweet Hawaiian Moonlight*, *William Tell* and a new football ditty, *We Can Huddle at Home*.

Another invasion of foreign music publishers is due. As usual at this time the trade may expect these visits to make whatever reciprocal arrangements are necessary when taking over American songs for European exploitation and vice versa. The procedure is helpful in preparing copyrights that will start with the new year. Among those who are coming are Francois Salabert, of Paris.

New combinations in the song field as a rule have hard sledding before they are able to register in the hit column even though backed by a film tieup. However, Sammy Stept, now allied with Ted Kohler, seems to have made the grade with Republic's *The Big Show*. Team has turned out for that picture *I'm Mad About You* and *Lady Known as Lulu*, both published by Harms.

That prolific trinity of writers, Alex Hyde, Al Stillman and Basil Adlam, have placed two more numbers with local publishers. The compositions bear variegated titles, with one known as *Jellyfish* and the other *Oh, Say Can You Swing?*

Altho various publishers are sponsoring so-called football songs, there does not seem to be any real standout among those already on the market. As recently as two seasons ago one number found immediate indorsement and paid some encouraging dividends in return. With the season on there should have been some indication of a best seller among the bunch listed. However, no genuine hit is in sight. Unless one does turn up before long there will be plenty of dead wood resting on certain shelves.

Joe Gerlach, of the Shapiro & Bernstein music outfit, is in West Penn Hospital, Pittsburgh, recuperating from an operation on the stomach.

ROY SONGS

Now Is the Time To Try
"DANCING 'TIL DAWN"
Waltz

To Make Plans To Play
"PLANS"
Fox-Trot

To
"MEET ME AT THE FOOTBALL GAME"
Novelty Fox-Trot

ROY MUSIC CO.

1619 Broadway, New York

WINDOW CARDS

We specialize in them - in fact nothing but! Quick Service, Low Prices. Write for **BIG FREE CATALOG**, showing several hundred stock designs in color.

BOWER SHOW PRINT 1234 5TH STREET **FOWLER, IND.**

Sheet-Music Leaders

(Week Ending October 31)

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. The Way You Look Tonight (1)
2. When Did You Leave Heaven? (2)
3. A Fine Romance (4)
4. Me and the Moon (3)
5. I'll Sing You a Thousand Love Songs (9)
6. A Star Fell Out of Heaven (6)
7. Sing, Baby, Sing (7)
8. Did I Remember? (5)
9. When a Lady Meets a Gentleman (11)
10. Organ Grinder's Swing (12)
11. Can't Escape From You (10)
12. Pennies From Heaven
13. Thru the Courtesy of Love (13)
14. Cbse to Me
15. Here's Love in Your Eyes

PHONOGRAPH RECORD best sellers will be found on page 75.

ASCAP Agreement Set for Canada

TORONTO, Oct. 31.—Withdrawal of American and foreign copyrighted music from Canada was halted yesterday by an agreement between E. C. Mills, ASCAP general manager; W. J. Boosey, representing foreign music agencies, and Canadian theater exhibitors that fees for music in 1937 will be same as in 1936.

A four-year contract calling for slightly higher charges than those of 1936, offered by Mills and Boosey, was under consideration by Canadian exhibitors.

Whitney Blake Catalog

NEW YORK, Oct. 31.—Whitney Blake, music publisher, has opened offices in the Strand Building here. First catalog comprises *When Your Girl's in Love With the Band*, *I'm Loving You Each Moment of the Day* and *London on a Foggy Afternoon*.

Buys Prima Song

CHICAGO, Oct. 31.—Jimmy Campbell, of the London firm of Campbell & Connelly, visited here last week to purchase Louis Prima's song, *What Will Santa Claus Say?* Said that this is the first time an English publisher has bought a tune direct from an American composer. Campbell also made arrangements with Crawford Music for publication in America.

Goodman Joins Broadus

NEW YORK, Oct. 31.—Glen Goodman has taken over the new retail department set up by Steve Broadus, instrument wholesaler. Goodman was recently with Selmer's.

Protests Tucker Stoning

NEW YORK, Oct. 31.—Alarmed by cabled reports in the local papers that its honorary president, Sophie Tucker, was stoned by unknown persons in London last week, the American Federation of Actors has cabled the Variety Artists' Federation of England asking it to protest the stoning incident.

He Won't Talk

PHILADELPHIA, Oct. 31.—Ben Greenblatt says he has just devised a new type of rhythm which he has christened "streamlined" music. Just what that might be, he isn't telling.

Lowdown on Swing Music

NEW YORK, Oct. 31.—Henry Scott, vaude pianist, is the latest to dare a definition of swing music. Says he: "Swing music is not new. It is only a name given to a style of jazz currently popular. One of the first swing tunes to be known as such was *The Music Goes 'Round and Around*. A recent swing tune is the *Organ Grinder's Swing*.

"A swing tune or swing music is a fox trot played at a moderate tempo with the lift or the lilt of a waltz. The Viennese waltzes and particularly the *Blue Danube* waltz best exemplified this feeling of lift which swing music has."

Sligh & Tyrrell Grab Several Choice Spots

CHICAGO, Oct. 31.—Announcement was made this week that the new Casino, Newport, Ky., being built at a reported cost of \$200,000, will be booked exclusively by Phil Tyrrell, of the Sligh & Tyrrell offices here.

The spot, controlled by Pete Schmidt and to be managed by Glen Schmidt, is expected to open around December 1 and it is said that the Schmidts will spend \$10,000 weekly for shows. The spot will be one of the show places of the Midwest.

The Washington-Youree Hotel, Shreveport, La., has returned to the Sligh & Tyrrell books and they have also added the Wagon Wheel, Nashville, and Claridge Hotel, Memphis.

Shayne-Pepper Units

NEW YORK, Oct. 31.—Tony Shayne and Mack Pepper, local producers, are turning out revues carrying names of well-known local night clubs and including performers from them. First show is *Riviera Follies*, 40-people unit, to play major houses. Opening November 23 up-State for RKO. A Leon and Eddie's unit is next.

New Springfield Spot Opens

SPRINGFIELD, O., Oct. 31.—Springfield's newest night club is Gypsy Village, located on the second floor of the Bookwalter Building. It opened Thursday night with a dine and dance policy. All attaches are attired in gypsy costumes. Herschel Stayton's Orchestra, with Francine Ray as the featured vocalist, was engaged for the opening. Evans and Renato, dance team, are also at the spot.

Booking Wilmington Hotel

NEW YORK, Oct. 31.—Henny Rogers, booking for the Jack Pomeroy office, has lined up the first show for the new Hotel Darling, Wilmington, Del., October 29. Booked are Montgomery and Withee, Three Rayes and Osy Wells.

Cotton Club Revue Plans

NEW YORK, Oct. 31.—Herman Stark, of the Cotton Club, and Harry Foster, British agent, are arranging to produce the *Cotton Club Parade of 1937* as a revue in a London theater next June. Entire cast of current show will be featured excepting Bill Robinson, who returns to Hollywood for film work.

New New York Clubs

NEW YORK, Oct. 31.—Joe Zelli is opening another Parisian style night club on East 58th street Monday. Floor show being supplied by Jack Pomeroy. Includes a line of eight girls. Zelli will host and emcee.

Another new local spot is the Wine Cellar on West 57th street, under management of S. J. Atkin.

Bridgewater Club Burned

BRIDGEWATER, Mass., Oct. 31.—An early morning fire of unknown origin burned down the Martinique on Bedford street a short time after scores of patrons had departed. Damage estimated at \$10,000. Club was operated by James Keith and John Boyce.

Detroit Hotel Opens

DETROIT, Oct. 31.—The Book-Cadillac Hotel opened the redecorated Book Casino last week. Al Donahue and band provide the music. May McKin is vocalist.

Not Rehearsed

PHILADELPHIA, Oct. 31.—As crowds pressed heavily against the wooden railing separating the stage from the auditorium at the Food Fair, aircast of a community sing was embellished with an un-called-for sound effect. Al Stevens on the director's rostrum called for a new song. "Everybody join in," he called, "and make it loud." They did.

Just as the first line of the lyrics swelled forth in fortissimo, the railing gave way with a resounding crash. The song was "London Bridges Falling Down."

Tony Shayne Settles Debt

PHILADELPHIA, Oct. 31.—Tony Shayne is grooming for a comeback in the band booking biz, having made arrangements to clear his indebtedness to the local musicians' union and being removed from the AFM unfair list. Shayne formerly operated the roof garden at the Hotel Walton here, with back pay coming to the Paul Mason Ork. Settled his score with the tooters for \$517, amounting to 50 per cent of the original amount.

Dave Milton Opens Office

CLEVELAND, Oct. 31.—Dave Milton has opened a booking office in the Hippodrome Building here. Firm will be known as the Dave Milton Attractions and will produce and book units for theaters and night clubs in the Middle West and South.

Lueders Again Booking

DETROIT, Oct. 31.—Henry H. Lueders, manager of the United Booking Association, plans to handle better class night spots. The Lueders office has been practically out of the night-spot field for about two years because of the prevailing low wages.

ATTRACTIVE

DANCE

AND

ORCHESTRA

POSTERS AND CARDS

Oh! Boy! They are Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/2 x 22 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

GENERAL SHOW PRINTING CO.
MASON CITY, IOWA.

UNITS WANTED

For THEATRES and NITE CLUBS. Also ACTS, BANDS, CHORUS LINES. TWENTY WEEKS' WORK. Rush Photos—Details.

DAVE MILTON ATTRACTIONS
352 Hippodrome Bldg., Cleveland, O.

Composers - Lyricists

SONGS ARRANGED

Words and Melodies, written or revised, by the arranger of "BEACH AT BALI-BALI," "GYPSY TEA ROOM," "CAROLINA MOON" and many other Hits. Reasonable rates for finest professional service. Send for details.

Harold Potter 1619-C Broadway, New York.

PLAY A SAW!

Produce wonderful music in 5 days... quickly play popular and classical numbers. No notes to read, no dreary practice — success guaranteed. Since 1924 thousands of my students have amazed friends, starred in shows and broadcasting orchestras. Without obligation, write for 5 DAY TRIAL OFFER now.

MUSSEHL & WESTPHAL
101 W. Water St., Fort Atkinson, Wis.

WANTED MUSICIANS

On all instruments, for No. 2 Band. Also Acts for Floor Show. Long season. Wire **JOE SAMUELLS**, Athens, Ga., November 4.

WANTED 50 CHORUS GIRLS

For Units in and Around Chicago. Must do Specialties. State age, experience, lowest salary. Winter's work guaranteed. Also organized lines write.

JEAN PORTER
Suite 412, 6 East Lake St. (Phone: Dearborn 6550), Chicago, Ill.

MCA CREATING OWN WORK

Lining Up Convention Halls in Cities Deprived of Stage Shows

Inadequate playing time in theaters prompts MCA to promote own vaude—aid in taking care of guaranteed acts—may go into towns having union difficulties

NEW YORK, Nov. 2.—Music Corporation of America is making extensive plans to open up its own outlets of work for the many acts and attractions it has under guarantee contracts, figuring on putting shows into convention halls and the like in towns not harboring stage shows. The plan will take in from one-night to full-week stands and MCA already has six big towns lined up under this scheme. It is the intention of the organization either to promote the enterprises itself or run them under the sponsorship of a local organization. The opening of the venture is expected to get under way soon in Pittsburgh, MCA working on a deal to provide a big show for the Masonic Temple in that city under the sponsorship of the local Masonic order. Show will probably be headlined by Ben Bernie and ork and Morton Downey, with about 15 other acts rounding it out. It is understood that MCA is providing the show on a percentage deal.

However, when sponsorship of these shows is not available MCA intends gambling with them itself. Most of the shows will go into convention halls. The organization figures that there is a possible profit in a venture of this sort, but even at an even break it will be ahead, as it will be able to keep the artists working.

The plan may be carried into Philadelphia, where union difficulties with Warner Brothers have limited the town to but two theaters using vaude. The MCA plan will not only take in towns devoid of flesh, but also big cities where union difficulties have limited the amount of playing time in theaters.

Exchange Rate Affects Acts

NEW YORK, Oct. 31.—Complaints have reached here that salaries of American acts playing France are being cut despite contracts. All acts playing the Alhambra Theater, Paris, were notified two weeks ago that if they held contracts for either dollars or pounds, or equivalent, and if the contracts were signed before the devaluation of the French franc October 2, they would be paid off at the lower rate of exchange.

One act has already filed suit in Paris, demanding fulfillment of contract. Other acts are afraid to object, fearing to jeopardize their booking connections while still working in Europe.

When informing the acts the management of the Alhambra pointed out, "The managements of all theaters in Paris have decided in agreement with the Labor Ministry to make settlements of contracts made out in English currency at the rate which was valid the day the contract was concluded." The theater claims that if an act is paid in accordance with the new monetary rate it would be benefitting by 30 per cent.

Acts will be paid at the present rate of exchange (about 105 francs to the pound) for 15 per cent of their contracts, and the balance (85 per cent) will be paid at about 77 francs to the pound.

"Cirque De Paree" Routed

CHICAGO, Oct. 31.—Max Halperin's *Cirque De Paree*, currently at the Riverside Theater, Milwaukee, has been routed over the entire Loew Time by Al Borde, booking manager of the unit. Show opens for Loew at Akron, O., November 13. Sam Ward is ahead and Eddie Pierce manages.

Cushman's 4 Montana Weeks

LINCOLN, Neb., Nov. 2.—Wilbur Cushman Circuit added four weeks in Montana last week, getting the Fox houses in Idaho Falls, Helena, Missoula, Bozeman, Livingston, Billings and Butte. First of the Cushman product playing there is the Brown and LaValle unit, *Comedy Stars of Hollywood*, owned by R. Patrick Sutton.

Minskys Secure Broadway House

NEW YORK, Oct. 31.—H. K. Minsky and Morton Minsky have swung into action, getting the lease of Warner's Theater, recently the Cine Roma, on Broadway near 52d street. They will rename it Minsky's Oriental Theater and intend to open with burlesque some time between November 15 and 20. Possibility of house playing Independent Circuit shows, supplemented by resident stock.

House staff will be all-Oriental, as will the general atmosphere. It will be a 100 per cent Burlesque Artists' Association house, and policy will be continuous, four-a-day. Theater is in good condition, seating 1,300, has an air-conditioning plant, a whole floor of offices and a lounge.

When this house opens there will be four spots in town using the Minsky tag, the others being Minsky's Republic, Minsky's Galety and Minsky's Gotham. Possibility of a fifth, H. K. and Morton's deal on the Greeley Theater still hanging fire.

Louisville House Will Reopen With Stage Shows

CHICAGO, Oct. 31.—Will J. Harris, well-known stage director, and Nate L. Hirsch have leased the National Theater, Louisville, for a term of years from Abe Bass and are planning on reopening the house, which has been dark since last May, in about a month with stage shows produced under the direction of Harris.

House will undergo decorating, a new canopy is to be installed and the entire main floor is to be re-seated. The new lessees will also change the name of the house before opening. Booking affiliations have not yet been concluded.

Aerialist Unhurt in Fall

SEATTLE, Oct. 31.—Tiny Enos, trapeze artist, who plunged to the stage of the Palomar Theater here recently, suffered no serious injuries. According to Rue Enos, her father, she will go right ahead with her dates.

PANSY THE HORSE opens at the Paramount Theater, Paris, November 14. Prof. Lamberti, currently at the Capitol Theater, Washington, and next week at Keith's, Boston, is contracted to appear in a series of film shorts for Warner Brothers.

TIM AND IRENE, with their *Wacky Family*, will open for Paramount Friday at the Metropolitan, Boston. Same bill will have Ted Allen, horseshoe-pitching champ, going there out of the Roxy, New York. . . . Horace Heldt and ork will play Boston November 27. . . . Nice, Florio and Lubow will go into the State-Lake, Chicago, Saturday. . . . Hal Sands is now quartered in the RKO Building in Radio City, with Phil Coscia sharing space. . . . CBS is sponsoring a

More Harry Clark Units

CHICAGO, Oct. 31.—Harry Clark, who has already produced six units since the first of September, has casts lined up for two more, which will shortly go into rehearsal.

These are the *Penthouse Follies*, with Bill Martin's band of seven; Bob and Elva Stanley, Clark and Curtis, Al Mardo and a line of six girls, opening at the Imperial Theater, Zanesville, O., November 10, and the *Paramount Club Revue*, with Pat Daly and Jean, Rich Barnsdale, Eddie Kubic and his Four Girl Friends and the *Upside-Down Millettes*, which opens at the Indiana Theater, Richmond, Ind., November 21.

Both shows are routed for 22 weeks over the Lucas & Jenkins Time out of Atlanta and the Wilby & Kinsey Circuit thru the South.

Gus Sun's Louisville House Totals 3 Weeks

DETROIT, Oct. 31.—Drury Lane Theater, Louisville, Ky., was added to the books of Gus Sun Agency this week. House, managed by Fred Hurlley, is using five acts and a line of girls. Opening bill was Zeila and Willburn, Al and Margie Calvin, Lydell and Gallagher, Three Hong-kong Boys and Al Pitts.

Addition of the Drury Lane makes three weeks on Sun books.

Camden Goes Three Days

PHILADELPHIA, Oct. 31.—Broadway Theater, Camden, N. J., has taken on a Friday and Saturday vaude policy in addition to its Sunday shows. New two days started yesterday, with Eddie Sherman, local booker, booking those shows as well as the Sundays.

B. & K. Acquires State-Lake Bldg.

CHICAGO, Oct. 31.—Following the settlement of minor legal difficulties in connection with turning over the State-Lake Building to the 190 North State Street, Inc. (Balaban & Katz), after 98 per cent of the stockholders approved the sale at their last meeting held October 1, the deal was finally consummated this week and a check for \$650,000 handed over to the State-Lake Building Corporation.

While it is not known when the new owners will take possession of the property, they are planning on consolidating their various offices, now located in the Loop-End and Chicago Theater buildings, and will probably use two entire floors of the State-Lake Building as soon as space can be arranged.

Transferring of the building to Balaban & Katz control will eventually eliminate Jones, Linick & Schaefer as operators of the State-Lake Theater, which they have successfully managed for three years with a stage and picture policy. It is said that Balaban & Katz' efforts for three years to obtain possession of the property were primarily for this purpose. Present operators have six months to vacate, after notice has been served, which has not yet been done.

Vaudeville Notes

unit which Loew has bought for the Capitol, Washington, week of November 13. Harry Flamm put Stuart and Lea with the show. . . . Bobbie Martin, chorusing with the Russell Patterson *Living Models*, is a spunky kid, working a full week with a ruptured blood vessel in her leg.

PAUL REMOS had options exercised at the Casa Manana, Fort Worth, for the third time, taking him thru until November 14. Phil Bloom put him into the spot after Billy Rose caught the act at the Radio City Music Hall. . . . Stepin Fetchit, colored film actor, has been booked for a couple of weeks, going into the Fox, Detroit, this Friday and Metropolitan, Boston, November 20. Two (See VAUDEVILLE NOTES on page 83)

Auto Firms Buying Acts

General Motors to send out 10 units—Ford's show for dealers in Detroit

NEW YORK, Nov. 2.—Auto firms, led by General Motors, will be a big source of employment to vaude acts this season, planning big shows to tour the country as good-will promoters among employees. This started last year with Chevrolet, the success of the venture prompting General Motors to take over the idea for all the subsidiaries. Ford is using vaude also, lining up a show this week for Detroit.

General Motors proposition was promoted by Music Corporation of America and the shows will be handed out of the latter's Chicago office. Plans on the General Motors vaude shows will get under way this week, with the shows themselves expected to get started the week before Thanksgiving. Layouts will be called "family shows," given gratis to General Motors' employees and friends.

It is planned to build about 10 shows of seven acts each, with a budget of \$4,000 weekly for each. They will be sent to all parts of the country, wherever there are General Motors factories.

With about 7,000 Ford dealers in Detroit this week to introduce next season's cars, Ford is providing a big vaude show for the three-day session. It will have 10 acts in addition to Fred Waring's ork from the Ford radio program. Show was arranged by Johnny O'Connor, Waring's manager.

The acts on the Ford show comprise Jay C. Flippen, as m. c.; A. Robin, Jack Powell, Beehee Rubyatte Troupe, Monroe and Grant, Four Stepbrothers, Five Juggling Jewels, Stuart Morgan Dancers and Novak and Ray.

Berle Cleared As Gag Lifter

NEW YORK, Oct. 31.—Ross and Edwards' suit against Milton Berle for infringement of copyrighted material was dismissed by Judge Lester Patterson Wednesday in United States District Court. Team sued for \$50,000, dating back to September, 1933, when Berle played the State Theater here.

Ross and Edwards introduced movie evidence, brought in two writers as witnesses and in general tried to prove that Berle lifted their act, especially a mugging and gesture bit. Berle's witnesses included Elizabeth Kennedy, his former partner; Dave Kramer (Kramer and Boyle); Sidney Piermont, Loew booker, and Al Rosen, State manager.

Judge Patterson ruled that Berle had not infringed, that it was proved that other acts did the same material prior to Ross and Edwards, and that gestures cannot be copyrighted. Berle, on cross-examination, said that he himself built up the angle that he was a gag-lifter for humorous and publicity purposes, and that he was not actually addicted to stealing material of others.

Taflan's "Swing" Unit Opens

CHICAGO, Oct. 31.—Matthew Taflan's 1937 *Swing Show* opened at the Granada, South Bend, Ind., today for two days. Cast consists of an 11-piece girl band, Joe and Eddie Dayton, Eric Philmore and Company, Stevens Brothers and Big Boy, Maxine and Bobby, Marta and Marge, Adelaide Kirkoff and a line of 12 girls.

Dows Add Binghamton

NEW YORK, Nov. 2.—Dow office has added the Capitol, Binghamton, to its books. House starts a three-day vaude policy this Thursday. Office's State, Hartford, went into a three-day, instead of two, vaude policy this week, playing eight-act bills.



★ ROSITA ROYCE ★

Louis Lipstone of the Chicago Theatre says: "Rosita Royce's Dove Dance makes one of the loveliest pictures I have ever seen. Not just another nude."

Direct from successful triumphs on the Coast!

★ Headlining ★

CHICAGO THEATRE

Loew's State, New York

(Reviewed Friday Evening, October 30)

State's goin' to town this week at the box office, five shows opening day and capacity at the start of the fourth. Draw pik, Dodsworth, and a stage revue headed by Ed Sullivan, columnist. A bang-up layout, with the stage show a madcap affair running at lightning speed in the short time of 40 minutes. Rushing things to get in the extra show, but the patrons are getting their money's worth.

Sullivan, here for the seventh time, has a strong revue with him and he emceeds the show effectively. His is a quiet stage presence, handling straight announcements, helping applause returns and contributing his own turn in midportion. He's using another screen trailer, accompanied by talk, this one labeled *Things I'd Like To See Again*. It's very interesting and Sullivan sells it nicely.

In a night club setting, with Ruby Zwerling and the pit boys on stage, the specialty lineup starts with the Cappy Barra Harmonica Ensemble. An outstanding act, the eight boys having a show-stopping routine. Clad in full dress they deliver sweet harmonica music, led by one of the boys, and break up the routine with corking warbling by Leon LaFell, a kid who's tops at singing and also does a fine job on the mouth organ. An easy show-stop.

Another show-stop follows with the efforts of the Three Berry Brothers, colored lads. They've got a sock routine, dancing that's definitely different. Two open with ballrooming, taking in rumba, Lindy hopping and adagio, then into breakneck competitive hoofing, topped by a lad's class strutting and acro tricks to the accompaniment of one of the kid's warbling.

Josephine Huston goes over strongly with two numbers, the second, *Dance, My Darling*, by Sigmund Romberg, her forte. She doesn't handle the first tune so well. Has nice delivery, can hit high notes and hold them, and makes a neat appearance.

Gloria Gilbert lends a quick sock with her ever-effective dancing. She's a veritable human top, doing fast and dizzy toe spins with perfect balance. Audience went big for her.

Jackson, Irving and Reeve are amusing madcaps, pounding away at the audience with a turn that's sprinkled with goofy songs, straight singing, dancing and gags. All in the delivery, with Val Irving a dynamic and capable comedian, and the others good in working up to him. They, too, went over in great style.

Show closes quickly with a truckin' finish, making way for the pik. SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Oct. 31)

Jack Lester winds up his contract this week as substitute producer for the Niggemeyers, who have been vacationing, and, altho this week's bill did not give his creative abilities much opportunity, he deserves a word of praise for the splendid job he has done here for the past month in the dual capacity of stage director and dance producer.

Libonati Trio, xylophonists, gave the bill a fast start with a medley of college songs followed by a dance by the boy and girl and a fast tap by the boy. Jess played the storm music from *William Tell* and there were other tunes by the three and a dancing finish to a pair of kettle drums played by Jess. Good hand.

Foley and Leture, man and woman, began with the song *Everything's Gonna Be All Right* and contributed a line of comedy talk, some of it pretty old stuff; comedy poems and other songs and took three bows.

Al Libby and Betty were next with an interesting comedy bicycle act. Libby does some pretty slick trick riding and is assisted in no small measure by Betty. Two bows.

Maude Hilton, assisted by Ethel Costello, started slow with their comedy chatter but soon had the customers laughing heartily. Exited with a song, *The Glory of Love*, and gathered three bows.

The Stage Band Revue opened with a swell dance routine by the State-Lake Sweethearts in which they did a triple-time step. Jeanette Kennelly, out of the line, sang *I've Got Rhythm* and was featured in the number. Ted and Mary Taft, who have just finished a long run at the Bismarck Hotel, did a nifty high-kick routine with one-leg stands and followed with a great Astaire-Rogers impression to *Smoke Gets in Your Eyes*

and were a hit. Jackie Heller, a big local favorite, sang *Sing, Baby, Sing; The Way You Look Tonight; Bye Bye, Baby* and *Mr. Paganini* and joined Verne Buck in a bit of dancing with the chorus for the finale. A hit.

F. LANGDON MORGAN.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Oct. 29)
(RUSSELL PATTERSON UNIT)

House of houses is this Beantown de Luxer, where, under Charles W. Koerner, stage shows have made it a leading money maker. Week's profit has reached as high as 12 grand and losing weeks have been few. This despite poor pik, which should be something for ailing filmers to think about. Current show is Russell Patterson's *Living Models*, along with *The Girl on the Front Page* film, and at this first-show catching there were standees galore before the break.

Living Models, product of Fanchon & Marco, is a grand even hour's entertainment, including the spot-booked Funny-boners. It can be made even grander, very easily, but as it stands it is a show solid on entertainment, gayly colorful via tasteful settings and wardrobe, and with a thrilling chorus finale in which the girls work atop huge rubber balls, a Gae Foster number out of the Roxy, New York. Among the items which would transform it from a good to a great show are more girls to carry out the title; faster tempo, which would be gained by livelier music, and more diversified ensemble routines.

For talent, the selection couldn't have

been any better. There are Walter (Dare) Wahl, Loretta Lee, Herman Hyde and Sally Burrill, and Chester Fredericks. They are spotted ideally into the unit, with 12 chorines and six show girls rounding out the cast. Wahl, aided by Johnny Trama, clicks handily with his ever-amusing comedy acrobatics, tricky gymnastics treated very humorously. Always a solid laugh-getter, and there's also the serious treatment of acrobatics for the finish, which is always applause-compelling.

Loretta Lee is tops among blues singers, a lovely-to-look-at who delivers her songs with charming showmanship and possesses a voice of outstanding merit. She shows to full advantage in offering *Basin Street Blues, When I'm With You, Hold That Tiger* and a production number, *Night in Manhattan*.

Hyde and Burrill are a strong laugh item with their familiar turn of few words but abundance of novel musical props and trick music. Hyde's handling of the comedy is perfect, and Sally's a great help as a foil, in singing and legging, and what's more for her beauty. Chester Fredericks is spotted a couple of times in the show to lend his dynamic hoofing, intricate footwork done at lightning pace. In one number he's aided by a chorus kid, who does well.

The 12 chorines are lookers and work nicely. They're splendid in the ball number, the item resulting in a rousing finish. Rest of the routines are simple. Showgirls parade about attractively. Costumes are beautiful, showing the Patterson touch, as do the sets, particularly

RADIO — STAGE — SCREEN

CLYDE HAGER

AND HIS POTATO PEELERS

JUST CLOSED
STATE-LAKE THEATER
CHICAGO

OPENING NOVEMBER 4
LYRIC THEATER
INDIANAPOLIS

Direction: William Morris Agency

HENRY WIESE Presents

HARRIS, CLAIRE AND SHANNON

A New Design in Ballroom Dancing

ROXY THEATRE, New York, Week Oct. 30—Now!

CHICAGO—MAX TURNER

FIVE JUGGLING JEWELS

(The Original Carlton Sisters)

THE DETROIT TIMES SAID:

"The stage show consists of a string of vaudeville acts of assorted types and sizes. Personally, I'll give my orchids to the Five Jewels, a quintet of athletic young ladies who juggle Indian clubs and what not with a skill and daring that will knock your eye right out."

NOW PLAYING
RETURN
ENGAGEMENT

at the
CHICAGO THEATER
CHICAGO

Direction—SIMON AGENCY

THE ORIGINAL IS AVAILABLE—WHY ACCEPT LESS?

WILBUR CUSHMAN CIRCUIT

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

★ "A Tempestuous
Maze of Rhythm
and Color"

CIRO

RIMAC'S

Rumbaland
Muchachos

NOVEMBER 3, 4, PALACE THEATRE,
FORT WAYNE, IND.
TWO WEEKS, BEGINNING NOVEMBER
6, PALACE THEATRE, CHICAGO, ILL.
Direction: HARRY ROMM.

Princess

YVONNE

"PSYCHIC WONDER"

OPEN TIME: DOC. M. IRVING
4313 ROOSEVELT BLVD
PHILADELPHIA, PA.

The Original Musical M.C.

BILL DORNFIELD

Direction of
DAVE O'MALLEY,
140 North Dearborn Street, Chicago.

Polly Jenkins and Her Plowboys

NOVELTY RURAL RADIO MUSICAL ACT.
Now booking December, January, February, New
York, New Jersey, Pennsylvania, Virginia,
North Carolina. Salary or percentage. No
House too big. None too small. Scenery—Two
Sound Cars—Full Line of Paper. Address
CARE THE BILLBOARD, Cincinnati, O.

WALTER "dare" WAHL

America's Outstanding Comedy Act

Now Extra Added Attraction

Russell Patterson's "Living Models"

Direction

NAT KALCHEIM, NICK AGNETA
William Morris Agency, Curtiss & Allen

the beach, pastoral novelty and Manhattan items.

Dave Mordecai is the unit's able musical director, doing a fine job in leading the house's excellent crew of 20 men, over which Eddie Rosenwald ordinarily presides.

Funnyboners, spot-booked for the week, are worked in effectively, going over with their cleverly treated harmony singing of special tunes. They were on early, doing four numbers.

SIDNEY HARRIS.

Carmen, Philadelphia

(Reviewed Friday Afternoon, October 30)

Only a four-act layout on tap, and except for the unforgivable egg laid by Roy Sedgely it proved a right tight little show. Requirements toe the mark in meeting the demands of the nabe's family trade. House is planted in the North Philly sector and compares with the town's de luxers on decors and such. (See CARMEN, PHILADELPHIA page 67)

JUST OUT!

McNALLY'S BULLETIN No. 20

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

WM. McNALLY
81 East 125th Street, New York

Broadway Quality - No Higher Price
PHOTO REPRODUCTIONS
From your own Photos and finished on any grade paper desired - any finish
Prices quoted are for one subject per of

100 - 5x7 - 1.75	50 - 5x7 - .75
100 - 8x10 - 3.00	100 - 11x14 - 12.00
50 - " - 6.00	50 - " - 12.00
25 - " - 4.00	25 - " - 8.00

Remit 50% deposit with order.
EMPIRE PHOTOGRAPHERS
1530 Broadway, S. E. Cor. 46th St.
New York City

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SHELL SCENIC STUDIO, Columbus, O.

TAP

DANCING BY MAIL
Reg. or Adv. Tap, \$1.
Sample Tap Lesson for Reg. including Standard Time-Step and Break, 25c.
Reg. Waltz and Fox-Trot, \$1.
Hal Leroy studied here. Send for List "B".
KINSELLA ACADEMY, 2526 May St., Cin'tl, O.

WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK 209 N. State St., CHICAGO, ILL.

SCENERY TO RENT

For All Operas, Plays, Minstrels, Musicals, Dance Revues. Lowest Rentals! Newest Settings! Uncollected Service. Address
AMELIA GRAIN, INC., Philadelphia, Pa.
America's Scenery Rental Service.

Oriental, Chicago

(Reviewed Friday Afternoon, October 30)

(A. B. MARCUS SHOW)

Abe Marcus can always be depended upon to deliver a flashy eye-filling array of gorgeously costumed scenes interspersed with plenty of entertainment between production numbers. This year he seems to have excelled all his previous efforts for brilliant and glittering effects. Costumes are better than many Broadway productions and among the most beautiful seen in any unit to come this way in a long while. Show moves at a fast tempo thruout.

A *Parade of the Nations* was a colorful opening number, with a walkaround by beautifully costumed girls and a cowboy and cowgirl tap number led by Hotcha San, who is a soubret this year instead of a bronze dancer. Ben McAtee is in and out with gags and stories and blackouts, and the Honey Sisters and Rudy Mason do a neat tango. Senorita Alvarez, Mexican songstress, aided by Les Secrist and his accordion, did *La Comparsita* and *Cieletto Linda* preceding a colorful Mexican production number with the chorus, the Bernays and Leon Miller. Art Stanley was on for two clever tap routines and Fid Gordon wowed 'em with his comedy violin playing.

Another production number, *A Maid of the Mist*, featured Hotcha San in a bubble dance, and Leon Miller stopped the show with his different dance styles. Ben McAtee and Georgene Millar did a comedy scene, Harold Boyd led 10 men in a comedy ballet and Dorothy Oliver vocalized on two numbers, revealing a really powerful voice. A very fine production number was next and had the girls doing a routine on trapeze as others paraded and Bob White sang. An unusual number. Harold Boyd and his Jigsaws were a hit in the next-to-closing spot with their comedy antics, somersaults and tumbling and comedy falls and left to a big hand. The finale was a pirate scene with the entire company on and the Gay Boys, five men, doing teeterboard and other acrobatic stuff.

F. LANGDON MORGAN.

St. Louis, St. Louis

(Reviewed Friday Evening, October 30)

Comedy prevails here this week, with Richard (Red) Skelton headlining, but with the two boys in the opening spot walking off with applause honors.

The Perry Twins, natty young men, are a great pair of hoofers and set the show off to a flying start. They have a fast and furious routine of tap and specialty dancing which they execute in perfect unison. They add some comedy in their conceptions of a "lesson in boxing" and "how the various ballroom dances originated." They were sent off with a tremendous hand.

Pansy, the horse, put thru "his" routine by the personable and attractive Florence Mayo, went thru antics and dances that had them howling thruout. The two males in a horse getup showed some real dance efforts and had the auditors with them from start to finish with their exuberantly funny steps and prances.

Edith Karen, known in these environs for her work over several local radio stations, presented a repertoire of ballads with which she scored nicely. She's a real songstress and in addition knows how to play the violin on which she rendered several selections. For her closing number the Roxettes formed an appropriate background, the stage settings being especially noteworthy.

Richard (Red) Skelton sent them home laughing with his comedy actions and cracks. He puts his stuff over nicely, working hard thruout. His imitation of a lady dressing is a masterpiece. He is assisted by a blond femme who serves as a foil for him.

Anthony Adverse is the photoplay.
FRANK B. JOERLING.

Radio City Music Hall, N. Y.

(Reviewed Thursday Afternoon, Oct. 29)

This week's stage layout at the Music Hall is a somewhat startling affair. It (See RADIO CITY on page 22)

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.

Roxy, New York

(Reviewed Friday Evening, October 30)

Stage show this week is good looking, lavish and liberally sprinkled with talent. Gae Foster Girls supply background and appear a few times in catchy routines, the first of which, developing the rodeo idea, sets the atmosphere for first half of show. Their later number, a beautiful affair carried thru with pink flowing gowns and green and white parasols, dresses up marvelously the act of Harris, Claire and Shannon, dance trio.

Shortly after Ford Bond's news spiel Bud Carlell and Rosa do fancy roping and whip tricks. Clicked nicely, the ace turn being Carlell's taking a handkerchief out of his partner's breast pocket with the rawhide.

Ted Allen, world's champion horseshoe pitcher, follows with a sensational performance. Throws ringers with a screen in front of the stake, lights a match with a shoe thrown the regulation distance, etc. A swell turn.

Morey Amsterdam, comic, comes on with his bass fiddle, following a hillbilly routine by the Foster Girls. Pudgy, sly and possessing a subtle comic twist, Amsterdam had no trouble at all in getting his gags over. Best bits are takeoffs on broadcasts from Sing-Sing prison by Kate Smith, Ben Bernie, Bing Crosby, W. C. Fields, etc.

Tony Romano, who accompanied Amsterdam on the guitar in *Annie Laurie*, presents some smooth vocalizing in *Did I Remember?* and *You Can't Pull the Wool Over My Eyes*. Not the least of his talents is good diction.

Amsterdam brings on Mabel Todd, comic songstress, and straights a while for her gags. Gal, seemingly a cross between a hillbilly and an Irish gamin, sells her stuff, particularly *When It's Twilight on the Trail* and *Square Dance Tonight*.

Harris, Claire and Shannon, dance trio, are suave, polished and seem a good bet for clubs. Girls are a brunet and blonde and work very well together with the man, who handles the two femmes beautifully.

Pix, *East Meets West* (GB), and business fairly heavy at this viewing.
PAUL ACKERMAN.

Rex, Steubenville, O.

(Reviewed Friday Afternoon, October 30)

Included in the new time available in Eastern Ohio is this house operated by W. B. Uring, who has switched several of his houses to a combo policy two and three days a week. Here units are presented for three days, beginning Friday, and judging by the audience at this viewing the shows are receiving top response. Afternoon crowd was good, nearly filling the 750 seats. Customers get plenty for their admission, which is 15 cents matinees and two bits at night. In addition to a 50-minute unit a second-run feature and 30 minutes of shorts are presented. Picture was Paramount's *The Preview Murder Mystery*.

In the flesh was Jack G. Van's *Femmes De Paree*, in reality a five-act vaude bill which is not even annoyed by an emcee. This is no attraction for the big spots, but is okeh for the smaller towns where cash customers are hungry for footlight entertainment. The locals heartily applauded each turn and roared at all the reshaped gags.

Outstanding in the revue are two dancing acts, the Leslie Sisters and Billy and Betty Starr. They are freshly costumed and equipped with smart routines. Another good feature is Bobby and King, a happy father-and-son combination which took down the comedy honors with eccentric acrobatics.

Sister team opens the show with a (See REX, STEUBENVILLE, O., page 83)

Bronx, Bronx, N. Y.

(Reviewed Thursday Evening, October 29)

Current vaude offering at this nabe house is *The Bronx Merry Makers*, a revue presentation that includes Buddy Walsh, emcee; Jackie Gleason, Gladys Crane, Two Horton Brothers, Frances Harper and a line of five Drew Girls.

Opened with the Drew Girls in a slow tap number followed by a truckin' bit. Buddy Walsh next introduces the Two Hortons, who do some fast and fancy plucking on mandolin, guitar and banjo and attempt harmonized vocals to their three numbers, *Wahoo*, *Hold That Tiger* and a comical cowboy ditty. Clean-cut youthful appearance their best asset. Frances Harper engages in a comedy bit with the m. c. and then executes *All My Life* in a high nasal.

A Mae West blackout done by the Three Immigrants, aided by the m. c. and Miss Harper, evinces one thing only — "goof." In a snappy toe number one of the Drew Girls, Pat by name, adds some ability to her vivacity and personality.

Gladys Crane, balladeer, offers three numbers in a mixed straight and swiny (See BRONX, BRONX, N. Y., on page 83)

Lincoln, Philly, Closes

PHILADELPHIA, Oct. 31.—Rivalry between the Lincoln and Nixon-Grand theaters, sepa houses, ended Thursday when Charles Steifel closed his Lincoln and took over the Nixon from Bob Burns. Steifel also runs colored combo houses in Washington and Baltimore. With Fay's and Carmen playing vaude, loss of Lincoln cuts down the flesh houses to three, a low never approximated even during the summer months.

Pantages, Birmingham, Show

BIRMINGHAM, Ala., Oct. 31.—Opening bill of the Pantages Theater here comprises Nick Sanin and his Imperial Russian Cossack Ork, Freddy Werner, Dan White, Tom Swift, the Dancing Debutantes, Billy Waite and Misha and his Violin. House will run combo on Fridays, Saturdays and Sundays.

Shows for Indiana Towns

CHICAGO, Oct. 31.—Bert Peck, of Milton Schuster Agency, has lined up three Indiana towns for a week's bookings. According to the plan, presentations comprising a four-piece band and three to five acts will be built here and start the week at the Fox Theater, La Porte, beginning tomorrow. La Porte will play Sunday and Monday; Armo Theater, South Bend, Tuesday, Wednesday and Thursday, and Ritz Theater, Michigan City, Friday and Saturday.

"Scandals" Unit Routed

NEW YORK, Nov. 2.—Simon Agency's *Scandals of 1937* picked up five weeks after playing the RKO Boston, Boston, last week. Goes into the Palace, Chicago, Friday, and follows with Palace, Cleveland, November 13; Lyric, Indianapolis, 20; Shubert, Cincinnati, 27, and Fox, Detroit, December 4. Cast comprises Frank Gaby, Lucien La Riviere, Lucille Wray, Petch and Deauville, Jerry Coe and Bebe Barri Girls.

Mitchell and Durant Unit

NEW YORK, Oct. 31.—Lou Irwin is handling the new Mitchell and Durant unit, which will open November 11 for three days in Hershey, Pa. Besides Mitchell and Durant, cast will include Lila (Lillian) Carmen and Harry King and Sinclair Twins. Harry Delmar is staging the unit and Harry Puck is doing the dance routines.

Dubuque a Three-Dayer

CHICAGO, Oct. 31.—Orpheum, Dubuque, Ia., Mort Singer house, has inaugurated a vaude policy of shows every other week. House uses four-act bills on Friday, Saturday and Sunday, booked by Warren Jones, of the RKO office here.

New Stockholm House

STOCKHOLM, Sweden, Oct. 26.—Big-time vaude house, the Auditorium, has opened under the direction of Dr. Lioninoff, the opening bill including Katia Midgets; Peggy, Moro and Rosy; Fernando Linder, Mathea Merryfield, Lily and Emy Schwarz and Three Melos. Emcee is Hilmer Borgsling. House runs two shows daily.

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

New Acts - Bands Reviews

Ken Casey and Orchestra

Reviewed at the Ocean Terrace, Half Moon Hotel, Coney Island, N. Y. Style—Dance band.

Instrumentation: Ken Kenworthy, alto sax; Coley Myers, tenor sax; Harry Sachs, alto sax; Harry Rudnick, piano; Milton Hollander, drums; Bill Hoffman, bass and trumpet; Ken Casey, lead, arrangements, violin and vocals.

This is Casey's third year in the hotel. Just winding up the summer season here, he will continue week-ends thru winter and spring. At the same time he is taking another unit into Oetjen's Restaurant, Brooklyn.

His six-piece orchestra here is a good one. When the leader is away the men have a tendency to grow listless, but when he gets back on the stand they snap out of it and turn out thoroughly pleasing and danceable music. The saxes are good, all of them doubling on clarinet and occasionally on violin. Casey's own violin is sweet, and when it is backed by the other fiddles the band achieves an ingratiating effect. Hoffman's bass and trumpet are worth special mention, while Rudnick's piano soloing is outstanding. Other men are fair.

A songwriter himself, Casey plugs his own tunes, among those heard when caught being that familiar ditty *Sweet Georgia Brown*, and also some new ones, *Doing the Jogoio* and *Without You*. Casey also sings, revealing a pleasant tenor voice.

Band has to fight the influence of the large and dead-looking terrace room. Considering this, it does okeh. P. D.

Rene and Estella

Reviewed at the Apollo, New York. Style—Dancing. Setting—Front of band. Time—Eleven minutes.

Unusual Cuban dance team, spotted here with the Havana Serenaders Band. Came thru with two numbers, the first an interesting South American routine embodying a type of dancing rarely seen here, and the second a daring sensuous offering that is nothing short of sensational. Latter is a sure-fire temp raiser, developing as it goes along the illusion of a man trying to tame a wild horse. Gal is one of the most remarkable torso manipulators seen in a long while.

Act possesses showmanship, talent and material and ought to make the better spots. P. A.

Rex Ingram

Reviewed at the Apollo, New York. Style—Sketch. Setting—Full stage (special). Time—Eleven minutes.

Headlining here, the "Lawd" of the picture version of *Green Pastures* appeared in a dramatic playlet depicting the fall of Satan. Ingram, in the role of the Fallen Angel, plays well, but production and dialog are somewhat on the melodramatic side. Sets for the piece were obviously thrown together in haste, a fact which causes no considerable difference, insofar as Ingram is the whole show. Monte Hawley, as St. Peter, and Hilda Rogers, personifying Passion, play the lesser roles.

Sketch did not draw much applause, peculiarly enough. P. A.

Roger Pryor and Orchestra

Reviewed at the College Inn, Hotel Sherman, Chicago. Style—Dance band.

Personnel: Roger Pryor, lead, trombone and vocalist; Paul Baron, piano and assistant conductor; Johnny Johnston, guitar; Willard Allen, flute, clarinet and baritone sax; Bob Taylor, sax and clarinet; Bob Morton, first sax, flute and clarinet; Ray Johnson, fourth sax, second tenor, flute, clarinets, baritone and

alto sax; Ernie Mathias, second trumpet; Don DeLillo, first trombone and violin; Sonny Slevert, second trombone; Julie Losch, drums; Don Woodville, trumpet; Ed McKinney, bass fiddle, violin and tuba, and Harriett DeGoff, soloist.

Roger Pryor, having left the stage and screen, is following in the footsteps of his illustrious dad, Arthur Pryor, the bandmaster. Has built a neat 12-piece dance combo, which, tho of typical swing instrumentation, is not known as a swing band, yet they can cut the swing stuff with the best of them. Pryor goes in for entertainment value and pictorial effects rather than stylized playing. Novelty arrangements are a big factor in the band's presentation methods.

Several members do singing chores, among them Johnny Johnston, Ernie Mathias and Julie Losch. Last two also doing dancing specialties, Losch being comedian of the troupe. Harriett DeGoff vocalizes in a pleasing manner and Pryor himself sings occasionally and plays the trombone.

Pryor's screen background plus his musical ability makes him a colorful figure in front of the band. F. L. M.

3 Brown Jacks

Reviewed at the Apollo, New York. Style—Dancing. Setting—In two. Time—Six minutes.

Colored male tap-dancing trio in classy solo and combination work. Act is fast and simple, tho cleverly executed, and packs a maximum of good hoofing in the short time allotted it here. When doing individual numbers the two not in the spotlight help along with subtle, syncopated taps which aid the general effect greatly.

Audience here seems to go only for favorites; notwithstanding the fact that the turn drew only perfunctory applause, the combo is good and should keep working. P. A.

Lillian Barnes

Reviewed at Loew's Grand, Bronx. Style—Singing. Setting—In one. Time—Fourteen minutes.

Miss Barnes is an above-average pop singer, getting over mainly because of arrangements, delivery and personality rather than voice.

Her specialty is rhythm singing. She has a knack of changing tempos quickly and easily and of keeping her voice interesting thru use of vocal tricks. Offers only special lyrics, all cleverly devised to fit her talents. Opened with *Unless You Wash Your Sins Away*, a sort of spiritual; then the Russian ditty, *Dark Eyes*, followed by *That Broadway Rhythm* and, for an encore a spicy number about *Annie's Cousin Fanny*. The latter is a bit too strong for neighborhood audiences.

She embellishes the singing with a bit of hotcha movement—not too much, but just enough to avoid the monotony of standing stiffly at the mike. Went over nicely here. P. D.

Tommy De Rose and Orch.

Reviewed at the Holland Tavern, New York. Style—Dance band.

De Rose and his New Orleans Swing Band have been here for some time and shape up as a good dance outfit. Not particularly distinctive in musicianship or style, the band nevertheless pleases both in accompanying the show and providing dance rhythms.

Instrumentation: Sol Breddan, piano; Charles Kramer, tenor sax and clarinet; Walter Vasquez, bass; Paul Gibbons, trumpet, and Tommy De Rose, lead and drums.

Outfit is not getting a good break in appearance. It's spotted in an alcove which is so poorly lighted that the band is almost invisible to patrons. A band must also be seen in order to be effective. P. D.

Don Loper and Beth Hayes

Reviewed at the Palm Room, Commodore Hotel, New York. Style—Ballroom dancing.

A new dance combo, Loper and Hayes, seem headed for big things. When

caught here offered three numbers, each one a clicker.

First of all, team has the appearance, Loper being a tall and handsome fellow and Miss Hayes a comely blonde. Their costuming is exceptional. Open with a plumed fan Viennese waltz, providing an opportunity for soft gliding, gentle fan maneuvering and pictorial posing. A lovely number and one that hushed the room—which is an achievement. Return with a lively fox-trot built around the flirtation idea. A sprightly number and a nice follow-up for the waltz. Returned later for their heaviest number, a "Death Dance" set to Asa's Death music from *Peer Gynt*, with Bolero undertones. Miss Hayes wears a nickel-gray shroudlake gown and a veil, which is later used to wrap around her waist and spin her in a spectacular finale movement. Number also includes an unusual heel slide by Miss Hayes. It is their most unusual dance. It's not an applause-getter, however, leaving the customers too awed for applause.

Besides presenting their dances properly, Loper and Hayes are obviously superior dancers and should have no trouble making the grade. P. D.

NIGHT CLUB—

(Continued from page 12)

dance music. Band is already drawing a younger crowd, altho business is still not especially good. The band men open the show with a special glee club number called *Look Down*. "Smiling" Frankie Carl, pianist, supplies excellent soloing, with the band coming in for special effects. Tenor vocalist, Jerry Perkins, reveals an appealing voice, while attractive Doris Daniels provides tricky and effective vocals and relief piano solos. Band is supplying quite a few well-arranged production numbers. Their *South Sea Magic* is worth special mention. PAUL DENIS.

Devil's Rendezvous, Chicago

One of the smaller spots, this popular Northside place is cozy and intimate with a unique cocktail lounge that draws patrons from far and wide. In the basement is a room decorated to represent a cemetery, with cold, blue, spooky lighting, tables in the form of coffins and chairs with backs like tombstones. An ideal spot for one in his cups to cry in his beer. The atmosphere of this room is just the opposite to the one in which one of the liveliest small floor shows in the city is presented.

Murray Welch, funny Hebrew emcee, introduced Judy Davis, who did a very clever toe tap. Here is a girl with plenty of talent that should take her far. Hit number one. Welch followed with the singing of *That's My Weakness Now* and a bit of eccentric dancing that brought down the house. Dorothy Lull, another clever performer and a comedienne of no little merit, did *This Is the Day of My Debut*, but almost stopped the show later with her acrobatic routine. Jean Gill, blond danseuse, did a toe ballet number to *Wedding of the Painted Doll*, which featured one-leg turns and drew a big hand, and then Fred Russell, leader of the orchestra, took the spotlight to bow *Mexicali Rose* and *Melancholy Baby* on his violin to good returns, and Judy Davis came back for a fine tap routine to *Don't Give Up the Ship*. Murray Welch had the customers in stitches with his Fannie Brice impression and then Dorothy Lull sang *The Song of the Lark* as she did acrobatics, splits, nip-ups and turnovers, besides 30 cartwheels without stopping. She is definitely big-time timber and was a hit. Jean Gill came back to do the *Slave Dance* to the music of *Marche Slav* and Welch did a thank-you song to close the show. F. LANGDON MORGAN.

Nixon Cafe, Pittsburgh

Among the few local spots using big-time entertainment is Tony Conforti's Nixon Cafe. A leading dinner club for several years, it has built up a steady trade with class shows and good dance music. Joe Hiller, of the National Theatrical Exchange, is booking and has been continually coming thru with good shows.

Prices are very reasonable. No cover

for dinner, with a 50-cent cover for non-diners week days. Atmosphere is one of comfort, with indirect lighting adding to the pleasant surroundings.

Current show is among the best here. Headed by a line of nine Dorothy Byton girls, a most versatile chorus, the bill has enough variety to pack 40 minutes of solid entertainment. Line steals the show with its clever work, a standout both collectively and individually. Among its numbers are a decorative modernistic turn, an amazing acrobatic and high-kicking tidbit and a fast and hot Truckin' strut.

Another highlight is the breath-taking toe dancing of pretty Eleanor Christie. Jay and Lucille, dance team, score with their satires on more serious-minded dancing partners. This type of work seems to be very popular with night club patrons, a relief from the usual ballroom work and productive of both appeal and laughter.

Walter Donahue, brother of the late Jack Donahue, is an entertaining emcee who knows better than to milk an audience with trite chatter. He is brief and plenty good when doing fast soft-shoe work.

Angelo DePalma, tenor, continues warbling Italian and pop tunes. Has been here several months and has proved a big draw.

Herman Middleman and band, widely known in Western Pennsylvania, continue to furnish dance and floor-show music. Outfit has been stationed here for more than a year and is quite popular. Boys please both the dancing customers and the acts. SAM HONIGBERG.

Waterfront Club, Boston

This private-corporate club at 1 Rowe's Wharf, deep in the heart of the waterfront district, jells into the nautical picture to a T. Current season is the seventh of this floor spot, the new home of the *Gay Nineties Revue*. *Bowery Follies*, booked and produced by Mike Meaney, is current. Cast remains intact, with weekly changes.

Spot is a regular seaman's haven, with Cape Cod scenes painted on the walls and the general architecture that of mariners' village.

No cover charge. Minimum, \$1 week days, \$2 Saturdays.

Floor show is emceed by Jimmy Hall. Five Kewpie Dolls, 2,000 pounds of flesh, serve as the line. Gals, led by Henri Joyce, warble *Does Anybody Want a Kewpie?* Al Recker, 98 pounds, works a rubber legs routine. Ethel Dennis warbles and taps out *Down by the Vinegar Works*. Tiny Tomboy Sinclair, heftiest of the femme lot, does a comical single in underwear. Miss Dennis and Al Sayre team for a *Goofus* routine plus semaphore signaling. Recker comes back for a *Put on Your Old Grey Bonnet* comedy hoof and winds up with some nice slide splits. Harry Taylor clicks as the tenor with many encores. *My Gal Sal* is his best. The line does a *Happy Stint*, with a lot of rear-end clashing and high-kick work.

The *Gay Nineties Trio* (Taylor, Sayre and Hall) dish out *I Want a Gal*. Hazel Childs does okeh with her Diamond Lil character in a fiery red outfit and warbles parody to *Lulu's Back in Town*.

Entire company works a *Florodora* routine, led by Tiny Sinclair via Hebe piping. Company also goes into a *Ta Ra Ra Boom De Ay* number that is loud and furious. Winds up with twin theme, *At the Gay Nineties Rendezvous* and *The Bowery*. Following this, Taylor puts on a 10-minute Community Sing session with the patrons.

Joey Kent's Musical Skippers, decked out in navy uniforms, furnish the music. Lads include Ted Rolfe, piano and vocals; John Christy, bass; Joey Kent, drums; Frank Levine, first sax; Mickey Edwards (Kent's brother), second sax; Moe Yudin, trumpet. Wind section doubles in clarinets and baritone. Shows at 9:30 and 12.

The *Gay Nineties* Company comes to this spot after 38 solid weeks last season at its former haunt. Kewpie Dolls are Ruth Gottlieb, Tiny Sinclair, Henri Joyce, Marion Reilly and Betty Madden, the latter being replaced by Kitty Sax-on because she dieted and lost 60 pounds. She is presently a frail 173 pounds. SID PAINE.

THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, BODIES, OPERA CHAIRS, SPOTLIGHTS, STEREO OPTICONS, FILM CABINETS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, REFLECTING ARC LAMPS, REWINDS, VENTILATING FANS, CARBONS, FILM CEMENT, TICKETS, MAZDA LAMPS AND SUPPLIES.

Everything for the Theatre

WRITE FOR FREE CATALOG "B"

MOVIE SUPPLY COMPANY

844 S. WABASH AVE. CHICAGO, ILL.

Philly Legit List at Four As Bookings Are Announced

PHILADELPHIA, Oct. 31.—Fox-Locust Theater, former pix palace, opened Monday (26) as the New Locust, and town's list of legit houses swells to a total of four. Local announcement has the house leased to Guy Palmerton, former operator of a chain of theaters in Hartford, Bridgeport, Waterbury, Worcester and other New England towns. However, reliable sources state that Jules Leventhal, New York producer, is the lease-holder and that operation will go to Lawrence Shubert Lawrence next season when his Chestnut Street Theater makes way for a store front.

Personal Appearance, with Barbara Brown, is the curtain-raiser for the New Locust. House policy calls for revivals of dramatic hits, scaled at a \$1 top, while the highest figure for the Wednesday and Saturday matinees will be 50 cents. Only musical for the season will be *This Mad Whirl*, Mask and Wig production for Thanksgiving week, set before house policy was determined.

Sam Grisman and Jack Kirkland kept their *Forbidden Melody* musical at the Erlanger for a third week before its Broadway christening at the New Amsterdam. After its premiere here all crux agreed it laid an egg, and new blood was brought in to help save the reported \$200,000 investment. Erlanger keeps lit with *Bury the Dead*, with Alex Yokel's premiere of *Babes in Arms*, Rogers and Hart musical, on the follow-up.

Forrest carries on, after a revival of *Blossom Time* stayed a fortnight, with Leslie Howard's *Hamlet*. *New Faces* grooved for another fortnight on the follow. Only other booking has Max Gordon trying out his *The Women*, with an all-

femme cast, for two weeks starting December 7.

At the Chestnut *The Children's Hour* closes a three-week stay November 7. Nazimova follows for a week with *Hedda Gabler*; Sam H. Harris premieres *You Can't Take It With You*, George S. Kaufman-Moss Hart comedy, November 16 for a fortnight, and *Lady Precious Stream* follows for ditto period.

Summer Theater Arb

NEW YORK, Oct. 31.—Arbitration will be held shortly to decide claim of Shering Oliver that the management of the summer theater at Stony Creek owes him one week's salary and transportation for engagement to play in *One More Genius*. Oliver rehearsed a few days and was dismissed, but there is no probationary period in stock contracts. Management claims it owes nothing.

RR Rates Up Next Month

NEW YORK, Oct. 31.—Trunk Lines Association, whose representatives met legit interests last week to hear the latter's arguments favoring granting of concessions to theatrical traveling companies, has informed Frank Gillmore, Equity chief, that the matter will be taken up and a conclusion reached at a meeting of the railroad potentates in November.

Beery on Equity Mat

NEW YORK, Oct. 31.—Actors' Equity stated this week thru President Frank Gillmore that it was about to prefer

BROADWAY RUNS		
Performances to October 31, inclusive.		
Dramatic	Opened	Perf.
And Stars Remain (Guild)	Oct.	12... 24
Boy Meets Girl (Cort)	Nov.	27... 394
Dead End (Belasco)	Oct.	28... 426
Hamlet (Empire)	Oct.	8... 28
Idiot's Delight (2d engage.) (Shubert)	Aug.	31... 72
Iron Men (Longacre)	Oct.	19... 16
Laughing Woman, The (Golden)	Oct.	13... 23
Minnie Scheller (Ritz)	Sept.	30... 35
Night Must Fall (Barrymore)	Sept.	28... 40
Pre-Honeymoon (Little)	Apr.	30... 206
Reflected Glory (Morosco)	Sept.	21... 48
Seen But Not Heard (48th St.)	Sept.	17... 52
Stage Door (Music Box)	Oct.	22... 12
St. Helena (Lyceum)	Oct.	6... 31
Sweet River (51st St.)	Oct.	28... 6
Swing Your Lady! (Booth)	Oct.	18... 16
Ten Million Ghosts (St. James)	Oct.	23... 11
Three Men on a Horse (Playhouse)	Jan.	30... 736
Tobacco Road (Forrest)	Dec.	4... 1250
Tovarich (Plymouth)	Oct.	15... 20
Victoria Regina (2d engage.) (Broadhurst)	Aug.	31... 72
Musical Comedy		
D'O'ly Carte Opera Co. (Beck)	Aug.	20... 84
Iolanthe	Sept.	21... 8
Mikado, The	Aug.	20... 16
Pirates of Penzance and Trial by Jury	Aug.	31... 16
Gondoliers, The	Sept.	7... 8
Pinafare and Cox and Box	Sept.	28... 8
Princess Ida	Oct.	12... 8
Yeomen of the Guard	Sept.	14... 8
Patience	Oct.	5... 8
Ruddigore	Oct.	22... 4
New Faces (Vaudeville)	May	19... 191
On Your Toes (Imperial)	Apr.	11... 233
Red, Hot and Blue (Alvin)	Oct.	29... 4
White Horse Inn (Center)	Oct.	1... 36
Ziegfeld Follies (2d engage.—revised) (Winter Garden)	Sept.	14... 56

Stage Whispers

By PAUL ACKERMAN

What might have been one of the best press yarns of the year but which lapsed into nothingness concerns the gal who tried out for a role in Sam Byrd's recently departed *White Man*. Tentatively cast as one of the "passers" (mulattos who pass as white), she spoke her lines with such sincerity as to bring forth the remark that she was perhaps in the twilight zone herself. That she was delicately touched with the tar brush became known later; but because the girl was considered too tall for the part the producers decided to resist the temptation and engaged a paleface.

Nazimova's repertory company, now touring, is set for the Longacre Theater when it opens in New York shortly after mid-November. It will arrive sans Beatrice De Neergaard, who beefs that she holds a contract. . . . Marta Abba, of *Tovarich*, will not listen to the blandishments of the bad men from Hollywood while Gilbert Miller is not here to advise her. . . . Richard Herndon's Broadway production of Frederick Herendeen's *Come Home To Roost*, postponed indefinitely last week thru inability to find a house in keeping with the show's budget, is now definitely off. . . . *Reflected Glory* had its 50th showing Monday night.

Leslie Howard's *Hamlet*, having played to \$32,000 in Boston, and reputedly doing very well at the Forrest in Philadelphia, where it remains for a two weeks' run ending November 7, will barge into town on the chest of highly opinionated comment. Editors of *Town and Country*, *Stage* and other sheets, after witnessing the Boston production, have expressed themselves strongly as pro or con (Howard or Gielgud to you), with no middle ground being taken. One of the forthright commentators even went so far as to say that Howard's version, a quiet one in contrast to Gielgud's, is so much superior to the latter's that it isn't even funny. Anyway this critics' holiday, which will undoubtedly give rise to a plethora of word juggling perhaps even more interesting than the comparative merits of the two Princes, occurs November 10 at the Imperial, from whence *On Your Toes* screams.

Not all the villains are in show business, but the field certainly needs no closed season. Latest saga of a Times Square Boy Scout centers around the plight of an actress who, engaged to play stock and being informed that she would have to join Equity, did so and made the usual payments—but thru the manager. After two years of work, when she should have automatically become a senior member under the old ruling, she discovered that the gent to whom she gave the money never turned it over to Equity.

The Show Is On, with Bea Lillie and Bert Lahr, will definitely open in Boston November 5, according to the Shubert office, whence so many blessings flow. Newest addition to the cast is Marie Carroll, emoting over the air waves the last few years and before that associated with Max Lieber's Shakespearean repertory company. . . . *Sweet River*, latest Topsy and Eva opus, swan-dives Saturday. . . . *Green Waters* comes to the Masque November 4 following a short New Haven engagement beginning yesterday. . . . Blue note: Rex Ingram, star of *The Green Pastures*, appearing in a dramatic playlet at the Harlem Apollo last week, was not applauded as vociferously as a Cuban dance team specializing in gastric gymnastics.

No Re-Vote on Sundays

NEW YORK, Oct. 31.—Current policy on Sunday legit shows will remain as is, according to Frank Gillmore, who states that Equity, the cognizant of the fact that the referendum of June, 1935, indicated another vote might be held within a year, feels another referendum would be unwise, unnecessary and expensive.

Equity Discussion Meeting

NEW YORK, Oct. 31.—Next informal Equity discussion meeting will be held 2:30 p.m. at the Hotel Astor November 6. Palma Reed will have the chair.

Stockholm Theater New Season Lively

STOCKHOLM, Oct. 26.—The Stockholm theatrical season this year seems to be more lively than at any previous time. On October 3 there were no less than six premieres, including both the Royal Opera with *The Flying Dutchman* and the Royal Dramatic Theater with a play by Dostojewski.

The Opera some weeks ago started its season with the *Count of Luxemburg*, by Franz Lehar, which registered a great hit. The composer himself attended the performance and warmly praised both the stage settings and the singers. Of special interest will be the first performance of the Swedish opera, *The Princess of Cyprus*, with music by the young native composer, Lars-Erik Larsson, and book by the Swedish-Finnish 19th century writer, Zacharias Topelius, as well as the first Swedish performance of Bernard Paumgartner's *Rossini in Naples*.

As regards the Dramatic Theater, its first big play for the season, *Crime and Punishment*, received unanimously good criticism in the press. The stage setting was by Alf Sjöberg, and the leading roles were played by Lars Hanson and Inga Tidblad.

Other Stockholm playhouses as well as the bigger theaters in the provincial towns have announced programs pointing to an unusually lively and interesting season.

Brunell Announces Play

NEW YORK, Oct. 31.—Anthony Brunell, newcomer to the producing field, has acquired the rights to a comedy tentatively called *Lock All the Doors*, by Robert Fontaine and Richard Harrity. Piece is slated for a Broadway opening in early December.

Authors previously wrote material for a series of Joe Cook broadcasts, and at present Fontaine is writing for pix in Hollywood. Harrity is also on the Coast doing publicity for a major screen company.

"Follie" Title Hearing

NEW YORK, Oct. 31.—A hearing, ordered last week by Surrogate James A. Foley, was to have been held yesterday to ascertain whether creditors, claimants and heirs of the Erlanger estate favored the sale of the name. *Ziegfeld Follies*, to Select Theater Corporation for \$27,500. Leonard E. Bergman and Julius Klein are administrators.

From Out Front

By EUGENE BURR

Please, mister, I take it back. As the season of 1935-'36 rolled down its final stretch, this column, along with plenty of others, looked complacently upon the advances that had been made in both theatrical business and theatrical art. Not many shows had been presented during the season, but those that did manage to get themselves put on stayed around for longer periods; the percentage of hits was unprecedented; good plays swarmed in the dingy alleys off Broadway; after the long, lean years of the depression the Promised Land loomed ahead. It seemed that the theater had at last reached the turning point, that fewer but better plays were being produced, that they were being more strongly supported by the general public. Peering with bleared eyes into the swirling mists of the future, we thought we noticed a ruddy tint. It was confidently predicted (and with reason enough, Thespis knows!) that the season of 1936-'37 would see a continuation of the trend, that it would be the season to establish the stage in its former, rightful place, that upon it would depend the status of Broadway drama for many years to come.

But please, mister, I take it back. The season of 1936-'37 has completed its first two months—and as seasons go in these darkened years, two months is a pretty large hunk of season. The season of 1936-'37 has completed its first two months—and what is there to show for it? A large and dull musical extravaganza that is pulling in the yokels as its predecessor did before it; an amusing evening in the theater, largely contributed by the sparkling cast that enacts a poorly constructed play; a *Hamlet* even more athletic than Mr. Barrymore's; a warm and human play about Broadway and the theater; several honest and all-but-successful efforts to do this or that; a number of excellent performances, and a great many outstanding and excellent scenic designs.

That, when you stop to consider it, is hardly an impressive total. Last season playgoers showed very clearly that they were willing to return to the theater; this season, up to a couple of weeks ago, ticket brokers were howling in the wilderness for a hit.

On paper, the season had shaped up as what Mr. Whitney Bolton would (and perhaps did) call pure honey. A long line of first-rank productions was announced. A good many of them have already come in and managed to prove that their rank should have been regarded as an adjective. It has been disappointing—heartbreaking, almost, for those of us who love the theater and who felt that the current season would tell the tale.

This column has touched in the past upon the foibles of press agents inexplicably hired by film companies to fill the world's ears with tidbits culled from the garbage-heaps of Hollywood. Film-press-agent-baiting is hardly sport, coming rather under the same classification as beating a one-armed wrestler or taking candy from a moron child—but occasionally the boys perpetrate so sensational a boner that mention becomes necessary.

In that category is a recent Hollywood story to the effect that RKO will hereafter offer to the legitimate stage all contract players not actually engaged in making a picture. Sam Briskin, RKO production chief, got the idea (according to the story) from the experience of Owen Davis Jr., who played in summer stock in Maine; Davis benefited so much from his experience, says the yarn, that Briskin feels other players would also become better actors if they occasionally played in the theater.

That is very nice news—and the fact that film players can be helped by stage playing (and in some cases even made into actors) is undeniable, supported as it is by countless examples. But why, oh why, pick upon the hapless Mr. Davis? Mr. Davis is no screen player to be helped by the training of the stage; Mr. Davis made his first Broadway stage appearance as far back as 1926, when he was in a piece called *Carry On*. From that time until his last appearance, in *Times Have Changed*, February, 1935, he was seen consistently on Broadway. It does seem a bit raw to suggest that last summer's appearance with summer stock (in which he appeared frequently before) did him a world of good as an actor by allowing him to work, for a little, on the stage.

New Plays on Broadway

Reviewed by Eugene Burr

ST. JAMES

Beginning Friday Evening, October 23, 1936
TEN MILLION GHOSTS

A play by Sidney Kingsley. Staged by Sidney Kingsley. Settings designed by Donald Oenslager. Presented by Sidney Kingsley.

Foreman.....Howard Solness
Peter.....Martin Cabel
Andre.....Orson Welles
Ryan.....Otto Hulet
Madeleine.....Barbara O'Neil
German Worker.....Joseph Singer
French Worker.....Jan Ullrich
Zacharey.....George Coulouris
Balkan.....Lester Alden
Francois de Kruiif.....Lee Baker
Otto von Kruiif.....Dodson L. Mitchell
Secretary.....Meg Mundy
Dr. La Marr.....David Leight
General Louvet.....J. Carroll Ashburn
Aid to Louvet.....Myles Geoffrey
Orderly.....John Harding
General Dumont.....Russell Sage
Soldier.....Stuart Ferguson
Butler.....Philip Stone
Gabry.....Ray Harper
Bonnard.....Felton Bickley
Lessay.....Philip Bourneuf
Intelligence Officer.....Kurt Stall
Sergeant.....Alfred A. Hesse
Orderly.....Charles Bowden
A Private.....Robert X. Williams
French Minister.....John Proctor
Portuguese Minister.....Bernard Lenrow
English Ambassador.....John Walker
Shore.....Stanley Jessup
Baron Ohta.....Donsue
Baroness Ohta.....Toya Sasabe
Stern.....Dave Arthur
Anderson.....James Sidney
Jones.....Russell Sage
Roberts.....Dave Leight
Thomas.....David Merrill
Waiters.....Lester Alden, Albert Rand
Messenger Boys.....Charles Bowden,
George Justin, Peter Barry

ACT I (France, June 28, 1914)—Scene 1: Gun Works of Universe Forges, Inc. Scene 2: The Private Office of Francois de Kruiif. Scene 3: Paris. A Pension. ACT II—Scene 1: Nissen Hut, Back of the French Lines. 1917. The Briey Sector. Scene 2: General Louvet's Headquarters. An Abandoned Chateau in the Same Sector. Scene 3: Paris. The De Kruiif Home. ACT III—Scene 1: Nissen Hut. Scene 2: A Shack Behind the German Lines. Scene 3: France, Portugal, England. Citations. Scene 4: Geneva. Ballroom of the Hotel International. August, 1927.

The promise held out by Mr. Sidney Kingsley's *Dead End* is fulfilled in his new play, *Ten Million Ghosts*, which he presented last Friday night at the St. James Theater under his own direction. *Dead End* showed a tendency toward cheap and surface thinking upon an engrossing and important problem, a tendency to surround the subject with facile melodramatics of devastating unimportance, a tendency to take the easiest way dramatically, mentally and philosophically. These tendencies, the obvious to this reporter, were in *Dead End* so hidden by Mr. Norman Bel Geddes' amazing set that many people failed to notice them. No one could possibly fail to notice them in *Ten Million Ghosts*, despite the excellent (See *TEN MILLION GHOSTS* on page 25)

51ST STREET

(Formerly Hollywood)
Beginning Wednesday Evening, Oct. 28, 1936
SWEET RIVER

An adaptation by George Abbott of Harriet Beecher Stowe's "Uncle Tom's Cabin." Directed by George Abbott. Settings designed by Donald Oenslager, constructed by Vail Scenic Construction Company, and painted by Robert W. Bergman Studio. Costumes by Helene Pons and Eaves Costume Company. Choral work arranged and directed by Juanita Hall. Presented by George Abbott.

Hagar.....Gertrude McBrown
Tisha.....Ethel Purnello
Ben.....Allen Lewis
Juba.....Eulabelle Moore
Hesper.....Assotta Marshall
Eliza.....Margaret Mullen
Marie St. Clare.....Kathryn March
Edward St. Clare.....Bartlett Robinson
Topsy.....Inge Hardison
Eva.....Betty Philson
Uncle Tom.....Walter Price
Gabe.....Juan Hernandez
General Jim Jones.....John T. L. Bunn

Deeter.....Ray Yeates
Simon Legree.....Matt Briggs
Sann.....John Marriott
Hedda.....Anna Franklin
Aunt Ophelia.....Lora Rogers
Queenie.....Harriett Jackson
Jasper.....Allen Lewis
Phineas.....Charles Dingle
Waiter.....Roy Johnson
Sheriff.....Marion Willis
Deputy Sheriff.....Herbert Duffy
Auctioneer.....Foster Williams
Assistant Auctioneer.....LaMar King
Major Putnam.....Tom Morgan
Colonel Jenks.....William Crimans
Cherlotte.....May Peebles
Luke.....Julian Miles
Sheriff.....Wylie Adams
Deputy Sheriff.....Philip Wood
Merchants, Slaves, Deputy Sheriffs, Etc.

SLAVES: Birleanna Banks, G. Harry Bolden, Orange Cox, John Diggs, Darlean Duval, Estelle Floyd, George F. Hall, Clinton Holland, Paul L. Johnson, Mildred Lassiter, James E. Lightfoot, Richard McMyers, Dorothy Marks, Iona Reynolds, James Sparks, John Taylor Jr., Louise Twyman, Charles Welch, Irma Williams, Musa Williams, Haas Woodlin, Regina Williams, Jean Williams, Gerald Williams, Earl Burke, Leslie Phipps.

The Action Takes Place in 1852.
Scene 1: Slave Quarters on the St. Clare Plantation. Toward Evening. Scene 2: In the St. Clare House. Scene 3: The Slave Quarters. The Following Spring. Scene 4: The Same. The Next Morning. Scene 5: A Forest. Scene 6: A Tavern. Scene 7: The River. Scene 8: The St. Clare House. That Autumn. Scene 9: An Auction Mart. Scene 10: The St. Clares' New Home Across the River. Scene 11: The Slave Quarters.

Just why George Abbott wanted to write a new adaptation of *Uncle Tom's Cabin* is an interesting problem in psychology. Even more interesting, perhaps, is the problem of why he chose to write it as he did. His version, under the name of *Sweet River*, opened under his management at the 51st Street Theater Thursday night.

In a program note Mr. Abbott seeks to explain himself, but succeeds only in making things even more involved. "When I first began to think of doing a modern version of *Uncle Tom's Cabin*," he says, "I had vaguely in mind the presentation of the original story, but with a more compact plot structure than had been used in earlier adaptations, and with dialog which would more closely approximate the talk of the slaves as it actually was." He goes on to say that the research he undertook altered his point of view, preventing him from stating the case "so strongly," and that his play, far from being an "honest adaptation," is true to the original in neither the letter nor the spirit.

All of which is interesting, but it doesn't seem to make much sense. Mr. Abbott has kept the general structure of the old warhorse, simply changing a few of its outlines; and in so doing he has eliminated those very theatrical but truly effective slabs of hokum which made the play what it was. Thus, when Eliza goes out on the ice there is an excellent revolving stage scene which shows her progress from the inn to the river. But as soon as she reaches the river the turntable stops and we miss the grand old thrill of the ice floes, with the hounds baying away in the wings. Similarly, Mr. Abbott's last scene is the death of Uncle Tom in the arms of Sinclair; a nostalgic reporter wept for little Eva's final speech and the wires that used to hoist her to the flies.

It is, as a matter of fact, a pretty flat adaptation. Add to that the fact that the material is as well known hereabouts as *Cinderella* or the legend of George Washington and the cherry tree, and you have a theatrical offering singularly devoid of any possible theatrical interest. The only reason I can see for a new version of *Uncle Tom* would be a new viewpoint in the writing; Mr. Abbott, despite his program note, sticks essentially to the same old lines.

The production is handsome, with Mr. Donald Oenslager contributing another set of superlative stage designs. The cast is for the most part excellent, with Walter Price bringing quiet sincerity to Uncle Tom, Margaret Mullen making a passionate and effective Eliza, Matt Briggs a coldly villainous Legree, Juan Hernandez a fine and forthright Gabe, and little Betty Philson a cute Eva. But the real honors of the evening go to Inge Hardison's Topsy. In an actress-proof role, Miss Hardison added so much of

her own that she made it an outstanding performance.

There's grave doubt that modern customers will throng in vast numbers to a Tom show. Their chief interest, if they're anything like this reporter, would be to see once more the lush examples of grand old theatrical hokum—and these things Mr. Abbott has ruthlessly deleted. The result is something like an old family album with all of the pictures torn out.

ALVIN

Beginning Thursday Evening, Oct. 29, 1936
RED, HOT AND BLUE!

A musical comedy with words and music by Cole Porter and book by Howard Lindsay and Fussell Crouse. Staged by Howard Lindsay. Dances and ensembles staged by George Hale. Orchestral arrangements by Russell Bennett. Orchestra under the direction of Frank Tours. Scenery built by T. B. McDonald Construction Company and painted by Triangle Studio and Robert W. Bergman Studio. Settings designed by Donald Oenslager. Costumes designed by Constance Ripley and executed by Brooks Costume Company and Constance Ripley. Presented by Vinton Freedley.

Reporters: Geoffrey Errett, Karl Kohrs, Bill Houston, Norman Lind, Eleanor Wallace, Arnitia Wallace
Deputy Warden Mulligan.....Lew Parker
Warden of Larks Nest Prison.....Forrest Orr
"Nails" O'Reilly Duquesne.....Ethel Merman
"Policy" Pinkie.....Jimmy Durante
Vivian.....Vivian Vance
Anne Westcott.....Dorothy Vernon
Grace.....Grace Hartman
Lucille.....Lucille Johnson
Cecile.....Cecile Carey
Kay.....Kay Picture
Irene.....Ethelyne Holt
Betty.....Betty Allen
"Fingers".....Paul Hartman
Bob Hale.....Bob Hope
Sonny Hadley.....Thurston Crane
Peaches La Fleur.....Polly Walters
"Ratface" Dugan.....Bill Benner
"Sure-Thing" Simpson.....Prentiss Davis
"Flap-Ears" Mettelli.....Leo Schippers
"Louie the Louse".....Bernard Jannser
Mrs. Peabody.....May Abbey
Tiny.....Anne Wolf
Louella.....Jeanette Owens
Senator Musilovitch.....Lew Parker
Senator Malvinsky.....Robert Leonard
Senator O'Shaughnessy.....Forrest Orr
Senator Del Grasso.....Houston Richards
Sergeant at Arms.....Norman Lind
First Expressman.....Geoffrey Errett
Second Expressman.....Karl Kohrs
Girl.....Gloria Clare
First Marine.....Frank Archer
Second Marine.....Bruce Covert
Decorator.....Houston Richards

DEBUTANTES AND GUESTS: Ruth Bond, Jeanette Bradley, Dorothy Jackson, Jean Scott, Dorothy Schwank, Stella Bailey, Charlene Tucker, Nancy Lee, Althea Elder, Prudence Hayes, Peggy Oden, Mary Joan Martin, Grace Gillern, Ruth Gormley, Marguerite James, Muriel Downey, June Le Roy, Hazel Nevin, Frances Stewart, Gloria Clare, Beverly Hosier, Joanne Allen, Marquita Nicolai, Evelyn Kelly, Ruth Ernst, Annette Nine, Eve Soret, Helen Hudson, Jessica Pepper.

ACT I—Scene 1: The Warden's Office at Larks Nest Prison. Scene 2: Mrs. Duquesne's Penthouse in New York City. Scene 3: A Street Corner in Washington, D. C. Scene 4: A Committee Room in the Senate. Scene 5: Lottery Headquarters. Scene 6: Pinkie's Bedroom in the Dolly Madison House. Scene 7: Garden of the Dolly Madison House. ACT II—Scene 1: A Room in the White House. Scene 2: A Courtyard in the Marine Barracks. Scene 3: The White House Lawn.

Vinton Freedley, who presented *Red, Hot and Blue!* at the Alvin Theater Thursday night, has as usual provided a large and lavish show, opulent and filled with topnotch performers. It is a pity that his aids fell down on him. *Red, Hot and Blue!* will probably turn out to be a hit, but none the less it has (See *RED, HOT* on page 32)

"Day" Pix Rights Sold Cast Will Participate

NEW YORK, Oct. 31.—Option to the screen rights of *Remember the Day* has been purchased for a reputed figure of \$10,000 by Charles K. Feldman, independent Coast producer. Down payment has already been made, remainder to follow if and when the option is exercised in 90 days.

The cast, which took a cut during the run of the play here, is to be given in exchange the producer's share in the disposition of the screen rights until such time when the total sum of the cuts is paid off.

Chorus Equity Notes

Fifty-two new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

There are four more musical productions working than at this time last year and over a hundred more members working in the legitimate theater than for the same period last season. As the peak of the season is generally in January, we hope by that time that the situation will be even more encouraging.

The new dues period starts November 1. All members holding cards good until that date will then owe \$6 to place them in good standing until May 1, 1937.

The constitution defines a member in good standing as one who, on May 1 or November 1 of any year, has paid dues six months in advance. While the delinquency fine of 25 cents a month does not become effective until December 1, this does not mean that the member is not in bad standing until that date.

Remaining in good standing is your responsibility. Don't wait for a representative (See *CHORUS EQUITY* on page 26)

GYPSY ROSE

LEE

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

MARVIN LAWLER

DANCING JUVENILE
ZIEGFELD FOLLIES

Getting one of the biggest hands of the show is still another newcomer, a lad named Marvin Lawler, whose display of terrific tap technique, offered during a number with the Freissler Sisters, literally brings down the house. He's a top-notch young performer.—EUGENE BURR, *Billboard*.
Direction—LOUIS SHURR.

Alviene SCHOOL OF THE Theatre

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

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

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

FRENCH'S

1937 Catalogue of Plays

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

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

Ambitious Amateur Players

interested in extensive study course—acting experience—non-professional. Address

THE DIRECTOR

707 WMCA Bldg., NEW YORK CITY

FEAGIN SCHOOL of DRAMATIC ART

STAGE—SCREEN—STAGECRAFT RADIO.

ENROLL NOW.
Separate Children's Department.
Two Modern Theatres. Complete Radio Equipment. Day and Evening Classes.
Catalogue B, 316 W. 57th St., New York City.

AMERICAN ACADEMY of DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

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

WINTER TERM BEGINS JANUARY 15

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

Thru Sugar's Domino



THE creation of jazz and ragtime tempo by the pioneering school represented by Irving Berlin and the later infusion of blues into the melodic scheme of amusementdom gave rise and lent greater importance to the popular dance and entertaining band. With the passage of years since the jazz band was born the component parts of the show business have had their violent ups and downs—and outs. Surveying the kaleidoscopic panorama of the show business, we fail to find a single phenomenon that can match the band in hardiness and steady growth. With the doubtful exception of the circus (in which dance bands have already stolen thru the concert tent) there isn't a field that does not in some way call upon the band to augment its entertainment contingent.

Many so-called geniuses have been enriched by their participation in the band business. There are booking entrepreneurs in the seven-figure class; also baton wielders. And even the once lowly instrumentalists have been catapulted into the higher money brackets by the most recent strides made by bands, thanks to sound films and radio. The fountain head of pop melodies—the music publishing industry—has had its ups and downs like other branches of our erratic business, but were it not for the hardiness of the pop band as an entertainment phenomenon it is doubtful whether the music publishing industry would today deserve major classification.

* * *

Bands have not only survived but they have reached their highest point of popular appeal. While fame and riches have been the rewards for the successful bandsters, the price they have had to pay in headaches has been great, too. In the long ago the only major requirement of a successful band was smoothness, in some cases; speed of tempo in others. Then came the era of non-melodic novelties. When bands went in heavily for solo and ensemble antics that touched lightly upon their music but ran the gamut in type of entertainment from tap dancing to dramatic recitations.

Today, however, the style band is the band that gets the money and the dates. Band leaders and their arrangers work themselves sick devising arrangements that are intended to lend distinction to their work. We have velvet music, rippling rhythms, variations of swing, slide music and many other tags for the general pattern assumed by the arrangements of the novelty seekers.

* * *

The desperate search for the element that is different, that will cause the dancers and auditors to enthuse and talk is not restricted to arrangements. Maestros are constantly raking the field for trick instruments and instrumentalists that will provide them with novelty and publicity angles. The name element is considerably important and publicity is still the only fertilizer that will make names grow—and salaries zoom. So the high-pressure publicity expert has come in for his share of the boodle, too. And he, too, has had to pay the price in the form of stunts that make the space-grabbing giants of old look like callow copy boys in a news factory.

This year's most spectacular success on the part of a style band has been that of Shep Fields. The maestro of rippling rhythm was a nonentity in the field two years ago. Today he is practically at the peak. A good band has not alone been responsible for the phenomenal rise. The rippling improvisations are the very evident cause. Fields gave them something that seemed quite different. He became the mecca for melody-hungry pilgrims. And his case is typical of perhaps a score of today's style leaders.

* * *

An interesting recent development in the process of band growth has been the reaction of the public against carbon copy band units. It used to be quite simple for a big band name to send out units bearing his name but without his presence on the band stand. Several of the biggest names in the business were constantly represented on the road by trade-marked aggregations. For the less finicky public of a few years back it was enough that a band bore a name handle. This apparently meant a certain standard of excellence—and perhaps it still actually does today. But for reasons that it is difficult to fathom the band fans demand the actual band and the actual name "in the flesh" today. It was not difficult for the mass production band factories to detect this trend. The box-office receipts on one-nighters and theater dates spoke more eloquently than millions of voices lifted in protest.

Band popularity is still at a high peak, but judging from the activities of spot owners there seems to be the slightest tendency toward a recession. The spot showmen are not taking any chances. They have built up a following for their places with bands and they are not willing to permit the indomitable forces behind a trend to undo all the good that has been done. In spots that formerly used only bands acts are being added and agents are scurrying about like busy ants in an effort to buy good specialty talent to augment the bands. Showmen wonder whether this represents the budding of a real "flesh" revival.

The public is as enthusiastic as ever—and even more—about dancing also wants specialties even in hotel spots, according to the experience of shrewd hotel men.

The band that formerly restricted its efforts to dance music must be prepared today to also purvey straight music and provide background for acts. Perhaps in this alone lies the secret of the hardiness of the band—its ability to take the spot or enliven the background, depending on the needs of those that hire them. One thing about the latest trend is certain: Bands are strong allies of "flesh" and vice versa. Instead of fighting for the same piece of bread, these elements of the show business have proved time and again that they can get along very well together. Skittles and beer are delectable individually to the appetites of many, but so much more appealing as a combination. So is it with bands and "flesh."

The Broadway Beat

By GEORGE SPELVIN

JEAN HARLOW arrives in town this week, wanting a radio date and asking \$3,500 for a guest shot. . . . Cowboys and cowgirls needed that week lay-off between the Madison Square Garden engagement and Boston, where they hold forth currently. . . . Anyone doubting that the stuff was on the level should have visited the field hospital and noted the 40 or so who were injured in one way or another. . . . But they're ready to take it again. . . . Charlie Daniels (Neil Moret), Coast tunesmith, is in New York for a couple of weeks. . . . Paul Whiteman evidently didn't hold out on the Texas folks when he gave that concert that wound up his stay there; he sent up North to the vault for his best jewels. . . . Paddy, the Palace Building porter, has a routine that looks as tho it might eventually knock him off; it's Paddy's own version of imitating a bagpipe—than which you can conceive no greater waste of time. . . . Anyhow, Paddy grabs his schnoz with one hand and, while humming and yowling, slaps his Adam's apple with the other—and it does sound like a bagpipe. . . . The West Side Court last week ordered Mary Doran to keep her windows closed during her operatic warbling, or else to move to the country. . . . The auction of Eddie Cantor's home furnishings last week (the Cantors are going to live in Hollywood permanently) drew a lot of attention. . . . Ida's bed was among the objets d'art. . . . Ray Katz and Martin Lee Rackin, the latter a press agent, are organizing a club for "young authors, composers, dancers, publicity agents, singers, etc., between 18 and 24." . . . No money-making scheme, say Rackin, who is with the George Lottman office—just a social club, in case you're young and interested. . . . Sign on a Bowery hotel: "Rooms With Windows."

What with all the traveling microphones these days, nobody's safe from an unexpected broadcast. Folks who never expected to get a close-up view of a mike, much less to take the air, suddenly find themselves on a Coast-to-Coast hookup. For example: last week at Grand Central Station, when the RCA Victor Magic Key program originated part of the show there, with John B. Kennedy as narrator, Louis Bondy, of the New York Central info bureau, was suddenly hustled to a mike and told of a few of the impossible queries tossed at the bureau. (They get only 15,000 questions a day.) Speaking fast and intelligently is among an info man's requirements and Bondy did okeh at the mike. Incidentally, he was once one of Broadway's best known theater treasurers.

Mrs. William Morris saw the new offices of the Morris Agency in Radio City for the first time last week and their splendor overcame her as she thought of the pleasure they would have given her deceased husband. . . . Dick Henry made his first air flight last week to Chicago, in the company of Harry Foster and Val Parnell, of England; he flew back, too, experienced enough to cheer up Joe Santly and Rocco Vooco, who were making their first trips. . . . The exec staff of the Hotel Astor gave Bob Christenberry a smoker's outfit last week, the occasion being his first year as g. m. there. . . . The recent change in traffic lights in town, cutting down the length of green signals on north and south traffic, has done more than just speed cross-town cars; it's safer now for pedestrians—they needn't wait so long for lights, and hence take no chances ducking between the taxis. . . . Now It Can Be Told: The WPA's *Horse Eats Hat* had the only bisexed horse in the country. . . . The front part of the dobbie was consistently male, but the rear end often switched sex—depending upon changes in the cast.

Chicago Chat

By NAT GREEN

INEVITABLY, Time takes its toll of fame, fortune and beauty, and so the Chicago branch of the Glorified Girls of America held a Halloween ball in the Mayfair Room of the Blackstone to aid the former chorus beauties of the *Ziegfeld Follies* whom Fortune has not treated kindly. . . . Ann Sothern, Pat O'Malley, Georges and Jalna and other prominent artists lent their aid. Frank Bering is treasurer of the committee that will administer the fund. . . . Among the moving spirits in the Glorified Girls' ball were Mrs. A. Russell Erskine, the former Meredith Howard of the *Follies*, and Mrs. E. J. Buchanan, who was Annabelle Whitford in the *Follies* of 1907, '08, '09 and '10.

Unusual features will be embodied in the new theater which two of the Balaban boys, Harry and Elmer, are building on the Gold Coast. . . . The lobbies and foyers will be below the auditorium, which will be divided into three levels. . . . The lounge rooms will have a snack bar for soft drinks, sandwiches, etc. . . . Mounted on the convex surfaces of the exterior will be sculptured figures by a local artist. . . . Lobo, educated movie dog, passed on to his reward recently, and his owner, Clarence Moore, has opened a training school for dogs, where he is teaching Gold Coast canines to be something more than ornamental. . . . Charlie Hugo, globe trotter, is on his way from Hongkong to the United States to take the Marcus show to Tokyo. . . . A. B. Marcus, owner of the show, spent a couple of days last week at the offices of *The Billboard*, completing arrangements for his trip to the Orient. . . . Show set to open in Tokyo in March. . . . Merle Oberon, here on her way from Hollywood to England, admitted there might be some truth to rumors that wedding bells may ring for her and David Niven, featured player in Samuel Goldwyn pictures. . . . Gene Gaudette, New York publicity man, has joined the local publicity staff of MCA. . . . Richard D. Buckley has joined the staff of the New York office of William G. Rambeau Company.

Rita Rio, singing and dancing star, featured with Eddie Cantor in his picture *Strike Me Fink*, made her first Chicago appearance over the weekend with her rhythm girls at the Trianon and Aragon ballrooms. . . . This young lady gives promise of developing into an outstanding star. . . . Margaret Maloney, editor of *Radio Dial*, Cincinnati, in Chicago rounding up news for the sheet. . . . Joe Benton, Oklahoma farm boy metamorphosed into Joseph Bentonelli, here for his third season in Chicago opera. . . . Ben Pollack and Doris Robbins reported lovey dovey again. . . . Fritz Kreisler, here for his first appearance in 20 years with the Chicago Symphony Orchestra, was given one of the greatest ovations of his career. . . . It's a son at the Harry Wohls. . . . He's picture ed of *The Chicago American*; she's Esther Schultz, radio ed on the same paper. . . . Ork Leader Wayne King, at considerable risk to his sight, had his right eye operated on a few days ago for removal of a small cyst on the eyeball. . . . Three stitches had to be taken, but King has been present for every one of his Lady Esther broadcasts. . . . *Lights Out*, NBC late hour half-raiser, said to be headed for commercial sponsorship. . . . Best guess as to potential sponsor would be a firm that supplies sheets for haunting! . . . U. S. Camera Salon six-day exhibition is attracting many theatrical people.

Nudity May Bring Trouble

Authorities expected to get after N. Y. houses — more nudity this year

NEW YORK, Nov. 2.—Indications are that local authorities will crack down soon on burlesque theaters in a widespread drive against nudity. Complaints have been pouring in that burlesque is overstepping itself more than ever on nudity. All local theaters are using upwards of four stripping principals, in addition to nude picture numbers by the choruses.

While the authorities have not shown their hand as yet, it has been learned that they intend swooping down on the theaters shortly after the Thanksgiving holiday. Investigators are understood to have been checking up on the theaters as well as the night club field, the latter because whenever burlesque operators get into trouble they point to the club field as equally daring.

According to inside information, the nudity in night clubs this year has been minimized, whereas in the burlesque field it has reached new heights.

Burbank House in Toils of Police

LOS ANGELES, Oct. 31.—Police raiders swooped down on Popkin & Ringer's Burbank Theater last week and arrested 10 members of the cast for participating in an allegedly lewd performance. Group pleaded not guilty before Municipal Judge Harold B. Landreth and asked for a jury trial. They were released on \$50 bail each.

Slated for trial are Ermaline Parker, Mary Ainslee, Mamie Reed, Jean Barton, Sherry Britton, Barbara Mayo, "Slat" Taylor, Jack Greenman, Ray Parsons and Don Trent.

It was the third burly raid here in the last several months, first two at Hollywood Playhouse, where cast members were heavily fined after jury trial.

Jermon, Levine in Buffalo

BUFFALO, Oct. 31.—John Jermon and Ben Levine have gone into partnership with Issy Hirst on the Gayety Theater here. Hirst sold them a half-interest in the house.

Indie Circuit's Cast And Manager Changes

NEW YORK, Nov. 2.—Cast and managerial changes have been made on the Independent Burlesk Circuit. Harry Stratton and Gertie Forman joined Red Hot today in Boston, replacing Eddie Casselle and White Sisters. Margie Bartell, Jim Francis Jr., Ruth Kaye and Agnes close with Red Rhythm this week on the Pennsylvania one-nighters and Al Darr and Ruth Donald will join the cast. Louise Phelps has replaced Ann Mitchell with Modes and Models.

Murray Zaiden has replaced Frank Livingston as manager of Modes and Models, while other managerial changes include Artie Touhey's joining Hindu Belles, succeeding Dave Kane, who went with Ha-Cha, replacing Matt Kolb, who went on to Minneapolis to work for Harry Hirsch.

U-Notes

By UNO

WALTER BROWN'S opening at the Eltinge, New York, Friday was heralded with screen trailers the week before and with large marquee signs.

DOLLY DAWSON, in a letter from Port Arthur, Ont., to Nellie Casson, with Babes of Broadway, Indie show, writes that she is convalescing after a long illness and will return to burlesque about Christmas.

NICK CARTER, former burlesque ork leader, now one of Phil Darcy's five symphonists at the Hotel Sheldon, New York, where he has been the last 24 weeks. Other co-players and vocalists

are Bill Cadmus, Murray Driscoll and George Raybone.

MIMI LYNNE, during her first week with an Indie show, was besieged for her autograph by members of Alpha Epsilon Pi, of the University of Pennsylvania, Philadelphia, recently. She attended fraternity's dance at the chapter house.

JUNE TAYLOR is ambitious to step out of the Wilner showgirl line for a principal berth.

TINY HUFF back recently to Tom and Nick Spina's Holland Tavern, New York, from a vacash spent at her home in Asheville, N. C., where she helped Nocha Jr. celebrate an eighth birthday.

BORDINE AND CAROL, dance team, open for Max Rudnick Friday on a six-week contract, splitting the time between the Eltinge, New York, and Casino, Brooklyn.

BOB ALDA, tenor-straight at the People's, New York, recently dubbed Zeke, which is how he is hailed by most of the regular customers.

ROSE LaROSE and Joan Carroll, of Gaiety, New York, busy with brushes and color sets backstage. Walls of their (See U-NOTES on opposite page)

Burlesque Reviews

Casino, Brooklyn, N. Y.

(Reviewed Monday Evening, October 26)

Max Rudnick and associates opened this old DeKalb Theater to burly, renaming it the Casino. Second day business very heavy and house was a nice sight with its gay decorations. Fine decorating job and good business, but not such a nice job on the stage. Management fell over itself in trying to make the show pretentious, with the result that it's a scrambled affair without any coherence and often uninteresting. A straight burly show would be better for as rowdy an audience as at this show, which is something the management has to curb also.

A big cast on hand, comics, strippers, singers and dancers. Also 12 chorines and 8 showgirls. Until 5 p.m. house is scaled at 15 and 25 cents and 35 cents thereafter. Moe Costello is g. m., while

George Pronath is producer and Charlie Brave is leader of the six-piece ork.

In the comic lineup are Eddie Cole, Harry Rose and Marty White, working along with Jean Bedini and Murray Gordon. They're comparatively new faces these days in burly and work okeh enough. Cole's best clicker is his dialoging the Charlie Chaplin silent pix. Rose does well, as does Gordon. White isn't seen to much advantage, but what he has to do is done all right. Bedini is an old hand in the field, having little to do, but handling it okeh.

The strippers, working to the accompaniment of shouts, whistling, etc., from the rowdies, fare well. Jeryl Dean, blond beauty, is the biggest clicker, while Patricia Paige and Romayne fare handily also. Miss Romayne sidelines with a flock of dance solos, the exotic variety. Dancing contingent is topped by Ralph (See Burlesque Review opposite page)

Burly Briefs

YVETTE, muff dancer, now appearing at Harry's New York Bar, opens at the Rialto, Chicago, November 6 as an added attraction, doubling from Harry's. . . . Maxine DeShon also opens at the Rialto on the same date for one week, booked by Milton Schuster. She follows into the Gayety, Minneapolis, November 13. . . . Sally Darling, formerly of DeVeaux and Darling, paused in Chicago this

week on her way back east from the Pacific Coast. . . . Nona Niles opens at the Roxy, Toronto, November 5 for the Metropolitan Circuit, booked by Schuster. Jack Heath closed at the Avenue, Detroit, October 30. . . . Ruth Willson's mother has been visiting her at the Avenue, Detroit. . . . Babe Davis, of the Gayety, Milwaukee, visited Chicago one day last week. . . . Countess Vanya opened at the Gayety, Minneapolis, October 30 as an added attraction. . . . Aunt Hattie (Hattie Knoll) opened at the Empress, Cincinnati, October 30. . . . Ferber and Marvin renewed old acquaintances in the vicinity of the Delaware Building, Chicago, last week while playing the Rialto there. . . . Jeane Williams' mother came to Chicago from Indianapolis last week to visit her at the Rialto Theater. . . . Ger and Mary Sunde are in California in a business entirely foreign to burlesque. . . . Ger returns to Chicago in January to put on a style show at the Morrison Hotel. . . . According to reports, Milton Schuster has received a flattering offer to open a branch office in California.

ANNETTE, after 10 weeks for the Minsky-Herk firm, opened Friday at the Eltinge, New York, for a run; then into the Casino, Brooklyn. . . . Lea Perrin left Minsky's Gotham, New York, last week and went downtown to the Gaiety, with Dolores Weeks being sent up to the Gotham.

Chuck Morrison, straight, and the little woman, Diane King, talking stripper, closed with one of Jack Kane's orpies at the Empress, Cincinnati, last Thursday (29). They have gone to Diane's home near Grand Rapids, Mich., for a brief rest. . . . Jack Kane's Atlanta burly stand closed last Saturday (31). House is slated to reopen in three weeks. . . . Boob Blake is jumping into Chicago from Cincy this week to visit with his old friend, Hal Lawrence, now operating a booking office in the Windy City. . . . Three well-known burlesquers, Stanley Montfort, straight, and Bob (Schmalz) Snyder and Willard Cole, comics, had (See BURLY BRIEFS on opposite page)

REMEMBER ME?

TINY HUFF



After many years of starring in—
BURLESK, now featured in the HOLLAND TAVERN CABARET and RESTAURANT, 55 Watt Street, New York City doing my sensational modernistic sex dance "BLUE PRELUDE"
 Best Wishes To All My Friends in Burlesk

★ **NADJA** ★
 NOW APPEARING
 On the Pacific Coast for Popkin & Ringers and enjoying California's sunshine.

The Essence of Tease-Tap Dancing, **MADGE CARMYLE**
 Ultra Nudes Modernistic
 At STAR, Brooklyn, Indefinitely.

PROFESSIONAL CARDS
 WATCH FOR
Anne Mitchell
 Something Entirely New, Odd and Rare in an Undress Routine.
 A Feathered Fantasy.
 A Real Box-Office Draw — A Decided Rave.

HELEN COLBY
 SWINGIN' WITH THE SWING CRAZE,
 At Minsky's GOTHAM, New York City.
 Indefinitely.

GLADYS FOX
 I'M TRUCKIN' ON DOWN AT
 MINSKY'S GAIETY & GOTHAM, N. Y. CITY.

BOB—FAYE & VOGEELE—ERMA
 PLAYING HIRST CIRCUIT.

BONITA GERMAINE
 NEW FACE—DIFFERENT DANCES.
 Dir. STANLEY WOOLF, 1697 B'way, N. Y. C.

MARY BOB
MURRAY & FERGUSON
 In Stock with the Weinstocks, N. Y. City.

JEAN CARTER
 A TALKING-STRIPPING PERSONALITY

BABE CUMMINGS
 PERT—PEPPY—PERSONALITY—POISE,
 AT THE PEOPLES, New York City.

NADINE MARSHALL
 THE SWEETHEART OF BURLESK

PATRICIA PAIGE
 THE BLACK ROSE
 AT THE CASINO, BROOKLYN, INDEF.

RITA (AGAR) LeROY
 In Her New
 STRIP SPRING STYLE SENSATION.

JOIE FAYE
 A GENTLEMAN AND A SKULLER
 APOLLO—GIZING WITH BURP GRUNT.

CHET ATLAND
 TENOR-JUVENILE
 With Weinstock Shows, New York, Indef.

Tab Tattles

BERT SMITH is organizing a new show in Detroit to go over the Cushman Time and including an extended swing thru Mexico. Show will be known as *Varieties of 1937* and will highlight, among others, Lew Fine, Kiki Roberts, Abe Sher, Mazie White, Vi Shaffer, Clifford Wayne Family, Carlton and Millar, a band of eight and 10 girls in line. Jimmy Hodges will not be associated with Smith in the venture, as recently reported. . . . Bob Shaw and his boss, Gus Sun, are back at their Springfield, O., headquarters after a booking jaunt thru the Carolinas. . . . Charles (Kid) Koster, this season handling the advance billing for *Boy Meets Girl*, was a visitor to the Sun office in Springfield last week. . . . Jimmy Hodges was also in there to talk over bookings with Bob Shaw. . . . Claude H. (Kid) Long is back at his Chicago headquarters, after three weeks on the road with Nick Boila's *Folie d'Amour*, which folded last Saturday in Springfield, Ill. He is scouting around for something to keep him busy thru the winter. . . . Abe Sher jumped into Detroit early this week after concluding a fortnight's engagement at the 4444 Club, Cincinnati.

THE Seizer Sisters, who have been working the better night spots in the South and current at the Heidelberg Roof, Baton Rouge, La., are slated to join Ed Gardiner's unit in a few weeks. . . . "SeaBee" Hayworth's unit, *Broadway Novelties*, is now in its seventh week in the Carolinas, with Hayworth reporting the "best business since the good old days." Conditions in the South are very good, he says. Marion Andrews, comedienne, heads a company of 20. . . . Earl Myer returned to his home in Cincinnati early last week after completing his seventh consecutive season with Gooding's Greater Shows, where he again had the girl show on the Gooding No. 1 and 2 units. Earl brought back with him a tidy b. r. and tells us he has invested in a new Packard. . . . It is being noised around Detroit that Vi Shaffer, of the Bert Smith show, recently beat the bangtails to the tune of \$8,000 over a period of several months. . . . Jay (Tex) Mason is currently sojourning in Indianapolis. . . . Paramount interests have inaugurated a tab-picture policy at the Trenton Theater, Lynchburg, Va., which they recently acquired from Warners.

MARSHALL WALKER and wife, Beulah, are in their 26th week aboard Mrs. Nina Howard's Original Floating Theater, playing the Chesapeake Bay towns. Marshall describes it as "wonderful season financially, physically and mentally." Walker, who has a number of old song hits to his credit, reports that he has placed several new numbers recently, including *Who Calls You Sweet Mama Now?*, with Handy Brothers; *Piles of It*, with Decca for a special recording; *Oh, What I Know About Roscoe, Anybody Seen My Fannie?*, *Shaking the Coconut Down* and three renewals, *Every One in Awhile*, *Sing, Sister, Sing* and *Save a Little Dram for Me*, with Shapiro-Bernstein. . . . Karl J. Walker, of tabs and burly and whose shows have been on the midway of the Beckmann & Gerety's Shows the last several seasons, is making plans to launch a one-nighter under canvas soon.

HY HEATH typewrites from Station KWKH, Shreveport, La.: "I am still doing business at the same old stand. Things are about the same down here. Doesn't look like there will be much stage activity here this winter, as there is nothing booked as far as I can find out. Charley Gramlich is with a carnival in the Carolinas and understand Boots Walton is also trouping with a carnies somewhere. Wonder what has become of Big Bill Martin, Danny Duncan, Roy and Ricca Hughes, Bud Brownie, Henry Prather, Bill and Doris Dougherty, Jack DuVarney, Ollie Debrow, Red Mack, Slim Williams, Curley Burns, Jim Eviston, Raynor Lehr, Bill Leicht, Oliver Kight and a host of other old tabsters. Why don't these birds write in and give an account of themselves?" . . . The Andrini Brothers, Pittsburgh banjo-playing team, have joined *Folies De Nuit*, now touring under the direction of Mike Speciale, of Cleveland.

ANDOR NOVAC, artist, praised for fine work adorning lobby walls of Casino, Brooklyn.

BURLY BRIEFS

(Continued from opposite page)

prominent parts in *The Prince of Pilsen*, presented last week by the Cincinnati Federal Theater Project. The boys acquitted themselves in fine fashion.

FREDDIE O'BRIEN and wife have left New York to produce at the National, Detroit. They went into rehearsal Sunday and will open Thursday. . . . Gypsy Rose Lee, now with *Ziegfeld Follies*, was voted queen of the senior dance by Columbia University students. . . . Maxine DeShon opened Thursday at the Roxy, Toronto, as added attraction for one week. She and Rags Ragland are booked to open for Popkin & Ringers November 24 at the Capitol, San Francisco, on a 16-week guarantee. . . . Dave Cohn agented the deal. Latter also set Tamara, Louis Caron and Three Cyclones into the Star, Brooklyn, this week, and Three Sams into the Eltinge, New York. . . . Kenneth Rogers left the National, Detroit, for Philadelphia to work on Indie shows.

CASINO, Brooklyn, exits included Marty White, Del Rio Sisters and the Blendoliers. Harry Levine went into the house from the Eltinge, New York. . . . Beverly Carr recently learned of the death of her grandmother, Jane Parkins, 84, in Toronto in September. . . . Georgia St. George now working Queen's Terrace, Woodside, L. I. . . . Paula Lind left Minsky's Gotham, New York, and opened Friday at the Star, Brooklyn. Betty Duval took her spot at the Gotham, moving uptown from the Galety. . . . Chicque Rione is in New York again, ready for work. . . . Eleanor Cody went into the National, Detroit, Thursday. . . . Exits from New York last week were Sylvia the dancer, who went to the Coast, and Mickey O'Neill, who went to her Chicago home.

BURLESQUE REVIEW

(Continued from opposite page)

Brown, colored hooper, who socks across with corking tap work. He's got lots of style, rhythm and class. Wally Coyle

and Edith Loew pair off as a nice tap team, with Miss Loew doubling into cute personality singing. The De Meranvilles are about the classiest dance team this reviewer has seen in burly, making a swell appearance and handling their ballroom routines with much class, grace and ability.

Quite a few singers, too. All of them are but fair. Three Blendoliers do a couple of harmony numbers, Del Rio Sisters do a brace of tunes and Gordon Clark does the main work of singing the show. Best singing was that of an unseen male voice working with Miss Paige.

Sandra Michell is the house's talking woman, with Miss Paige helping out. Chorines and showgirls work well at their many assignments.

SIDNEY HARRIS.

U-NOTES

(Continued from opposite page)

dressing room decorated with faces of co-burlesquers.

ALLEN FORTH left Minsky's Gotham, New York, October 25 after a record 42-week stay. Negotiating for a Broadway show thru Max Gordon office.

JACKIE LEE JACOBS, back after three years with an 18-people revue playing fairs and clubs, joined the Casino, Brooklyn, as assistant to George Pronath. Kay Dawn is a new showgirl at the house.

LEE LAUREL, with *Babes of Broadway*, Indie show, congratulated upon her marriage recently to a Buffalo lawyer.

RUBE WALMAN, with *Babes of Broadway*, Indie show, joined by Ruby, daughter-chorine, and Nettle, wife, last week in Union City for the rest of the circuit tour.

SUNNY LOVETT doubling between the Eltinge, New York, and Jack White's nitery.

JACK SCHAEFFER, for 18 years with Shuberts and other legit firms, is on

his second season as manager of the Empire, Newark.

BEVERLY CARR, now producing for the Weinstocks, has clicked to the extent of being engaged to do the Weinstock Miami shows under a 16-week contract starting in December. She will have full charge of production, aided by two femmes. Bert Carr, comic, at the Star, Brooklyn, was signed to a similar contract for Miami. His co-comics are said to be Bob Ferguson and Harry Clexx.

LINDA JOHNSON, back in New York from a visit to her home in Russia, joined Beverly Carr's showgirls in the Weinstock houses.

TEN MILLION GHOSTS

(Continued from page 21)

lence of Mr. Donald Oenslager's stage designs.

In *Ten Million Ghosts* Mr. Kingsley discusses war; specifically he discusses the part played by munition makers, those evil, bloated creatures who batten upon human lives. What he says is undoubtedly true, just as what he said in *Dead End* is undoubtedly true; the trouble is that in both cases the statements are also obvious.

Passion is the material of drama. Even in discussions of important problems it is thru passion alone that a real effect may be obtained in the theater. Truth is not enough. There is little passion in *Ten Million Ghosts*; rather, it is a long and dull recital of facts already known to us, of figures and statistics and graphs. These things are the basic materials upon which all indictments of war must be based; Mr. Kingsley goes so far as to include some of them in his program—which is, incidentally, the most interesting thing about his play. But in the theater they are not enough. They must be supported by the flaming surge of the playwright's indignation. *Ten Million Ghosts* is tiresome enough to dull even the point of its own basic materials.

Mr. Kingsley's dependence upon stale clichés of plot, upon cheap melodramatic effects and playwrighting of the early Owen Davis school, which reared its head in *Men in White* and blasted itself all over *Dead End*, is seen again in *Ten Million Ghosts*. His story concerns a young French poet who is betrothed to the daughter of a munitions manufacturer and who enlists in the aviation corps during the war. He wonders why French aviators are forbidden to bomb the iron mines from which Germany derives its war supplies; he finds that it is because of a reciprocal agreement between the international munitions kings. So he goes up alone in his plane and tries to bomb the mines, meeting only death.

Mr. Kingsley isn't any more interested in the story than are his customers. He is taken up chiefly by the machinations of the hucksters of havoc, and he supplies documentary proof for almost everything he says. That proof, unfortunately, has been offered elsewhere—and the theater is hardly the place for it.

How seriously Mr. Kingsley takes both his play and himself may be seen from the size and scope of his production. Headlines and pictures of dead soldiers are flashed on a screen between scenes; at one point the munition manufacturers watch moving pictures of war. This last, incidentally, should be an excellent scene, but because of the flatness of Mr. Kingsley's dialog it isn't.

As a director he has done little better than as a playwright, hardly aiding the actors who struggle with his impossible lines. As a result many of the performances are pretty bad. The outstanding feature of the evening is Donald Oenslager's scene designing; all of the settings are excellent, but best is the impressive opening scene, which shows the interior of a munitions factory.

Mr. Kingsley's lecture, however, does not live up to either its sets or its subject. It is still nothing but source material. Perhaps some day Mr. Kingsley—or someone else—can use it as the basis for a play.

Buster Westbrook & E. B. Buchanan

OPENING GREATER OLYMPIC WALKADERBY THURSDAY, NOVEMBER 12, 1936. Up to \$1,500.00 Prize Money.

Virgin Spot, 108,000 Drawing Population. Flash Teams come on. You will be taken care of on arrival. Asitators not tolerated. Will be fast Short Show. Good Sponsors and Floor Money.

WANTED

M. C. S., Trainers, Floor Judges. Calling Rajah Bergman, Tony Lewis, Johnny Conman and Forrest Bailey. Address BUSTER WESTBROOK or E. B. BUCHANAN, Logan House, Murphysboro, Ill.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Alvis Walkie Ends After 1,418 Hours

FREDERICK, Md., Oct. 31.—Ray Alvis Show closed here October 24 after 1,418 hours.

A capacity crowd saw Judge Bert Clifford designate Jack Davis and Bobby Smith winners at the conclusion of the windup k. o. derby. Al Gilbert and Mary O'Connors were second, with Muggsy Hurley and Beamy Beam taking third money.

Show was emceed by Phil Murphy and music was supplied by Ed Dartma and band. Comedians were Muggsy Hurley and Cliff Reid; trainers, Larry Mathews and Ray Moody. Broadcasting thru WMFD was handled by Georgia Dale.

Mullins' Biz Holds; Passes 1,200-Hour Mark

KNOXVILLE, Oct. 31.—With three couples and one solo remaining, the Moon Mullins walkie continues showing to good houses after 1,200 hours.

Jimmie and Millie Sweet, Billy Ryan and Marcella Bainter and Jackie Parr and Billie White, remaining couples, are finding it tough going, the show being in a non-stop with sprints and dungeon grinds each evening.

Walkie is being emceed by King Brady, Moon Mullins, Eddie Leonard and Smitty Inman. Heat judges and Red Maher and Red Armbruster, and Adele Keller and Ginger Coleman, nurses. "Mom" George is head dietitian.

Lewis' Walkie Draws Hollywood Celebrities

SANTA MONICA, Calif., Oct. 31.—Finishing off its 14th day Wednesday night, Rookie Lewis' walk-a-show at the Egyptian Ballroom on Ocean Park Pier has some 15 couples and 6 solos remaining in the contest.

Due to State anti-marathon laws day's grind comprises only 23 hours. Business

continues fairly good, with show attracting motion picture celebrities. Lou Stutz is executive manager of show.

RALPH FOWLER would like to hear from Hal J. Ross via *The Billboard* Letter List.

R. CHEMINANT, San Francisco, would appreciate a line from Al Painter thru the Letter List.

DON J. KING, ex-publicity agent for New Jersey and New York shows, posts that after working outdoor celebrations for the past 11 weeks is now handling the advance publicity for an indoor circus in Ohio.

HOW ABOUT some of you lads and lassies in the field crashing thru with a bit of copy?

EDDIE BURKE would like to hear from Artie White via the Letter List.

MILLARD (MARN) SCHLEICHER is requested to write to his sister-in-law, Mrs. Ida Smith, thru *The Billboard* Letter List.

SLIM HANSON queries in about Joe Palooka. Hanson has returned to Newburgh, N. Y., where he is working with Ted Brown at the Pine Point Casino Walkathon.

DOC (BLACKIE) KIRBY, endurance show trainer, has closed the season with the racing bowwows. He would like to hear from Ralph Bergman, Josh Kitchen, Gus McCullan and other friends via *The Billboard* Letter List.

RICHARD S. KAPLAN, Gary, Ind., attorney, would like to hear from Ray Alvis, recently reported to be somewhere in Alabama.

STANLEY COOPER, who has been absent from the endurance field the last three years, is scouting around for a partner. He would like to hear from Buster Coates thru *The Billboard* Letter List.

Pittsburgh Group Selects Its Cast

PITTSBURGH, Oct. 31.—Pittsburgh Playhouse opens an 18-week season in its own playhouse in the Oakland district November 10. Opening attraction is *Russet Mantle*, which will be held for three weeks. *The Streets of New York* will follow.

Included in the cast are Muriel Brassler, Franklin Gray, Frances Works, Peter Joray, Nell Harrison, Freeman Hammond, John Davis, John McQuade, Margaret Doescher, Thomas Harlen, John Johns, Dorothy Fisher, Evelyn Pearson, Martin Fallon and Frank Furlong. Technical staff lists George Federoff, scenic artist; Carroll Lusk, James Lindsay and George Pearson.

Director Herbert V. Gellendre announces that an apprentice group will be maintained all season to furnish additional talent for the playhouse. Instructors for this group will be Mildred K. Huhn, Edith Warman Skinner, Doris Denniston and Gellendre.

Van Arnam's Barn Dance

COVINGTON, Ga., Oct. 31.—All concert records were shattered at Millen, Ga., last Monday night when the majority of the SRO audience remained to see the aftershow.

Manager Roy Roberts and "Mr. Phillips" Sundayed in Savannah, where they were delegates to an important "conference."

Chef George Wall was the victim of a sneak thief last Sunday night when an intruder entered his sleeping quarters and relieved him of \$65 in cash, a pair of new shoes, a new suit and other clothing. Two overcoats, the property of Assistant Chef Tom Mahoney, were also taken.

Members of Dr. Harold Wood's Health Chautauqua, on their way to Miami, saw the tent in the air at Warrenton, S. C., and stopped by for a chat. Dr. Wood closed his show recently in Barre, Vt., and will winter at Keystone Camp, Miami, where his company will furnish entertainment twice a week. Those in the Wood caravan included Dr. Harold Wood, Chick Shaw, Harry Pepper, Sophie Dean and Jean Pleue.

A little touch of cold weather the middle of last week cut into grosses a bit, but the sun is out again now and we are all hoping Old Sol will keep smiling on us until the end of the tent season.

H. W. Campbell, owner of the Campbell United Shows, his secretary, Mr. Dale, and Lot Superintendent Starke visited the show at Thomson, Ga.

MACK D. FERGUSON.

Temple Still in Hospital

EDGEWATER, Colo., Oct. 31.—George C. Temple, veteran stock, rep and vaudeville performer, is still in the Craig Colony Sanitarium here recovering from pneumonia which he contracted while with the Harry Dunbar Players last March. Temple was originally confined in an Oklahoma hospital, but moved here in order to get away from the dust bowl. He would like to hear from friends.

Ted North Doing Well; Set for Oklahoma City

BLACKWELL, Okla., Oct. 31.—Ted North Company, playing an indefinite engagement at the Bayes Theater here, is finding business satisfactory. Troupe will continue its policy of two to four-week stands until just before the holidays, at which time the yearly 10-day vacation will begin.

North will then reopen his troupe December 25 for an indefinite engagement at Oklahoma City. Policy will be two bills a week.

Henry Brunk Suffers Burns; Oklahoma Is Good for Show

ALTUS, Okla., Oct. 31.—Henry L. Brunk, manager of Brunk's Comedians, is confined to City Hospital here as the result of serious burns sustained recently while water-proofing his tent.

Business for the Brunk show in Oklahoma has been exceptionally good in spite of the fact that the cotton crop in the State has been almost a total loss. Show is booked solid until December 1.

Rep Ripples

BOB TETHEROH, Jack McClasky, Red Ford, Leeland Harris, Monroe Hopkins and Jessie Glid held the feature roles in *Bachelor Baby*, presented last week by the Hopkins Players, now in their fourth year in Houston. Specialties between the acts were furnished by the Jeffries Sisters, David Polley and Dorothy Link.

OTIS OLIVER posts that he has organized a unit comprised of amateur contest winners, with M. J. Kanour managing.

G. H. SPENCER has closed as agent ahead of one of Otis Oliver's units to go ahead of an indoor circus. He picked up his new reins in Chicago.

E. F. HANNAN has recently written material for the Kennedy Comedians, Hertha Packard, of the Oregon Players; Mabel McIntyre, of Cannon's Comedians, and Irene Brooks, with Toby and his Gang.

MORRIE FIERST and Clyde McFall, of Pittsburgh, are planning a production of *Snatched From the Noose* for the Fort Pitt Hotel, that city. Cast is now being selected for an early opening.

MADGE KINSEY and the Kinsey Players were the subjects of an interesting article, tabbed *Ohio's Crossroads Queen Still Barnstorming*, which appeared in the Sunday magazine section of *The Cleveland Plain Dealer* October 18. The piece, written by William G. McKee, carried pictures of the Kinsey Players in front of their tent and Madge Kinsey and her two daughters, Jean and Betty.

CHARLES MCGARRY, McGarry and Dawn, is convalescing at St. Francis Hospital, Wichita, Kan., after an emergency operation. He would like to hear from his friends in the business.

TOM (WILDCAT) AITON, veteran agent and promoter, postcards from Barnesville, Ga., that he has just finished a fair there. Tom says he will stage another one in Tipton, Ga., the week of November 26.

Cannon Shots

MOHAWK, Tenn., Oct. 31.—With the coming of chill fall weather Frank Cannon has closed his large show and launched the winter edition of Cannon's Comedians, going south fast with a smaller outfit.

Show closed its regular run October 24 in Church Hill, Tenn., and opened Monday here. Roster has only 10 people, including Uncle Billy Boughton, featured comic; Amy St. Cyre, magic and characters; Frank Cannon, leads; George Stone, characters; K. M. McIntyre, characters, comedy and leads; Mabel McIntyre, leads; Patsy and Elma Reed, singing, dancing and bits; Charles (Puffy) Puffenbarger, juveniles and bits, and Buddy Cannon, singing and dancing juvenile and straight.

Opened here Monday to good house, considering inclement weather and muddy lot.

G. D. Baxter and the new missus left last week, she to go to her home for a while and "Dee" to jump to Kingsport, Tenn. Mr. and Mrs. J. J. Baxter and son, Phil, left last week to join E. A. Reno's *Funmakers* in Iva, S. C.

News from Izzy Conaway says he is doing okeh in the pottery biz.

Those Harmony Sisters, Grace and Evelyn, doing all right in their respective schools. Grace was scheduled for an audition on KDKX, Pittsburgh, last week.

BUDDY CANNON.

Rotnour Opens New Circle

CHICAGO, Oct. 31.—Flora DeVoss Company, under the managership of J. B. Rotnour, opened on a circle out of Richmond, Ill., October 19, with the following cast: Ravenna Proctor, leading woman; Andrew Leigh, leading man; Jimmy LeRoy, director and comedian; Dorothy Howard, ingenue; Warren Raeburn and William Pierce, juveniles, and John Lawler and Mrs. Bailey, characters.

Paramount Players End 54 Weeks' Tour

ARDMORE, Tenn., Oct. 31.—Paramount Players, J. A. Ogle, manager, are closing their most successful season since 1919 here tonight. Company opened October 16, 1935, playing 21 weeks in houses in Mississippi and Tennessee and 33 weeks under canvas in Tennessee and Kentucky. Show will reopen in houses after a three days' layoff at Ashland City, Tenn.

Only one change was made in the cast in 54 weeks, Margie Brennen replacing Mrs. J. A. Ogle, who was forced to go home for a rest. She will rejoin the company in two weeks, but will not take her regular place in the cast until spring. Cast for the winter show will include J. A. Ogle, comedy; Paul Campbell, leads; V. L. McIntosh, characters; Robert Anderson, heavies; J. W. McIntosh, general business, and Edna Potter and Margie Brennan, first and second business.

Billroy Show Briefs

SNYDER, Tex., Oct. 31.—The owners of America's two most representative tent shows met for the first time in Sweetwater, Tex., this week. I refer, of course, to the initial meeting of Mr. and Mrs. Harley Sadler and Mr. and Mrs. Billy Wehle. Clarence and Sherry Balleris (Mr. and Mrs. Col. Green) were also on hand for the occasion, as also were Mr. and Mrs. George (Walkathon) Pughe. Mr. and Mrs. Sadler took time off from business to pay us a brief, surprise visit. Sweetwater, as most everyone knows, is the Sadler home and winter quarters.

For the first time in the history of the show we lost three successive nights due to weather conditions. Lots so wet and muddy that attempting to get the trucks on or off was simply out of the question. And when Eddie Mellon decides against the attempt they're plenty bad! Mr. and Mrs. Sadler report having lost several nights recently also.

Roy and Ricca Hughes dropped in for a short visit with Mr. and Mrs. Wehle and the folks in Mineral Wells, Tex., and commented that they were very much surprised with the growth of the show in the last few years. Roy and Ricca were formerly partners with Mr. and Mrs. Wehle. They were en route to California.

Several visitors lately from the Jack and June Alfred Players and the Kennedy Sisters Company, who are currently showing in this territory.

JOHN D. FINCH.

CHORUS EQUITY

(Continued from page 21)

representative of your association or for your deputy to come and ask for your dues. When you place a claim with your association you and you alone expect to get the money collected for that claim. The obligation to remain in good standing is equally your obligation.

In mailing dues to the office do not send cash; send a money order or check made payable to the association. Membership cards are always mailed out on the day dues are received. If you don't get your card within a reasonable time after your dues have been paid get in touch with the office and find out the cause for the delay.

Members who are not working and unable to pay dues at this time should apply for an extension of time. This extension saves the member the delinquency fine for the duration of time that the extension is granted and gives the member full use of Chorus Equity's employment bureau. Any member who kept himself in good standing while working is entitled to an extension upon request.

Those members who are leaving the profession should apply for an honorable withdrawal card. Holding this card, the member, if he remains out of the business for a year or more, pays only current dues on his return. If he returns within a year he pays dues from the time the card was issued but no delinquency fine.

A member applying for a withdrawal card must be in good standing at the time of making application. Further, he must be able to sign a statement testifying to the fact that he will not work in the legitimate theater, radio, motion pictures, clubs, cabarets, vaudeville or presentations while holding the card.

DOROTHY BRYANT,
Executive Secretary.

Stock Notes

ROBERT (BOB) TOEPFERT, formerly with the National Players at the Cox Theater, Cincinnati, is now with the Federal Theater Project in Cincy. He appeared last week in the group's presentation of *The Prince of Pilsen* and is rehearsing in the dramatic unit's next vehicle, *Chalk Dust*.

BILLIE MULVIHILL, who recently completed a season of summer stock at Stockbridge, Mass., has been signed to a seven-year contract by Samuel Goldwyn. She will appear on the screen as Evelyn Terry.

EULA MAE JACKSON will play Nora in the Pittsburgh Kilbuck Theater's production of *A Doll's House*, now in rehearsal, with a supporting cast which includes Clayton Gearhart, George Eyrich Jr., Mary Jo Rodrigue, Stewart Phillips, George Eyrich III, Marilyn Alice Eyrich, Kay Harmon, Margaret Hortenstine and Andrew Wise.

AULGER BROTHERS have organized a circle stock company, with Mankato, Minn., as headquarters.

Kansas City Jottings

KANSAS CITY, Mo., Oct. 31.—Creston Wright, formerly with the Morris-Davis circle, was spotted on the main stem here this week-end.

F. C. Britt, who retired from the rep field several years ago to enter commercial lines, was a village visitor this week.

Fred Ewen and Ann Johnstone recently joined the Billy (Toby) Young Players in a Southern spot.

Guy Bates will open his Arkansas circle in the near future, with headquarters at Camden.

Hila Morgan Players, after a long season in Iowa, have invaded Texas.

Bob Feagin has severed his connection with the Wilson-Feagin Company. Troupe is now known as the Eddie Wilson Players.

Roy and Eva Kinkle, who have been with the M. & M. Players all season under canvas, sojourned briefly in the village this week en route to Hutchinson, Kan., to join the Wallace Bruce Players.

Dick Miller is making tentative arrangements to open a circle in Eastern Kansas.

Mac-Bell Players, management E. A. (Mickey) McNutt, will circle this winter on a loop around Sioux City, Ia.

Maxine Martens, after a season with the Morris-Davis circle, was seen on the village rialto this week.

Local Federal Theater Project has closed after nine months' operation.

Larry Nolan, who recently closed his show in Colorado, will not be on the road this winter. He has accepted a position as traveling salesman for a wholesale drug concern, with headquarters in Denver.

Harvey's Comedians, management Harvey Brandon, is making tentative arrangements to change the policy of his show from three-night stand to a circle. Colorado territory will be played.

Hal Stone Players, who opened early in the spring under canvas in Iowa, are now playing Louisiana.

Whitchurch Players, management Charles Whitchurch, are playing three-night stands over their regular territory in Missouri and Iowa.

Art and Mae Newman, who have been with the Hila Morgan Show all season, are reported to have closed this week.

Allen Bros.' Comedians, after a long season under canvas, closed last week in Southern Missouri.

Jack Collier will have a circle this winter, with headquarters at Goff, Kan.

Lew Ayers, after a season with the M. & M. Show in Iowa and the Dakotas, is sojourning here.

Charles Archer and Billy Remick are visiting friends and relatives here before returning to the cast of the Jacobson Players in Minnesota.

Bobby Gentry is now playing an indefinite night-spot engagement at Springfield, Mo.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN.
198 City Tattersalls Building, Pitt Street, Sydney, Australia Office of THE BILLBOARD.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

CALVERT THE MAGICIAN, who for the last four weeks has been playing the Crescent chain of houses in the South, has another week to go on the circuit to be followed by a few independent dates, after which he plans to head his company toward the West Coast. He reports that business so far this season is the best in four years. He is doing an auto broad-jump as a bally feature in each town. Calvert is this season totting an effective advance advertising setup.

BABY YVONNE, six-year-old mentalist, now making a tour of Southern radio stations, closed at Station WMOX, Knoxville, October 28. Originally booked in there for a week, Yvonne Jr. was held over for three additional days. She is current this week at the Davison-Paxon department store, Atlanta, in a tieup with one of the leading radio works there.

WARFIELD & SCOTT COMPANY, mystery show, is playing high schools thru Illinois and Missouri and Joe Scott reports business as okeh. Recent visitors on the show were Mr. and Mrs. Dave Coleman and Mr. and Mrs. Arlie Hearn and Herman Guelpha. In the present Warfield & Scott roster are Bill Warfield, Joe Scott, Georgette Rae, Dolores Kaye and Joe Mayer.

BECKER THE MAGICIAN, who has been playing lyceum dates thru Iowa, has recently invaded Northern Illinois. He is set in department stores for the next six weeks. Becker says he enjoyed a pleasant visit with King Felton during the Hila Morgan Show's recent engagement in Monticello, Ia.

RINALDO has been doing his crystal-gazing turn at the Egyptian Tea Room, Louisville, for the last 21 months.

PAUL DUKE is holding forth at the Cafe Marguery, Philadelphia.

SYDNEY GOLDEN, mystifier, and George Moore, juggler, are the current feature at Weber's Hof-Brau, Camden, N. J.

PRINCE ZOGI and Company will remain out under canvas in Texas as long as the weather permits. If inclement weather proves disturbing, troupe will move indoors for the balance of the season. Show has encountered considerable rainy weather in recent weeks, which, naturally, has slowed up business somewhat. The Williams troupe, specialty artists, are recent additions to the Zogi company.

PRINCESS ZEELLA, mentalist, is in her 11th week at the New Howard Hotel, Baltimore. She is managed by Chanda, magician.

MARQUIS postals from Petoskey, Mich.: "En route to Canada. Business big."

CARO MILLER is in his fourth month at El Prado, San Francisco, and still clicking handsomely.

TENKAI AND OKINU are presenting their watch and cigaret act in West Coast theaters.

CARYL S. FLEMING, Jack Boshard, Mr. and Mrs. Mardoni and that mad gang of SAMers from San Francisco were guests of honor at the Oakland Magic Circle's annual dinner held at the Hotel Leamington, Oakland, Calif., October 17. Entertainment for the evening was furnished by Alda, dancer; Charley Star and Mr. and Mrs. Mardoni with their mental turn. Jimmy Muir served as emcee.

MAGICIANS had a field day at the Hotel Patten, Chattanooga, Saturday night, October 17. Occasion was the sixth annual convention of Southeastern Magicians. Necromancers from Tennessee, Alabama, Georgia and as far north as Wisconsin assembled, 50 strong. T. H. Crawford, Nashville, and Homer Hulse, Atlanta, had charge of the magic program. John S. Van Gilder, Knoxville, officiated as master of ceremonies. M. H. Ortwein, president of the Chattanooga Magic Club; Robert Morrison, vice-presi-

dent, and T. C. Crowder, secretary, had charge of arrangements.

THE GREAT MAURICE, now playing around New York, is set to head the opening show at the New Kenmore Hotel, Albany, N. Y., November 23, booked thru the Radio Orchestra Corporation.

PAUL DUKE, recently at the Hotel Commodore, New York, opened last week at the Hotel Adelphi, Philadelphia, for a run.

DR. FRANZ POLGAR, European hypnotist and mentalist, is now in New York preparing for night club and theater work. A Hungarian doctor of psychology and a hypnotist in European hospitals, where he cured patients of undesirable habits, he has prepared a show. Lew Kerner is managing him. Recently gave a demonstration in *The Billboard's* New York office, proving his unusual "thought transference" power and hypnotic talents. His routine for night clubs includes getting patrons "drunk" on water and other comedy effects.

CLUFF THE WIZARD is playing the Texas country with a six-people show under canvas. He reports business as satisfactory.

VANTINE THE MAGICIAN, with Cazan, escape artist, is at present working schools in Bakersfield, Calif., doing as many as three shows a day. Vantine reports that he has just finished his new "mystic bar" stunt for night clubs, wherein he produces a large assortment of mixed drinks via cocktail shakers.

RAY-MOND, who has been working schools for the last five years with three assistants, is now doing a single magic and crystal-gazing turn. He is current at The Anchorage, Annapolis, Md., after concluding an extended stay at The Wonder Bar of the New Howard Hotel, Baltimore.

CHARLES HOFFMAN, the doctor of magic appearing at the Chatterbox, Pittsburgh, scored with his act at the Variety Club banquet staged by the William Penn Hotel in that city Sunday night, October 25. His clever magic bar went over big.

YOUNGSTOWN (O.) MAGIC CLUB (Gus A. Doeright Ring No. 2, IBM) began the fall and winter season with a
(See *MAGIC* on page 65)

Dr. Flowers Convicted; Draws 7 to 10 Years

WINSTON-SALEM, N. C., Oct. 31.—Dr. Ralph C. Flowers, who was successful at the 1935 IBM Convention at Lima, O., in swinging the next convocation of that organization for Winston-Salem, only to have the plans go on the rocks a few months later in a squabble over entertainment guarantees, drew 7 to 10 years in the State penitentiary Wednesday, having been convicted for conspiracy to rob and the actual robbery of a local dental supply house September 11.

A Negro, Leroy Blackman, Flowers' confessed confederate, drew the minimum under the statute and took five years straight. The Negro had often acted as his stooge in amateur magic entertainments. Evidence showed that the one-time prominent amateur magician, accompanied by his confederate, went to the Powers & Anderson Supply Company offices here September 11 and, while the Negro held the only clerk at bay blindfolded, looted the safe in the establishment of \$700 worth of dental gold.

Flowers, who is 35 years of age, is head of the dentistry office of the R. J. Reynolds Tobacco Company. He formerly was president of the local and also the North Carolina IBM, and while at Lima, O., at the 1935 convention was made an IBM representative. He also was at one time president of the North Carolina Exchange Club and was first president of the Winston-Salem Exchange Club. He ranked socially with the foremost professional men of Winston-Salem.

Dr. Flowers is at liberty under \$12,000 bond pending outcome of his appeal to the State Supreme Court.



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 FILMS

DARLENE WALTERS—American acrobatic dancer now playing in London. Was previously recommended here for musical comedy and has since triumphed in musicals. Has a good speaking and singing voice which, with her acting ability and her outstanding talent as a dancer, should stand her in well for pics, especially since she has looks and photographs well.

THE FUNNYBONERS—male singing and comedy trio now playing Loew vaude dates. Have a radio name also. Should be okeh in a series of shorts utilizing new and special songs, with fast-moving comedy continuity between numbers and as buildups for the tunes. Pleasing personalities as well as excellent voices.

For RADIO

GERVEE BARONTE—said to be the only woman expert in Symbolism, and is also well versed in reincarnation and the folklore of China, Japan, Egypt, etc. Now writing for an English periodical, she gets a huge amount of fan mail each week, which

would indicate suitability for a radio spot. Undertakes to answer all problems and reconstructs anybody's previous incarnations. Has a fine speaking voice and clarity of diction.

For LEGIT MUSICAL

DON LOPER AND BETH HAYES—dancers now at the Commodore Hotel, New York. A definite discovery among the younger teams. Have class appearance, excellent costuming and original routines. Avoid the familiar stuff in favor of numbers that are refreshingly different. Look like real comers and are certainly good enough for a revue.

For VAUDE

DORIS SEABURY—singer and comedienne at the Holland Tavern, New York. Singing isn't too strong, but she excels as a satirical mimic and comedienne. Follows the floor shows and does takeoffs on all the principals, getting roars of laughter. Certainly deserves a buildup in vaude and in the bigger night spots.

whose death occurred during the show's engagement in that town.

CHARLES HEYWOOD, reputed to be the oldest living minstrel, was honored on his 88th birthday, October 26, with a celebration held at his studios in Newark, N. J. Among the guests were John H. Shepherd, formerly of the Primrose and Dockstadter minstrels, and Leroy Rice, member of the old Rice Bros.' show and author of several books on minstrelsy.

C. GROVER BRADFORD, of Cincinnati, is again devoting all his time to the trailer business, having parted with the Cotton Blossom Minstrels as manager. Unit continues on the road, however, as the *Broadway Dixie Revue*. Haab & Denton are managing it. Another Pittsburgh orchestra has joined the show, replacing the Smoky City's Gold Medal Band.

SAM GILL comes to life from Ottumwa, Ia.: "I just returned from the West Coast where I found things okeh along the line," Sam scribbles. "Here are a few 'do you remember's': When Bobby (Hi-Brown) Burns stopped shows on Lassie White's Minstrels as the first
(See *MINSTRELSY* on page 63)

Minstrelsy

By BOB EMMET
(Cincinnati Office)

TOM LYSAGHT and Honey Boy Evans, ex-minstrelites, acted as barkers for the eighth annual Variety Club banquet at the William Penn Hotel, Pittsburgh, Sunday night, October 25.

FRED SLOOP, Steubenville, O., who toured Northwestern Ohio and lower Michigan with the Clifton & Hurlbut Minstrels in 1898, would appreciate it if some oldtimer could supply him with a roster of the show for that season. Says the only one he remembers being with it at the time besides himself is Norman the Frog Man.

TIME MARCHES ON, but, according to a recent communication, Minstrelsy doth keep apace. In a letter from Hammond, Ind., dated October 26, Art Crawford pens: "I read in your last issue of minstrel lads inquiring about a host of my old pals, including myself. Well, here goes. For the last year and a half we have been playing night clubs or what have you and incidentally the chief difference between night clubs and minstrel shows is that you do your 11:45 at night instead of in the morning. Present itinerary finds the Musical Crawfords in Hammond, Ind.; next week Gary, and then in Chicago."

JACK SHEPHERD, Elizabeth, N. J., writes that things are looking up for minstrelsy in his locality. The Simmons Bed Company employees will produce a burnt cork opry November 26 in the Elks' Auditorium. Third Presbyterian Church there is also putting on a minstrel November 24 and 25.

NED CLEVELAND, bone soloist and minstrel man of Fitchburg, Mass., was recently given a radio audition. The 66-year-old veteran states that the audition was satisfactory with early bookings assured.

CHARLESTON GAZETTE, Charleston, W. Va., recently ran a yarn on the mid-night funeral 46 years ago of Johnny Blackford, of the Al G. Field Minstrels,

Denison's Plays
60 Years of Hits
Songs
Minstrels
Musical Comedies
Operettas
Vaudeville Acts
Blackface Skits

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and forevery occasion.
Catalog Free.
T. S. DENISON & CO.
623 S Wabash Ave., Dept. 16, Chicago, Ill.

MINSTRELS MAKE MONEY
COSTUMES
SCENIC and LIGHTING
EFFECTS

SEND 10c IN STAMPS FOR NEW ILLUSTRATED CATALOG

HOOKER-HOWE, BOX 391 HAVERHILL, MASS.

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.

Wilmington, Calif.

I noted Martin Snitzer's letter in *The Forum* regarding the return of concert bands at fairs. I am not a musician, but a concessioner, and realize the value of good music at not only fairs but also for the carnival and circus. For the State fair in Sacramento, Calif., a municipal band of 35 men under direction of a great leader and being located near the band it was a real treat to hear this fine band playing circus marches, galops, etc., for the outdoor acts. Went to Los Angeles County Fair, Pomona, Calif., and again heard this fine band for the 17 days of the fair. Was informed that this was the third year that it had played this fair. I understand that most of the musicians in the band are ex-white-top troupers and that also quite a few of them are from the late Sousa Band. The managements of both fairs are to be congratulated on engaging this band. Between the two fairs I had occasion to visit one of the large circuses touring the West Coast. Very fine show and parade but a small band of 11 or 12 men. Every man, I take it, is a good musician, and there is a snappy, up-to-date director, but the band is not large enough to make the big flash that the bands of a few years ago used to do. Twenty-five or 30 men should be used, and the extra cost would be nothing if the bands were really featured. They, I think, would pay for themselves at the ticket wagon. I should also like to see the carnivals come back with the large bands they used to carry.

HENRY L. GEORGE.

Owensboro, Ky.

My friend, Doc Waddell, in *The Forum* of October 17, brings up the old Norris & Rowe Circus. He seems to class it in the antique column, and puts himself and Charles Bernard in the same class, acknowledging to 64 years a trouper. I have never troupered, but can go away back there. My first acquaintance in circusdom was with Sylvester Cobb in the '70s. He was on Sells Bros. Circus as press agent, clown and worked a "family" of dogs, monkeys and pigs. Then my pal, Fred B. Hutchinson, who I met in my old home town of New Albany, was then, I believe, in his first year on the road as car loader on the Barnum & Bailey show. Season of 1910 the Norris & Rowe Circus wintered in Evansville. Several weeks later they came to Owensboro. J. J. Blocher, who owned the fairgrounds, came into my office with, "Say, boy, the circus out at the fairgrounds is in trouble; we'd better go out and see if we can help them." We found Walter A. Shannon, half owner-manager, as he expressed it, ready to throw up his hands and quit. They had not had a good day since leaving quarters. Then they had to put up \$5,000 cash bond before they could leave Evansville. One of the lady performers had shot a man. The mayor was in the ticket wagon and would not let them sell a ticket until they paid their city license. We settled that and opened for business. Then we arranged with everyone they owed for supplies, etc., to meet at my office at 5:30. Mr. Shannon told them of their troubles and they all put their bills in my hands and he was to send me the money to pay them as soon as his luck changed and he struck good weather, which he was not able to do, as rain and cold weather followed them until they struck Newport, Ky., where the sheriff was waiting with an attachment on the show and it was put up and sold. At Owensboro the afternoon show got \$137, with no night show. The \$37 was used to pay an attachment that had followed them there. They owed the railroad about \$1,100 and it would not couple onto the train until it was paid, so instead of getting off Saturday night it was late Sunday night before they got started and Mr. Shannon gave his note for \$2,000 for \$1,500 cash to a party here, paid the railroad and they did not get to Louisville until late on

Monday. Monday morning I got Captain Joe Oatman, who had been half owner of the old Cooper Circus, and we went to the lot in Louisville in a cold rain. The parade was led by two Arabian horses, driven tandem (I think "Mr. Fred" bought them at the sale for the Sells-Floto, of which he was then manager). It sure was some parade, showing what the extra good billing had done to bring the people out in the rain to see it, and the streets were crowded. With average good weather the show should have been a money maker. Norris & Rowe had borrowed from Mr. Shannon about \$30,000, giving him a mortgage on the rolling stock and finally had him buy out Mr. Norris. He stayed back on the show as manager, while Mr. Rowe was ahead as general agent. They were fine men and had an unusually good plant.

FRANK A. CANNON.

Savannah, Ga.

I was much interested in the letter from Capt. Jimmy Jamison in *The Forum* of October 24 regarding his use of neon lighting in his high-diving act and also referring to a letter from Harry A. Illions regarding neon lighting on riding devices. My friend Jimmy is about a year behind with his neon, as I have been using it in traveling lights on the high pole for the past year. In fact, I saw a ticket box illuminated with neon tube lighting two years ago, but I can't recall the name of the show.

JOSEPH CRAMOR.

San Diego, Calif.

In 1880 at Barnum's Circus in a booth in the menagerie my father bought for \$5 a 780-page bound volume, *Life of Barnum*, written by himself, and this included the privilege of our shaking hands with P. T. himself and his autographing the frontispiece, his picture. Recently I unpacked the book and read where he took out his first tent show in 1836. I quote: "In April, 1836, I connected myself with the Aaron Turner Traveling Circus as ticket seller, secretary and treasurer at a salary of \$30 a month and one-fifth of the profits. We left Danbury April 26 and gave our first performance at West Springfield, Mass., April 28. As our band had not arrived from Providence I made a speech assuring them we would endeavor to please. The two Turner boys rode finely; Joe Pentland, one of the most original of clowns; Vivala's tricks and other ring performances more than made up for lack of music. When our band arrived we had better houses." They carried 38 men, no women, and stopped at hotels, getting up early and driving to the next town, giving two shows and loading up. In North Carolina (quote again): "On October 30 at Warrenton, N. C., my contract having expired with \$1,200 profit to me, I left the company, taking Signor Vivala; James Sanford, Negro song and dance; several musicians, horses, wagons and a tent with which I began traveling exhibitions of my own." This was Barnum's first circus, 100 years ago this fall. Then he narrates his experiences with American Museum, Tom Thumb, Jenny Lind, the Woolly Horse and organization of Barnum & Vam Amberg's Circus and Menagerie, an exciting, hectic career.

C. C. BENNETT.

Racine, Wis.

Recently in *The Billboard* Walter Brown Leonard, of Glens Falls, N. Y., told of a minstrel show put on there for the benefit of a church and he deplored the present condition of minstrelsy, which reminds me of a minstrel show I saw last summer, given for a church benefit. To begin with, the performers used black grease paint instead of burnt cork and the fellow they had hired to black them up used a brush! Think of that, you old minstrel men. Then he left a large

Minstrels of Present Shock To Oldtimer

place around the mouth and smeared it with red grease paint so that the performers had the appearance of having been slapped in the face with a piece of bloody liver; they looked more like Zulu warriors than Negroes. The show opened with a plantation sketch and closed with a first-part circle! Wasn't that a novel idea—the first part last? Some of the members wanted the orchestra to sit on the stage in front of the circle, another innovation, but that was overruled. The end men wore very large sailor hats with brims about six inches wide and they weren't quiet a minute, butting in on everything where they should have kept still. And when a ballad singer was offering his number and doing his best the end men were talking to someone in the front row in the audience or doing sleight-of-hand tricks. All was very bad and should not have been allowed; when a quartet stood up to sing their number these end men joined them and clowned the act. After spending 15 years with professional minstrel companies in the '80s and '90s and eight years with Primrose & West one can imagine my opinion of the present generation's conception of a minstrel performance. Friend Leonard is right; it's deplorable.

M. B. WAITE.

Fort Worth, Tex.

In *The Billboard* of October 31 were two items that cause me again to rush into print. One is the passing of Arthur A. Zimmerman, former world's champion cyclist, the other a mention of "Mile-a-Minute" Murphy at an outing of the Veteran Wheelmen of Philadelphia. The mention of both of these famous speed merchants of former days in the same issue is quite a coincidence, as they were recognized as the two fastest pedalers of their days. There was one other extremely fast pedaler, but he came in quite some time later than Zimmerman and Murphy—"Major" Marshall Taylor, the great Negro racer. There were two types of fast cyclists, he who was exceptionally strong and by sheer strength could push a high gear, and the other who was not so strong but could move his legs with the speed of the wind and consequently used a low-gear wheel. Zimmerman, Murphy and Taylor were of the latter class and it was always a moot question as to which one was the speediest. As they were of different eras, the question never was settled. Incidentally, I was identified with all three of them during my cycling days, with "Zimmy" as a friend and fellow rider, with Murphy as one of the "Dutch" Waller quintuplet team as a pacemaker while after records at Hempstead, L. I., and with "Major" Taylor as his "discoverer," mentor and manager in his first professional events, notably when he beat Eddie Bald, then champion of the world, in old Madison Square Garden before 15,000 people. This race was the "Major's" debut as a pro rider and while it was not generally known, the race was just made for the colored boy, as I still believe that he was the fastest pedaler the world ever knew. The event was one-quarter of a mile, indoors, of course, with no wind, the track of wood, with very little resistance, and the "Major" in the pink of condition. These races were always run in heats, the winner of the heat only to qualify for the final, excepting that the winner and the second man in the fastest heat qualified. Bald and the "Major" happened to be in the same heat. Bald came on the track to go to his mark, swanky, supercilious and cocksure. The "Major," eyes down, perspiration streaming from his body, trembling in every limb, apparently awed by the enormous crowd and the great reception given to Eddie. The crowd started to kid the colored boy as only a Madison Square Garden crowd could do. Bald was a popular idol, three times world's champion, powerful, handsome and a real good fellow. The "Major" left his mark as the lifted by a hurricane, whirled around that saucerlike track as tho the devil and all of his imps were after him, leaving Bald like a frightened gazelle would leave a tortoise and won the heat from the champion of the world by more than 40 yards. To make a long story short, this was the fastest heat and Bald qualified for the finals. The race on, the "Major" first by 60 yards, Bald second, and in the excitement no one paid much attention to who was third. The "Major" made front pages all over the world as the fastest human. In the days of "Zimmy," or "Skeeter," as newspaper

(See *THE FORUM* on page 64)

42d 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, "Billbyco," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phone, MeDallion 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 Lancaster Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin C. Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada and Countries in Pan-American Postal Union. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. No telegraphed advertisement accepted unless receipt is telegraphed or mailed so as to reach publication office before noon Monday. The *Billboard* reserves the right to edit all advertising copy.



Vol. XLVIII. NOVEMBER 7, 1936. No. 45

Saranac Lake

By JOHN C. LOUDEN

Eddie Ross is enjoying a visit from his friend Harry Martin, of the vaudeville team of Stewart and Martin. Eddie is the phenomenal rib case of the lodge. He is coming along nicely and putting on weight.

Sylvia Abbot responded satisfactorily to another stage of the rib operation at the hospital here last week. She is back at the lodge and doing well.

Garry Selgreaves enjoyed the company of his wife over the week-end.

Doris Gascoigne is up for two meals and is making rapid progress.

Armand Monte, the "Lloyds, Ltd." of Saranac Lake, is anxiously awaiting the arrival of his mother and sister from Brooklyn. Armand is making grand progress and is permitted downstairs once a week to see the movies.

Harry Gordon is at the general hospital, where he has undergone the fourth stage of the rib operation. Harry's wife, Betty, is one of the Four Rhythm Girls playing at the Floridel night club here. Harry is coming along nicely.

Bill Mulligan and Harry Livingston, of the Capitol Theater, New York, have done it again. These two grand fellows supplied all the patients with fancy costumes and makeup for the Halloween party.

Mr. and Mrs. Leonard Grotte are spending their annual vacation at Saranac Lake. Leonard is an ex-NVAer and underwent a general checkup while here.

Rudy Plank, our X-ray expert, has our deepest sympathy. His dog, Spot, was struck and killed by an automobile last week.

Performers' Club in Paris

PARIS, Oct. 19.—The Club du Spectacle, newly organized club for theatrical, circus, vaude, film and cabaret artists, was inaugurated last week. Clubrooms are at 58 Rue Notre Dame de Lorette, in the Montmartre cabaret belt, and members are provided with restaurant, cafe, waiting room, library and other facilities. Club is open to pros of all nationalities.

Pix Secretaries Organize

HOLLYWOOD, Oct. 31.—Motion Picture Secretarial Association held its first open meeting here last week and announced officers. It also set in motion a membership drive thru which it hopes to encompass all women office workers in the industry under a non-labor setup. Group now has approximately 200 members.

- List of names and addresses categorized by city (e.g., Chicago, New York) and section (e.g., Ladies' List, Gentlemen's List).

Gentlemen's List

MAIL ON HAND AT CHICAGO OFFICE

600 Woods Bldg., 52 West Randolph St.

Ladies' List

Gentlemen's List

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway.

Ladies' List

- Vertical list of names and addresses in the rightmost column, including 'Ardell, Great', 'Bayles, Floyd', 'Roswell, Dick', etc.

- Vertical list of names and addresses in the second column from the right, including 'Anitra, Madame', 'Arden, Barbara', 'Danmann, Mrs. F.', etc.

- Main body of the letter list containing hundreds of names and addresses, organized by city (Chicago, New York).

The Final Curtain

ARNOLD—Mrs. Ollie, wife of Charles S. Arnold, former carnival man, of a stroke at New Orleans October 21. Survived by her husband.

ASHBY—Elizabeth, 81, mother of Col. O. J. Beaty, owner of Great Superior Shows, October 21 at her home in Kansas City, Kan. Interment in Woodlawn Cemetery, Kansas City. Survived by two daughters, Mrs. Lillian Tomlin and Mrs. Lula Ridenour, and one son, Col. O. J. Beaty.

AUER—Mrs. Louis, widely known in professional and amateur theatrical circles as Jane Stuart, October 24 at the home of her sister in Redwood City, Calif. She was a Milwaukee resident and had not been active in stage work for 11 years.

BIANCHETTI—Suzanne, French stage and screen actress, in Paris recently.

BREZILLON—Leon, pioneer French film theater operator, partner in firm operating chain of picture houses and honorary president of the French Syndicate of Cinema Directors, in Paris October 13.

BRODERICK—Emma Mabelle, 83, member of the first opera company to present *The Mikado* in United States and formerly a member of the original Anna Held company, at her home in Aurora, Ill., recently. Burial at Springlake Cemetery, Aurora. Survived by a sister.

BUCKLER—Hugh, 64, British character actor, and his son, John, also an actor, were found drowned in their auto in Malibu Lake, Los Angeles, October 31 after their car apparently plunged off the road.

CALDWELL—Anne, 60, New York and Hollywood librettist and lyric writer, at her home in Beverly Hills, Calif., October 22. A competent actress in her younger days, she spent most of her life as a successful librettist for musical comedies on Broadway, collaborating often with Vincent Youmans. In 1929 she created considerable stir by commencing to rewrite *Great Day* on the eve of its scheduled opening. Miss Caldwell left New York in 1930 and went to Hollywood, where she worked on a number of pictures, including *Diviana*, *Babes in Toyland* and *Flying Down to Rio*. She was president of the American Society of Composers, Authors and Publishers and the widow of James O'Dea, well-known songwriter. Two of the many song hits for which she wrote the words were *Kalua* and *Wait Till the Cows Come Home*.

COOPER—Albert Lee, 53, projectionist at the Mainstreet Theater, Racine, Wis., for the last several years, at his home there October 22. Survived by his widow, a son, his father and a brother.

COULTER—Lucia, 72, head of the MGM character wardrobe department for 15 years, in Venice, Calif., October 24. Known as Mother Coulter, she had been connected with the theatrical business 42 years, beginning as a troupier with the old Olympic Opera Company. She is credited with designing over 135,000 costumes for women characters. Surviving are three daughters and a son.

DE LIPOMME—Camille, vaudeville and circus performer, in French Hospital, New York, of heart attack October 11. Survived by his widow and three brothers. Interment in the family plot, Ferncliffe Cemetery, Westchester, N. Y., October 15.

Mrs. Mary O. Gaskill

(MOTHER OF CARNIVALDOM)

Mrs. Mary Osterstock Gaskill, widow of Frank W. Gaskill, one of the founders of the carnival industry in America, died Thursday morning, October 22, from a paralytic stroke in Minneapolis, where she had gone from St. Louis to visit her sister.

Mrs. Gaskill traveled with the Gaskill & Mundy, Gaskill-Mundy-Leavitt and Frank W. Gaskill shows, in which her husband was interested 30 years ago. She had been in retirement for several years.

She spent most of her life in Alliance, O., and was one of its oldest residents. She was the daughter of the late Charles and Susan Osterstock.

Mrs. Gaskill is survived by a brother, Charles, Grand Rapids, Mich., and two sisters, Mrs. Ida Mercer, Pittsburgh, and Mrs. Rita Woods, Minneapolis.

Funeral services were held from the Sharer Funeral Home, Alliance, O., in charge of Rev. J. V. Stephens Jr., pastor of First Presbyterian Church. Interment in City Cemetery, Alliance.

DIAZ—Peter, 81, noted San Francisco composer and pianist, in that city October 28. He was pianist at San Francisco's first motion picture theater and was active in musical circles up to the time of his death. Survived by a son, Oscar, and a daughter, Mrs. F. M. Feaster. Funeral in San Francisco October 30, with interment in Holy Cross Cemetery, San Mateo County, Calif.

DIEFENBACH—Catherine, 84, mother of W. A. (Doc) Diefenbach and George (Cain) Diefenbach, of Midwest Shows, October 8 at the home of her son in Redondo Beach, Calif. Survived by six children and her husband, William Diefenbach. Body shipped to Granite City, Ill., her home for many years, for burial.

ERWIN—Robert E. (Whitie), carnival man, having been with Michigan Greater Shows, J. J. Page Shows, Blue Ribbon Shows and many others, was killed when hit by a train in Macon, Ga., October 22.

FAIR—William, 50, showman, October 23 during engagement of Cetlin & Wilson Shows at Henderson, N. C. He had been in the employ of J. W. Wilson and I. Cetlin for the last 15 years. At the time of his death he was manager of Playland on the shows.

FLANAGAN—Jack, official of Tri-State Motion Pictures, of Cleveland, October 10 in Salt Lake City from injuries received when he was knocked from the top of a moving sound truck while filming Ab Jenkins' record-breaking auto speed run on the Bonneville salt flats.

GILROY—Charles, actor, member of the trio of Gilroy, Haynes and Montgomery and of the team of Gilroy and Correll, of heart disease at the St. Lawrence Hospital, Lansing, Mich., October 24. Survived by his widow and daughter.

GOSS—Sterling, 29, assistant manager of the Paramount Theater, San Francisco, and widely known in Pacific Coast theatrical circles, in the Mills Memorial Hospital, San Mateo, Calif., October 25 from injuries received in an automobile accident the previous day. Survived by his widow, Esther Goss. Funeral services in San Francisco.

HAMILTON—Bessie, 45, actress, of pneumonia October 30 in Chicago.

HARRISON—Anna, 44, opera singer, was killed October 26 by a train at a crossing near the Summit Hospital, Oconomowoc, Wis., where she had been a patient for the last three weeks. She had recently returned to America from Italy, where she sang in various operas. She suffered a nervous breakdown soon after her return. Survived by two sisters and two brothers.

HECKLER—William, 66, credited with being the originator of the flea circus 46 years ago, of heart disease at his home in Brooklyn October 25, as briefly mentioned under Late Deaths in last issue. Heckler was born in Switzerland and came in contact with flea training for the first time when he was a sailor on the Mediterranean. Training the little marauders was not new at that time, but it was Heckler who first made a show out of it. His first legitimate engagement was at a St. Louis exposition in 1890. In recent years Heckler has been appearing at Schork & Schaffer's Hubert's Museum on 42d street, New York. Survived by his widow, Mrs. Alice E. Heckler; five sons and a daughter. Burial at Evergreen Cemetery, Brooklyn, October 28.

JENKINS—Orlando R., 66, member of Indiana State Board of Agriculture and for the last four years president of Ripley County Fair Association, of which he had formerly been secretary 15 years, in Milan Hospital, Osgood, Ind., his home city, after two months' illness October 24. Survived by his widow and a son, Harold.

KIBLER—Robert M., 86, for the last five years doorman at the Riverdale Theater, Dayton, O., at the home of his daughter in Dayton October 13. Interment in Memorial Park Cemetery, Dayton.

KLOEB—Boniface Raven (Bonny Raven), 71, for years musical director in New York theaters, suddenly at his home in Portsmouth, O., recently. He was a member of the AFM, New York Musicians' Local 802. Survived by his widow, formerly Ruby La Belle, vaudeville actress and musician.

LEWIS—C. A., 42, who traveled with various carnival shows in recent years, suddenly October 19 at Hollandale, Miss.

Buried October 24 at Greenville, Miss., after futile attempts to locate relatives.

LOEWER—Fred T., 72, musician, at his home in Detroit October 27 from a complication of ailments. Survived by a daughter, Mrs. James Allen. Burial in Mt. Olivet Cemetery, Detroit.

MIDCALF—W. M., 54, for the last three years on Dixie Belle Attractions with a photograph gallery, found dead in his trailer home on the carnival grounds at Morgantown, Ky., where show was playing in connection with the Southern Kentucky Fox Hunters' Association, October 25. It is believed he died of ptomaine poisoning. Body was shipped to his daughter's home in Evansville, Ind., where interment was held.

MILLER—Fred, 63, member of the billposters' union, Chicago, for 40 years, at his home in Chicago October 19 of heart failure. Burial at Greenwood Cemetery, Chicago.

MITCHELL—Robert W., 53, assistant to the president of Western Massachusetts Companies and assistant treasurer of Eastern States Exposition, at his home in Springfield, Mass., October 29 after a long illness. Born in Brattleboro, Vt., he had made his home in Springfield for 20 years, rising to a high place in New England power and public utility field. He was interested keenly in Eastern States Exposition, serving on the board of trustees, executive committee, as assistant treasurer and superintendent of music and attractions. In the latter position he gained a wide acquaintance in the show world and was known personally by many fair executives, producers and performers. Survived by his widow and a sister.

MOORE—Mrs. Jennie S., 73, widow of John A. Moore, owner of the Cliff Drive Museum, Santa Cruz, Calif., which Mrs. Moore for many years operated, in that city October 21. She was a native of St. Paul. Survived by three daughters, Mrs. Frank Hocum and Mrs. Lois Zimmerman, of Santa Cruz, and Mrs. Roy Jefferys, of Oakland, Calif.

NEBLIS—Pierre, for 30 years in charge of the box office at the Theater des Capucines, Paris, in that city October 15.

O'GRADY—Jack, 47, elephant man with Cole-Beatty Circus, was fatally shot at Bryan, Tex., October 25 during an argument with a fellow employee.

PHILLIPS—Ray, 21, assistant photographer to W. M. Midcalf, of Dixie Belle Attractions, of ptomaine poisoning October 25 in Morgantown, Ky. Phillips and Midcalf were found together in their trailer home on the carnival grounds in Morgantown. Burial was in Morgantown, Ky.

PHYSIOC—Major Willis J., stage designer and illustrator, in U. S. Veterans' Administration Hospital, Newington, Conn., October 24. Survived by his widow and six children.

RICHMOND—Mrs., mother of Maude Richmond, October 13 in New York.

ROBERTS—Mrs. E. R., cookhouse operator with Schafer Shows, in an automobile accident near Petersburg, Va., October 17, as briefly mentioned under Late Deaths in last issue. Her husband, injured in the same accident, is in a hospital at Terrell, Tex. Mr. and Mrs. Roberts have been with many shows in Texas. Body was shipped to Orange, Tex., for burial.

SANDS—Stephen R., 48, owner of Steve's Place, restaurant in Augusta, Ga., October 23 at an Augusta infirmary after brief illness. Sands was well known by

showfolks who made his place their headquarters while playing Augusta. He was the Augusta agent for *The Billboard*. Survived by his widow, Minnie May Miller Sands; one son, Stephen Ray Jr.; mother, Mrs. R. B. Sands, and one sister, Mrs. Maximo Valdez. Interment in Westover Memorial Park, Augusta.

SHULTZ—C. O., 71, member of Pacific Coast Showmen's Association and in show business since the age of 14, at Los Angeles of ruptured appendix June 22, it has just been learned. Survived by his widow and one daughter.

WEST—Tommy H., 33, singing and dancing minstrel, October 27 in the Ohio Valley General Hospital, Wheeling, W. Va., of appendicitis. He was with Neil O'Brien Minstrels in 1923 and 1924 and later teamed with J. C. (Doc) Downing. West was dancing instructor in Rost Dancing Academy, Wheeling.

WHARTON—H. D. (Hank), 58, theater owner of Warren, Ark., and former president and secretary of Motion Picture Theater Owners of Arkansas, Mississippi and Tennessee, at his home in Memphis of pneumonia October 28. A member of the tri-State MPTO board at the time of his death, Wharton had attended the tri-State exhibitors' convention in Memphis the previous week.

Marriages

BLUMBERG - ROSENBERG—Lester Blumberg, of MGM's advertising department, to Phyllis Rosenberg, daughter of Mike Rosenberg, president of Principal Theaters, in Las Vegas, Nev., October 23.

BURNETTE - MacDONALD—Smiley Burnette, Republic Pictures player, and Dallas MacDonald, nonprofessional, in Hollywood October 25.

GARVIN-DESMOND—Eddie Garvin, assistant camera man for Samuel Goldwyn Productions, to Virginia Desmond, nonprofessional, of Forest Hills, N. Y., in Yuma, Ariz., October 25.

GLASS - McHUGH—Ned Glass, New York playwright, to Kitty McHugh, sister of Frank McHugh, screen comic, at Las Vegas, Nev., October 25.

BENNETT - DUNBAR—Joe Bennett, showman, to Peggy Dunbar, actress, at Toledo, O., October 26.

HUCK-SHEFFERLY—Arthur J. Huck, proprietor of Westwood Otto Inn, Detroit, and Madelon Patricia Shefferly, nonprofessional, in Detroit October 26.

HURAN-RIDDEN—Edward Huran, Schenectady, N. Y., and Ruby Ridden, Asheville, N. C., at Roxboro, N. C., October 8. Both members of Gruberg's Exposition Shows.

KAVELIN-GILCHREST—Albert Kavelin, orchestra leader, to Virginia Gilchrest, of Chicago, recently in New York.

LEARNER-DAVIS—Sam Lerner, songwriter, and Dorothy Davis, nonprofessional, in London recently.

LEWIS-WATT—Fred Lewis, of Lowell, Mass., and Ruth Watt, of Boston, both members of Harry Berry's *Sunkist Vanities*, in Pontiac, Mich., October 25.

MAHONEY - NISSEN—Vincent Mahoney, film publicist, and Virginia Nissen, of Paramount Pictures casting office, in Los Angeles October 22.

NAHM-RONSON—Horace Hamilton Nahm, nonprofessional, to Adele Ronson, radio dramatic actress, in New York October 30.

PETROFF-HAUPTMAN—Boris Petroff, film producer for Grand National, and Jane Hauptman, nonprofessional, in Beverly Hills, Calif., October 25.

POST-COOPER—Guy Bates Post, stage actor, to Violet Kemble Cooper, actress, at Las Vegas, Nev., October 26.

SCHAUGHENCY - SMITH—Edwin Schaughency, of Station KDKA, Pittsburgh, and Gertrude Smith, nonpro, of Beaver Falls, Pa., in Pittsburgh recently.

TASHLIN-HILL—Frank Tashlin, nonprofessional, and Dorothy Hill, singer on NBC's Shell Chateau, in Beverly Hills, Calif., October 24.

WILSON - CAROL—Howard Wilson, film player, and Sue Carol, film actress, in Hollywood October 30.

WRIGHT - PERDUE—Raymond W. Wright, Schenectady, N. Y., and Bertha Perdue, Martinsville, Va., at Roxboro, N. C., October 8. Both members of Gruberg's Exposition Shows.

ZAPPASODI-ELENTRIO—Emil Zappasodi, Philadelphia nonprofessional, and Kathryn Elentrio, vocalist over Station WIP, Philadelphia, known professionally as Kay Allen, October 18 in Elkton, Md.

Coming Marriages

Theodore P. Lewenberg, projectionist, New Center, Mass., and Lillian L. Rosen-

Mrs. M. P. Marquis

Mrs. Marjorie Potts Marquis, 44, actress and wife of Don Marquis, author, died at her home in New York of heart disease October 25.

Mrs. Marquis was born in Indianapolis, daughter of Mr. and Mrs. A. F. Potts. She made her stage debut there and became interested in summer and little theater movements, having played with the Stagers and the Washington Square Players. She also appeared with the Theater Guild.

In 1933 Mrs. Marquis was director of the Red Barn Theater, Locust Valley, Long Island, N. Y. She also directed plays on the West Coast.

She is survived by her husband and two children by a previous marriage.

field, nonprofessional, of Mattapan, Mass., soon.

Joseph W. Smythe, Boston musician, and Margaret A. Quint, nonprofessional, of Reading, Mass., soon.

Brian Donlevy, screen actor, and Marjorie Lane, actress, January 1.

Mel Venter, announcer with KFRC, San Francisco, and Betty Lou Davis, of Sacramento, November 14.

George Whitney, orchestra leader at KFRC, San Francisco, and Mrs. Georgia Prather Eastmond, nonprofessional, in that city November 14.

Theo Roberts, private secretary in Warner Bros.' West Coast sales department, to E. G. Sanders, nonpro, in Chicago November 6.

Seymour Brownstein, Warner Pictures employee, to Rose Podall, in Hollywood November 15.

Paul Althouse, concert and radio tenor, and Mrs. Klaire Shoup in New York soon.

Births

A son, William Worth, to Mrs. Anna Jane and Johnny (Stilts) Dyer October 28 at Philadelphia.

Divorces

Elma Bennet, of Pittsburgh, from Joe Richman, orchestra leader, in Pittsburgh October 20.

Nancy Dover Edwards from Cliff (Ukulele Ike) Edwards, stage and screen comedian, in Los Angeles October 20.

Mae Evelyn Allen from Dave Allen, former head of Central Casting Bureau, in Los Angeles October 19.

Arlene Andre, former actress, from Richard Tucker, film actor, in Los Angeles October 21.

Catherine Madariaga, radio singer, from Fauster Madariaga, former circus acrobat, in Los Angeles October 26.

Julia Gifford, former light opera prima donna, from G. Anthony MacGregor in Los Angeles October 25.

Patsy O'Day, screen actress, from Clement F. Joynt in Los Angeles October 26.

Barbara Koshay Wilson, film actress, from Jack Harcourt Wilson in Los Angeles October 23.

Myrna Kennedy, screen actress, from Busby Berkeley, screen dance director, in Los Angeles October 28.

William C. (Billy) Shaw, orchestra leader, from Margaret Lowenthal Shaw in Cincinnati October 30.

RED, HOT

(Continued from page 21)

long dull stretches and the various gentlemen responsible for its material have far less to do with any success it may achieve than have Freedley and the cast.

On the face of it the gentlemen concerned would seem to have been safe bets. Cole Porter provided the music and lyrics and Russel Crouse and Howard Lindsay did the book. But Porter, tho he managed to include several excellent numbers, isn't up to his own usual standard, and Crouse and Lindsay have provided a peculiarly unfunny libretto which relies for most of its humor upon puns and endless wisecracks concerning the female sitzfleisch. It's apt to get pretty boring.

The plot (it has to be gone thru some time, so we may as well get it over with) has to do with a gigantic lottery, the prize to go to the person who discovers the lost childhood sweetheart of Bob Hale. He was six and she was four when they parted, but he's sure he'll know her because she once sat down on a hot waffle iron and the incident was bound to be indelibly branded upon her—well, upon her mind.

The lottery is a tremendous success, so much a success that the government takes a hand. So when Bob discovers that he doesn't love his childhood sweetheart after all and wants to marry someone else the marines drag him to the altar. And then, at the last moment, the Supreme Court comes thru in expected style and declares the whole thing unconstitutional.

That, my friends, is the chief plot, to which are added various folderols that stretch out the book until it assumes really alarming proportions. There have been musicals in the past that have suffered from too little book; *Red, Hot and Blue!* suffers from too much of it. Or perhaps that's simply because such a large portion is particularly unfunny. Too many puns can become boring and there are those who feel that even a single pun is one too many. They can

become particularly boring when most of them center around an anatomical protuberance. The idea of the girl and the waffle iron is undoubtedly funny, but Crouse and Lindsay pump it until they have extracted every possible gag, even those that are obvious, unsavory or just plain cheap. Their humor, literally as well as figuratively, touches bottom.

And Freedley himself has slipped once or twice. The examination of candidates, for example, goes on in full view of the audience, the customers being assaulted by a changing vista of shapely but not particularly aesthetic rear ends. Also, to a reporter who thinks that nance bits are dispiritingly unfunny, the spectacle of Jimmy Durante going thru one wasn't particularly humorous. Such things seem unnecessary and cheap and, even more important, extremely bad showmanship.

Porter's contribution is better, but by no means as good as his own best. There is a grand march number called *Carry On* and several other tunes that are both pleasant and catchy, notably *It's De-Lovely*. There are also a couple that are pretty flat.

The aforementioned Durante walks off with top honors in the name-filled cast. He has at times seemed something less than the perfect comic, but no one could possibly find fault with his performance in *Red, Hot and Blue!* At frequent intervals he, unaided, whips the show into shape, scoring his high spots with an amazing cross-examination of himself and with his terrific rendition of *A Little Skipper From Heaven Above*. Also on hand and aiding immensely is Bob Hope, who consistently gets more out of the lines than the authors put in them. Ethel Merman handles the major singing assignment in her usual style. The Hartmans pull down the house with their grand comedy dancing. Kay Picture contributes an outstanding tap, and Polly Waters is energetically cute as the waffle-marked sugar plum. The dancing chorus is pretty and capable, the show-girls are as wooden-looking as snow girls usually are, and Donald Oenslager's sets seem as tho Oenslager, while designing them, thought that he was still working on George Abbott's version of *Uncle Tom*.

Red, Hot and Blue!, as mentioned before, will probably be a hit. But, thanks to Messrs. Crouse and Lindsay, it builds its foundations upon just one thing. That thing is not rock. It is rock-bottom.

More Road Discussion

NEW YORK, Oct. 31.—Further discussions designed to ultimately hatch a plan for the revival of legit, both here and on the road, will be held next week between Frank Gillmore, of Equity; Dr. Henry Moskowitz, of the League of New York Theaters, and a representative of the Dramatists' Guild. Other theatrical unions will be asked to contribute suggestions later.

Low Dues for WPA Mulled

NEW YORK, Oct. 31.—The suggestion that Equity members on WPA Federal Theater projects be obliged to pay only \$10 dues instead of \$18 is not likely to be adopted. Equity thinking the procedure inadvisable in that membership would become classified under such a system. Definite decision, however, has not yet been reached.

"Ethan Frome" for Hub

BOSTON, Oct. 31.—*Ethan Frome*, with Pauline Lord in the role she played on Broadway last season, follows the two-week stay of Noel Coward's *Tonight at 8:30* series at Colonial Theater here, with the opening curtain scheduled for November 9 for a limited engagement. Cast includes Earle Larimore and Dorothy Mathews.

\$4.40 Top Returns to Hub

BOSTON, Oct. 31.—Not since 1928 have legit house box offices here experienced the \$4.40 price top, which will prevail for the premiere of Vincent Minelli's *The Show Is On*, with Beatrice Lillie and Bert Lehr, slated for a two and one-half week engagement at the Shubert Theater beginning November 5. A. G. Munro, general manager of the Shubert interests here, reports a heavy advance mail order business on *Show Is On*.

"Boy Meets Girl" Begins Fifth Week in Boston

BOSTON, Nov. 2.—*Boy Meets Girl* begins its fifth week tonight at the Plymouth Theater. *Call It a Day* concluded a two-week engagement at the Shubert Theater October 30.

Tonight at 8:30, starring the author, Noel Coward, and Gertrude Lawrence, starts its second week of varied plays at the Colonial Theater this evening.

Still Talking Minimums

NEW YORK, Oct. 31.—Further consideration of single salary minimum by Equity council, taken up as a special order of business, was postponed until next Monday (2).

CLUB CHATTER

(Continued from page 13)

November 29. May go to Florida. . . . TOMMY MARTIN and Mickey Laverne have teamed and are at Flat Iron Cafe, Peoria, Ill. . . . COWBOY JAKE WIGINGTON, radio singer, doing well in clubs and taverns around St. Louis.

NEWARK—PAUL SOUTH and Ted Lane are now at the Hillcrest Club. Boys did a fine job in the Jersey Coast spots this summer. Cy Seidenberg, proprietor of the place, will soon be looking for a new location. . . . HOTEL DOUGLAS is planning an annex on the spot where the Hillcrest is now situated. . . . DEMARCO'S one-night stand at the Chanticleer, Millburn, netted them \$1,000.

BOSTON NOTES—JEAN SARGENT has been replaced by Mary Haynes at Tom Maren's Penthouse atop the Bradford Hotel. . . . ROSCOE AILS and Betty Lewis are working a three-day engagement at the Penthouse. Spot is also dickering with Fifi D'Orsay for a Hub visit. . . . JACK GOLDSTEIN, Hub publicist, is grooming Helen Carroll's Swingopation Ork for a Boston premiere. . . . HARRY DRAKE, booker, has taken over the Westminster Hotel Blue Room.

LETTER LIST

(Continued from page 30)

Marshall, Ray Sabin, Howard
Mason, Dickie Sanna, John
Mason, Jack Saunders, Jimmy
Sharp, Bud
Mason, Jay C. Sherlock, Joe
Medford, Buddy Simmons, Warren
Meier, Josef Stone, Benny
Miller, E. G. Swink, G. A.
Morgan, Jimmie Juanita
Mortenson, Mort Great Orlando
Moser, M. M. Spinks, H. G.
Mullen, Mr. & Steve, Harry
Mrs. Frank Stevens, Geo. A.
Neils Troupe Stone, Benny
Nixon & Sams Swink, G. A.
Nunn, Lester Talbot, Hugh
O'Connor, Jimmy Templeton, Patric
O'Neale, Jack G.
Oppie, John Thurston, J. L.
Osburn, Babe Thompson, Donald
Pablo, Don Tidwell, T.
Perrin, Lempi Trichun, Alexander
Phillips, Edgar Volin, Bill
Randsen, Mr. & Vossstead, C. E.
Mrs. C. C. Webb, John
Reinhold, Max I. Wells, Elmer
Rheed, Walter White, Billy
Richard Bros. Williams, Tudor
Rosen, Mike F. (Metropolitan
Rosenheim, J. C. Singers)
Rowan, Ray Williams, Walter
Rundell, Bob & Wyatt, J. W.
Lueille

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., Eighth and Olive Sts.

Parcel Post

Bresnahan, T. J., 18c
Cooper, John W., 28c
Hall, Ed L., 3c
Schwartz, Mr. & Mrs., 12c

Ladies' List

Abbott, Faye
Adams, Mrs. J. C.
Adams, Mrs.
Anthony, Mrs.
Avery, Gertrude
Bell, Crystal
Bishop, Doris
Clark, Mrs. Dorothy
Brooks, Miss Joie
Burdick, Mrs.
Calhoun Jr., Mrs.
Calkins, Mrs. Pearl
Carmeletta
Carson, Mrs. Andy
Carson, Mrs. Geo.
Clancey, Mrs. E.
Clark, Mrs. Laura
Clay, Madame Rose
Cliff, Betty
Coiner, Mrs.
Conryer, Mrs.
Cooper, Miss Pat
Crawford, Mrs.
Cudney, Mrs.
Cuzdek, Mrs. Stella
Davis, Mrs. Della
Dawson, Miss Nana
Deauville, Madame
Dempsy, Charlotte
Dollwitz, Mrs.
Dorey, Mrs. Eddie
Ellis, Mrs. Lorene
Fuller, Bessie
Gatrell, Mrs. D. B.
Goldstine, Mrs. Ike
Graham, Mrs. Joe
Hahn, Mrs. Bessie
Hillman, Mrs.
Hester, Mrs. Mae
Hildreth, Mrs.
Hoy, Mrs. Kathryn
Hiler, Mrs. Lee
Hodge, Helen
Hofmann, Mrs.
Hollingsworth, Lottie
Kanthy, Mrs. Dick
Kelly, Edith
Lamont, June
Layne, Doris
Lamb, Mrs. W. R.
Malotte, Miss Larry

CHARLIE BOULANGER'S Band opens Coffee Dan's, New York, Election night. . . . FREDDY BLACKWELL booked for the winter at General Brock Hotel, Niagara Falls, Canada, with broadcasts over CKTB. . . . ANTOBAL'S CUBANS alternate with Joe Moss Ork at Club Elysee, New York. . . . RED NICHOLS' Band is doing the Southern college dances. . . . GUY LOMBARDO celebrating sixth anniversary at Roosevelt Grill, New York. . . . JERRY MONROE and band are playing the Varsity Casino, New York.

CONTINENTAL ORCHESTRA CORPORATION, Utica, N. Y., signed the following band leaders for college proms this month: Jan Campbell, Len Fennell, Jack Lynch, Jack Lanny, Duane Ruppert, Eric Peterson, Herb Waters, Red Carino, Danny Murphy, Joe Nevils and Jerry Johnson. . . . MAL HALLET, at Hotel Commodore, will conduct a contest to find best intercollegiate dancers in New York.

JACQUES RENARD signed by Consolidated Radio Artists for one-night-stand tour after closing with present Eddie Cantor prog. . . . BEN POLLACK opens at Sebastian's Cotton Club, Hollywood, November 15. Set by Consolidated. . . . New West Coast office of CRA in Hollywood will cover as far east as Denver. Phil Jacks is manager and Cliff Webster, associate.

DICK SNYDER and ork, featuring Evelyn Gill, Marvel and Fried and special attraction, "King and a Half," now current at the Colonial Club, Jackson, Miss. . . . TOM GENTRY'S Orchestra, featuring Patricia Norman, now at 20th Century Room of Hotel Claridge, Memphis. . . . CHARLES CREATH and his Cotton Pickers playing on board the Streckfus Line's S. S. President. Band features Ted Smith and Fate Marable. . . . HERB GORDON and ork, featuring Vi Mele, still holding forth at Hotel Peabody, Memphis, making a decided hit. . . . JOE SANDERS will follow Tom Gentry's Band into Hotel Claridge, Memphis. Sanders, long a favorite in Southland, is now touring east.

Gentlemen's List

Acosta, George
Alexander, Speck
Alfred, Jack & June
Allen, John C.
Allen, Sonny Boy
Anderson, F. H.
Arenz, Sam
Baldwin, Billie
Ballard, Jack
Barnes, Robert
Bartlett, Wire
Walker
Baughman, E. J.
Bean, Billy
Bel-Mar, John J.
Berkshire, H. L.
Bernard, Glenn
Binds, F.
Blevins, Ralph
Boelke, E. J.
Boudreau, John
Bozarth, Emmett
Brashin, Jack
Mechanical Man
Breakway, Joe
Brooks, Dr. O. C.
Brown, C. Edgar
Brown, George L.
Buley, Jimmy
Burns, Frank
Burroughs, W. J.
Bryer, Bill
Buchanan, Jack
Burns, Bobbie
Carter, Wray
Clock, Al
Coffelt, W. B.
Cole, B. B.
Conyer, E. E.
Cooper, Leroy
Corbit, George
Corey, Ted
Corry, Harry
Daly, Fred
Daniels, Oss
Darnell, Hank
Davis-Brunk
Comedians
Davis, James (Pat)
Dean, Dr. M.
Dean, L. R.
Edwards, A. B.
Delmar, Jack
(Hula Show)
Delmars, The
Dennis, Andrew
Dolan, Ralph
Dupree, James
Eastland, Lewis W.
Edwards, A. B.
Eli, George
Fisher, Harry
(Polish)
Schnider, Mrs. E. F.
Schofield, Dorothy
Sherwood, Mary
Starr, Marie
Stoney, Mrs. Dee
Thomas, Beatrice
Van, Libby & Jim
Ward, Mrs. Mayne
Webster, Evelyn
Williams, Miss
Panchon
Williams, Mrs.
Max W.
Wolf, Mrs. E. E.
Wright, Loretta
Wyatt, Miss Billie
Ferguson, Fred
Gallagher, Jas. R.
Gallagher, Jimmie
Gardner, Ed
Gardner, Jack
Garlon, Harry
& Ruth
Garton, Bob
Gavin, Joe
Gearhart, John H.
George, Frank
Gilbert Jr., Wm.
Gillispie, Horace
Gillman, Tex
Glidden, Blackie
Glover, E. J.
Grant, Sol
Grauer, Jonie
Green, Sol
Haberman, Bennie
Hall, Edward L.
Hamilton, Elden
Harris, Hap
Hartsell, Ray
Hendricks, Joe
Hilmer, Ole
Holland, Harve
Hollers, John
Howard, Albert J.
Howard, John
Howard, Thomas
Hudson, Harry A.
Hugo, Capt. E. H.
Hunter, Harry
Jacobson, Bozo
Jake, Karl
Johnson, Jesse
Johnson, Leland M.
Jones, S. Miles
Keiser, Curley
Kelly, James B.
Kelly, Wm. T.
Kingston, Ola
Kratz, Geo.
Kulikowski, Joseph
Lamb, R. Scott
Lambert, D. J.
Lamore, Jack
Lane, Marr
LeRoy, Prof. W.
H. (Billy)
LeRoy & Pals
Levitt, Teddy
Lewis, Mate
Lindsey, Carl
(Red)
Litts, G. F.
Loomas Players
McCall, Rex
McClaskey, Jack
McCosy, Jack
Ewerett
McGarry, Charlie
McGuire, F. E.
Mackey, F. V.
McGuire, Francis
Malone, Mickey
Manley, Lee
Mason, C. M.
Mason, Jay G.
Meeks, E. A.
(Eddie)
Mel-Roi
Midget, Mike
Miller, Bertram E.
(Slim)
Miller, Fred
Miller, N. A.
Minor, Tommie
Minser, C. J.
Moire & Adau
Sisters
Moore, Claude E.
Stora, Don
Mortenson, Fred
Mullins, Joe
Nation, Al
Nead, Eddie
Nelson, H. L.
O'Dear, Al
O'Neill, James O.
Ogden, Ray W.
Ogle, Douglas
Owens, J. H.
Packer, Johnny
Parrish, Jimmy
Pattinson, William
Pentz, Frank
Phillips, W. L.
(Billie)
Pitzer, Billy
Pyatt, Al
Redaux, Clifford
Rice, G. L.
Roberts, Dr. Burt
Roberts, H. J.
Rowe, Jack
Saunders, O. B.
Scott, Jack
Sewell, C. M.
Shelby, Hank
Shepard, N.
Sisk, Pat
Skeene, L. G.
Swapp, William R.
South, M. R.
Sparks, R. B.
Spor, Paul
Stanley, Clipper
Stanley, Paul
Stegelman, Earl
Stein, A. E.
Stempfley, Clarence
Stevens, Johnnie F.
Stone, O. L.
Swires, Carl W.
Tatum, Lloyd
Taylor, L. J.
Thompson, Lee
Thoreson, Norman
Thurber, B. P.
Todd, Phil
Tom, George
Twohouse, Chief
Walker, Buddy
Watts, Joe (Crip)
Whittinghill, J. C.
Williams, Kendall
Willis, F. M.
Wilson, Grady
Wilson, K. R.
Road Show
Wilson, Pat
Wilson, Pop & Mon
Wiltse, Cash
Witte, James
Woodward, B. D.
Yogi, Prince

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
 ABC Trio (El Chico) NYC, nc.
 Abbott, Joan (Hi-Hat) Chi, nc.
 Abbott, Snoony (Rainbow Inn) NYC, nc.
 Abbott & Tanner (Yacht Club) Chi, nc.
 Ace, Red (Oakwood Tavern) Klinger Lake, Mich.
 Adair & Richards (Royale Frolics) Chi, nc.
 Adams, Crawford & Paulette (Park Central) NYC, h.
 Adams, Margaret (Versailles) NYC, nc.
 Adler & Taubman (Ambassador) NYC, h.
 Adrian, Iris (Hollywood) NYC, cb.
 Afrique (Ritz-Carlton) NYC, h.
 Alene & Evens (Lookout House) Covington, Ky., nc.
 Alexander, Peggy (Wivel's) NYC, re.
 Allen, Jean (Swanee Club) NYC, nc.
 Allen, Ted (Roxy) NYC 2-5, t.
 Allen & Kent Foursome (Earle) Washington, D. C., 2-5, t.
 Allison, Dorothy (21) Phila, nc.
 Alma & Roland (Pierre's) Phila, re.
 Alpert, Mickey (Philadelphia) Phila, h.
 Amrose, Ruth & Billy (Blackhawk) Chi, re.
 Amsterdam, Morey (Roxy) NYC 2-5, t.
 Anderson & Allen (Capitol) Washington, D. C., 2-5, t.
 Andre, Janice (Paradise) NYC, re.
 Andrew Sisters (Netherland Plaza) Cincinnati, h.
 Annelise, Mille (French Casino) NYC, nc.
 Apollon, Dave, Co. (Michigan) Detroit 2-5, t.
 Archer, Gene (Weber's Summit) Baltimore, nc.
 Ardelly, Elly (French Casino) NYC, nc.
 Arden, Elaine (Adelphia) Phila, h.
 Arleys, Four (Carmen) Phila, t.
 Armida (Roosevelt) New Orleans, h.
 Armstrong, Maxie (Black Cat) NYC, nc.
 Arturo & Evelyn (Club Bali Bali) Chi, nc.
 Ashburns, The (Hollywood) NYC, cb.
 Avalon Troupe: Reading, Pa.; (Indoor Circus) Paterson, N. J., 9-14.

B
 Bacon, Faith (Shubert) Cincinnati 2-5, t.
 Bahama Dancers (Cotton Club) NYC, h.
 Baines, Pearl (Kit Kat Club) NYC, nc.
 Baker, Babe (Howdy Club) NYC, nc.
 Balassi, Frank (Broadway Hofbrau) NYC, nc.
 Baldwin & Briston (Palm Gardens) Detroit, nc.
 Banks, Fay (Black Cat) NYC, nc.
 Bankoff & Cannon (Yacht Club) Chi, nc.
 Banks, Sadie (Old Roumanian) NYC, re.
 Barnes & Steger (Colony Club) Chi, nc.
 Baron & Blair (Astor) NYC, h.
 Barrett, Sheila (Rainbow Room) NYC, nc.
 Barron, Tony (Du Pierrot's) NYC, nc.
 Barr's, Cappy, Harmonica Ensemble (State) NYC 2-5, t.
 Barry & Beatrice (French Casino) NYC, nc.
 Barth, Ruby (Village Casino) NYC, nc.
 Bartholemey, Lillian (Pal.) Chi 2-5; (Orph.) Minneapolis 7-13, t.
 Barto & Mann (Pal.) Cleveland 2-5, t.
 Basino, Mario (Place Elegante) NYC, nc.
 Baune, Martin (Place Elegante) NYC, nc.
 Beasley, Irene (Riviera) Ft. Lee, N. J., re.
 Beatrice & Barry (French Casino) NYC, cb.
 Beaudraux, Melba (1214) Phila, nc.
 Beekman, Jack (Walton) Phila, h.
 Behm, Arthur (Gay Nineties) NYC, nc.
 Bell & Grey (Bungalow Inn) Norristown, Pa., nc.
 Bell, Harvey (Blossom Heath) Shreveport, La., nc.
 Bell, Jim & Nora (Paradise) NYC, re.
 Bell's Hawaiian Follies (Alpine) Wellsburg, W. Va., 5; (Washington) Toronto, O., 6-7; (Grand) Moundsville, W. Va., 8-10; (New) Pomeroy, O., 11-12, t.
 Belostozky, Belos (St. Regis) NYC, h.
 Bemis, Billy & Beverly (Biltmore) Los Angeles, h.
 Bennett, Florrie (Holland Tavern) NYC, nc.
 Bennett, Eddie (Place Elegante) NYC, nc.
 Bennett, Jean (La Casina) Jamaica, N. Y., nc.
 Bennett, Virginia (1214) Phila, nc.
 Bennett's, Owen, New Fads & Faces (Imperial) Charlotte, N. C., 4-7, t.
 Benson, Pat (McVan's) Buffalo, N. Y., nc.
 Bentley, Gladys (Ubangi) NYC, nc.
 Bernard, Bobby (20th Century) Phila, nc.
 Bernhardt & Graham (Pennsylvania) NYC, h.
 Bernard, Lil (Club Alabam') Chi, nc.
 Bernard, Phil (Victory) Salt Lake City 5-7; (Liberty) Lewiston, Ida., 9-11, t.
 Berniviel, Count, Show (Paramount) Springfield, Mass., 2-5, t.
 Berry Bros., Three (State) NYC 2-5, t.
 Berry, Harry (Plaza) Pittsburgh 2-14, re.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Bessinger, Frank (New Yorker) NYC, h.
 Beyers, Ted (Village Casino) NYC, nc.
 Biltmore Boys (Morrison) Chi, h.
 Blackstone (Met.) Boston 2-5, t.
 Blaine, Barbara (Blossom Heath Inn) Detroit, nc.
 Blaisdell, Buddy (Steuben) Boston, re.
 Blakely, Bidda (Astor) NYC, h.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blanchard, Jerry (Embassy) Phila, Pa., nc.
 Blanche & Elliott (Club Claremont) Tulsa, Okla.
 Blane, Barbara (Terrace Gardens) Chi, re.
 Bienders, Four (Embassy Club) San Francisco, nc.
 Bodenweiser Ballet (French Casino) NYC, nc.
 Boshoer, Dora (Russian Art) NYC, re.
 Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.
 Boswell, Connie (Congress) Chi, h.
 Bower Sisters (Rialto) Chi, t.
 Bowers, Cookie (Ambassador) St. Louis 2-5, t.
 Bows, Major, Anniversary Show (Colonial) Dayton, O., 2-5, t.
 Bows, Major, Show with Ted Mack (Paramount) Pittsfield Mass., 2-5, t.
 Bowker, Betty (Chateau Moderne) NYC, nc.
 Brady, Olive (Yacht Club) NYC, nc.
 Brasno, Olive & George (Chicago) Chi, t.
 Brito, Phil (Mount Royal) Montreal, h.
 Brooks, Frank (Gramatan) Bronxville, N. Y., nc.
 Brooks Twins (Club Vogue) NYC, nc.
 Broomfield & Greeley (Ubangi) NYC, nc.
 Brown, Evans (Old Vienna) Indianapolis, c.
 Brown, Isabel (Jimmy Kelly's) NYC, nc.
 Brown, Ralph (Ubangi) NYC, nc.
 Bruke, Irene (La Casina) Jamaica, N. Y., nc.
 Brummels, Bo (Tower) Kansas City, t.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Bryant, Betty (Bali) NYC, c.
 Bryants, The (French Casino) NYC, nc.
 Brydon, Louise (Venetian Room) NYC, nc.
 Bryson, Clay (Montclair) NYC, h.
 Bulzar, Prof. (New Yorker) NYC, h.
 Burcaw, Billy (Pierre's) Phila, re.
 Burns & White (Blossom Heath Inn) Detroit, nc.
 Byrd, Muriel (Edison) NYC, h.
 Byrnell, Gertrude (Park Central) NYC, h.
 Byrnes & Farney (Royal Frolics) Chi, nc.

C

Caceres, Emilio (Merry-Go-Round) Dayton, O., c.
 Caldwell, Edith (Edgewater Beach) Chi, h.
 Call, Audrey (Hollywood) NYC, cb.
 Call & Stuart (Club Laurier) Lowell, Mass., nc.
 Caligary Bros. (College Inn) Chi, re.
 Campbell's Royalists (Drake) Chi, h.
 Caperton & Columbus (Adelphia) Phila, h.
 Carlyle Sisters (Royal Pines) Lake George, N. Y., ro.
 Carmen, Billy & Grace (Imperial) Charlotte, N. C., 4-7, t.
 Carpenter, Imogene (Ambassador) NYC, h.
 Carr, Billy (Riverside) Milwaukee, t.
 Carriano Bros. (Terrace Gardens) Rochester, N. Y., nc.
 Carroll & Gorman (885 Club) Chi, nc.
 Carroll, Lee (Jungle Inn) Youngstown, O., nc.
 Carroll, Nita (Snelton Hotel) NYC, h.
 Carlton & Juliette (Club Lido) Montreal, nc.
 Carroll, June (Village Casino) NYC, nc.
 Carter & Schaub (Jimmy Kelly's) NYC, nc.
 Carter, Johnny (Tokay) NYC, re.
 Carter, Stan (Vanity Fair) Chi, nc.
 Caryle, Chas. (Lyric) Indianapolis, t.
 Casino, Del (Hollywood) NYC, cb.
 Castaine & Barrie (Netherland Plaza) Cincinnati, h.
 Celinda (Yumuri) NYC, nc.
 Cevene Trio (Downtown) Detroit, t.
 Charleston, Helen (Paramount) NYC 2-5, t.
 Cheney & Fox (Deauville) San Francisco, nc.
 Chicoritto (El Toreador) NYC, nc.

Darley, Margene (Gypsy Village) Wheeling, W. Va., 2-8; (Castle Terrace) Columbus, O., 8-14.

Davidson, Trudye (Colony Club) Chi, nc.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Davis, Lois (Eldorado) Detroit, nc.
 Davis, Rufe (College Inn) Chi, re.
 Dawn, Dolly (Taft) NYC, h.
 Dean, Carol (Hollywood) Galveston, Tex., nc.
 Deauville Boys (Rainbow Grill) Radio City, N. Y., nc.
 Defrees, Lois (Dizzy Club) NYC, nc.
 DeArmo, Billy (Street Fair) Union, S. C., 2-7.
 DeBoid Twins, Dancers (Paradise Club) NYC, nc.
 De Bori, Riana (Gramatan) Bronxville, N. Y., nc.
 DeGroff, Harriett (College Inn) Chi, re.
 Delfina, Vera (El Chico) NYC, nc.
 Del Viso, Dolores (San Souci) Havana, nc.
 Dell, Bobbie (Club Paradise) Baltimore, nc.
 Dell, Mickey (New Earl) Baltimore, nc.
 Dennis, Ethel (Waterfront) Boston, nc.
 DePalma, Angelo (Plaza Cafe) Pittsburgh, c.
 Diaz, Haze (Small's Paradise) NYC, nc.
 Digitanos, The (Park Central) NYC, h.
 Dimitri & Helen (Club Gaucho) NYC, nc.
 Dion & Sparkettes (Golden Pheasant) Jamestown, N. Y., nc.
 Diplomats, Four (Dickie Wells) NYC, cb.
 Dixon, Dixie (Glass Bar) Toledo, O., c.
 Dolores & Candido (El Chico) NYC, nc.
 Dolores & Rossini (Variety) NYC, nc.
 Donahue, Ralph (Gloria) Columbus, nc.
 Donna & Darrell (Village Barn) NYC, nc.
 Doris, Miss (Versailles) NYC, nc.
 Dot & Dash (Frolics) Toledo, O., nc.
 Dover, Jane (Edison) NYC, h.
 Drake, Connie (Deauville) New York, nc.
 Draper, Paul (Pierre) NYC, h.
 Drew, Ann (Royal Pines) Lake George, N. Y., ro.
 Drum, Dotty (Hector's Club New Yorker) New York, nc.
 Duke, Paul (Adelphia) Phila, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Chiyo, Princess (Parisian Grill) Budapest, Hungary.
 Church, Bill (Crystal Park) Cumberland, Md., nc.
 Circus de Paree (Riverside) Milwaukee, t.
 Clark, Jean (Dizzy) NYC, nc.
 Clark, Keith (Leon & Eddie's) NYC, nc.
 Clarke, Jay (American) Colorado Springs, Colo.; (Uptown) Pueblo Nov. 2-7, t.
 Clare, Tonie (French Casino) NYC, nc.
 Clarke, Jay (Uptown) Pueblo, Colo.; (Orph.) Denver 9-14, t.
 Claudet, Marguerite (McCurdy) Evansville, Ind., h.
 Clauson, Charles (Cafe Ball) NYC, nc.
 Clifford, George (Colony) Phila, nc.
 Cole, Lester, & His Midshipmen (Palmer House) Chi, h.
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
 Collette & Barry (Brown) Louisville, h.
 Comfort & Yarnell (Jimmy Kelly's) NYC, nc.
 Comique Continentals (Riverside) Milwaukee, t.
 Compton, Dorothy (Hollywood) NYC, re.
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.
 Cook, Eileen (Beachcomber Bar) NYC, nc.
 Cooley, Marion (Stork Club) NYC, nc.
 Cooper, Jerry (Murray Hill) NYC, h.
 Cooper, Una (Arrowhead Inn) Cincinnati, nc.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cort, Nita, singer (Club Mayfair) Boston, nc.
 Cortez, Al & Toni (Black Cat) NYC, nc.
 Cortez, Tanya (Dutch) Columbus, O., c.
 Costello, Jimmy (Jimmy Kelly's) NYC, nc.
 Coral Islanders (Montclair) NYC, h.
 Coriell Trio (Riverside) Milwaukee 2-5, t.
 Cossacks, Three (Savoy) London, h.
 Courtney, Ann (Montclair) NYC, h.
 Crone, Roberta (Backstage Club) Cleveland.
 Crosby, June (Victoria) NYC, h.
 Cross & Dunn (Casanova) Hollywood, nc.
 Cunningham & Bennett (Holland Tavern) NYC, cb.
 Cunningham, Fairy (Cocoanut Grove) Minneapolis, nc.
 Cunningham, Paul (Holland Tavern) NYC, nc.
 Cutler, Gloria Jane (Variety) NYC, nc.

D

Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.
 Dale, Helen (Howdy Club) NYC, nc.
 Dale, Maryon (Chateau Moderne) NYC, nc.
 Dalton, Dorothy (Gibson) Cincinnati, h.
 Damer, Hene (Cocoanut Grove) Boston, nc.
 Dancer, Jenny (Kit Kat) NYC, nc.
 Dandies, Four (Larue's) NYC, re.
 Dandridge, Putney (Hickory House) NYC, nc.
 Daniels, Billy (Black Cat) NYC, nc.
 Daniels, Mae (Kit Kat Club) NYC, nc.
 Dare & Yates (Pierre) NYC, h.
 Dario & Diane (Trocadero) Hollywood, nc.

Duke, Vernon (St. Regis) NYC, h.
 Duncan, Midget Jackie (Zepp) Akron, O., nc.
 Dunn, Paula (Dizzy) NYC, nc.
 Dupont, Bob (Riverside) Milwaukee, t.
 Duskin, Joyce (Paradise) NYC, re.
 Duval, Sheila (New Town Bar) New York, nc.

E

Earl, Jack & Betty (Mayfair Casino) Cleveland.
 Easter & Hazleton (Westminster) Boston, h.
 Easton, Bob (Lyric) Indianapolis 2-5; (Shubert) Cincinnati 6-12, t.
 Eaton, Patty (Harmony Lodge) Johnsonburg, Pa., nc.
 Ebony Rascals, Four (Club Caliente) NYC, nc.
 Echavarría, Florine (Gaucho) NYC, nc.
 Eileens, The Two (Congress Hotel) Chi, h.
 Electronic Trio (Montclair) NYC, h.
 Elissa, Senorita (Nini's French Cabaret) New York, c.
 Elliott & Alden (Anchor) NYC, nc.
 Elpidio & Margot (San Souci) Havana, nc.
 Embassy Boys, The (Congress Hotel) Chi, h.
 Endor, Chick (Mon Paris) NYC, nc.
 Enos, Rue, Trio (Capitol) Portland Ore.; (Palomere) Seattle, Wash., Nov. 4-10, t.
 Enos, Rue, Trio (Palomere) Seattle, Wash., 4-10; (Beacon) Vancouver, Can., 13-19, t.
 Enrico & Novelle (Congress Hotel) Chi, h.
 Errante, Charles "Happy" (Place Elegante) NYC, nc.
 Esquires, Four (Roosevelt) NYC, h.
 Estelle & LeRoy (Paradise) NYC, re.
 Eujenie, Clair (Essex House) NYC, h.
 Evans, Bobby (Lucky Eleven Club) Baltimore.
 Everett & Conway (Shrine Circus) Boise, Ida.; Twin Falls Nov. 2-7.
 Everett & Conway (Shrine Circus) Twin Falls, Ida.; Pocatello 9-14.

F

Fantasia (Yumuri) NYC, nc.
 Farmer, Chic (Elysee) NYC, h.
 Farrar, Jean & Jane (1523) Phila, nc.
 Farrell, Bill (Place Elegante) NYC, nc.
 Farrell, Charlie (Mon Paris) NYC, nc.
 Farrell, Bunny (Place Elegante) NYC, nc.
 Faye, Frances (Yacht Club) NYC, nc.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Faye, Jerry (New Earl) Baltimore, nc.
 Felicia & DelRay (Plaza) Pittsburgh, c.
 Ferguson, Bobby (Club Ballyhoo) Columbus.
 Fern, Vera (Commodore) NYC, h.
 Fields, Happy (Place Elegante) NYC, nc.
 Fields, Irving (Buckingham) NYC, h.
 Fisher, Jack (Steuben) Boston, re.
 Fiske, Dwight (Savoy-Plaza) NYC, h.
 Fitzgibbons, Dave & Dorothy (Arrowhead Inn) Cincinnati, nc.
 Flemming, Frank (Lincoln) NYC, h.
 Folie Parisienne (Pal.) Chi 2-5, t.
 Fleurette (Le Mirage) NYC, nc.
 Florence & Alvarez (Arcadia) Phila, re.
 Flowers, Erma & Larry; Luverne, Ala., 2-7.
 Flowerton, Consuelo (Mon Paris) NYC, nc.
 Fogarty, Alec (Weylin) NYC, h.

Foley & Leture (State-Lake) Chi, t.
 Fontaine, Evan Burrows (Adelphia) Phila, h.
 Forbes, Mrs. Alexander (St. Regis) NYC, h.
 Fordham, Louise (Number One Bar) NYC, nc.
 Four Dandies (LaRue's) NYC, re.
 Fowler, LaMae (Dixon's Cafe) Omaha, c.
 Fox & Ames (Biltmore) Providence, h.
 Franz & Fuller (Front Street Gardens) Toledo, nc.
 Frazee Sisters (Chez Paree) Chi, nc.
 Frazer, Al (Savarin) Buffalo, nc.
 Frey, Ethel (Dickie Wells) NYC, cb.
 Froeba, Frank (Onyx Club) NYC, nc.
 Frohman, Bert (Paradise) NYC, re.
 Fry, Bob & Virginia (Man About Town) New York, nc.
 Fuchs, Leo (Russian Arts) NYC, re.
 Fuld, Leo (French Casino) NYC, nc.

G
 Gainsworth, Marjorie (St. Moritz) NYC, h.
 Gale, Betty (Town Tavern) Cleveland, nc.
 Gall-Gall (Versailles) NYC, nc.
 Gamble, Richard E. (Navarro) NYC, h.
 Garay, Joaquin (Ambassador) St. Louis 2-5, t.
 Gardner, Poison (Beachcomber Bar) NYC, nc.
 Garner, Nancy (Wivel's) NYC, re.
 Garrett & Wray (Variety) NYC, nc.
 Gasca Troupe (Shrine Circus) Twin Falls, Ida., 2-7; Pocatello, Ida., 9-14.
 Gaville, Rex (Place Elegante) NYC, nc.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Gentlemen of Rhythm, Four (New Yorker) NYC, h.
 Georges & Jalna (Blackstone) Chi, h.
 Gerard, Adele (Lincoln) NYC, h.
 Gerrits, Paul (St. Regis) NYC, h.
 Gibbons & Gretta (University Grill) Albany, N. Y.
 Gibson, Virginia (Biltmore) Providence, h.
 Gilbert Bros. (Tower) Kansas City, t.
 Gilbert, Eddie (Cat & Fiddle) Cincinnati, nc.
 Gilbert, Gloria (State) NYC 2-5, t.
 Gilbert, Natalie (Village Casino) NYC, nc.
 Girard, Adele (Lincoln) NYC, h.
 Gleason's, Art, Town Scandals (National) Richmond, Va., 5-7, t.
 Glenn, Cinda (French Casino) NYC, nc.
 Glover & LaMae (Shoreham) Washington, D. C., h.
 Gobs, Three (Ubangi) NYC, cb.
 Goff, Jerry (Riviera) Port Lee, N. J., nc.
 Gomez & Winona (Rainbow Room) NYC, nc.
 Gonzales & Rangel (McAlpin) NYC, h.
 Goodell, Danzi (College Inn) Chi, re.
 Gower & Jeanne (Drake) Chi, h.
 Granados, Ella (San Souci) Havana, Cuba, nc.
 Granoff, Bert (Bismarck) Chi, h.
 Gray & Berger (Casanova) Hollywood, nc.
 Gray, Dorothea (College Inn) Chi, re.
 Greene, Jackie (Terrace Gardens) Chi, re.

JACKIE GREEN

Now Playing
TERRACE ROOM, CHICAGO.
 Management JACK KALCHEIM.

Greenway, Ann (Elysee) NYC, h.
 Greenwood, Dawn (Paradise) NYC, re.
 Growler Man, The (Gang Plank) NYC, nc.
 Gyldekronne, Baron (Wivel's) NYC, re.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.
 Gwynne & Co. (Downtown) Detroit, t.

H

Hairston, Marion (Small's Paradise) NYC, nc.
 Hall, Jimmy (Waterfront) Boston, nc.
 Halliday & Clark (Syracuse) Syracuse, N. Y., h.
 Hallman, Florence (1523) Phila, nc.
 Hamilton & Manners (Gramatan) Bronxville, N. Y., nc.
 Hardie & Mills (Gloria) Columbus, nc.
 Hanley, Eddie (Chez Maurice) Montreal, nc.
 Hanson, Lloyd (Midway Inn) Klamath Falls, Ore., nc.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harper, Ruth (Mount Royal) Montreal, Que., h.
 Harrington, Pat (18 Club) NYC, nc.
 Harris, Betty (Swanee) NYC, nc.
 Harris, Claire & Shannon (Roxy) NYC 2-5, t.
 Harris, Irving (Chateau Moderne) NYC, nc.
 Harris, Sylvia (Cocoanut Grove) Boston, nc.
 Hart, Carl (Number One Bar) NYC, nc.
 Hatts, Harry (Bradford) Boston, h.
 Haviland, Henry (Poor House Inn) Hanover, Pa., nc.
 Hawkins, John (Queen Mary) NYC, nc.
 Hayes & Ashley (Tony's) NYC, nc.
 Hayes, Pete (Bally-Hoo) Phila, nc.
 Hayer, Jackie (State-Lake) Chi, t.
 Henri, Harri (Maple Diner) Hartford, Conn., re.
 Henry, Flo (Club Alabam') Chi, nc.
 Herman, Irving (Man About Town Club) NYC, nc.
 Herrera, Billy (Piccadilly Club) Baltimore, nc.
 Herrera, Sarita (Gaucho) NYC, nc.
 Higgins, Danny (Jimmy Kelly's) NYC, nc.
 Hinton, Maud (State-Lake) Chi, t.
 Hinton, Hot-Cha (Piccadilly Club) Baltimore, nc.
 Hin-low, Florence (Riverside) Milwaukee, t.
 Hixon, Hal (1214) Phila, nc.
 Hoff, Tiny (Holland Tavern) NYC, cb.
 Hoffer, George S. (Chez Ami) Buffalo, N. Y., nc.
 Holday, Billy (Onyx) NYC, nc.
 Hollis, Marie (Paradise) NYC, re.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Hollywood Hotel (Loew) Montreal 2-5, t.
 Hooton, Don (Park Central) NYC, h.
 Howard, Helen (18 Club) NYC, nc.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Smith (Netherland Plaza) Cincinnati, h.
 Huddings, Johnny (Rafter's) Phila, nc.
 Humberto, Arturo (Du Pierrot's) NYC, nc.
 Hurok, Jemma (Sherry-Netherland) NYC, h.
 Huston, Josephine (State) NYC 2-5, t.
 Hyers, Frank (18 Club) NYC, nc.

I

Illiana, Miss (Biltmore) NYC, h.
 Indefatigable Charlies (St. Regis) NYC, h.

J
 Jack & Jill (LaRue) NYC, re.
 Jackson, Irving & Reeve (State) NYC 2-5, t.
 Jackson, Lawrence (President) New York, h.
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.
 Jal-Leta (Leon & Eddie's) NYC, nc.
 Jakobi, Anita (London Casino) London.
 James, Fred (Kit Kat) NYC, nc.
 Janis, Edna (Met.) Boston 2-5, t.
 Jans, Leonard (Washington) E. Liverpool, O., nc.
 Jarvis, Betty (Le Mirage) NYC, nc.

Jeanne & Earle (Pla-Mor Club) Cedar Rapids, Ia., nc.
Jenner, Julie (Paradise) NYC, re.
Jennings, Don & Sally (Gibson) Cincinnati, h.
Jerry & Turk (Yacht Club) Chi, nc.
Jewels, Five (Chicago) Chi, t.
Jima (Blackhawk) Chi, c.
Johnny & George (Yacht Club) NYC, nc.
Johnsons, The (Navarro) NYC, h.
Johnson, Dorothy (Harry's N. Y. Cabaret) Chi, cb.
Johnson, Olevene (Canadian National Motor Show) Toronto.
Jones, Jonah (Onyx Club) NYC, nc.
Jordan, Jean (Village Casino) NYC, nc.
Jordans, Six (Princess) Nashville, Tenn., 2-5, t.
Joyce, Betty (Dizzy Club) NYC, nc.
Julian, Lewis (Biltmore) NYC, h.

K

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
Kaloah (Cotton Club) NYC, nc.
Kann, Alex (Versailles) NYC, nc.
Karen, Edith (St. Louis) St. Louis 2-5, t.
Karoly, Maria (Tokay) NYC, re.
Karren Le Baron Trio (Arrowhead Inn) Cincinnati, nc.
Katoff, Volodia (Russian Kretchma) NYC, re.
Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
Kay, Beatrice (Tony's) NYC, nc.
Kay, Carol (La Casina) Jamaica, N. Y., nc.
Kay, Dolly (Royale Frolics) Chi, nc.
Kayettes, Three (Gibson) Cincinnati, h.
Kean, Betty (Adelphia) Phila, h.
Keller, Leonard (Casa Madrid) Louisville, nc.
Keller Sisters & Lynch (Yacht Club) Chi, nc.
Kenedy, Billie (Howdy Club) New York, nc.
Kennedy, Buddy (Murray's) Tuckaoh, N. Y., nc.
Kenneth & Leroy (Kit Kat) NYC, nc.
Kewpie Dolls, Five (Waterfront) Boston, nc.
King, Tommy (University Grill) Albany, N. Y.
Kingston, Marion (Yacht Club) NYC, nc.
Kirk, Lynn (Top Hat) Union City, N. J., nc.
Kolb, Harold (Claremont Inn) NYC, nc.
Koubek, Zdenek (French Casino) NYC, nc.
Kramer, Dolly (Midget City) Texas Centennial, Dallas.
Kramer, Ida (Swanee) NYC, nc.

L

Lake, Adele (Philadelphia) Phila, h.
LaMonte, Jean (New Casino) Toledo, nc.
Lambert, Helen (Man About Town) NYC, nc.
Lambert, Nellie (Man About Town Club) NYC, nc.
Landau, Renee (Village Rendezvous) NYC, nc.
Lane, Leota (Number One Bar) NYC, nc.
Lane, Ted (Hickory House) New York, nc.
Lane & Carroll (Kenmore) Albany, N. Y., h.
Lang, Neal (Holland Tavern) NYC, nc.
La Marr, Bobbie (Jungle Inn) Youngstown, O.
La Marr, Frank (Swing Club) NYC 13-20.
La Marr, Jacqueline (Spinning Wheel) Kansas City, Mo.
La Marr, Sally (21) Phila, nc.
La Millonguita (Yumuri) NYC, nc.
La Monterito (El Toreador) NYC, nc.
Lara, Ricardo (El Toreador) NYC, nc.
Larry & Freckles (Gamble Inn) Detroit, nc.
LaRochele, Cecile (Port Arthur) Providence, R. I., re.
La Vola, Don (Shrine Circus) Twin Falls, Ida., 2-7; Pocatello, Ida., 9-14.
Lawlor, Terry (Adelphia) Phila, h.
Lawrence, Lucille (Swanee) NYC, nc.
Lawson, Iowen (Lido Club) Long Beach, N. Y., h.
Lazaro, Leo (Place Elegante) NYC, nc.
Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
Lee, Bob (Wivel's) NYC, re.
Lee, Dixie (New Earl) Baltimore, nc.
Lee, Gypsy (Quartet) (Edison) NYC, h.
Lee, Joe & Betty (Versailles) NYC, nc.
Lee, Linda (Biltmore) NYC, h.
Lee, Mary (21) Phila, nc.
Lentz, Steve (Place Elegante) New York, nc.
Leon, Gary & Marcia Mace (Stevens) Chi, h.
LePaul (William Penn) Pittsburgh, h.
Leshay & Manya (Canadian National Motor Show) Toronto.
Leslie, Gaby (Walton) Phila, h.
Lewis, Ann (Cotton Club) NYC, nc.
Lewis, Dad (Talk o' th' Town) Peoria, Ill., nc.
Lewis, Frank (Gramatan) Bronxville, N. Y., nc.
Lewis, Mary (Versailles) NYC, re.
Lewis Jr., Ted (Kit Kat) NYC, nc.
Libby, Al & Betty (State-Lake) Chi, t.
Ligonati, Jess (State-Lake) Chi, t.
Lieberling, Tod & Lou (Pal.) South Bend, Ind., 6-9; (Riverside) Milwaukee 13-19, t.
Linden & Brydon (Venetian Room) NYC, nc.
Lindsay Girls, Six (Palumbo's) Phila, cb.
Link, Edmund (New Earl) Baltimore, nc.
Liptova, Schura (St. Regis) NYC, h.
Little, Little Jack (Palmer House) Chi, h.
Little Words, Three (Small's) NYC, cb.
Lloyd, Shirley (Lexington) NYC, h.
Long, Avon (Ubangi) NYC, nc.
Loper & Hayes (Commodore) NYC, h.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lopez & Costello (Garrick) St. Louis, t.
Lord, Velma (Paradise) NYC, re.
Lorimer & Hudson (Riverside) Milwaukee, t.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine & Manners (Cocoanut Grove) Boston, nc.
Lorraine Sisters (Edgewater Beach) Chi, h.
Lovett, Sonya (18 Club) NYC, nc.
Lucas, Clyde, & Band (Paramount) NYC 2-5, t.
Lucky Sisters (Small's Paradise) NYC, nc.
Lucy, Alice (Palumbo's) Phila, cb.
Ludwig, Sunny (Dooley's) Charleroi, Pa., nc.

M

Mack Bros. & Rita (Fox) Detroit 2-5; (Lyric) Indianapolis 6-12, t.
Mack, Arnelle (Chez Maurice) Montreal, nc.
Mack's, Charlie, Chatterbox Revue (Met.) Morgantown, W. Va., 4-6, t.
Mackay's Rhythm Debs (Broadway Room) NYC, nc.
Maddux, Frances (Le Mirage) NYC, nc.
Mae, Edna (Paradise) NYC, re.
Mandell, Kitty (New Town Bar) New York, nc.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Manners, Grace (1523) Phila, nc.
Manya & Drigo (New Yorker) NYC, h.
Marcel & Lavone (Kit Kat) NYC, nc.
Marianne (St. Moritz) NYC, h.
Marietta (Bal Tabarin) San Francisco, nc.
Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.
Markoff, Gypsy (Colony) Phila, nc.

Marley & Elsa (Royale Frolics) Chi, nc.
Marlowe, Boopsie (Dizzy) NYC, nc.
Marlowe, Jerry, & Irma Lyon (Congress) Chi, h.
Marlowe, Peggy (Royal Frolics) Chi, nc.
Marlowe, Selma (Terrace Garden) Chi, re.
Marlow, the Great (Grand View Gardens) Wintersville, O.
Marque & Leonora (Pelay's) Canton, O., c.
Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
Marshalls, Three (New Yorker) NYC, re.
Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
Martel, Lee (Dizzy) NYC, nc.
Martin & Laverne (Platiron) Peoria, Ill., c.
Martin, Marian (Hollywood) NYC, re.
Martin, Rubber Legs (Do-Lo) Kalamazoo, Mich., nc.
Martin, Vera (French Casino) NYC, nc.
Mason, Jack (La Rouge) NYC, c.
Masters & Rollins (Gramatan) Bronxville, N. Y., nc.
Mathews, Babe (Ubangi Club) NYC, nc.
Mathews, Peggy & Peter (Tower) Kansas City, t.
Matthey, Nicholas (Russian Kretchma) NYC, nc.
Maurice & Cordova (Riviera) Ft. Lee, N. J., ro.
Maybank, Jan (Royal Pines) Lake George N. Y., ro.
Mayers, Dick (Dizzy Club) NYC, nc.
McBride, Jack (Romance Inn) Angola, N. Y., nc.
McConnell & Moore (Pioneer Palace) Ft. Worth, Tex., nc.
McCoy, Elena (Jimmy Kelly's) NYC, nc.
McCoy, Frances (18 Club) NYC, nc.
McGlenon, Genevieve (Commodore) NYC, h.
McCulley, Jean (Silver Lake Inn) Clementon, N. J., ro.
McKay, Doreen (Paradise) NYC, nc.
McLean, Ross (Adelphia) Phila, h.
McNally Sisters, Four (Bismarck Hotel) Chi, h.
Mears, Martha (Capitol) Washington, D. C., 2-5, t.
Medrano & Donna (Ambassador) NYC, h.
Menen, George (McAlpin) NYC, h.
Menorcas, Seven (French Casino) NYC, nc.
Merman, Harry (Vendome) NYC, c.
Merrill Bros. & Sister (Food Show) Charlotte, N. C., 11-14.
Merrill & Zona (Tokay) NYC, re.
Miaco (Biltmore) NYC, h.
Michon, Michel (Russian Kretchma) NYC, re.
Mildred & Maurice (Cocoanut Grove) Boston, nc.
Miles & Kovert (Palmer House) Chi, h.
Miller, Marty (Turf Club) Pittsburgh, nc.
Miller, Mary (Village Barn) NYC, nc.
Minor & Root (Versailles) NYC, re.
Mischa (Russian Kretchma) NYC, re.
Mitchell, Charlie (Man About Town Club) NYC, nc.
Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
Moeler, Mary (Savarin) Buffalo, nc.
Mogul (Paramount) NYC, t.
Mollison, Dorothy (Benny the Bum's) Phila, nc.
Monafay, Jos. (Dodge) Mattoon, Ill., 7; (DeSoto) Decatur 12, t.
Monson, Mildred (Arcadia) Phila, re.
Montes, Mona (El Chico) NYC, nc.
Montgomery, Anne (Brill's) Newark, N. Y., nc.
Montez, Charlotte (Wivel) NYC, re.
Monty, Paul (Man About Town Club) NYC, nc.
Moreno, Conchita (Chesapeake House) NYC, re.
Morgan, Anne (Sherry-Netherland) NYC, h.
Morliche, Jose (Marta's) NYC, re.
Morris, Dwight (Gabriel's) NYC, nc.
Morris, Will, & Bobby (Shrine Circus) Toronto.
Morrisey, Tex (Harry's N. Y. Bar) Chi, nc.
Moss, Jane (1214) Phila, nc.
Mura, Corinna (Blackstone) Chi, h.
Muriel, Mimi (Maurice) NYC, re.
Murray, Edith (Vanity Fair) Chi, nc.
Murray & King (Hollywood) NYC, cb.
Music Masters Trio (Fifth Ave.) NYC, h.
Myers, Timmie (Town Tavern) Cleveland, nc.
Myra (Tillie's Chicken Grill) New York, nc.

N

N. T. G. Revue (Shubert) Cincinnati 2-5, t.
Nadia (Russian Kretchma) NYC, re.
Nash, Nickie (Savarin) Buffalo, nc.
Nazarro Jr., Nat (Lido) Montreal, nc.
Neveins, Thelma (Riviera) Ft. Lee, N. J., ro.
New Yorkers, Three (Stork Club) NYC, nc.
Newdahl, Clifford (St. Regis) NYC, h.
Newman, Harry (Gabriel's) NYC, re.
Newsome, Windy (Garrick) St. Louis, t.
Nichols, Howard (College Inn) Chi, nc.
Niles, Don (New Earl) Baltimore, nc.
Nils & Nadyne (Club Lido) Montreal, Can.
Niles, Noma (Swanee) NYC, nc.
Nillson, Walter (Downtown) Detroit, t.
Noah, Tera (Old Rumanian) NYC, nc.
Noll, Eddie (Lookout House) Covington, Ky., nc.

O

Oarks, Bernice (Edison) NYC, h.
O'Brien, Adrian (Steuben) Boston, re.
O'Connor, Eileen (Ritz-Carlton) NYC, h.
O'Malley, Pat (Drake) Chi, h.
O'Neil, Cackles (Hollywood) NYC, re.
Oehmen Twins (Pal.) Cleveland 2-5; Toledo 6-12, t.
Olive, Dorothy (Leon & Eddie's) NYC, nc.
Olivette, Nina (Hollywood) NYC, cb.
Olmstead, "Minto" (Number One Bar) NYC, nc.
Olsen, Paul (Club Greyhound) Louisville, nc.
Olympics, Three (Beachcomber Bar) NYC, nc.
O'Rourke, Nan (Bally-Hoo) Phila, nc.
Orda, George (St. Regis) NYC, h.
Orlins, Toddy (Nut Club) NYC, nc.

P

Page, Marion (Hollywood) NYC, re.
Paige, Ann (18 Club) NYC, nc.
Pansy the Horse (St. Louis) St. Louis 2-5, t.
Pape & Conchita (Shrine Circus) Twin Falls, Ida., 2-7.
Park & Clifford (Ritz-Carlton) NYC, h.
Parker, Bobby (Berghoff Gardens) Ft. Wayne, Ind.
Parker, Cecile (Steuben) Boston, re.
Parker, Muriel (Downtown) Detroit, t.
Parker Sisters (Holland Tavern) NYC, nc.
Patterson's, Russell, Living Models (Boston) Boston 2-5, t.
Patterson's Personettes (New Yorker) NYC, h.
Paul, Charles (Montclair) NYC, h.
Paul, James (Times Square) Rochester, h.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Pecoraro, Dick (Monte Rosa) NYC, re.
Pedulla, Hugo (LaRue's) NYC, re.
Pegue, Paul (Gloria Palast) NYC, nc.
Perkins, Jerry (Commodore) NYC, h.
Perkins, Johnny (Capitol) Washington, D. C., 2-5, t.
Perona, Anthony (Gabriel's) NYC, re.
Perry, Dorothy (Tokay) NYC, re.
Perry, Katherine, & Her Girls (Cotton Club) NYC, nc.
Perry Twins (St. Louis) St. Louis 2-5, t.
Perzade & Jetan (Golden Grill) Rochester, nc.
Pete, Peaches & Duke (Capitol) Washington, D. C., 2-5, t.
Peterson, Ivor (McAlpin) NYC, h.
Picchiani Troupe (Capitol) Washington, D. C., 2-5, t.
Pickford, Murry (Club Paradise) Baltimore, nc.
Pierce, Burton (Drake) Chi, h.
Pierce & Harris (Mayfair Casino) Kansas City, nc.
Plaut, Jerry (Dizzy Club) NYC, nc.
Ponte, Joe (Claremont Inn) NYC, nc.
Pope Sisters, Three (Kit Kat) NYC, nc.
Pope & Thompson (American Music Hall) NYC, mh.
Pope, Virginia (Savoy) London, Eng., h.
Proctor, Ferne (Romance Inn) Angola, N. Y., nc.

Q

Queens of Rhythm (Cocoanut Grove) Phila, nc.

R

Racket-Cheers, Three (1214) Phila, nc.
Radcliffe, Roy (Belgian Village) Boston, nc.
Rafferty, Tom (Cocoanut Grove) Boston, nc.
Ramon & Lucinda (El Toreador) NYC, nc.
Rand, Kathryn (Philadelphia) Phila, h.
Randall Sisters (New Yorker) NYC, h.
Randolph, Amanda (Black Cat) NYC, nc.
Raphael (Sherry-Netherland) NYC, h.
Ray, Barbara (Colony) Phila, nc.
Ray & Naldi (Pierre) NYC, h.
Ray & Trent (Met.) Boston 2-5, t.
Ray, Vivian (Hollywood) NYC, cb.
Raye, Gilbert & Vicky (Embassy) Toronto, nc.
Raymond & Ann (New Ark Club) Dayton, O., 3-8; (Vet's Dugout Club) Toledo, O., 9-16.
Reading Twins (Chez Paree) Chi, nc.
Recker, Al (Waterfront) Boston, nc.
Reed, Billy (Dizzy Club) NYC, nc.
Reed & Blane (Wellington) NYC, h.
Reed, Etta (Colony Club) Chi, nc.
Reed, George (Palumbo's) Phila, cb.
Reed, Iona (Navarro) NYC, h.
Reed, Janet (Embassy) Phila, nc.
Reed, Jeanne (18 Club) NYC, nc.
Rhodes, Dale (Stork Club) Providence, R. I., nc.
Ricardo & Marita (Gloria Palast) NYC, h.
Riccardo, Rona (French Casino) NYC, nc.
Rich, Ernie (Subway Gardens) Canton, O., nc.
Richman, Harry (Hollywood) NYC, cb.
Richards, Jimmy (Paradise) NYC, re.
Rimacs, The (Pal.) Chi 6-12, t.
Ringer, Jimmy (Vogue Club) NYC, nc.
Ringo, Ramon (Chateau Moderne) NYC, nc.
Rio & West (Arrowhead Inn) Cincinnati, nc.
Rios, Rosita (El Chico) NYC, nc.
Rishka, Irma (Venezia) NYC, c.
Roberts, Frances (Holland Tavern) NYC, nc.
Roberts, Myrna (Chez Maurice) Montreal, nc.
Roberts & White (William Penn) Pittsburgh, h.
Robinson, Bill (Cotton Club) NYC, nc.
Robinson, Evelyn (Ubangi) NYC, nc.
Robinson, Paul (Club Rio) Allentown, Pa., nc.
Roccas, Three (Kit Kat) NYC, nc.
Rochkrast, Marianne (Westminster) Boston, h.
Rockwood, John (Jimmy Kelly's) NYC, nc.
Rodeo Revue (Rialto) Sterling, Colo., 5; (American) Ft. Collins 7; (Strand) Rawlins, Wyo., 10; (Empress) Laramie 13-14, t.
Rodney & Gould (Downtown) Detroit, t.
Rodrigo & Francine (Edgewater Beach) Chi, h.
Rogers, Dick & Dorothy (New Yorker) NYC, h.
Rogers, Harley (Como Tavern) Buffalo, nc.
Rogers, Muriel (Chateau Moderne) NYC, nc.
Rollins, Mimi (Hi-Hat) Chi, nc.
Rolph, Wynne (Wivel's) NYC, re.
Roltner Bob (Chez Maurice) Montreal, nc.
Romano, Tony (Roxy) NYC 2-5, t.
Romero (Ritz-Carlton) NYC, h.
Rook, Isabel, & Three Octaves (Benny the Bum's) Phila, nc.
Rooks, Violetta (Riverside) Milwaukee, t.
Rose Marie, Baby (Top Hat) Union City, N. J., nc.
Rosini, Paul (Palmer House) Chi, h.
Ross, Imogene (Embassy) Phila, nc.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
Rossi, Pat (Cafe Loyale) NYC, re.
Roth, Lillian (Chez Paree) Chi, nc.
Roth, Raye & Robins (Bonita's) NYC, re.
Roth & Shay (Alameda) Mexico City, t.
Rowe, Dorothy (Bossert) Brooklyn, h.
Royal Hawaiians (Dizzy Club) NYC, nc.
Royal Rollers (Club Aztec) Milwaukee.
Royce, Eleanor & Seymour (Cleveland) Cleveland, h.
Royce, Rosita (Chicago) Chi, t.
Russell, Frank (Gay Nineties) NYC, nc.
Russell, Mabelle (Venetian Room) NYC, nc.
Russell, Al & Sally (Golden Grill Inn) Rochester, nc.
Russell, William (Ritz-Carlton) NYC, h.
Russo, Connie & Jimmie (Como Tavern) Buffalo, nc.
Ryan, Jerry (Queens Terrace) Woodside, L. I., ro.
Rhythm Boys (Weylin Hotel) NYC, h.

S

Sabelle, Mickey (Man About Town) NYC, nc.
Sailors, Three (Lyric) Indianapolis, t.
Salter, Dorothy (Kit Kat) NYC, nc.

Sanford, Teddy, & Jack Twain (Villepique's) Sheepshead Bay, Brooklyn, re.
Santelli, George (Hotel St. Regis) NYC, h.
Sargent, Jean (Sapphire Room) NYC, nc.
Saunders, Sylvia (New Yorkers) NYC, h.
Savage, Jean (Southern) Baltimore, h.
Saw, Jimmy (Chez Paree) Chi, nc.
Sawyer, Bobby (Gabriel's) NYC, nc.
Saxonettes, Six (Riverside) Milwaukee, t.
Schneider, Barbara (Venezia) NYC, c.
Seabury, Doris (Holland Tavern) NYC, cb.
Sedgwick, Edna (Hollywood) NYC, cb.
Seller, Jay & Lou (Drake) Chi, h.
Sergey & Grey (Sherry-Netherland) NYC, h.
Shaver, Buster (Chicago) Chi, t.
Shaw, Bret (Lincoln) NYC, h.
Shaw & Mead (Gloria) Columbus, nc.
Shawn, Jack (Club Royal) McAllen, Tex., nc.
Shelby, Bubbles (1523) Phila, nc.
Shelton, James (Club Normandie) NYC, nc.
Sheridan, Eleanor (Stork Club) NYC, nc.
Shooting High (Hi-Hat) Cleveland 2-5, t.
Shore, Willie (Hi-Hat) Chi, nc.
Sigman & Fields (Paradise) NYC, re.
Simmons, Lee (Ubangi) NYC, nc.
Simpson, Faith (Blue Bird) Oakland, Calif.; (Orph.) Los Angeles 9-14, t.
Sinda (Russian Kretchma) NYC, re.
Skilton, Red (St. Louis) St. Louis 2-5, t.
Skidmore, Kay (Hotel Piccadilly) NYC, h.
Slatten, Garland (Midget City) Texas Centennial, Dallas.
Slavnava, Elena (Russian Bear) NYC, nc.
Slate Bros., Three (Shubert) Cincinnati 2-5, t.
Small, Ed (Villepique's) Sheepshead Bay, N. Y., re.
Smith, Alma (Ubangi) NYC, nc.
Smith, Chubby (Swanee Club) NYC, nc.
Smith & Sully (Dizzy Club) NYC, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
Solter, Willie (Le Mirage) NYC, nc.
Solts, Aerial (Shrine Circus) Toronto.
Sorrornos (Village Barn) NYC, nc.
Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
Spic & Span (College Inn) Chi, re.
St. Claire, Putnam (Ubangi) NYC, nc.
Steele, Bill (New Yorker) NYC, h.
Steele, Don (Club Deauville) San Francisco, nc.
Stepsons, Three (Ubangi) NYC, nc.
Sterling, Joe (Mayfair) Williamsville, N. Y., nc.
Stone, Charles & Helen (Bal Tabarin) San Francisco, nc.
Stone, Dick (Essex House) NYC, h.
Stone, Harold (Chateau Moderne) NYC, nc.
Stoner, Percy (Man About Town) NYC, nc.
Stoyanovsky, Arkadi (Russian Kretchma) NYC, nc.
Sullivan, Bobby (Swanee Club) New York, nc.
Sullivan, Ed (State) NYC 2-5, t.
Swan & Lucille (Steuben) Boston, re.
Swarz, Dick (Montclair) NYC, h.
Sweeney, Bud (Merry-Go-Round Club) Akron.
Sydel, Paul (Paradise) NYC, cb.
Sylvester, Hannah (Dickie Wells) NYC, cb.
Symington, Eve (Waldorf-Astoria) NYC, h.

T

Taft, Ted & Mary (State-Lake) Chi, t.
Tamara, Maria (French Casino) NYC, nc.
Taniel & Flaccio (French Casino) NYC, nc.
Tappen, Maxine (Essex House) NYC, h.
Taylor, Estelle (Bagdad) Providence, nc.
Taylor, Jack (Dwan Hotel) Benton Harbor, Mich., h.
Taylor, Jack (Bon Air) Chi, cc.
Taylor, June (William Penn) Pittsburgh, h.
Taylor, Lou (Rainbow Inn) NYC, nc.
Taylor, Nilla (21) Phila, nc.
Tennill, Frank (New Yorker) NYC, h.
Tennis, Eleanor (Pierre) NYC, h.
Theodore & Denesha (Stork Club) Providence, nc.
Titi & Mengol (Gauch) NYC, nc.
Theis, Al (Midget City) Texas Centennial, Dallas.
Theodores, The (Casanova) Hollywood, nc.
Thomas, Eddie (College Inn) Phila, nc.
Thomas, Orville (Place Elegante) NYC, nc.
Thompson, Kay (St. Regis) NYC, h.
Thompson Twins (Club Roxie) Washington, Pa., nc.
Thrift, Bea (Navarro) NYC, h.
Thury, Iona de (Tokay) NYC, re.
Titan Two (Terrace Gardens) Chi, re.
Todd, Mabel (Roxy) NYC 2-5, t.
Tomack, Sid, & Reiss Bros. (Royal Frolics) Chi, nc.
Tomasso, Orla (Place Elegante) NYC, nc.
Torres, Ralph (Edison) NYC, h.
Town Tattlers (Yacht Club) Chi, nc.
Trask, Billie (Riviera) Ft. Lee, N. J., nc.
Trotter, Bobby (Nut Club) NYC, nc.
Tuschler, Sid (LaRue's) NYC, re.
Tyber, Ben (French Casino) NYC, nc.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

U

Usher, Phyllis (Commodore) NYC, h.

V

Vadina, Olga (St. Regis) NYC, h.
Valdez, Vern (Washington) East Liverpool, O., nc.
Valencia & Ramon (Club Gauch) NYC, nc.
Valerie, Dorothy, May & DeLories (New Yorker) NYC, h.
Valley, Vivian (Club Normandie) NYC, nc.
Van Allen, Patricia (Le Mirage) NYC, nc.
Van Allen, Mary (Du Pierrrot) NYC, nc.
Variety Boys, Three (Embassy) Phila, nc.
Velas, Ester (Roosevelt) NYC, h.
Velez & Palmira (El Toreador) NYC, nc.
Veloz & Yolanda (Waldorf-Astoria) NYC, h.
Venez, Angela (Venezia) NYC, c.
Venezia, Chiquita (Jimmy Kelly's) NYC, nc.
Verne, Miriam (St. Moritz) NYC, h.
Vernons, The (Commodore) NYC, h.
Verrill, Virginia (Paradise) NYC, re.
Vestoff, Florida (Paradise) NYC 2-5, t.
Vigal, Victoria (Ubangi) NYC, nc.
Villon, Renee (Village Casino) NYC, nc.
Vincent, James & Norbert Ludwig (Empire State Tower) NYC, nc.
Vincent, Romo (Blackstone) Chi, h.

W

Wacker, Bob (Lexington) NYC, h.
Wages, Johnnie (Rio Club) Canton, O., nc.
Waldman Sisters (Arrowhead Inn) Cincinnati, nc.
Waldron, Jack (Hollywood) NYC, re.
Wallace, Edna (Ritz-Carlton) NYC, h.
Wallace Sisters (Number One Bar) NYC, nc.
Walsh, Sammy (Lookout House) Covington, Ky., nc.
Wamby, Donna (Town Club) Canton, O., nc.
Ward, Diana (Mon Paris) NYC, nc.
Ward, Helen (Pennsylvania) NYC, nc.
Warren & Boddee (Jimmy Kelly's) NYC, nc.

THE NONCHALANTS

PARAMOUNT THEATRE, Paris, France.
Personal Direction
MUSIC CORPORATION OF AMERICA.

Nolan, Mary (Cocoanut Grove) Washington, D. C.
Noland, Nancy (Navarro) NYC, h.
Norman, Jimmy (Du Pierrrot's) NYC, nc.
Norman, Nita (18) NYC, nc.
Nova, Yvonne (Paradise) NYC, re.

Watson, Betty (Caliente) NYC, nc.
Wayne, Iris (Montclair) NYC, h.
Wayne & Lorraine (Bal Tabarin) Cleveland, nc.
Weaver Bros. & Elviry (Worth) Ft. Worth, Tex., 2-5, t.
Weidner, Helena (Maple Diner) Hartford, Conn. re.
Wells, Billy, & Three Fays (Village Barn) NYC, nc.
Wells, Petey (Nut Club) NYC, nc.
Wences (Walter Wanger Productions) Hollywood.
Wessells, Henri (Cotton Club) NYC, nc.
Weylin Knightcaps (Weylin) New York, h.
Whalen, Jackie, Stream-Line Steppers (Pat & Don's) Harrison, N. J., nc.
White, Belva (885 Club) Chi, nc.
White, Eddie (Earle) Washington, D. C., 2-5, t.
White, Jack (18 Club) NYC, nc.
White, Lawrence (Sapphire Room) NYC, nc.
White, Olive (Philadelphia) Phila, h.
White's Maniacs (Cotton Club) NYC, nc.
White, Pierre (Club) San Diego, nc.
White, Teddy (Normandie) New York, nc.
White, Thelma (Clover) Sharon, Pa., nc.
Whitney, Gloria (Astor) NYC, h.
Whitney, Jayne (Rainbow Grill) Radio City, N. Y., nc.
Whitney, Ollie (Castle Terrace) Columbus, nc.
Wicks, Gus (Gay Nineties) NYC, nc.
Wiles, Three (Riviera) Fort Lee, N. J., nc.
Williams, Jack (Casanova) Hollywood, nc.
Williams, Janis (Hi-Hat) Chi, nc.
William, Robert (London Casino) London, nc.
Williams, Chic (Big Hollow) Peoria, Ill., nc.
Williams, Corky (Caliente) NYC, nc.
Williams, Joyce & Freddie (Leon & Eddie's) NYC, nc.
Williams, Rosetta (Kit Kat) NYC, nc.
Wilson, Beth (McAlpin) NYC, h.
Winchill, Cliff (Arrowhead Inn) Cincinnati, nc.
Winston, Doris (18 Club) NYC, nc.
Winston, Sally (Colony) Phila, nc.
Winthrop, Dale (Blackstone) Chi, h.
Wodell, Lois (Elysee) NYC, h.
Wodell, Lorna (Washington Youree) Shreveport, La., h.
Wolman, Harold (Port Arthur) Providence, R. I., re.
Wood, Eleanor (Savarin) Buffalo, N. Y., nc.
Woods, Ann (Paradise) NYC, re.
Woods & Bray (Cocoanut Grove) Boston, nc.
Woolsey & Wanda (Fior D'Italia) Modesto, Calif., ro.
Worth Sisters (Mayfair) Williamsville, N. Y., nc.
Wright, Charlie (Weylin) NYC, h.
Wynn, Natalie (Club Deauville) NYC, nc.
Wynn, Rosalie (Westminster) Boston, h.

Y
Yellenti, Mary (Hollywood) NYC, re.
Young, Irwin (Valhalla) NYC, nc.
Youngman, Henry (Yacht Club) NYC, nc.
Yourloff, Youry (Troika) Montreal, nc.
Yuen, Lily (Kit Kat Club) NYC, nc.
Yvette (Harry's N. Y. Cabaret) Chi, cb.

Z
Zanette & Coles (Terrace Garden) Chi, re.
Zee-Zee, Mlle. (Leon & Eddie's) NYC, nc.
Ziegfeld Beauties (Hollywood) NYC, re.
Zimballist, Fred (Ambassador) St. Louis 2-5, t.
Zingone, Luis (Blossom Heath Inn) Detroit, nc.
Zudella & Company (Wagon Wheel) Lansing,

FAIR GRAND-STAND ATTRACTIONS

(Routes are for current week when no dates are given.)

Beno, Ben: Geneva, Ala.
Calvert, Great: Laurinburg, N. C.; Savannah, Ga., 9-13.
McCune Grant Trio: (Streets of Paris, Expo.) Dallas, Tex.
Smith's Band: Rocky Mount, N. C.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A
Abbott, Dick: (Netherland Plaza) Cincinnati, h.
Adams, Jackie: (Piccadilly Club) Baltimore, nc.
Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.
Adar, Harry: (DeGorgue's) Phila, re.
Adcock, Jack: (College Inn) Phila, nc.
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
Alberto, Don: (El Chico) NYC, nc.
Albin, Jack: (Bossert) Brooklyn, N. Y., h.
Altmiller, Jess: (Palumbo's) Phila, cb.
Ambrose Tony: (Clove) Youngstown, O., nc.
Andrews, Gordon: (18 Club) NYC, nc.
Angelo, Mack: (Venezia) NYC, c.
Antobal's Cubans: (Elysee) NYC, h.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
Arnheim, Gus: (Adolphus) Dallas, Tex., h.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
Aristocrats of Rhythm: (Palmer House) Chi, h.
Autenreith, Ruth: (Union Grill) Pittsburgh, nc.

B
Bannen, Al: (Book Cadillac) Detroit, h.
Barron, Blue: (Southern Tavern) Cleveland, re.
Bartel, Jean: (Dubonnet) NYC, re.
Bartha, Alex: (Steel Pier) Atlantic City, b.
Barton, Jimmy: (Riviera Club) Bridgeport, Conn. re.
Bass, Paul: (Anna Held's) NYC, re.
Batkin, Alex: (St. Moritz) New York, h.
Becker, Bubbles: (Tantella Gardens) Richmond, Va., nc.
Belasco, Leon: (Netherland Plaza) Cincinnati, h.
Bennett, Dixie: (The Oaks) Winona, Minn., nc.
Benson, Ray: (Plaza) NYC, h.
Bergere, Maximilian: (Stork) NYC, nc.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn. re.
Bestor, Don: (Earle) Washington, D. C., t.
Bilger, Bill: (Yorktown Tavern) Elkins Park, Pa., nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Blackwell, Freddy: (General Brock) Niagara Falls, Canada, h.

Bleyer, Archie: (Hollywood) NYC, cb.
Boerof, Mischa: (Morocco) Mountainside, N. J., nc.
Boulanger, Charles: (Coffee Dan's) NYC, nc.
Brasage, Vincent: (Arrowhead Inn) Saratoga Springs, NYC, nc.
Brandwynne, Nat: (Essex House) NYC, h.
Brandy, Glenn: (Club Riviera) Ironton, O., nc.
Briener, Bernie: (Village Casino) NYC, nc.
Brins, Lou: (French Casino) NYC, cb.
Britt, Ralph: (Half Moon) Tulsa, Okla., nc.
Britton, Frank: (Penthouse) Baltimore, nc.
Brockway, Howard: (Green Gables) Hazleton Drums, Pa., nc.
Brooks, Billy: (Patrick Henry) Roanoke, Va., h.
Brown, Tom: (Bal Tabarin) San Francisco, nc.
Bryden, Betty: (Eastern Star) Detroit, g.
Bryant, Willie: (Ubangi) NYC, cb.
Bulowski, Count Josef: (Blossom Heath) Shreveport, La., nc.
Bunchuk, Alex: (Sherry-Netherland) NYC, h.
Burk, Roger: (Francis Drake) San Francisco, h.
Busse, Henry: (Chez Paree) Chicago, nc.
Butteau, Herb: (Guyons Paradise) Chi, b.
Byard, George: (LaSalle Club) Los Angeles, nc.

C
Caceres, Emilio: (Merry-Go-Round Club) Dayton, O.
Calloway, Gab: (Cotton Club) NYC, nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.
Cappella, Ray: (Orlando) Springfield, O., nc.
Carlson, Merle: (Pal) San Francisco, h.
Carrasco, Ramon: (Club Gauche) NYC, nc.
Carrol, Frank: (Maher's) Bronx, NYC, cb.
Carter, Miles: (Palais Royal) South Bend, Ind., b.
Casa Loma: (Congress) Chi, h.
Clair, Paul: (Browning Lane Inn) Bellmawr, N. J., ro.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Chaikin, Louis: (Hofbrau) Camden, N. J., re.
Cherniavsky Josef: (Streets of Paris) Texas Centennial, Dallas, Tex.
Cleff, Pat: (Brightview) Rochester, N. Y., nc.
Clemente: (Versailles) NYC, nc.
Codelban, Cornelius: (St. Regis) New York, h.
Coleman, Emil: (St. Regis) NYC, h.
Conrad, Lew: (Cocoanut Grove) Boston, nc.
Corsey, Tommy: (Mayfair Casino) Cleveland, O., nc.
Cortez, Jose: (Congress) Chi, h.
Craig, Mel: (Flezzmann's) Brooklyn, re.
Crandall, Clair: (Wagner) Bath, N. Y., h.
Crawford, Jack: (Baker) Dallas, h.
Crickett, Ernie: (Unique Grill) Delaware, N. J., re.
Crocket, Mac: (Lucky Eleven) Baltimore, nc.
Cromwell, Chauncey: (Darling) Wilmington, Del., h.
Crosby, Bob: (Nicollet) Minneapolis, h.
Cugat, Xavier: (Stevens) Chicago, h.
Cummins, Bernie: (Pal.) San Francisco, h.

D
D'Arcy, Phil: (Shelton) NYC, h.
Dantzig, Eli: (St. George) Brooklyn, h.
Dare, Ronald: (Murphy) Richmond, Va., h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Datsko, Yasha: (Russian Art) NYC, re.
Daugherty, Doc: (Babette's) Atlantic City, cb.
Davis, Eddie: (LaRue) NYC, re.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
De Babary, Joska: (Biltmore) NYC, h.
DeLange, Hudson: (State) Boston, b.
DeRose, Tommy: (Holland Tavern) NYC, nc.
De Salvo, Emilie: (L'Aliglon) Chi, c.
Delmar, Jack: (La Casa) Phila, b.
Denny, Jack: (New Kenmore) Albany, N. Y., h.
Dibert, Sammy: (Webster Hall) Detroit, h.
Dixon, Dick: (Gloria Palast) NYC, nc.
Dolens, Bernie: (Sherry's) NYC, re.
Donahue, Al: (Book Cadillac) Detroit, h.
Donaljon Boys: (Lawrence) Erie, Pa., h.
Drummond, Jack: (Igo's) Albany, N. Y., re.
Duchin, Eddy: (Plaza) NYC, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.

E
Eaves, Jack: (Copley Plaza) Boston, h.
Edmund, George: (Loyale) NYC, c.
Elkins, Eddie: (Jack Dempsey's) NYC, re.
Eriembach, Les: (Arrowhead Inn) Cincinnati, nc.
Eslick, Jay: (Caesars) San Diego, c.

F
Fairfax, Frankie: (Ubangi) Phila, cb.
Familiant, Mickey: (Silver Lake Inn) Clementon, N. J., ro.
Farley-Riley: (Hickory House) NYC, re.
Farmer, Will: (Leon & Eddie's) NYC, nc.
Fenton Ray: (Hitchin' Post) Union, N. Y., nc.
Fiddler, Max: (Towne Club) Pittsburgh, nc.
Fields, Shep: (Pierre) NYC, h.
Fillo, Jimmy: (Overbrook Inn) Lindenwood, N. J., ro.
Finch, George: (Shore Road Barn) Brooklyn, re.
Fio-Rito, Ted: (Terrace Gardens) Chi, re.
Fisher, Jack: (Steuben) Boston, h.
Fitzpatrick, Eddie: (St. Francis) San Francisco, b.
Fodor, Jerry: (Frank Brothers) Toledo, nc.
Fomeen, Basil: (Ritz-Carlton) NYC, h.
Fosdick, Gene: (Mon Paris) NYC, nc.
Francisco, Don: (Centennial) Dallas, Tex.
Frassetto, Joe: (Philadelphia) Phila, h.
Fray, Jacques: (St. Regis) NYC, h.
Freeman, Jerry: (Paradise) NYC, cb.
Funk, Larry: (Chez Maurice) Dallas, nc.

G
Gabriel, Al: (Montgomery Royal) Brooklyn, re.
Gaines, Charlie: (Farrish) Phila, nc.
Gallagher, Jimmy: (Round-Up) Boston, nc.
Garber, Jan: (Ambassador) Los Angeles, h.
Gendron, Henri: (Bouche's) Dallas, nc.
Gentry, Tom: (Turnpike Casino) Lincoln, Neb., ro.
Gilbert, Irwin: (Coe Rouge) NYC, nc.
Gilberto, Don: (Toreador) New York, nc.
Giroux, Lew: (Wagner's) Phila, b.
Godoy: (Bali) NYC, c.
Goetz, Al: (Golden Grill) Rochester, N. Y., nc.
Golden, Neil: (Piccadilly) NYC, h.
Gonyea, Leonard: (Oaks) Winona, Minn., nc.
Goodman, Benny: (Pennsylvania) NYC, h.
Gorner, Mishel: (Murray Hill) NYC, h.
Gotthelf, Manfred: (Jermy) Scranton, Pa., h.
Graff, Johnny: (Chez Michaud) Phila, re.
Grafoller, Frenchy: (Rainbow) Denver, b.
Grant, Douglas: (Di Burro's) Haverhill, Mass., c.
Gray, Glenn: (Congress Hotel) Chi, h.

Grayson, Bob: (Brown Place Palace) Denver, h.
Green, Marty: (Variety) NYC, nc.
Grenet, Elisio: (Yumiri) NYC, nc.
Greer, Eddie: (The Village) Pittsburgh, nc.

H
Hail, Ewen: (Plaza) San Antonio, h.
Hall, George: (Tait) New York, h.
Hallet, Mal: (Commodore) NYC, h.
Halstead, Henry: (Cocoanut Grove) Washington, D. C., nc.
Hamilton, George: (Waldorf-Astoria) NYC, h.
Hamp, Johnny: (Radio City Rainbow Grill) NYC, nc.
Handeiman, Phil: (Fifth Avenue) NYC, h.
Hardie, Dick: (Club Frolles) Albany, N. Y., nc.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Lou: (Centennial) Dallas, Tex.
Harrisonian: (Madrid) Harrisburg, br.
Hart, Charlie: (Maple) Hartford Conn., re.
Hart, Ruth: (Spanish Villa) Detroit, nc.
Hart, Ray: (Du Plerot's) NYC, nc.
Hayden, Lee: (New Penn) Pittsburgh, nc.
Hayes, Bobby: (Edison) NYC, h.
Hays, Billy: (Studio) Phila, b.
Henderson, Fletcher: (Grand Terrace) Chi, nc.
Hendrick, Warren: (Bali) NYC, c.
Hermanos, Le Betard: (San Sonce) Havana, Cuba, nc.
Hill, Teddy: (Ubangi) New York, nc.
Hoagland, Everett: (El Patio) San Francisco, b.
Hoagland, Claude: (Biltmore) Dayton, O., h.
Hoffman, Earl: (Bon Air) Chi, cc.
Hoffman, Miriam: (Show Bar) Forest Hills, N. Y., re.
Hope, Hal: (Montclair) NYC, h.
Hopkins, Claude: (Roseland) NYC, b.
Hugo, Victor: (Open Door) Phila, nc.
Huntley, Lloyd: (Mount Royal) Montreal, h.

J
Jaffe, Moe: (Ben Franklin) Phila, h.
Johnson, Jerry: (New Kenmore) Albany, h.
Juele, Frank: (Bellevue-Stratford) Phila., h.
Jurgens, Dick: (Drake) Chi, h.

K
Kane, Jimmie: (De Witt Clinton) Albany, h.
Kavelin, Al: (Blackstone) Chi, h.
Kay, Bob: (Walt Whitman) Camden, N. J., h.
Kay, Herbie: (Gibson) Cincinnati, h.
Kay, Roget: (Ambassador) Atlantic City, h.
Kaye, Sammy: (Bill Green's) Pittsburgh.
Keates, Henri: (Gay Nineties) Chi, nc.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Kellem, Milton: (Anchorage) Phila, nc.
Kemp, Hal: (Arcadia) Phila, re.
Kent, Joe: (Waterfront) Boston, nc.
Kimball, Ellis: (Topsy's Roost) San Francisco, nc.
King, Henry (Cocoanut Grove) Los Angeles.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statter) Detroit, h.
Knight, Harold: (Adelphi) Phila, h.
Kraft, George: (Girard) Phila, h.
Kress, Andy: (Avon Inn) Asbury Park, N. J.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
Kuhn, Richard: (Flerenze) NYC, re.
Kushner, Harry: (Roumanian Rendezvous) NYC, nc.
Kyser, Kay: (Trionan) Chi, b.

L
La Marr, Frank: (Arcadia) NYC, b.
La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trionan) Mobile, Ala., nc.
Lally, Howard: (Fifth Avenue) NYC, h.
Lande, Jules: (St. Regis) NYC, h.
Lane, Eddie: (Vanderbilt) NYC, h.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Sid: (Hi-Hat Club) Chi, nc.
LeBaron, Eddie: (Waldorf-Astoria) NYC, h.
LeRoy, Howard: (McCurdy) Evansville, Ind., h.
Lazaro, Leo: (Place Elegante) NYC, nc.
Le Brun, Duke: (Dixie Grove) Niles, Mich., nc.
Leall, Lee: (Greywolf Tavern) Youngstown, O., nc.
Levant, Phil: (Bismarck) Chi, h.
Lewis, Ted: (Hipp.) Toronto, t.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolles) Chi, nc.
Lofner, Carol: (Baker) Dallas, h.
Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.
Lombardo, Guy: (Roosevelt) NYC, h.
Lopez, Vincent: (Astor) NYC, h.
Lucas, Clyde: (Paramount) NYC, t.

M
McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McDaniels, Henry: (Governor Clinton) NYC, h.
McFarlane, Frank: (Chateau Moderne) NYC, nc.
McGill, Billie: (Duffield Bar) Detroit, nc.
McGrane, Don: (Cleveland) Cleveland, h.
McGrew, Robert Fletcher: (LaSalle) Chi, h.
McKenzie, Red: (Yacht) NYC, nc.
Mack, Austin: (Harry's New York Bar) Chi, nc.
Mack, Ed: (Zepp Club) Akron, O., nc.
Maitland, Johnnie: (Claridge) Memphis, nc.
Mammam, Steve: (Riviera Club) Averhill Park, NYC, nc.
Mann, Milt: (Village Barn) NYC, nc.
Manuti, Al: (Man About Town) New York, re.
Manzanares, Jose: (Centennial) Dallas, Tex.
Maples, Nelson: (Byerly Crest) Pittsburgh, nc.
Mareno, Frank: (Sweeney) Baltimore, c.
Mariani, Hugo: (Ritz-Carlton) NYC, h.
Mario, Don: (Embassy) Atlanta, Ga., nc.
Marshall, Kaiser: (Ubangi) NYC, nc.
Marsico, Al: (Plaza) Pittsburgh, c.
Martel, Gus: (Stork Club) NYC.
Martell, Paul: (Arcadia) New York, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Mauro, Hal: (Hartman's) Brooklyn, N. Y., re.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Mazie & Her Boys: (Belleville Elks) Belleville, N. J., b.
Meadowbrook Boys: (Versailles) NYC, re.
Meeker, Paul: (Villa Moderne) Chi, nc.
Meroff, Benny: (Muehlebach) Kansas City, h.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, re.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miles, Jack: (Roosevelt) Pittsburgh, h.
Mills, Dick: (El Coronado Club) Houston, Tex.
Mills, Floyd: (Du Pont) Wilmington, Del., h.
Minor, Frank: (Barrel of Fun) NYC, nc.

Monroe, Jerry: (Varsity Casino) NYC, b.
Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
Morelli, Larry: (Merry Gardens) Lynchburg, Va.
Morgan, Russ: (Biltmore) New York, h.
Moss, Joe: (Elysee) NYC, h.
Munro, Hal: (College Inn) Chi, c.

N
Navarre, Ted (Roseland) Brooklyn, N. Y., br.
Navarro, Al: (Belvedere) Baltimore, h.
Nelson, Harold: (Windmill) Delta, La., nc.
Nelson, Ozzie: (Lexington) NYC, h.
Nichols, Frank: (Riverside Club) Riverside, N. Y., nc.
Nichols, Red: (Hickory House) NYC, re.
Nickles, Billie: (Midway) Los Angeles, nc.
Noble, Ray: (Rainbow Room) NYC, nc.
Nodzo, George: (Reins Rendezvous) Tupper Lake, N. Y., nc.
Noel, Jimmy: (Village Grove Nut Club) NYC, nc.
Norris, Stan: (Merry Gardens) Chi, h.
Noury, Walt: (Roma) Haverhill, Mass., re.

O
O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
O'Hara, Ray: (Le Mirage) NYC, nc.
Olman, Phil: (Troadero) Hollywood.
Olson, George: (Edgewater Beach) Chi, h.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Osborn, Will: (New Yorker) NYC, h.
Owens, Bob: (Minikahda) Minneapolis, Minn., cc.

P
Pablo, Don: (Rendezvous) Battle Creek, Mich., b.
Padern, Sid: (Plaza) Brooklyn, N. Y., re.
Pajer, Val: (Steven's) Brooklyn, re.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Pancho: (Park Lane) NYC, h.
Panico, Louis: (Oriental Gardens) Chi, re.
Peary, Bob: (Hotel Graemere) Chi, h.
Pecoraro, Dick: (Monte Rosa) NYC, re.
Pendarvis, Paul: (William Penn) Pittsburgh, h.
Perry, Ron: (St. Moritz) New York, h.
Peterson, Dee: (Anchor Club) Sandusky, O., re.
Peterson, Eric: (Woodlands) Ardley, N. Y., nc.
Petti, Emil: (Savoy Plaza) NYC, h.
Phalen, Jimmy: (Romance Inn) Angola, N. Y., nc.
Phoenix Commanders: (Queen Mary) NYC, re.
Pierce, Ross: (Alms) Cincinnati, h.
Pitman, Jack: (Fort Arthur) Providence, R. I., re.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Prima, Louis: (Blackhawk) Chi, re.
Pryor, Roger: (College Inn) Chi, re.
Pugh, Raymond: (Brunswick Casino) Boston, nc.
Pullo, Ben: (Brown Derby) Boston, nc.

R
Raginsky, Mischa: (Commodore) NYC, h.
Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.
Rand, Lou: (Bali) NYC, c.
Rankin, Bud: (Paradise Club) Findlay, O.
Ravazza, Carl: (Adolphus) Dallas, h.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (The Casino) Chi, nc.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Reser, Harry: (Arcadia) NYC, b.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Reynolds, Maurice: (Park) Monticello, N. Y., re.
Ricardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
Rice, Arline: (Town Tavern) Cleveland, O., nc.
Rinaldo, Nino: (Yacht Club) Chi, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.
Rodriguez, Chago: (Hildebrecht) Trenton, h.
Rodriguez, Jose: (Montparnasse) NYC, nc.
Roland, Will: (Schenley) Pittsburgh, h.
Rosen, Tommy: (Wisteria Garden) Atlanta, c.
Royal Moscovians: (Gibson) Cincinnati, h.
Ruby & Ork: (Hollenden) Cleveland, h.
Russo, Danny: (Indiana) Indianapolis, b.

S
Sanabria, Juanito: (Marta's) NYC, re.
Sansone, Charles: (Stanley) Phila, b.
Schreiber, Carl: (Ivanhoe Gardens) Chi, c.
Scoggin, Chic: (El Tivoli) Dallas, nc.
Sears, Carl: (Paramount Childs) NYC, re.
Septeto, Canto: (San Souci) Havana, nc.
Shaw, Artie: (French Casino) NYC, cb.
Shevlin, Pat: (Pierre's) Phila, re.
Simmons, Lonny: (Black Cat) NYC, nc.
Smith, Joseph C.: (Montparnasse) NYC, nc.
Smith, Stuff: (Onyx) NYC, nc.
Smith, Willie: (Man About Town) NYC, nc.
South, Eddie: (French Casino) NYC, cb.
Spatz, Maurice: (Commodore Perry) Toledo, h.
Stable, Dick: (Lincoln) New York, h.
Stanley, Stan: (St. Anthony) San Antonio, h.
Steele, Blue: (Centennial) Dallas, Tex.
Steele, Leo: (Chateau) Phila, nc.
Sten, Eleanor: (20th Century) Phila, nc.
Sterner, George: (St. Moritz) NYC, h.
Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
Stibel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

T
Talge, Tommy: (Walber's) Essington, Pa., ro.
Taylor, Art: (Bartlett's) Rochester, N. Y., nc.
Terry, Frank: (McVan's) Buffalo, N. Y., nc.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thompson, Claude: (Gloria) Columbus, nc.
Thompson, Lang: (New Plaza) St. Louis, h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tortmey, Bob: (Casa Loma) South Bend, Ind., nc.
Toyer, Vincent: (La Casina) Jamaica, L. I., nc.
Trace, Al: (College Inn) Chi, re.
Trafton, Johnnie: (Eldorado) Detroit, nc.
Trask, Clyde: (Lookout House) Covington, Ky., nc.
Travers, Vincent: (French Casino) NYC, cb.
Tremaine, Paul: (Cocoanut Grove) Washington, D. C., nc.
Tydesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.
Tuttle, Elisha: (Le Mirage) NYC, nc.
(See ROUTES on page 57)

Three More Are Closing

Include Russell Bros., Harley Sadler and Seils-Sterling shows

CINCINNATI, Oct. 31.—The Russell Bros.' Circus will conclude its season at West Plains, Mo., November 8 and return to quarters at Rolla, Mo. Total mileage will be 9,637.

The season of the Harley Sadler Circus and Siege of the Alamo will end at Stamford, Tex., November 6.

Seils-Sterling Circus will conclude its season at Bolivar, Mo., November 7 and go into quarters at Springfield, Mo.

Excellent Biz For Cole-Beatty

HENDERSON, Tex., Oct. 31.—Large cotton crops and oil fields have resulted in excellent business for Cole Bros.-Clyde Beatty Circus during the three weeks' tour of the Lone Star State. Remarkable business has been registered since show appeared in El Paso October 12. Including Henderson, there will be but three more stands in the State, Longview and Texarkana.

In Corpus Christi Cole-Beatty was the second big circus during October, but there was a good crowd at afternoon exhibition, and night was close to capacity. The parade, difficult to lay out because of hills and steep grades, was well handled by John Corey, 24-hour agent.

Fishing expeditions were in vogue in Corpus Christi. Jess Adkins, Dr. E. J. Partello and Bob Hickey went to Port Aransas for tarpons and they reported a good catch. They were guests of Grady Kinsolving on his boat, which was under Capt. Hugo Miller. Mr. and Mrs. Kinsolving also obtained another boat for a party, which included the newspaper publisher and his wife, Clyde and Harriet Beatty, and Kinko Sunbury. Another group included George Witting, Sunday editor of *San Antonio Express and News*, and Rex de Rossell. Sufficient fish was caught for breakfast in cookhouse at McAllen.

McAllen, altho a small town, was greatly interested in the circus, the press being exceptionally good to R. B. Dean. Harlingen came thru with a bang-up matinee and big house at night. Long run to Victoria was on schedule and this Saturday stand was gratifying to management.

Cold weather and rain hit show at Bryan and Palestine. Bryan's business was greatly aided by the thousands of students from Texas A. & M. School at College Station. Ora Parks did a good job at Palestine with the surrounding newspapers, which resulted in big matinee and excellent night house.

Henderson is one of busiest little towns in East Texas due to oil and customers were plentiful at both exhibitions. Cole-Beatty followed a truck circus into Henderson. The lot used was the fairgrounds, close to business district, and there was a short parade. J. W. Harris, newspaper owner and also fair manager, co-operated with Bob Hickey, press agent, and also John Corey, 24-hour man.

All members of the show are arranging their winter plans, as closing date is not far away.

Adams on Menagerie Box

BRYAN, Tex., Oct. 31.—E. W. Adams, with Cole-Beatty Circus, has been on menagerie ticket box since Charles Vale left at Santa Barbara, Calif. The Texans have been patronizing the menagerie box quite liberally. Adams will again winter in Atlanta after his 17th season on the road.

Good Biz for Silver Show

JAMESVILLE, N. C., Oct. 31.—Silver Bros.' Circus is having very good business in this State. Show will remain on road as long as weather permits. No changes have been made in the personnel. The show is enjoying its best season in several years.



TERESA MORALES, a feature with the Seils-Sterling Circus, doing heel-and-toe catch.

Harry Haag Indoor Show Opens Nov. 7

BRAZIL, Ind., Oct. 31.—The Harry Haag Indoor Circus will open here November 7. Haag is now playing a few vaude dates. Show will play the Middle West all winter and has been set for eight weeks so far under auspices.

Show will be here under auspices of Veterans of Foreign Wars, promoted by General Agent J. C. Admire. Towns are billed within a radius of 30 miles.

The circus will have 26 acts. Approximately 50 concessions will open with this date and three pit shows will be used. Each night there will be free dancing, Bobby West's colored ork furnishing music. Fred Zimmerley has been contracted to furnish calliopes, one with unit and the other with advance.

Promoters now working are Stanley (Toby) Decker, Babe and Cal Townsend and Arthur LeRoy. Bob Hallock will join at an early date and have charge of promoters. Fred A. (Dutch) Loeber also will join.

Good Season for Delmore

PALESTINE, Tex., Oct. 31.—Lou Delmore, manager of Cole-Beatty side show, told *The Billboard* representative here Tuesday that this season would go down on his books as one of the best of his long and successful career as a big-time side-show manager. "We have retained the same personnel with which we opened," Delmore said, "and we have further contracted practically the entire lineup for next season."

Gilmore President Of Gainesville Show

GAINESVILLE, Tex., Oct. 31.—Leon M. Gilmore was elected president of the Gainesville Community Circus at its annual membership meeting held October 20. Roy P. Wilson was named vice-president and David E. O'Brien was re-elected secretary-treasurer. Gilmore, who was equestrian director during most of the season due to illness of J. N. McArdle, succeeds George J. Carroll, who has been president the last four years.

Members of the board of directors are A. Morton Smith, W. Alex Murrell, J. Ben Saylor, Roy Stamps, Frank X. Schad, Russell Teague, J. Robert Evans, George J. Carroll and G. D. Bell.

A unit presenting 16 acts went to Pittsburg, Tex., October 29 for matinee and night performances before the grand stand at the Northwest Texas Fair. In the party were Portis Sims, business manager; Verne Brewer, Jerry Spence, Jane Sims, Mrs. H. M. Spence, Doris Marie Norman, Mrs. Ted Norman, Evelyn Welborn, Bill Ritchie, Glenn Wilson, Billy Basinger, John Young and three property men.

G. D. Bell has returned from trips to West and East Texas in the interest of the Santa Claus parade unit, which opens here November 27. He has contracts signed with Nocona, Denton, Waxahachie, Corsicana, Mexia, Longview, Jacksonville, Greenville and Paris. Several other deals are to be closed shortly, giving the unit two and one-half weeks' work.

Seils-Sterling Biz Good at Poplar Bluff

POPLAR BLUFF, Mo., Oct. 31.—Seils-Sterling Circus was here Wednesday and packed them in afternoon and night. This is Jack Riddle's home town, and Bill, Al, Pete Lindemann, Mack Heller, Art Miller, King Baile and Capt. Klouder paid him a visit at the farm, before evening show.

The management has a good program; carries 38 big semi-trucks; big top is a 120, with four 40s; 150-foot banner line on kid show. Canvas is new this season. Orval Lindemann bought a new 21-foot trailer.

Downie Has Good Biz at Sarasota

SARASOTA, Fla., Oct. 31.—Charles Sparks brought his Downie Bros. Circus to Sarasota, home town of Ringling-Barnum Circus, and played to near-capacity houses both afternoon and evening October 27.

Sparks said that his season was the best in five years and that Florida has been especially good to him despite the fact that he is playing only two weeks ahead of the R-B show.

The Ringling show will go into quarters here November 12, ending season with its Tampa engagement on Armistice Day.

The local stand provided a reunion with an old friend for Jack Hoxie. He ran into Texas Jim Mitchell, old-time showman, who is now conducting a rattlesnake and alligator farm in this city. Texas Jim used to appear in Hoxie pictures.

Around Ringling-Barnum Lot

WILSON, N. C., Oct. 31.—Business is still booming with Ringling-Barnum Circus with a little more than a week to go before going into winter quarters at Sarasota, Fla. Artists with the show are making arrangements for winter dates and the working men are also getting lined up for their various lines of work for the winter months.

The Ringling-Barnum annual Menage Club banquet was given at George Vanderbilt Hotel in Asheville October 25. The dinner was held in one of the banquet halls. Elaborate preparations had been planned days in advance by Dorothy Herbert. The party was attended by five men and 18 members of the fairer sex. A huge silver bowl of chrysanthemums and dahlias made up the center piece. This was placed on a large blue reflector. Silver candelabra were placed at each end of the table. Each member received as a personal gift from Miss Herbert a pair of silver spurs with their initials. The guests were favored with gay corsages. Cocktails were presented by Tim McCoy. Among guests were Mrs. Ella Bradna, Mrs. Maruja Yacopi, Mrs. Erma Rudynoff, Col. Tim McCoy, Gordon Norton and one of the most active members of the club, Master Rudy Rudynoff Jr.

Joe Boynton, of the red ticket wagon, acclaims Rex Allen to be the world's greatest waiter—Joe looks well fed at that.

Vera Bruce, wife of Alfreda Codona, had a pleasant visit with her brother on the lot in Bristol.

Dorothy Herbert was visited by her mother on the lot in Nashville.

"Booger" McCarthy and wife, Ann Louise, will return to their home in California at close of season.

HUGH HART and SMILEY CARLTON.

Coco Presents Show

ATLANTA, Oct. 31.—Coco, who clowned with Barnum & Bailey and other circuses, presented a Boy Scout Circus here yesterday. He stated here that he is not the Coco, of Candy and Coco, who were with Gene Austin. His home is in Jacksonville, Fla.

It was recently stated in *The Billboard* that he was dead.

Russell's Biz at Athens

ATHENS, Tex., Oct. 31.—Russell Bros.' Circus exhibited here last Saturday to what was termed by management as satisfactory business. As the circus was moving off the lot, the fleet of Chevrolet trucks of Big State Shows was passing thru en route from San Augustine to Kerens. Roy Gray, Doc Waddell, B. McDonald and several others "swapped" visits.

Dutton Troupe With Pagel Show

CREIGHTON, Natal, South Africa, Sept. 24.—Pagel's Circus showing in this State is presenting the most diversified program it has had in many years. The newly arrived American Dutton Circus group, together with the famous Pagel animals and several standard acts that have been in this country for several years, offer a most attractive show.

After a 10-day season in Durban, where the Dutton group joined, the circus moved inland and is now showing to capacity business prior to making Johannesburg for the big exhibition, where the show will play 8 of 10 weeks.

With the show in the Dutton group are Nellie Jordan Dutton, owner of Dutton animals and equipment and one of the featured performers; the Silverlakes, Archie, Billie and Jonnie Mac; Evelyn Stephens, W. McK. Bausman, Charlie Mitchell, Leo Loranger and Bill Osborn. Also with Dutton group coming from Australia are Jack and Millie Williams and their father, Phil, the former two doing jockey and principal riding and the latter clowning. All are engaged for eight months in South Africa. Mrs. Dutton owns three beautiful horses that are proving quite an attraction with the show.

The Pagel Circus features the owner, William Pagel, with his several groups of cat animals, all of which are handled without the use of whip, firearms, etc. The groups are both separate and mixed ones with lions, tigers and leopards. Capt. Johann Miller is equestrian director and also handles cat animals and monkeys. Others with show are Gredneff Family (four men, one woman—Russian), two Pinders (English); Peter Grunewald, midget clown; Len Pedrini, Risley and barrel kicking; George (Spuds) Kirk, producing clown (Scotch), and Billy Karles. Disney Herbert is advance agent; Walter Pagel, secretary, and Chick Brown, trainmaster. Show is using recorded music at present but will have a seven-piece band before the Johannesburg engagement.

Biggest Opening For Hamid-Morton

CINCINNATI, Oct. 31.—Bob Morton, of the Hamid-Morton Circus, states that the show opened in Toronto at Maple Leaf Gardens, Monday night, auspices of Rameses Shrine Temple, to marvelous business. There were 10,300 patrons, which was the largest business the show has had in its history on opening night.

The program, in three rings, follows: Rameses Shrine Band, under direction of J. A. McClure, guest conductor, Joe Basile; Shorty Flemm, clown; Harry La-Pearl and his five comedy acrobats; Randow Troupe, acrobatic comedy; the Artoys, balancing marvels; Mme. Marie's Dog and Pony Circus; Pallenberg's Wonder Dogs and Bears; Torrelli's European Dog and Pony Show; Ullaine Malloy, high act; Great Satanellos, aerial; Aerial Soits, featuring double trapeze and foot and ankle breakaway; William, Morris and Bobby, trick bicycle; Avalon Troupe, high-wire act; Arlos and Olvera, perch act; Dr. Bernard's Military Elephants; Hodgin' Troupe, comedy equestrians; Mme. Bedini and Sir Victor, Liberty horses; Mickey King, in wonderful display of strength and endurance; Demnati Troupe, acrobats; Jim Wong Troupe, tumblers; Billetti Troupe, high-wire act; Flying Flamings.

Omar Kenyon, director of public relations, landed plenty of pictures and stories in the press, *The Evening Telegram* being particularly generous. He also had several radio tieups.

Several members of the circus and executives made daily visits to hospital to see Bobby Bernhardt, who was seriously injured at Canadian National Exhibition during performance of cannon act.

Where Cole Execs Will Spend Winter

HENDERSON, Tex., Oct. 31.—The Cole Bros.-Clyde Beatty executives will spend the winter as follows: Mr. and Mrs. Jess Adkins will move into their recently acquired home in Rochester, Ind., an (See WHERE COLE EXECs on page 39)



With the Circus Fans

By THE RINGMASTER

OFA.
President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill.
Secretary, THOMAS BANK, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 31.—At the annual meeting of Wallenda Tent No. 15, Madison, Wis., constitution and by-laws were adopted and officers elected for the coming year. The new officers are Dr. Thomas W. Tormey, equestrian director (president); Mrs. Josephine Doudna, ringmaster (vice-president); Ralph Hoge, checker-up (treasurer); W. L. Jackman, lithographer (secretary); Sverre O. Braathen, programmer; Dr. Waldo B. Dimond, lot superintendent; State Treasurer Robert E. Henry, master of transportation; J. I. McFarland, Lodi, Wis., general agent, and William Homel, steward. The meeting was held at the circus room of Sverre Braathen.

Burt L. Wilson, of Chicago, now in Texas, writes: "Had a great day with Cole Bros.' Circus in Abilene. Saw the whole gang and they are all happy on account of the long season. A fine spirit of co-operation around the show and all looking forward to a bigger season next year." While in El Paso Burt called on Jack Earle, giant on the Big Show, who had the misfortune to fall and break his arm at Houston. He is now at home and would be glad to hear from his many friends. Address Jack Earle, Geneva Loan Company, El Paso, Tex.

November issue of *White Tops* was put in the mail Thursday. The holiday number will be issued December 15.

C. S. Primrose, general agent Lewis Bros.' Circus last season, and his wife were recent callers at the office of Sverre O. Braathen, Madison, Wis.

Crone Elected President Of Jerry Mugivan Top

VANCOUVER, B. C., Oct. 31.—Fred Crone was elected president of the Jerry Mugivan Top, CFA, for 1936-'37 term at annual lunch meeting held in Hotel Vancouver last Friday. Re-elected for a second term were the vice-president, Elmer Johnston; secretary, Brock Smith, and treasurer, Bernard J. Walsh.

The board of directors for the ensuing year will consist of R. H. Squire, Stewart Smith, Howard Boothe, I. B. Hewer and Garfield A. King.

Waddell and Others Visit Cole-Beatty

CINCINNATI, Oct. 31.—Doc Waddell, press agent, now with Roy Gray's Big State Shows, with Director General Roy Gray, William Dearmin, C. E. (Red) Shelton, Roy Valentine, Freddie Valentine, Frank Ciccone, Francis Reiner, B. E. (Dad) Bonds and B. C. McDonald, visited the Cole-Beatty Circus at Palestine, Tex. Says Waddell: "Grieved to learn on their front door of the passing of widow of Jerry Mugivan. Wonderful woman! Her good traits now appear. Her monument that will always be arises. On the lot in storm and mud and cloudbursts her real heartbeat

pulsed. Remember the hot coffee and her thoughtfulness that came to the rough-hued canvasman when the tempests of the dark were fiercest? Wasn't she the good Samaritan? Her will in the teachings of her church and faith will tell her true, sweet, loyal character and build her everlasting monument of love and admiration higher."

Then Waddell voices kindly words of his old friend and buddy Horace Stevens: "I trouped with Steve thru many years. Never found his equal in circus legal adjusting. When curtain is raised on him then it is known his many charitable red-blooded deeds. Just another wonder man of big-top world gone on. The only one of the old school of fixers now alive is faithful John Talbot, retired and residing at Los Angeles."

Of the Cole-Beatty Circus Doc voices: "The welcome courtesy of the old-time circuses evidences all about their lot. And the silver-haired veterans are on their pay roll. Street parade recalls both Barnum and Bailey enduring ideas. Performance balanced with enough thriller and the super to not spoil the broth of the death-defy principle. Horses beautiful. Equipment modern. Light plant a lesson unto big municipal and corporation-owned plants. Canvas in condition for another season. The side show a Barnum dream of living reality. The after-show ample for all practical purposes. Leading down to main entrance marquee a veritable carnival idea midway excepting riding devices and tent theaters. Business done at Palestine in the nil column. Cause, the weather. Mercury hovered at 40 above."

Pickups From Europe

STOCKHOLM, Oct. 26.—Circus Schumann is playing long stand at Gothenberg, with bill featuring Ernest Schumann's Liberty horses, Max and Cecilie Schumann's Shetland Ponies and High-School Horses, and Rene and Polo Rivels, clowns. Other good numbers are Lissy Sanley and Company, bar act; Miss Dania, trapeze; 14 Abyssinians, tumblers; Miss Manoella's Dogs; Roger Hansen, conjurer; Four Aicardis, jugglers; Three Cleopatras, gymnasts; Ellen Octavio's Dogs, Monkeys and Cats, and the Rivels Family in acrobatic, dance and clown numbers.

Wetzel Sisters, aerial, are at the Eldorado in Aalborg, Denmark. Miss Tamara, trapeze, and the Eight Fazerwouths, tumblers, are at Cinema Palace in Liege. Four Kentons, aerial, are at Varietes Faveur in Breda, Holland. Flying Banvards, bounding trampoline, are at Margaretner Orpheum in Vienna. Four Skating Macks, American roller skaters, are at Metropole in Bremen.

Worst Season for Wiziarde

WESTMORELAND, Kan., Oct. 31.—Jack O. Wiziarde closed the Wiziarde Novelty Circus after playing 22 weeks. It was the worst season he ever had. Opened in bad rains, then was in drought section and then more rain. Personnel remained the same all season. Will open here under canvas May 10. All canvas will be new and show will remain the same size.

Show had a blowdown at Cottonwood Falls, Kan., August 6.

Show will open winter tour of one and two-night stands November 4, playing in North and South Dakota with 18 trained animals, with special billing.

Frank and his Gang are playing one-night stands in this vicinity until November 1, following which Frank will go to Los Angeles to study music and do his acts in night clubs until spring. Mrs. Jack O. Wiziarde has been very sick last eight weeks and was out of act for first time in 27 years. Jack Jr. is in his first year in high school.

Buck To Present Wild Animal Show at Dallas

NEW YORK, Oct. 31.—T. A. Loveland, secretary of Frank Buck Enterprises, Inc., located at Amityville, L. I., announced on Thursday that Buck had just signed with the Dallas exposition officials to put on a wild animal show in the Live-Stock Pavilion there from November 14 to 29. The Buck Enterprises recently conducted an unusually successful *Bring Them Back Alive* show at Boston Garden, Boston.

At present Buck is confined to his home in New York recovering from injuries received when a horse kicked him. His present rate of recovery indicates that he will be entirely well within the next few weeks.

Club Banquets Ideal Publicity for Shows

PITTSBURGH, Oct. 31.—Outdoor showmen attending the eighth annual banquet of local Variety Club at William Penn Hotel Sunday agreed that such affairs serve as most ideal publicity for the circus. The banquet room, during such an event, is turned into a typical big top and dressed with circus atmosphere to the minutest details. The adjoining rooms are turned into side shows and cages for live animals. A professional "barker" is engaged to work at the entrance and colorful circus paper dots the entire floor.

At present 18 Variety Club tents are operating in the United States. Each tent stages its own annual banquet and is advertised as the Variety and Variety Combined Circus.

John H. Harris, national president of the Variety Clubs and general chairman of the local event, states that the organization is proud to duplicate the routine employed by a circus and follow in its showmanly footsteps.

McCoy in Hospital

SHREVEPORT, La., Oct. 31.—Doc Partello, staff member of the Cole-Beatty Circus, arrived here Tuesday and placed Jimmie McCoy, mail agent, in a local hospital. McCoy, it is said, was clubbed over the head last Sunday in a Bryan (Tex.) beer parlor by its proprietor while in an argument with Jack O'Grady, elephant man on the show, and who, it is alleged, was shot and instantly killed by the operator. Partello returned to the circus in Texas.

Increase at Pittsfield

PITTSFIELD, Mass., Oct. 31.—Shiraz Grotto produced its third annual circus at the Armory here week of October 19, under direction of Frank Wirth. The receipts increased approximately 25 per cent over last year with capacity and turnaway business entire week. It was necessary to give two shows on Saturday night.

Contracts were signed to return next year. This will make Wirth's fourth year here.

Lillian Wilson in Hospital

PENDLETON, Ore., Oct. 31.—Lillian Wilson has been in St. Anthony's Hospital here nine weeks. She was injured in a fall while doing iron-jaw with Seal Bros.' Circus. She is doing as well as can be expected, but will remain in hospital for at least eight more weeks. Mr. and Mrs. Bud Anderson, managers of the Seal show, have assisted the Wilsons. Letters from acquaintances will be appreciated by Mrs. Wilson.

Notes From France

PARIS, Oct. 26.—Cirque Poutier is playing long stand at Bordeaux with a big bill including Two Cromwells, trapeze; Six Breiers, teeterboard; Carre's horses; Miss Maeckers, contortionist; Alamar and Partner, wire walkers; Beby, Loie and Pickard, clowns; Karmox and Princess Zama, telepathists.

Cirque Medrano "construction" is at Havre with program featuring Charles Judge's chimpanzees; Three Gazettis, equilibrists; Viking-Garna troupe of acrobats, and Alto and Partner, novelty balancing act.

Cirque Fanni and Tissen's Menagerie are at street fair in Saint Denis, Paris suburb. Cirque Beautours is at Morlaix and Cirque Meuredon and two animal shows are at street fair in Bolbec.

Mangini Brothers, athletes; Two Mathis, bike act; Friedel Jobsen, trapeze; Nello and Natal, acrobats, and Roberts, contortionist, are at Casino Municipal in Nice. Plattier Brothers, musical clowns, are at Nouveau Casino in Cannes. The Skating Hamiltons, American roller skaters, are at Casino in Lille.

FLASH!

The Banner Line—or the Front—or the Merchandise Display—that isn't all of it. The appearance of the Tent and Canvas—clean, bright, well stretched, makes a whale of a difference!

How About Your Canvas?

WRITE—WIRE—PHONE
BAKER - LOCKWOOD
17th and Central, KANSAS CITY, MO.
America's Big Tent House
EASTERN REPRESENTATIVE—A. E. CAMPFIELD, 152 W. 42d St., New York City

NEW, UNUSUAL AND EXCEPTIONALLY

ATTRACTIVE DESIGNS IN PICTORIAL PAPER AND CARDS FOR

CIRCUS CARNIVAL RODEO AUTO RACES

THE BEST DISPLAYED

POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON - FADING PAPER WITH PERMANENT INK.

The
Donaldson Litho. Co.
NEWPORT, KY.
Opposite Cincinnati, Ohio

Photo Post Cards 8x10
REPRODUCTIONS OF YOUR PHOTOS

POST CARDS	"MIRROR" FINISH	8x10
100 - 1.95	Guaranteed	12 - 2.25
250 - 4.00	ONE-SUBJECT PER LOT	25 - 4.25
500 - 6.75	Specialty Designed Groupings	50 - 6.75
1000 - 11.75	To Order	100 - 9.75

ORCAJO PHOTO ART SERVICE
301 KEOWEE ST. DAYTON, O.

"DRIVER - TENTS - BANNERS"

23x80 Canopy Style SIDE SHOW TENT.
20x40 Corn Game Top.
Oaterpillar Tunnel Cover, Good Condition.
CHARLIE DRIVER, Manager,
O. HENRY TENT & AWNING CO.,
4611-13 N. Clark St., Chicago, Ill.

WANTED

Showmen Who Are Interested In
MOTORIZING
Write for Our Special Finance Plan.
CHARLES T. GOSS
With Standard Chevrolet Co.,
East St. Louis, Ill.

BOB HUNTING'S
1891 ROUTE BOOK
Bernard's 112-Page CIRCUS REVIEWS.
5x7 Photos Dan Rice, 1865, and Billy Sells, 1876,
as "Boy Rider." For \$2.00, Parcel Post, prepaid.
CHAS. BERNARD, Savannah, Ga.

RINGLING BROS
AND
BARNUM & BAILEY
COMBINED
CIRCUS

November—	9—Jacksonville, Fla.
3—Greenville, S. C.	10—Orlando.
4-5—Atlanta, Ga.	11—Tampa.
6—Macon.	Season Closes.
7—Valdosta.	

THE GREATEST SHOW ON EARTH.

Want Outstanding COMEDY WILD ANIMAL ACTS and THRILLING WILD ANIMAL ACTS CHIMP AND MONKEY ACTS.

Give full particulars. Not an agency. Reply direct, Box 743, The Billboard, 1564 B'dway, N. Y. City.

» » » NOTICE « « « CLAYTON BEHEE & LALO CODONA

Wish to announce that they have sent The Billboard newspaper critics' reports from various cities, verifying the fact that they have been performing the triple somersault to catch at each performance for the past one-half year in Europe.
The fact that they have been reneged to perform the triple at the Wintergarten Theatre, Berlin, Germany, up to and including 1940, is verification that they perform it successfully.
After thoroughly investigating all claims of other flying acts, both here and in the United States, they hereby make claim to being the only flyer and catcher in the world performing the above-mentioned feat.

Under the Marquee

By CIRCUS SOLLY

T. F. (RED) EVERETT, who was with the Lewis Circus, arrived in Houston recently. He had sweets on show.

J. EARLY GORDON saw Tom Mix Circus at Lynchburg, Va., and visited friends and acquaintances.

Just because you have three trucks, a ragged tent and an elephant, you haven't got a circus.

JIM CREWS, Bill Felgley and Mike Covitch, of Downie Bros.' advance, are vacationing at Miami Beach, Fla.

HARRY HAAG will play his home town, Royal Center, Ind., November 13-14 with his indoor circus.

FLYING BEHEES have closed with the Shamrock Shows. Act opened at Temple, Tex., week of October 26.

No attention is paid to unsigned communications. Several were received last week.

TOM MIX Circus played Norfolk, Va., to big business and received high praise for the classy performance and conduct of the show in general.

BERT RUTHERFORD, Harold Christy and Mr. and Mrs. Frank J. Walter visited Cole-Beatty Circus at Palestine, Tex.

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

S. RUSSELL POLK, of McAllen, Tex., attended Cole-Beatty Circus when it was there and visited with friends. Enjoyed the performance and says that parade is a dandy. Big crowds saw the parade.

FLYING VALENTINOS appeared at the Cuvier Press Club Halloween Celebration, Cincinnati, night of October 31, following which they will go south. George Valentino, manager of the act, visited The Billboard offices.

Don't try to accumulate the winter's bank rolls the last few weeks of the season. From experience we tell you it can't be done.

EARL HAMMOND, staging Santa Claus parades and doing arctic publicity with Eskimos, dog sled, etc., was in Uniontown, Pa., recently in connection with holiday tieup. Was visited by Rex M. Ingham and Jack X. Van Buren.

TOTO is on two to three-day stops in communities of the Delta country this week working under sponsorship of the larger department stores. He is clowning on downtown streets and featuring special children matinees.

JOHNNY JUDGE is now in Sarasota, Fla., with C. C. Murphy. He was with Gorman Bros.' Circus and following its close went to the Great Lakes Exposition, Cleveland, with John Hix Strange as It Seems show.

If the boss places the responsibility of dispensing complimentary tickets, then you have a position of trust. You betray it when you try to be a big show and hand them out to hash slingers and hotel clerks.

CLAYTON BEHEE, Lalo Codona and Rose Sullivan, flying act, now in Germany, will soon go to France and appear with Cirque Medrano, Paris. Have been doing triple somersault to catch for the last six months in Europe.

BEN HOLMES and wife visited Harry P. Rose at Turbotville, Pa., October 24, where he was managing the Radio Jamboree in Community Auditorium. Rose states that Holmes is organizing a variety unit for the winter.

Why keep all of that good, flashy wardrobe in the bottom of the trunk all season waiting for a big-shot circus owner to pay a visit. You might want to be with the same show next season.

DR. H. F. TROUTMAN infos that Ringling-Barnum, with a late arrival and mille haul to a soft lot at Bristol, Tenn., accomplished wonders. Matinee performance began at 4 o'clock, but business was big. He visited in the back-

yard with Merle Evans, Henry Keyes and others. The performance, band, costumes, trappings and equipment are truly wonderful, adds the doctor.

BILL KETROW and Slim Biggerstaff, of Kay Bros.' Circus; Jimmie Simpson, Harry Sawyer, Al Losh and Benny Walters, former troupers, who are with WPA band at Fort Eustis, Va., recently visited Silver Bros.' Circus.

A circus owner can't expect to pay his weekly printing bill if the general agent is up ahead writing "sheet" and sleeping in his guggy at night to save lodging. He is costing the show 10 times what a regular agent would.

ALBERT W. STARKEY on behalf of Dee Aldrich, formerly with a circus operated by the late Sam Dill and now serving a life sentence in the penitentiary at Fort Madison, Ia., appeals to showmen of Iowa, knowing Aldrich, to write the clemency board.

CHARLES BERNARD, of Savannah, Ga., has a wonderful collection of photos and a scrapbook, which has data going way back. During his recent visit in Cincinnati, he called at The Billboard and showed his collection to the circus editor.

About 999 times out of 1,000 the contracting agent and the adjuster can do a much better job if he is not bothered by a local "fixer" helping out. We know one in a Massachusetts town who presented a bill on show day for \$250, and he collected with the aid of the law.

HARRY B. (PEP) CHIPMAN, with Tom Mix Circus, spent a most enjoyable day with Ringling-Barnum Circus at Bristol, Tenn., October 24, and visited with S. W. Gumpertz, Ralph Clawson, Clyde Ingalls, Austin King, Eddie Vaughan, Carl Hathaway, Ray Marlowe, Dexter Fellows, Red Haley, Jim Whalen and others. Show had an early arrival but had worst lot in years (called the old fairgrounds). It required a 16 up, two to four bulls and a tractor to pull nearly every wagon on the lot. Most of the loads were down to the beds and slid across the lot. Performance started about 5 o'clock and house was nearly full. Evening show went on at the usual hour.

Old-Time Showmen

By CHARLES BERNARD

"Presented to Romeo Sebastian, the Coming Man, by his numerous friends, San Francisco, April 17, 1875." This was the inscription on a jeweled medal given to that young equestrian who was on the same circus program with world-famous bareback riders during the 42-performance engagement in San Francisco of the Montgomery Queen Circus in the winter of 1875. That medal expressed the frank opinion and the true friendship of a group of experienced professionals who were members of the Montgomery Queen organization.

In the seasons following 1875 Romeo Sebastian demonstrated by a series of successful engagements on the largest and best circuses in America and in Europe that his friends had not overestimated his ability as a rider in the championship class. With such notable riders as James Robinson, Charles Fish and Mollie Brown on that San Francisco program, Mr. Sebastian was eligible as a contender for honors on the bill of any high-class circus and had no difficulty in getting placed with the recognized artists for winter as well as traveling engagements. In the winter of 1882 when Fred Waldman selected the W. O'Dale Stevens Great Australian Circus for a special attraction at Waldman's Opera House in Newark, N. J., the equestrian acts were made the features of an amazingly strong bill. Charlie Fish, Elena and Linda Jeal, Pauline Lee, William Gorman and Romeo Sebastian were each given publicity as star performers in their respective specialties. Johnny Patterson, the famous Irish clown, joined in the making of an all-star circus production.

Signor Sebastian had given to the circus in his native country exhibitions of bareback riding that amazed and pleased

the royalty and the masses; then in America he became a featured equestrian, placed on the bills of the major shows with riders whose names and reputations were known to circus patrons from Coast to Coast. Romeo became an adopted son of the famous Signor, and as a boy apprentice was trained and developed into an expert rider as a part of the special equestrian feats for which Signor Sebastian was noted. On the 1879 program of P. T. Barnum's Great Combination Circus Signor Sebastian was given outstanding publicity as "the most brilliant, sensational bareback rider of the day." It was the season of Barnum's ambition to outdo the Cooper & Bailey show by presenting a program of equestrian numbers that could not be equaled. In addition to Signor Sebastian, six of the most popular women equestriennes in the profession were featured, with special publicity describing their respective specialties. Madame Dockrill was doing that sensational four-horse bareback act; Emma Lake, as the "side-saddle queen"; Linda Jeal in the "blazing zone" act, riding thru the fire hoops; Katie Stokes and Mlle. Marcellus in their respective feats of bareback riding. Carl Antony, the famous trainer, exhibited his six Trakene stallions on the same program during the 1879 season.

Thus it is shown by records thru a long period the Sebastians were prominently identified with the leading circus organizations of Europe and America. On an official program of Circus Busch in Berlin, Germany, 1888, the featured male equestrian was Romeo Sebastian. In the early '90s his acts were given prominently emphasized publicity on the Adam Forepaugh bills. Then in 1900 the season route book of John Robinson's 10 Big Shows has Romeo Sebastian in the performers' roster, the program and his picture on his favorite horse and in riding costume. The associates of Mr. Sebastian, from 1875 up to 1900, included such famous bareback riders as James Robinson, Charlie Fish, William Gorman, Robert Stickney, William F. Walleit, William Showles, John Wilson, William Dutton, Tony Lowande and William Demott, a group that achieved fame.

Circus Bills in Paris

PARIS, Oct. 26.—Bouglione Brothers are presenting a good bill at Cirque d'Hiver. Giron's tigers, one of which knocked out two tainers two weeks ago, are being presented by elephant trainer, Stolle, altho the Girons have practically recovered from their injuries and will be back in the cage shortly.

Outstanding number on bill is Miss Lucy, who performs sensational acrobatic stunts on horseback. Another good act is Four Raspinis, unsupported ladders, climaxed by a three-high stand on ladder.

Three Cairois, most talented of musical clowns in Europe, click solidly with their gags and musical bits. The Seven Ida May's Midship Girls on in aerial flash and Rene Plat and the circus ballet on in flashy Dutch dance number.

Liberty horses presented by Sampion Bouglione. Stolle's elephants held over from last bill. Amusing animal circus—dogs, ponies, monkeys and pigeons—presented by Rambeaud. Three Calbas Olympic Girls on in an excellent routine of contortion and balancing feats. Two Atlantic Boys open show with mild aerial and iron-jaw number. The Fredysson provide lively closing number with teeterboard and ground tumbling.

New bill at Cirque Medrano features clever chimpanzee "Bu Bu" and his mates. Horse numbers presented by Fred Petoletti this week lack novelty.

Outstanding comedy hit is the crazy unicycle clowning of George and Jack Dormonde. House clowns, the Fratellinis, Porto and Alex, and Tony, amusing, altho their present gags are musty.

Three Flying Reos present neat but modest flying trapeze number and Miga Brothers flop with a ladder-balancing act, whose only merit is the height at which the boys work. The Athenas showstop with their splendidly presented hand-to-hand balancing turn; Wong Chio Tsching troupe of Chinese acrobats score with good bar act, tumbling and foot juggling, and the 10 Moulay Ben Hadji close show with whirlwind tumbling and pyramid formations.

Poor presentation mars the number of Perry and Renzo, guitar and whistling, altho Renzo is a sensational whistler who deserves a better break. Boucot introduces the acts.

Circus acts at Mogador are Two Cler-

Dressing Room Gossip

COLE BROS.-CLYDE BEATTY—It is a cool, drizzling day, but the gang can't kick. We've had more dust than mud, more sunshine than rain; in all, a real pleasant season. The band will soon be playing *Back Home in Indiana* and a touch of lonesomeness will hit everyone after parting. Once showfolks, always showfolk.

Where performers will go: Clyde and Harriet Beatty to England, France, Germany and other European countries; Great Gretonas, New York City, for vaudeville; Harold Barnes and his father, Clint Barnes, Miami, Fla.; Flying Harolds, Bloomington, Ill., then Harold Volse will return with Billy Ward to Hot Springs for a month's sojourn; Imperial Illingtons, Bloomington; the Clarksonians, to their home in Glens Falls, N. Y.; Zavatta troupe and Zoeppe family, Rochester, Ind.; Frank Shepherd, Miami; Cyse O'Dell and husband, George Crandall, Chicago; Otto and Hannah Griebing, St. Louis for five weeks in a department store; Chester and Viola Barnett and Art Lind, Memphis, for an engagement at Goldsmith's store; Jean Evans, to her home in Chicago; Victor Robbins, Maine and then Florida; Bertha Denham, Denver; Julia Rogers, Arkansas; Andrea Gallagher, Los Angeles; LaVerne Hauser, Los Angeles; Eddie Allen and Jean Fisher, to their home in Rochester; Georgia Sweet, her husband, Charles, and son, Philip Sweet, Huron, S. D.; Mr. and Mrs. Al Mann, Jackson Hole, Wyo.; Jimmy and Alice Foster, Ohio; Paul Nelson, Mount Clemens, Mich., then eastward to Massachusetts; Horace Laird and Jimmy McCoy, Chester, Pa.; Tom Allen, Boston; Kinko and Mary Kinko, California, via Texas and Arizona night clubs; Gladys Wykoff, Trenton, N. J.; Jack and Martha Joyce, Rochester, then to California for a short visit; Eileen Larey, Holyoke, Mass., to visit her father, James Sullivan, and sister, Edna, who broke her arm in Abilene; Joe Lewis, to Peru to await winter dates; Claire LeVine, Chicago; Bill Harddig, Norwich, Conn.; the LeRoys, Miami, Fla.; Wells Brothers, Greensburg, Ind.; Ernest and Pauline Sylvester, Peru and then Rochester; Harold Nicholson, Greensboro, N. C., then back north; Mr. and Mrs. Harry J. McFarlan, Rochester, to get busy with winter activities Kate Luckey, Rochester; Bobby Paterson, Peru; John Smith, Rochester; Walter Radde, Rochester; Al Fleet and Joe Belovockey, Rochester; Walter Goodenough, Jessie Goodenough and Spencer Allen, New Orleans for a department store engagement; Mal Bates, Oshkosh, Wis.; John and Prince, the Cossacks, to New York; Frank Galbreath hasn't the least idea; Joe Short, New York for a Christmas store job; the writer, Emmett Kelley, will return to Hollywood for dates under M. D. Howe Booking Offices.

Time flies fast. It won't be long until it's glad to see you, you're looking good, boy, I figured you would be back.
EMMETT KELLEY.

G. B. Beal To Give Lectures on Circus

FITCHBURG, Mass., Oct. 31.—George Brinton Beal, feature story writer of Boston, who for several years has specialized in circus stories, will give a series of lectures this winter in a number of New England cities under title "Thru the Back Door of the Circus." Beal gave his first lecture under auspices of the Moses Greeley Parker Fund at Lowell, Mass., Memorial Auditorium. Lecture lasted 90 minutes.

As the lecturer proceeded and on signals circus music recorded by Ringling & Barnum Circus Band was played at intervals, featuring the calliope. Beal showed action pictures of the Big Show, Hagenbeck-Wallace, Cole-Beatty, Downie Bros. and Tom Mix.

ans, aerial and iron jaw; Two Littlejohns, jugglers; Marfrannos Sisters, contortionists, and King Kong Perdue Trio and Mady and Lord, comedy acrobats.

Frilli Troupe, tumblers, and Two Harris, equilibrists, are at the Rex. Manning and Class, American wire walkers; Florely Trio, aerial, and Two Muttis, acrobats, are at Gaumont Palace, Zoniga and Zoniga, jugglers, and Three Farnettos, clowns, are at Petit Casino. Willy Woltard, juggler, is at Bobino. The Christianis, teeterboard; Four Wilkys, acrobats, and George and Jack Dormonde, comedy unicyclists, are in new revue at Casino de Paris. Frank Melino and his Gang, acrobatic comedians, and Six Marvels, acro dancers, are at Paramount.

The Corral

By ROWDY WADDY

THIS WINTER will again see thousands of tourists migrating to Florida. With many cities sufficiently large enough to support them and plenty of top-notch contestants available, it seems as tho there should be quite a few rodeos there during the winter season.

JOHN MULLENS has again been named arena director for the annual Deming, N. M., Rodeo. C. A. Tyler will act as announcer. Event this year will be open to all contestants and will have a clown and trick riding exhibitions as added attractions.

BOSTON—Colonel W. T. Johnson's Rodeo, which was scheduled to be held the last 15 days of the Centennial Exposition in Dallas, has been canceled. One of the reasons given for the cancellation was the late date when, it was felt, weather conditions would be unfavorable.

O. E. (TEX) EDWARDS has been contracted to stage the second annual West Florida Rodeo under American Legion sponsorship, to be held at De Funiak Springs, Fla., soon. According to reports some of the best rodeo talent in the country will participate.

IN A FEW weeks this year's rodeo season will be history. Reports indicate that the 1936 season has been one of the best for rodeos and roundups since their inception way back in 1868. With New York already a winner, it's safe to believe that Chicago and Boston will close their year's business with plenty of black ink.

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

FRANK AND BERNICE DEAN, after closing a successful outdoor season at the recent Mid-South Fair, Memphis, Tenn., are now playing one and two-night stands with their Rodeo Revue. Roster also includes Art Zike and his horse, Redskin. Engagement will take them to Colorado, New Mexico, Wyoming and Nebraska. Frank infos that he expects to work that territory all winter.

INCLUDED AMONG the featured attractions at the Frontier Circus, held October 15 to 17, inclusive, at Young County Fair, Graham, Tex., were: Raymond Ramsay and his trick horse, White Cloud, in pantomime; a tableau, "Texas Under Six Flags," with Fog Horn Clancy as narrator; Clark and Norma Shults; Eleanor, Joyce and Marvin Ramsay; Genelle Rush, Fred M. Clancy Jr. and Graham's nine-year-old cowboy wonder, Billy Spivey. A fireworks display each night was an added feature. Show was produced and directed by Frank Rush Jr.

DEDICATED to the preservation of "Traditions of the Old West," the third annual non-professional rodeo was staged in Santa Fe Park, Victorville, Calif., October 17-18. This year the event was the honor of that former Western screen star, William S. Hart. Notables from all over the West and screen celebrities are patrons and the crowds in 1936 were the largest since the first presentation. Ideal weather prevailed. On Sunday, according to Cal Godshell, there were in excess of 10,000 paid admissions and many were turned away. The program, it was stated, was most interesting, many unexpected thrills being provided. Art Manning was arena director and Abe Lefton emcee. Doc Hall had the rides and concessions of the United Shows on midway, and Ernie Downie of Downie Brothers, supplied canvas and other equipment. Godshell stated that the rodeo is clear of all indebtedness.

CHICAGO Stadium rodeo money winners from Thursday night, October 15, to and including Wednesday, October 28, are as follows: Steer Riding—Fifth go-around, Junior Martin; Frank Marion and Ted Bushbaum split second and third; Kenn Roberts. Sixth go-around, Virgil Erp; George Tyler and Junior Martin split second and third; Frank Marion. Seventh go-around, Junior Martin, Frank Marion, Len Jacobs; Elmer Martin, Virgil Erp, Bud McDaniels and Buck Wyatt split fourth. Eighth go-around, Ken Roberts, Ted Bushbaum, Buck Wyatt, Don Thompson. Saddle

Bronk Riding—Third go-around, Lonnie Rooney, Bob Askin, Lynn Huskey, Guy Cash. Fourth go-around, Joe Farrell and Bill McMackin split first and second; Buster Brown, Bob Askin. Bareback Bronk Riding—Fifth go-around, Andy Henderson, Benny Bender; Bob Hess and Fritz Becker split third and fourth. Sixth go-around, Andy Henderson; Don Thompson, Benny Bender and Bob Hess split second, third and fourth. Seventh go-around, Buck Wyatt, Don Thompson, Benny Bender, Harold Johnson. Eighth go-around, Steve Rains, Eddie Collins, Benny Bender, Harold Piper. Cowgirls' Bronk Riding—Third go-around, Margie Greenough, Opal Woods, Alice Adams. Fourth go-around, Alice Adams, Vaughn Craig, Gene Creed. Fifth go-around, Gene Creed; Theima Warner and Opal Woods split second and third. Calf Roping—Third go-around, Floyd Peters, Bush C. Sorrels, Aimey Gamblin, Buck Stuart. Fourth go-around, Aimey Gamblin, Allen Holder, Jim Snively, Tom Taylor. Steer Bulldogging—Second go-around, Bill Truan, Heavy Henson, Holloway Grace. Tom Hogan. Third go-around, Dave Campbell Bill McMackin, Van Rausch, Tom Hogan. Wild-Cow Milking—Second go-around, Clay Carr, Jerry Littrell, Jim Wilkinson, Irby Mundy. Third go-around, Jim Wilkinson, Snooks Jones, Ike Rude, Ed Herian.

NEW YORK—Day money and final winners of Col. W. T. Johnson's World Championship Rodeo at the Garden (day money tabulation being for the concluding days): Bareback Bronk Riding—Sixth day (Saturday thru Sunday matinee and night), Canada Kid, \$111.50; Dick Griffith \$75; Paul Carney, \$45; Hank Mills \$30. Cowgirls' Bronk Riding—Seventh day (Saturday matinee thru Sunday matinee and night), Brida Gafford, \$150; Ruth Woods, \$100; Rose Davis and Violet Clements split third and fourth, \$50 each. Calf Roping—Ninth day (Saturday night thru Sunday matinee and night), Hugh Bennett (24 seconds), \$187.50, Carl Shepard (25.1), \$150; Herb Myers, John Bowman and Roy Matthews (26.2) split third and fourth, \$127.50 each. Cowboys' Bronk Riding—Seventh day (Saturday thru Sunday matinee and night), Eddie Curtis, \$150, Pete Knight, \$127.50; Johnnie Jordan and Hub Whiteman split third and fourth, \$105 each; Turk Greenough and Pete Grubbs, \$75 each; Stub Bartlemay, \$52.50; Harold Walsh, \$37.50. Steer Wrestling—Ninth day (Saturday night thru Sunday matinee and night), Jimmie Nesbitt (71-5 seconds), \$187.50; John Bowman (82-5), \$150; Clinton Booth (92-5), \$135; Mike Hastings (94-5), \$120; Ralph Stanton (102-5), \$105. Steer Riding—Seventh day (Saturday night thru Sunday matinee and night), Hughie Long and Paul Carney split first and second, \$105 each; Eddie Curtis, \$60; Dick Griffith, \$45; Walter Cravens, \$30. Wild Cow Milking—Saturday matinee, Everett Shaw (50 2-5 seconds), \$35; Howard Westfall (53 4-5), \$25. Saturday night, Jonas DeArman (42), \$35; Roy Matthews (47), \$25; Paul Shepard (52), \$15. Sunday matinee, Hugh Bennett (42 1-5), \$35; Ralph Bennett (48), \$25. Sunday night, Clinton Booth (33), \$35; Joe Welsh (44), \$25; Ralph Bennett (64 4-5), \$15. Wild Horse Race—Saturday matinee, Pete Kerscher, \$35; Roy Gafford, \$25; Herman Linder, \$15. Best Bucking Horse—Pete Kerscher, \$25. Wild Horse Race—Saturday night, Lyle Cottrell, \$35; Melvin Harper, \$25; Billy Keen, \$15. Bucking Horse—Dave Longricker, \$25. Wild Horse Race—Sunday matinee, Pete Kerscher and Roy Gafford split first and second, \$30 each; Tommy Horner, \$15. Best Bucking Horse—Pete Kerscher and Roy Gafford split, \$12.50 each. Wild Horse Race—Sunday night, Billy Keen, \$35; Lyle Cottrell, \$25; Luther Finley, \$15. Best Bucking Horse—Dave Longricker, \$25. Exhibition Rides—Thursday thru Saturday matinee and night, John Beasley, \$10. Sunday matinee, Speedy Dinsmore, \$5; Orville Stanton and Dave Longricker, \$2.50 each. Sunday night, Jonas DeArman, \$10; Curley Hatchell, \$2.50. Finals: Cowboys' Bareback Bronk Riding—Pete Grubb. Cowgirls' Bronk Riding—Ruth Woods, \$200; Alice Greenough, \$150; Iva Del Jacobs, \$100; Mildred Mix Horner and Brida Gafford split fourth, \$25 each. Calf Roping—Everett Shaw (248 1-5 seconds, total for nine calves), \$850; Clyde Burk (267 2-5), \$650; Jake McClure (273), \$450; Ralph Bennett (281), \$245. Cowboys' Bronk Riding—Stub Bartlemay, Eddie Curtis, Turk Greenough. Steer Wrestling—Jack Kerscher (125 3-5 seconds, total for nine steers), \$950; Hugh Bennett (127 2-5), \$700; Rube Roberts (143 1-5), \$500; Andy

Curtis (154 1-5), \$270. Steer Riding—Paul Carney. Wild Horse Race—Pete Kerscher.

Total paid attendance for 1936 was 221,273, while 1935 had a total paid of 197,286.

Mix Business Is Holding Up

LYNCHBURG, Va., Oct. 31.—Owing to a long jump the Tom Mix Circus was late in arriving here. Matinee performance was one hour late. Nevertheless attendance was very satisfactory and night house near capacity.

While in Petersburg Mr. Mix entertained at dinner by the Circus Saints and Sinners Club, 23 members being present. A number of members of the Elks' National Home, Bedford, Va., attended the show as guests of Mr. Mix, who also entertained Jack Tyree and wife.

Altho the season is rapidly drawing to a close, business is holding up exceedingly well. In many of the cities played schools are closed in time to permit children to attend matinee.

A recent visitor was Walter Harvey, of the Donaldson Lithograph Company, who spent several days.

Carl Robinson's Band is continually adding new selections to the repertoire and is being complimented for his well-balanced band.

When show closes Mr. Mix will return to Hollywood, where he expects to make several pictures. GRACE BAKER.

WHERE COLE EXECES

(Continued from page 36)

11-room house, which is only two blocks from business district; Mr. and Mrs. Zack Terrell to New York and then Europe to engage new features for 1937; Clyde and Harriet Beatty to Europe, where Clyde will acquire new animals and enjoy a well-deserved vacation; Mr. and Mrs. Jess Murden, Peru, with week-ends at their beautiful home on Lake Manitou; J. D. Newman, Hot Springs, then California before returning east; Floyd King will visit his mother in Dyersburg, Tenn., and also spend some time in Hot Springs and Chicago; Doc and Fritz Partello, to their home in St. Petersburg, and Doc will take a tropical cruise on his boat; Mr. and Mrs. Ernest Tucker, Peru and then back to Hot Springs.

Bob Hickey will spend one month at Hot Springs, then to his home in Chicago prior to returning to the Pacific Coast; Mr. and Mrs. Ora Parks to their farm near Marion, Ind.; R. B. Dean to New York City and also visit his sister in Delaware, O.; W. J. Lester will hibernate in Roseville, O.; Fred Kilgore to Hot Springs and then drive to California; Klara Knecht will visit her brother Karl in Evansville before returning to San Antonio; Bill Backell will winter in Philadelphia; Clyde Willard in Greenville, S. C.; Mike Lyons in Lawrence, Mass.; Don Hanna in San Antonio and Phoenix; Jack Mills in Cleveland and Detroit; Al Hoffman, Burlington, N. C.; John Corey, Johnstown, Pa.; Johnny and Beatty Seawall, Sarasota, Fla.

Noyeles and Hilda Burkhardt to their dairy at Mexico, Ind.; George and Ruby Cutshall to their home in Peru, then Hot Springs; Earl and Pat Lindsay will be at Rochester for a few weeks, then to Texas; Harry and Susy Harrel in Rochester and Marion; Arnold and Esma Wilson Maley, Atlanta and Covington, Tenn.; L. C. Gillette, Pensacola, Fla.; Doc Roberts, Dyersburg, Tenn.; the Ormans, Frank and Emma, will stop a few days in Peru, then to Hot Springs; Cecil LaBelle, Detroit; Harlan Burkhardt, Sidney Ayles and Ray Dean plan a motor trip to Hollywood, where they have been offered parts in a picture at the new Universal studios; Victor and Edna Wisenberg, Peru; Charles Hodson, sound man, to Hollywood; George Valentine, Peru.

Col. Bob Courtney will winter in Memphis, Tenn., while Harold (Downtown) Smith will winter in Mt. Clemens, Mich.; Don and Billie Cooke will go to Cleveland to await winter dates; E. W. Adams to Atlanta, Ga.; Judge A. B. Palmer, Chicago; Teddy Schuerch, Cincinnati; Dan Maital, the barber, Columbus, O., to second-guess the Ohio State football coaches and also to get married.

Lou Delmore will spend a few days in Chicago, then to New York to obtain new faces for the side show in 1937; Jack Ryan to New York and then winter dates; Major Mite, New York; Cliff

Dexter Fellows Tent Tattles

(CSSCA)
By FRED PITZER

NEW YORK, Oct. 31.—Again a huge success! Those were the words heard on every hand and one can hardly put his finger on where the best of the luncheon was located. It was indeed a fine tribute to Lou Gehrig, and the Commodore Hotel was the scene October 28. When the chow call was blown on the bugle at 12:45 p.m. 190 persons paraded into the Big Top to strains of a circus march played by Sharon Stephens' Redbreasts.

When everyone was seated Prexy Orson Kilborn ordered that our alma mater be sung and this was led by Harry Huguenot, who wrote the words to which Sharon Stephens set music. Then the ritual was ordered and with everyone standing it was recited with solemnity and everyone stood in sincere silence. Then followed the gold-nail driving by members taken into the Tent during the last few weeks. Those present for this ceremony were Dr. E. H. Moyle, H. M. Kollman, Phillip P. Masterson, John W. Hooper, Ellis Davidson and A. C. Barnaby.

Among the many high spots of the day was not only Tex O'Rourke's Lou Gehrig album of drawings made by this very versatile individual, but his portrayal of Dr. Butler, of Columbia University, giving advice to the great first baseman. There were belly laughs all thru this monolog. Then there was the clowning of Al Schacht, who had a fine target in roly-poly Les Kramer, the Tent's official cop. Before Lou Gehrig was allowed to participate in the ball game he had to be made up by Tony Sarg and Jolly Bill Steinke. He was grease-painted so much with mustachios and bushy eyebrows and scarlet nose that when the Kleig lights were turned on for the movies he began suffering from indigestion, as grease paints do not agree with him. Ed Kelty not only took a group picture but showed the writer the work he has been doing with the bigger circuses during the past season. Then came the drawing for the Omega watch, which was won by Carl Rupprecht, and the \$10 pair of Pediforme shoes, donated by Bert Cobb, was won by Sinner Perlman, who remarked that now he would be able to take a walk.

To cap the climax of Lou Gehrig's initiation he was allowed to fish in a beer keg and from it extracted on his hook a large parchment contract on which was printed something about his 1937 contract. Christy Walsh, Lou's business manager, enjoyed every minute of the play. The medal presented to the great first sacker bore the words "CSSCA Iron Man Lou Gehrig Expectorate Ball Juggler." He wore it with much distinction as the cameras clicked from all sides. Another surprise was when Gov. Harold G. Hoffman and Col. Fred Margerum walked into the Tent. They had motored from Trenton, N. J.

Among the crowd could be spotted many celebrities, including Gene Buck; Ray Court, the man who designed all the restaurants in Radio City; Senator Lanham, of Texas; Harry P. Somerville, manager of Hotel Willard in Washington, D. C.; Weather Forecaster Kimball, apologizing for having missed the last few meetings; Roger Littleford Jr., of (See DEXTER FELLOWS on page 66)

Thompson to Chicago and winter dates; John James Washburn, Cincinnati; P. G. Lowery, Kansas; Mr. and Mrs. Jack Frazier, Chicago; Bobby Gregory, New York; Frank and Mrs. Loving, Cromanton, Fla.; Jean Darrow, Cleveland; Rene Ramey, Chicago; Sammy (Whistling) Cook, Miami, Fla.; "Duke" Dupris, Montreal.

The bosses that will return to winter quarters include Fred Seymour, superintendent; Charley Young, canvas; Henry Brown, baggage stock; Joseph Kuta, assistant canvas; Orville Wilbur, properties; J. M. McGrath, trainmaster; Edward Allen, elephants; Capt. Bernardi, Clyde Beatty's animals; Louis Scott, electrician; Eugene Scott, menagerie; Alabama Campbell, ring stock; Waxey Dike, harness maker; Al Dean, cook-house; Clarence Adolph, trucks; Ernest Sylvester, painter; Charley Luckey, carpenter; Ben Sturgis, assistant trainmaster, and Tommy Poplin, lights. About 100 workmen will also be employed at quarters, with addition to this force around first of the year.

JACKSON SMASHES RECORDS

Gate, Grand-Stand and Midway Marks Set a New All-Time High

Ernie Young's revue gives fourteen grand-stand performances in six days—Royal American Shows top own one-day gross figure—monster turnout is Friday climax

JACKSON, Miss., Oct. 31.—With total attendance of more than 200,000, all-time records were smashed at the 33d annual Mississippi Free State Fair here on October 19-24. More than 80,000 attended the municipally owned fair on Friday, School and College Day, greatest single day's attendance in history. Business for midway, concessions and grand stand was in keeping with attendance, record breaking. Perfect weather prevailed. It was believed to be the first time that any State fair has had 14 grand-stand revue shows in six days, Ernie Young's *Passing Parade of 1936* having given two performances on five nights, three shows Friday night and a matinee on Thursday.

Royal American Shows on the midway topped its own one-day gross record for this fair on Friday, falling only a little short of reaching the single-day record it established at Minnesota State Fair on September 5-12, figures here being given as \$23,679.

State Press Attends

Opening at noon on Monday with a colorful and lengthy parade featuring the exposition slogan, "Balancing Agriculture With Industry," a theme borrowed from the chief plank in administration of Governor Hugh White, the fair got away to a good start, 200 Mississippi editors, largest number ever to attend in a group, being present for their annual Press Day and, thanks to courtesy of Mayor Walter A. Scott and Miss Mabel Stire, secretary-treasurer, were lavishly entertained. Sharing in entertainment honors by according them free admission to all attractions were the Royal American Shows, Ernie Young, revue producer, and J. Alex Sloan, in charge of auto races.

Attendance daily was ahead of last year's as was business for all entertainment features. For Ernie Young's musical revue, *Passing Parade of 1936*, Don Tranger was emcee. Al Sweet's Royal Hussar Band furnished music, with Betty Thompson as featured singer. Acts included Roy, Rita and Roule, ballroom and adagio specialties; Felix Paddy and Tarzan; Blondin-Rellin Troupe, high wire; Eight English Macks, International Five and the Three Byrons.

Mayor Has Big Plans

Auto races on the first two and last two days brought out excellent crowds. Promoted by J. Alex Sloan, the meets were in charge of Aut Swensen as starter, with Jack Story at the mike. Mr. Sloan was present thruout the week. Feature of the fast meet was the feat of Buddy Calloway, Miami, in breaking Gus Schrader's track record, established several years ago. Calloway spun around the half-mile oval in 26.8 seconds against (See JACKSON SMASHES on page 43)

Advance Asked in Nebraska

LINCOLN, Neb., Oct. 31.—Asking \$104,000, the State Fair board here submitted its budget proposal to the governor, who will hand it to the Legislature which convenes in January. Amount asked for the next two years is a big advance over the last appropriation, which was \$65,600. Submission calls for \$30,000 for maintenance and improvements; \$10,000 more to add to the \$15,000 being used yearly on agricultural societies, and a number of smaller items. It is believed the better conditions in the State will prompt the board to push action in the Legislature for meeting all or part of the State Fair's grand-stand bonded indebtedness of \$250,000. With it out of the way, the fair could show a nice profit yearly. Ag show came off with \$20,000 in the black this season.

COLUMBUS, Miss.—While official figures are lacking, President H. M. Pratt, Columbus Radius Fair, said the 1936 annual was a financial success and that heavy debts of other years should be disposed of. Attendance of about 65,000 fell under first estimates, but was considerably more than a year ago, when there was rain. Royal American Shows on the midway were cramped for space.

Expansion on For Charlotte

Success of first Carolina Fair spurs organization to plans for bigger events

CHARLOTTE, N. C., Oct. 31.—Success of the first annual Carolinas Agricultural Fair here on October 19-24 has set in motion plans for continuance on an expanded scale. Directors have elected John F. Boyd president to succeed Henry W. Harkey, resigned, but who will remain a member of the board. Other officers elected are J. W. Fowler, vice-president; B. Arp Lowrance, secretary and treasurer; Elbert Foster, attorney, and C. W. Cracraft, fair manager. New directors are Claude Albea, Oscar H. Phillips, Mrs. Pauline W. Taylor and John M. Sheesley.

Crowds estimated at 223,000, including admissions on two free Children's Days, attended the fair at the airport, where a new 6,800-seat grand stand and a track for midget auto races have been built. About 3,000 exhibits were shown under five 260 by 60-foot tops. Premium list ran to \$8,000.

There were auto giveaways on four days, pony and bike giveaways on both Kids' Days and midget auto races on five days under Don Zeiter. Gate was 40 cents for adults and 15 cents for children, grand-stand prices being 35 and 15 cents. Mighty Sheesley Midway was contracted.

A stellar grand-stand show featured the Pearl Haines Revue, booked thru (See EXPANSION ON on page 43)

Cleveland Staff Lays Groundwork For Great Lakes Session in 1937

CLEVELAND, Oct. 31.—With establishment of offices in Terminal Building and a skeleton organization to carry on thru winter, preparations for Great Lakes Exposition of 1937 are assuming tangible shape. The 18th, 19th and 20th floors of Terminal Tower house the expo offices. On the 18th floor are reception and board rooms for meetings of governors and directors. The 19th floor is occupied by quarters of the amusement area, concessions and Streets of the World. The 20th floor goes to executive offices, sales department and exhibitors.

Following closing of the expo after a week's interim Director Lincoln G. Dickey, with Assistant Directors Almon R. Shaffer and Peg Willin Humphrey, left by airplane to visit Fort Worth and Dallas. The two latter returned to Cleveland on Tuesday, Mr. Dickey remaining in the West for a brief vacation. He will stop at Mineral Wells, Tex., and return by boat via the Panama Canal to New York.

Working force in the offices besides Mr. Dickey, Mr. Shaffer and Miss Humphrey includes Frank D. Shean and Nor-



ON A RECENT VISIT OF MR. CONKLIN AND MR. HUGHES to Texas Centennial Exposition, Dallas, this photo was taken. Left to right: J. W. (Patty) Conklin, president of the Showmen's League of America and owner of Conklin's All-Canadian Shows; J. Ed Brown, past president of Pacific Coast Showmen's Association and now assistant to the director-general of the Dallas Exposition; Elwood A. Hughes, past president of the International Association of Fairs and Exhibitions and now general manager of the Canadian National Exhibition, Toronto.

Cotton Carnival, Mid-South Fair Merger To Be Talked

MEMPHIS, Oct. 31.—A report by Frank D. Fuller, secretary-manager of Mid-South Fair Association, that the 1936 event on September 14-19 resulted in net profit of \$3,255.56 and announcement of plans for consolidation of Mid-South Fair with Memphis Cotton Carnival featured a meeting of the fair board this week.

President Raymond Skinner said he would recommend at annual meeting next month that the beauty contest at the fair be dropped because of expense and that he would discuss with the mayor the desirability of holding the fair in connection with annual Cotton Carnival (See COTTON CARNIVAL on page 43)

Record Gate in Eunice, La.

EUNICE, La., Oct. 31.—Attendance records were broken at Tri-Parish Fair, which closed here on October 27. About 97,500 attended the 10th annual four-day event, said A. L. Guillory, president, and J. C. Keller, secretary-manager. Attendance on Saturday and Sunday broke records for single day's patronage. Exhibits were more numerous and varied. About \$1,200 awards in addition to nightly merchandise and automobile giveaways helped the gate.

Macon Given Biggest Week

Jones Expo's record gross makes up concession deficit due to rigid rules

MACON, Ga., Oct. 31.—Georgia State Fair and Exposition, here on October 19-24, set a new high record for attendance and midway grosses. Total attendance was 123,688, an increase of about 25 per cent over 1935. Ideal weather prevailed. E. Ross Jordan, secretary-manager, termed it the "most complete and largest exposition" in the 14-year history of the association. The seven exhibit buildings were crowded, with an increase of 11 per cent in number of individual contestants. Premium awards increased considerably.

For the first time rigid censorship was enforced on the concession midway. Because of the "heat" of last year, the fair association adopted a new form of contract which eliminated all money games, all controlled devices and carried other provisions. On opening day Sheriff James R. Hicks, Assistant Chief of Police T. E. Garrett and fair officials met with concession game operators and agents and had a frank discussion. Rules were explained and co-operation was asked. It was explained that no variation of the rules would be permitted.

Committee on Job

Manager Jordan did not appoint a censor but personally supervised concession row and was assisted by a "secret committee" of fair board members, who played various concessions without revealing their identity. The association lost about \$3,000 on privilege collections, but refused late in the week to modify any regulations enforced at the start. Concession game operators, with only few exceptions, complained of bad business.

On the midway of the Johnny J. Jones Exposition a record gross of \$20,000 was reported. This made up for the deficit in concession money and was an increase (See MACON GIVEN on page 43)

Paris Expo Men Will Tour

PARIS, Oct. 28.—Edmond Labbe, general commissioner of Paris International Exposition of 1937, and M. De Tesson, under secretary of state in the department of foreign affairs, will leave shortly for the United States on a tour of propaganda for next year's fair.



Texas Centennial Exposition

DALLAS

By HERBERT DE SHONG, THE TIMES HERALD, DALLAS

Bad Weather Hits Week-End

Cold and rain curb crowds and handicap shows—excursions of pupils help

DALLAS, Oct. 31.—Six out of seven cold, cloudy days and heated discussions on continuing the exposition in 1937 characterized the grounds the past week. Altho weather was entirely out of season, enough school children's tours and visitors from other parts of Texas came in to give 178,956 admissions for the week ending on Wednesday. Highest day of the week was Saturday with 37,412, in spite of an all-day rain. Week-end was disappointing. Texas Christian University - Mississippi State College football game in the Cotton Bowl on Saturday drew only about 3,500 when crowd should have been around 25,000 if the field hadn't been ruined by rain and if the game hadn't been staged during rainfall.

Big canvas tops went up over Streets of All Nations and Streets of Paris to shut out cold and rain. Attempts were also made to warm the areas under canvas. Most of the outdoor shows lost Thursday or Friday nights or both, and *Cavalcade of Texas* suffered most thru its grassy stage becoming a mire.

Firemen in Gate Builder

Virtually no special events of note were staged during the week until Firemen's Day thriller Wednesday night. Special trains brought school children every day in groups of from 1,000 to 5,000 from all parts of Texas. The school movement has been so successful that the fair management has had to retain facilities for housing 3,500 each night. Special trains from Mississippi brought Governor White, his entire staff and many excursionists on Friday.

Governor White and Governor Allred of Texas officiated at a formal ball attended by about 3,500 in the live-stock arena Friday night. Business was good on Saturday in spite of rain and a comparatively slack week-end. The sun shone on Sunday and gave grounds a chance to dry slightly. Salvation Army Day and American Institute of Electrical Engineers' Day on Monday helped a little. Firemen's Day on Wednesday afforded the only gate builder of the week. It started with a parade of equipment around the grounds in the afternoon. Night thriller began with practice drills, topped off by combating a typical fire, a stunt similar to Police Day bank robbery simulated several weeks ago.

Delay in Thrill Circus

Expo ran afoul of trouble with plans to stage the Capt. W. W. Frakes Thrill Circus in the Cotton Bowl last Sunday afternoon. City council ruled the circus out of the bowl and the fair decided to hold it in the race-track concourse. Bad weather prevented that. Latest agreement is that Jean DeLuca, of the thrill show, will stage her auto-driving feats in the stadium next Sunday, driving a car over 75 sticks of dynamite, hurling machines off ramps and an auto polo game.

Unofficial figures showed for the first time what *Cavalcade of Texas* really has done at the exposition. Fighting an original investment of around \$185,000, the spectacle has grossed about \$260,000 in cash, eliminating souvenir tickets. Deduction of operating expenses left \$110,000 of gross revenue by the time it had played to 1,100,000.

All peep shows have closed in Streets of All Nations, leaving only drink, catering and other shops, with the stage revue as attraction. Shows removed

Attendances	
Previously reported (amended) ..	5,124,874
Oct. 21, Wednesday ..	27,034
Oct. 22, Thursday ..	20,271
Oct. 23, Friday ..	22,113
Oct. 24, Saturday ..	37,412
Oct. 25, Sunday ..	31,880
Oct. 26, Monday ..	20,997
Oct. 27, Tuesday ..	20,149
	178,956
Total ..	5,303,830

include Nude Colony and Shanghai Lil, owned by A. M. Cauble, and the Slave Mart.

Nov. 14 Will End Frontier

Official date is set to replace Oct. 31—changes made in acts and orks

FORT WORTH, Tex., Oct. 31.—Frontier Centennial official closing date has been set for November 14 by Billy Rose on the eve of the closing date previously set, October 31. Radio Rogues have been signed to take Jack Powell's place in Casa Manana Revue, while Joe Venuti and his orchestra will take over Paul Whiteman's spot in the revue.

Ed Lally-Ben Young Orchestra, which plays in Pioneer Palace, will go into Casa Manana and substitute where Joe Venuti formerly substituted. This orchestra will continue to play at Pioneer Palace. Everett Marshall, Fay Cotton, Paul Remos' Wonder Midgets and the dancers and chorus will remain in the revue until closing.

Revue Is Relocated

Casa Manana Revue has been presented in the Jumbo Building for every performance except one the past week. The Jumbo Building has no heating, but it is understood that gas is to be piped into the building, as it is to be used this winter for local gatherings. For about a week only places operating continuously were Nude Ranch, which has not been rained out yet; Pioneer Palace, Casa Manana at Jumbo, Chuck Wagon and several eat stands. All other midway concessions were open only occasionally because of cold and rain.

Paul Whiteman's Orchestra, augmented by 80 local musicians, will play a benefit concert in Will Rogers Memorial Coliseum on November 1 and for the local debutantes' ball several days later before leaving for New York about November 4 or 5.

Lulu Bates returned to the cast of *Honky Tonk Revue* on October 23 after a trip to New York to attend her mother's funeral. Maurice Stein, manager of Frontier Exhibitors, Inc., branch of O'Reilly-Beresin concession concern, will leave on November 1 for Los Angeles, where he is to have charge of concessions for a group of West Coast theaters.

Newcombe to El Paso

Harold Jonte succeeded Harry B. Martin as business representative for Sally Rand at Nude Ranch. Mitzi Fitz, Mickey Adams, Ann Myers, Noel A. C. Rosen and Jonte are taking tap dancing from "Tiny" Comstock, wife of ranch manager, Eddie Comstock. Mitzi Fitz and Mickey Adams, dancers in annex show at ranch, are preparing for nightclub work. Clyde McCollum has been added to list of nudies at the ranch. Altho Sally Rand is scheduled to leave this show today, her name will be retained at the ranch. Bob Williams, grinder at the ranch, returned from

Fair Meetings

Maine Association of Agricultural Fairs, November 5 and 6, Hotel North-castland, Presque Isle. James S. Butler, secretary, Lewiston.

Canadian Association of Exhibitions, November 19 and 20, Royal York Hotel, Toronto. W. D. Jackson, secretary, London Ont.

International Association of Fairs and Expositions, December 1 and 2, Hotel Sherman, Chicago. Ralph T. Hemphill, secretary, Oklahoma City, Okla.

Wisconsin Association of Fairs, January 4-6, Hotel Plankinton, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Ohio Fair Managers' Association, January 12-14, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Western Canada Association of Exhibitions, January 18 and 19, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of Fair Managers, January 18-20, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Brunswick, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

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 INQUIRES are being made, secretaries of associations should send in their dates.

Wichita, Kan., where his brother, Frank English, died.

Verne Newcombe, who formerly had concessions here, is to be general manager of Southwest Sun Carnival in El Paso. Bob Sandberg, talker at the ranch annex, left for San Francisco, with stopoffs in San Diego and Los Angeles. Laurisse Fox and Johnny Sandberg will be associated with Sandberg, who will also have two games at the El Paso show. Leo Stern and Harry Sherman, with O'Reilly-Beresin concessions here, are now at the Hippodrome, New York; Henry Lindenbaum is at the Casino Theater, Brooklyn.

Mr. and Mrs. H. P. Hill, State Fair Shows, are here, Mrs. Hill being at Mrs. Fay Stokes' Temple of Knowledge and Mr. Hill being with H. P. (Hank) McAllister. Doc Oliver J. Allen, also in the Temple of Knowledge, reports a good season at the Centennial.

Sibleys' Roving Terrier

C. R. McCandless, formerly with T. J. Tidwell Shows, has been at the Japanese roly-poly game about a month and he also reports a good season, especially since he came to the local show. Auction store has closed. Joe Marx, who had this spot, left for Los Angeles,

where he is to operate a gem store. Tom Moore, formerly at Nude Ranch, was recently promoted to assistant manager of Pioneer Palace.

Rossie, fox terrier belonging to Mr. and Mrs. Walter K. Sibley, attends exhibitions with the Sibleys and keeps permanent records of these shows in form of metal strips fastened on his harness. These pieces give name of exposition, place and date. So far Rossie has metal plates from A Century of Progress, Chicago, 1934; exposition in Brussels, Belgium, 1935, and the Fort Worth show.

Don Bershear, advance man for the Yellowstone Shows, visited from Tucumcari, N. M. Other visitors were Mr. and Mrs. Bob Paul, Beckmann & Gerety's Shows; Mr. and Mrs. Mel Vaught, State Fair Shows; Jack Sweeney and wife, en route to Los Angeles, where he is to put on a safety program at Station KNX for First National Benefit Society, and Lincoln G. Dickey, general manager of Great Lakes Exposition, Cleveland.

Big Line for Revue

Seventy girl dancers and showgirls in Casa Manana Revue deserve much credit for success of this show. Line of 48 girls is said to be one of the longest ever used in musical show. Showgirls and dancers are Jacqueline Berkeley, Elizabeth Wilds, Rita Halpin, Frances Blythe, Evelyn Gracey, Aloha Hines, Ray DeArmond, Cordelia Carter, Bonnie Belle Roberts, Paula Cosby, Alice McWhorter, Annabel Davis, Mildred McCollom, Betty DeElmo, Kari Lynn, Edith Goode, Emily Von Hoven, Virginia Hester, Jane Hatfield, Olive Nicolson, June Sevier, Mary Page Covey, Aliene Morrison, Dorothy Bigby, Pat Morgan, Lilla Travers, Betty Blake, Ellen Howard, Mary Lou Bentley, Dorothy Miller, Charlene Harkins, Marion Rogers, Myra Atkins, Barbara Mailman, Virginia Dofflemeyer, Elizabeth Morris, Norma Smith, Mildred Cheneval, Virginia Cheneval, Jean Suggs, Marzelle Van Hoosier, Dorothy Van Hest, Ned Stone, Claire Carroll, Ruth Ruddi, Salome Mae Roberts, Maxine Martin, Frances O'Day, Dorothy Murray, Edna Gentry, Jerry Gray, Lela Manor, Lila Manor, Nancy Ross, Edna Powell, Carolyn Waynock, Martha Marks, Janice Nicolson, Virginia Martinez, Jackie Gately, Hazel Grace, Verba Lee Ellison, Yolonda Lossee, Beth Lea, Collette Frances, Marguerite Joyce, Vera Perry, Margie Van Hoosier, Wilbe Lingo, Mildred Kiffough and Margie Groffel. Laurette Jefferson is ballet mistress. Only about 20 dancers and showgirls are from New York, remainder being Texans.

UNCLE HARVEY and Aunt Lou were at Bennettsville (S. C.) Fair on October 19-24.

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT

Finishing With 500 Ft. Slide for Life.

Available for Fairs, Parks and Celebrations.

* Address care of The Billboard, Cincinnati, O.

ACTS WANTED FOR 1937 FAIRS

Revue, Troupes, Animal Acts and others. Give full details. Write

WILLIAMS & LEE

117 Mackubin St., ST. PAUL, MINN.

G
A
H

NOTICE TO ACTS THRUOUT THE GLOBE

In accordance with a policy of long standing, George A. Hamid, Inc., informs the talent world at this period of the year that new and outstanding acts are being sought. If new, outstanding and unique, it means a season's bookings. Submit information in full at once, as our 1937 Catalog is being prepared for publication.

GEORGE A. HAMID, Inc.

1560 B'WAY
NEW YORK
N. Y.

WANTED FAIR ACTS

Fair Acts who are interested in working on the Pacific Coast next season, send Photos, Literature and Description of Acts at once.

GETTING READY FOR 1937 CATALOGUE

Want all types of outdoor attractions. Fair Secretaries don't want substitutions, neither does

EDDIE BURKE ATTRACTIONS

83 McAllister Street, SAN FRANCISCO, CALIF.

Bigger Gate At Columbia

**South Carolina attendance
jumps 10,000 over 1935
—World of Mirth praised**

COLUMBIA, S. C., Oct. 31.—South Carolina State Fair here on October 19-24, with four "big days" instead of two as in former years, set a new attendance mark of 110,000, said Secretary Paul V. Moore, 10,000 higher than in 1935, and he already has plans under way to make the 1937 event, if favored by such weather as greeted the recent performance, an even greater crowd getter.

Secretary Moore placed Thursday's crowd, attracted by the University of South Carolina-Clemson football game, at 50,000, with School Day attendance on the following day at 40,000, when pupils from the 46 counties crowded grounds and World of Mirth Shows' midway. The midway pleased association officials and the public to such extent that Max Linderman's organization was contracted again for 1937.

With the big football game on Thursday and school events on Friday, Mr. Moore is considering staging AAA auto races on Saturday next year with fireworks to bring out a night crowd. Saturday attendance has not been satisfying in recent years, altho crowds this year topped all others in the last few seasons with exception of the time a circus played Columbia on that day.

World of Mirth Shows, which had the exclusive on game concessions, was particularly praised for its operation of merchandise wheels without complaint. The show's gross was the greatest here in 10 years, said Mr. Moore. Lucky Teter's Hell Drivers, who made a hit on Wednesday, probably will come back in 1937. Teter played to a capacity crowd on his first trip to Columbia. Gus Sun grand-stand attractions drew well. Exhibits were of high standard, with all space taken long before the fair opened.

Grand-Stand Shows

CLOSING a successful season of fairs and celebrations in Caruthersville, Mo., on October 11, Steiner Trio opened indoor engagements on October 27 in Decatur, Ill.

A SUCCESSFUL season of fairs is reported by De Waldo Attractions, which opened in Moosejaw, Sask., on June 24 and closed in Franklinton, La., on October 17.

GRAND-STAND show at Dillon County (S. C.) Fair has always been an important part of the annual, and Judge Joe Cabell Davis has witnessed almost every performance, given his approval and also suggestions when deemed necessary for the 15 years or more that the fair has operated. Five consecutive years Foxy Groth has assisted the judge in putting the show together and acting as emcee. Acts this year included Merrill Brothers and Sister; the Kressells; Looping Mixes, globe act; Groth Brothers and Fearless Franzellon, high pole and two acts; Wiswell's Funny Ford; Foxy Groth, clown and emcee; Ohio Display Fireworks; Mettler's Banda Familia, with the Bantley Shows, and local school band alternated in playing the program. Bantley Greater Shows were on the midway.

SAN AUGUSTINE, Tex.—San Augustine County Fair closed on October 24 with thousands on the grounds until midnight for automobile giveaways. Cold marred second-day attendance. Big State Shows on the midway reported satisfactory biz.

PHILOMENA BORRIS

WORLD FAMOUS
BELGIAN WOODEN SHOE DANCERS

World's Fair in '33 and '34,
Just closed Cleveland Exposition, 15 weeks. Act
available for Fairs, Expositions and Indoor Halls.

Write or wire
PHILOMENA BORRIS,
2455 No. Kimball Ave., Chicago, Ill.

Fairs Not on Wane

EDITORIAL

From The Sheldon (Ia.) Sun

Every year we hear positive statements to the effect that the day of the agricultural fair and exposition is over. In fact, several times the subject has been discussed by the Legislature with always a few misguided lawmakers around ready to entomb the State Fair and fairs in general, describing them as "relics of the horse and buggy era and far behind the times."

All fairs have their lean years and often the future is not bright. But, taken as a whole, the fair is gaining strength as an American institution and is far from ready to slip into oblivion. We'll admit that small county fairs have plenty of worries. With the depression, drought, depleted cash reserves and other adverse factors, some of them will have to fold up, but the fairs that have the courage to forge ahead and can weather one of two poor years are sure to succeed.

The uncertainties of Iowa weather are the biggest bugaboos of fair managers. But the State Fair solves this problem by extending over a long enough period of time so that the law of average is sure to provide many ideal days for fair-going.

The State Fair has broken many attendance records, and one day had the

largest crowd since the corresponding day in 1925. We attended the State Fair on August 29 and were amazed at the throngs which swarmed all over the place and at the free spending that was in evidence on all sides. The grand stand had been selling out daily.

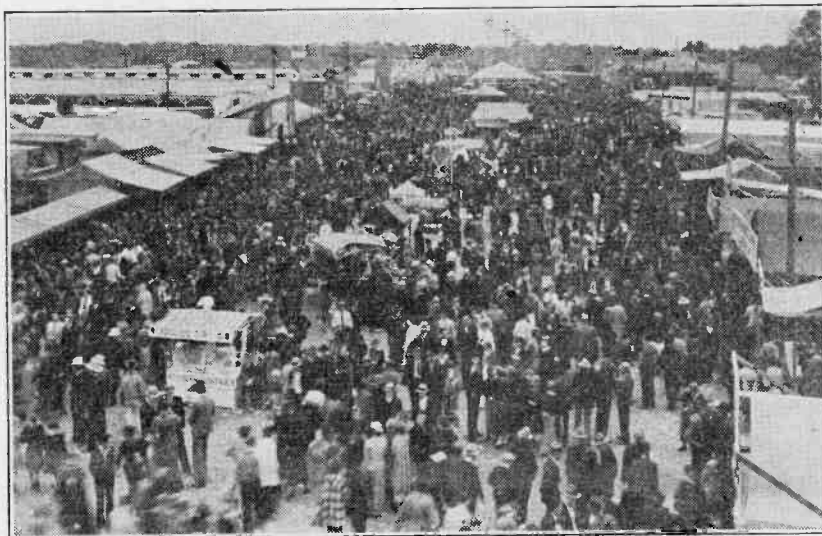
grounds increased costs, but good patronage more than offset these.

CLÉVELAND, Miss.—First annual Bolivar County Fair was so successful that plans are under way for a permanent setup, with near-by counties indicating that they may join.

HOUSTON, Tex.—Construction of Houston's \$1,337,000 exposition and convention hall on site of Sam Houston Hall will get under way on November 2 and will be opened in the fall of 1937 with Houston Fat Stock Show and Live Stock Exposition. J. W. Sarwelle, chairman of the live-stock committee of the Chamber of Commerce, said plans are being made for a big event. Houston Fat Stock Show was organized in 1932.

FRANKLINTON, La.—With a single night record crowd of 40,000 and total well over 100,000, Washington Parish Fair Association closed its 27th annual with the best exposition in its history on October 17. About 10,000 Negroes attended on closing day. Col. Dan Cushing, president, reported most successful entertainment in years on the midway and acts before the grand stand. Harry Burke Shows and Great Dixieland Shows were on the midway.

MARSHALL, Tex.—Directors of Central East Texas Fair Association, officials of the Chamber of Commerce and some leading merchants in joint meeting voted an extensive expansion program, including erection of a large Merchants' Build-



"HALF A MILE OF HUMANITY" on the enlarged horseshoe shaped midway at Mississippi Free State Fair, Jackson, as photographed on School and College Day, October 23, when an estimated 80,000 to 100,000 smashed all-time attendance records. View from roof of agricultural building shows midway, live-stock barns and grand stand, and half a mile away in the football stadium more than 5,000 were witnessing a football game and 4,000 were viewing auto races. Representatives of a number of State fairs were present to see the record "Friday at Jackson."

largest crowd since the corresponding day in 1925. We attended the State Fair on August 29 and were amazed at the throngs which swarmed all over the place and at the free spending that was in evidence on all sides. The grand stand had been selling out daily.

Yet at the next session of the Legislature, some congressman or senator, perhaps from a district that is without a fair of its own and jealous of cities with good fairs, will make an awful howl against fair appropriations (if any are needed) and again try to convince the General Assembly that fairs are on the way out.

We say that the fair is permanent and that its popularity is increasing. We are sure that the future will support this contention.

Fair Grounds

VANCOUVER, B. C.—Mat Hassen, Armstrong, B. C., has been appointed auctioneer for British Columbia Winter Fair, to be aided by T. D. Trapp, New Westminster, if necessary. It is hoped to organize a banquet during the fair to be attended by producers and consumers for discussion of mutual problems.

MONROE, La.—Officers of Ouachita Valley Fair Association said that, despite extra expenditure of \$4,000 for the 1936 annual, they expect to pay off in full and have a balance. New buildings and improvement of the newly acquired

ing for exhibits to cost over \$11,000. Building will be large enough to accommodate a minimum of 42 merchants' exhibits as well as automobile exhibits.

NATCHEZ, Miss.—Adams County Fair, staged here by the American Legion Post on October 12-17, was reported successful by the sponsors. In conjunction was a rodeo, and Greater Exposition Shows were on the midway.

LUFKIN, Tex.—Angelina County Fair directors announced all expenses of the 1936 fair paid and a good balance in the treasury, with biggest gate in several years. Heavy expense of a new building was fully met, said President Jean Shotwell.

TUPELO, Miss.—District WPA office here passed favorably on a \$41,000 auditorium and fair exhibit hall for Tupelo, replacing the armory blown down last winter in a cyclone. Project plans call for a \$31,000 WPA grant and \$10,000 city funds. City officials and fair association members voted to give space on the fairgrounds for the building and to post the needed cash. Construction is expected to begin in about 30 days.

DOVER, O.—County commissioners granted a request of directors of Tuscarawas County Agricultural Society for \$10,000 advance to finance the society's share of cost of a WPA grand stand at fairgrounds race track. Plans will be drafted immediately and promised WPA aid will be applied for, construction to be complete for the 1937 fair. Materials in the present frame stand may be sal-

vaged to construct a building for 4-H Club live-stock exhibits.

WOOSTER, O.—Altho bad weather retarded attendance on first three days of annual Wayne County Fair here, directors are pleased with the report of Manager Walter J. Buss, receipts being \$23,919, compared to \$22,121 in 1935 and \$20,004 in 1934.

TOMBALL, Tex.—Three-day Tomball Fair and Rodeo closed here successfully on October 24 with Houston Day and attendance that included a Houston delegation of more than 50 autos. Admission was free, but a nominal charge was made to the rodeo, under direction of E. H. Marks. A. H. Keefer, Tomball banker, is fair president.

Some Comment On Conventions

I am convinced from the reports that I have had from fairs in general that most of them have done mighty well this year. I am sure that we will have possibly the largest attendance at our December meeting that we have had in years.—RALPH T. HEMPHILL, Oklahoma City, secretary of International Association of Fairs and Expositions.

A great number of inquiries from outdoor showmen and other allied friends have been received, requesting information about the annual meeting. This is a good indication that we will have visitors from a wide area in the East.—CHARLES B. RALSTON, Staunton, secretary of Virginia Association of Fairs.

As practically all Ohio fairs made money and many broke attendance and gate receipt records this year, we are anticipating one of the largest annual conventions in history of the organization.—MRS. DON A. DETRICK, Bellefontaine, executive secretary of Ohio Fair Managers' Association.

We are planning to invite all of the fair officials in New England to come to our meeting and stay for the banquet, and we hope it will be one of the most successful gatherings our association ever has had. The announcement of fair meetings is very helpful to all of us and we always look to *The Billboard* for this particular piece of information.—A. W. LOMBARD, secretary of Massachusetts Agricultural Fairs Association.

We expect about 250 at the meeting and banquet. Among speakers will be President H. W. Kitchen, Presque Isle; W. G. Hunter, Maine Central Railroad, Portland; Ralph A. Jewell, Fairfield, representing W. H. Gocher, secretary National Trotting Association; Gov. Louis J. Brann; Commissioner of Agriculture Frank P. Washburn, Augusta; George A. Hamid, New York, and Ben Williams, Jackson Heights, New York City. Mr. Hamid will furnish banquet entertainment.—JAMES S. BUTLER, secretary of Maine Association of Agricultural Fairs.

CLEVELAND STAFF

(Continued from page 40)

Shaffer home is located. The other present was three pheasants contributed by Earl W. Brown, of the Florida Exhibit, who went to Wisconsin for a hunting trip and on his return from Portage, Wis., brought the fowl as proof of his prowess.

Of entertainers along the midway last summer two combinations are working Cleveland territory. Don Baker has joined with Bill Friedel (Schultz) and they are presenting a combined show of animals and magic to schools. Stuart P. Cramer, magician, who played at the Marine Theater, has teamed with Arnold's animal act, also an attraction there, in booking performances thruout Ohio. They recently appeared at Higbee's store in a children's performance. Arnold act has gone to the O'Neill store to remain until after the holidays. Meantime Cramer is working solo. Gulliverland and the three Kempfs, Dorothy, Irving and Bruce, are slated at the May Company here with their miniature attraction.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES,
PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

TRANSCONTINENTAL Roller Derby, which opened two weeks ago in the Coliseum, Chicago, under direction of Leo A. Seltzer, continues to draw crowds and the entrants covered more than 2,000 miles in first 16 days of racing. Championship races will be featured each night until closing date, November 3. At conclusion of the Derby in Chicago Director Seltzer expects to open the Transcontinental Derby in St. Louis followed by an opening in Music Hall, Cincinnati, on December 25.

DURING a visit in Chicago Elmer Berger, rink operator and speed skater, East Orange, N. J., witnessed sessions of the Transcontinental Roller Derby in the Coliseum, he advises.

BIG Halloween parties, with carnival events, favors and costume prizes, were held in the rinks under management of the Winter Garden organization, Winter Garden Rollerway, Edward F. Lunny, manager, Dorchester, Mass.; Annex Rollerway, Melvin J. Solari, manager, Dorchester, and Lyonhurst Rollerway, Daniel O. McNeice, manager, Marlboro, Mass. John Grant, president of the Ramblers Roller Skating Club, was a recent visitor of General Manager Fred Freeman, of the Winter Garden organization.

FIFTY MEMBERS of Salisbury (Mass.) Rollerdomo made a good-will trip to Alex A. MacLean's Rollaway Rink, Revere Beach, Mass., on a recent night. Two Halloween parties were held in Mike Delrusso's Revere Skating Arena, and Alex A. MacLean's Rollaway Rink, both at Revere Beach. Delrusso served free refreshments and gave two prizes of \$5 each for best and funniest costumes. MacLean gave four merchandise prizes for best costumes. A series of events is scheduled for MacLean's Rollaway Rink, with a special club party slated for November 5 and an Armistice Eve Party. MacLean has made Tuesdays, Wednesdays and Thursdays Carnival Nights, when he distributes fun favors and noise-makers and features the block game, a "survival" setup. Another game uses release of 12 gross of balloons.

MICHIGAN SKATING ASSOCIATION is planning an annual feather party and dance on November 19 in St. Andrew's Hall, according to Melvin W. Crawford, president. Jess Bell, Arena Gardens, is in charge of arrangements. National Outdoor Ice-Skating Contest will be held in Petoskey, Mich., on February 6 and 7, said Crawford, who is vice-president of Amateur Skating Union of the United States. He also said the Union has scheduled the North American Outdoor Speed-Skating contest for Saranac Lake, N. Y., on February 12-14, to be followed by the National Indoor Championship Contest in Chicago on a date to be set by the Union.

CECILIA COLLEDGE, English fancy skater, is giving exhibitions in Palais des Sports Rink, Paris. Skating Hamiltons, American roller skaters, are at the Casino, Lille. Four Skating Macks, American roller skaters, are at the Metropole, Bremen.

SOME mighty complimentary press notices have been appearing lately regarding General Manager Fred Martin, Arena Gardens Rink, Detroit, and Leo A. Seltzer's Transcontinental Roller Derby activities. In a recent issue of *The Detroit Times*, Bud Shaver wrote, in part, on the sports page: "Interest in roller skating has accelerated remarkably

during the past two years—and no one knows just why. The sport has its cycles of success and failure. Detroit, incidentally, is one of the major roller skate centers of the country. This fact was recognized by the Amateur Skating Union of the United States, which, convening in Cleveland last week, designated Arena Gardens Rink, Detroit, as the site of the national roller skate speed races in March. Petoskey received sanction to stage the national open-air ice-skating championships this winter. Chicago will be the site of the indoor ice-skating championships. Fred Martin, director of Arena Gardens Rink, who was for many years world's distance champion in roller skating, is responsible for much of the local revival of interest in roller skating. It was Martin who talked Adam Weissmuller into spending \$22,000 on Arena Rink. And crowds of 5,000 weekly are proving that Martin knew what he was talking about when he got Adams to go for the G's. Martin divulges some interesting facts about roller skating. In this country roller skaters move to the left. In England they skate to the right, which is just the opposite of the two nations' auto-driving systems. An amateur roller skater is not allowed to skate on the same floor with pros. But a pro can regain his amateur status by notifying the Amateur Skating Union of his intention and then remaining off the skating floors for a period of two years. Most consistent of social roller skaters are women. They have discovered it is ideal for streamlining the body. Contrary to popular opinion, roller skating does not spoil an ice skater. For a long time top-notch ice skaters refused to get on rollers because of the unfounded belief that they would lose the strength in their ankles by gliding around a rink on wheels. Nowadays many champ ice skaters keep in trim when no ice is available by roller skating. A chimpanzee takes readily to roller skating, but a bear has an even better sense of balance. Any girl with personality, a svelte figure and a sense of showmanship could make a fortune if she mastered graceful fancy skating on rollers as Sonja Henie has done on ice. All rink managers are looking for such a girl."

Roller Derby

By LEO A. SELTZER

Since my last article in *The Billboard* there have been a great many developments in the advancement of roller skating in this country. First of all the Roller Derby in Mike Jacobs new sports arena, the Hippodrome, New York City, attracted and sold the greatest sports critics in the country on the idea that roller skating can be just as exciting as any other sport. Without doubt all interested in roller skating have read some of the national releases that resulted from this showing. Or they may have had the opportunity of viewing one of the five newsreels that were made of the Roller Derby in New York.

It has been freely predicted by these critics that if all things remain even in the growth of the Roller Derby this new sport will take its place among the major sports in the next few years. Now we do not wish by any means to appear egotistical, but still we are not lacking in confidence. We know that the Roller Derby is going to be one of the country's greatest sports. We knew that more than a year ago and told it to several heads of national magazines.

But still the same complaint arises that we spoke of in our last article. The tremendous backwardness of the majority of the rinks makes itself more apparent daily. Regardless of the fact that I own and originated the Roller Derbies, I can't see for the life of me why any sane rink manager or manufacturer of skates can be anything but appreciative of an idea that is bringing roller skating to the front for the first time in history. Yes, I know it has had periodical spasms, but this time it is here to stay in spite of the narrowness of many who should be boosters. And the reason for this is that we are not asking anyone to buy anything or trying to sell anyone anything except common sense.

I have had marvelous letters from some progressive men in the game. One especially from Cyril Beatal from England was very constructive. And, incidentally, we don't claim to know it all. Any constructive ideas are very welcome. I had several interesting callers in New York. Buddy Brown introduced himself and offered his assistance in anything that might be needed. Jesse (Pop) Carey and his son, Malcolm, spent several enjoyable hours in my office. The

elder Carey stated that all his life he had hoped to accomplish what we were now doing and said that he was 100 per cent behind the idea. Al Flath and his friends were frequent visitors. There are many others whose names I cannot remember at this time. But there were not nearly as many as there should have been. One tireless worker who also has nothing but the future of roller skating in mind is Fred Martin, of Arena Gardens Rink, Detroit.

I also wish to add my complaint to the publishing of any more so-called records. This has been a sore spot in our development of the Roller Derby. I made this statement before in these columns and make it again, altho it has been questioned. There are no officially recognized roller-skating records for the sprints by any recognized sporting paper or magazine. I had this looked into by leading sport authorities.

(Continued next week)

MACON GIVEN

(Continued from page 40)

of 20 per cent over 1935 grosses, being biggest midway gross in history of the fair, it was reported. E. Lawrence Phillips, director of the Jones organization, and all show officials co-operated in enforcing the new concession regulations. Not a single complaint was reported during the week. The after-effect, following close of the fair, was very noticeably different from last year, civic organizations and other groups commending the fair, it was pointed out.

Louis Krim, operator of a machine impressing the Lord's Prayer on a penny, was held for a while on a charge of defacing currency, but the charge was speedily dismissed after a ruling on its legality had been handed down by United States court officials here. Krim had a successful week.

Hamid Show Third Year

Revelations of 1936, a George Hamid production, was featured grand-stand attraction, with Ullis and Clarke; Four Sailors, Taki and Osaki, LaSalle and Donahue, Evelyn Lee, Rosita and Perez, Art Maro's Band and a chorus of 20 girls. Ohio Display Fireworks Company gave nightly shows. As guest artist, the fair association presented Miss Mary Rodes, lyric soprano, New York light opera singer, who scored a tremendous hit with a program of semi-classical numbers each night. Matinees at the grand stand were light, but night houses were big and there was an increase over total attendance of last year. Henry Cogert represented the Hamid office and Gene Hamid was company manager. It was the third consecutive year that the fair had a Hamid show. Miss Rodes was used in two Atlanta radio broadcasts and three in Macon. Members of the Hamid troupe were used in three in Macon.

This year the fair made a determined bid for out-of-town patronage and this is believed to have accounted for the big increase. Publicity department, headed by Paul M. Conway, planted stories in 120 weeklies and 30 dailies. Ads were used in six dailies and 50 weeklies. Special advance radio shows were presented in all stations in Middle Georgia area. Fair printed and distributed 15,000 copies of State Fair News, mailing copies to every telephone subscriber in a radius of 60 miles. Midway was arranged differently than in past years, shows and rides going into the infield of the one-mile track for the first time.

Will Test Tax Law

Fair officials did not announce daily attendance, but Monday started slowly with about 4,500. This was increased to more than 15,000 on Kids' Day, Tuesday. Every day built up to the big day, Friday, and there was a slight decline on Saturday.

Visitors included President Mike Benton and party, Southeastern Fair, Atlanta; Gordon S. Chapman, Sandersville (Ga.) Fair; Felix Jenkins, Columbus (Ga.) Fair; Mort L. Bixler, Savannah Fair; T. E. Rich, Bainbridge (Ga.) Fair; Art Lewis, Art Lewis Shows. American

Legion Post made an effort to hold fair attractions over for a Sunday charity show on October 25 but met strong opposition and abandoned the plan.

The fair association obtained an injunction on Friday to prevent collection of State taxes on the midway. Hearing has been set for November 16 and a test of the new application of the law is being planned. Joe End, concession operator, playing Macon Fair 20 years, was back with the most elaborate doll store ever seen here. While business was below expectations, it was termed satisfactory. There were 54 other concession operators.

COTTON CARNIVAL

(Continued from page 40)

nival, declaring he believed "one joint festival a year would be advantageous." He also recommended that fair buildings be open to use for farm marketing activities.

This year's surplus, President Skinner said, reduces the fair's deficit to \$12,714, balance remaining from a \$30,000 loss in 1930.

EXPANSION ON

(Continued from page 40)

George Hamid; Lee's Hussar Concert Band; Timbu, human ape; Dashington's Trained Dogs and Cats; Valencia, high pole; Jammie Graves, high pole and slide; Loraine Wallace and her Lions; Aerial Bauers; Proske's Tigers; Poodles and Noodles, clowns; John Holley Troupe; Flying Valentinos; Sol Solomon, champion high diver; Great Wilno, human cannon ball; Carver's High-Diving Horse; Lady Barbara's Society Circus; Smilo, clown; Uncle Si and Sally, rubes. Displays by United Fireworks Company were given nightly. George Hamid, New York; Dr. D. S. Dorton, Shelby (N. C.) Fair, and numerous other fair officials were visitors.

JACKSON SMASHES

(Continued from page 40)

Schrader's 27-second mark. For the mile, Calloway's record was 55.2 seconds. Arranged on a new horseshoe-shaped midway, stretching half a mile from exhibit buildings to grand stand, Royal American Shows received acclaim of visitors for its brilliantly illuminated array of attractions. Business for midway attractions was 33 1-3 per cent better daily than last year.

Exhibits, in 15 departments, were far superior to last year's, a Jersey Cattle show getting much attention. Governor White was guest of Mayor Scott on an official visit Wednesday night. The Governor and party, which included local business men, were guests of Carl J. Sedlmayr, E. C. and C. J. Velare at several midway attractions, later witnessing Ernie Young's grand-stand show. Mayor Scott has ambitious plans for the fair, in which he has support of the State Press Association and various other influential agencies.

Mabel Stire Hostess

Miss Stire was host on the record-breaking Friday to a group of interested fair officials anxious to confirm with their own eyes stories that have been told about School and College Day in Jackson. Those here for the day included: P. T. Strieder, secretary-manager of Alabama State Fair, Birmingham, and Florida Fair, Tampa; a representative of California State Fair, Sacramento; Mr. and Mrs. Raymond A. Lee, he being secretary of Minnesota State Fair and president of the International Association of Fairs and Expositions; W. R. Hirsch, secretary-manager of the State Fair of Louisiana, Shreveport, and Mr. and Mrs. Roy Rupard, of the State Fair of Texas, Dallas.

Five special trains brought more than 8,000 on Friday. With schools dismissed for a radius of 100 miles, school busses poured thousands into the city. The crowds, which P. T. Strieder estimated as close to 100,000, overflowed the grounds and packed downtown streets, giving business houses one of their best days this year.



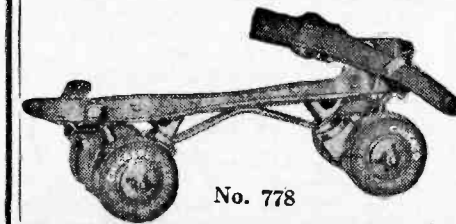
RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skate Today

SEND US YOUR ORDER NOW!



Skates. Repairs.
Non-Slip Powder.
Broadcasting Systems.

CHICAGO ROLLER SKATE CO.

4427 W. Lake St., Chicago, Ill.

NEW DEVICES COMING OUT

Latest Equipment Will Feature NAAPPB Trade Show in Chicago

Sellout of space appears assured, declares Secretary A. R. Hodge—highlights of program may be revealed by President Baker next week—carnival men interested

CHICAGO, Oct. 31.—With the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman here on November 30-December 4 still a month off, offices of Secretary A. R. Hodge in the Hotel Sherman report that the number of exhibit booths already definitely booked have almost reached the 100 mark. With total capacity of only 112 booths, it appears that a complete sellout is reasonably assured, it was declared. Secretary Hodge remarked that many manufacturers have been holding new devices and equipment "up their sleeves," awaiting times when it seemed more practicable to launch new items.

"However, the success of the 1936 season has inspired many manufacturers to bring their new items out of hiding and a vast majority of them will be on display at the coming trade show," he said. "In addition, coin-operated amusement machine manufacturers are going to be a prominent feature of the show, as they recognize the vast field open to them in parks, piers, pools, beaches and carnivals."

Exhibitors in Line

The following list of definite bookings was announced by Secretary Hodge, who added that there are a number more in prospect for which definite arrangements have not been concluded:

A. M. I. Distributing Company, Chicago; Ackley, Bradley & Day, Pittsburgh; Allan Herschell Company, North Tonawanda, N. Y.; American Paper Goods Company, Chicago; Associated Indemnity Corporation, San Francisco; Harry C. Baker, Inc., New York; Norman Bartlett, North Tonawanda, N. Y.; William B. Berry Company, Boston; *The Billboard*, Cincinnati; Bisch-Rocco Amusement Company, Chicago; Buckley Manufacturing Company, Chicago; Cagney Bros., Leonardo, N. J.; J. L. Campbell & Company, Baltimore; R. E. Chambers Company, Beaver Falls, Pa.; Champion Lamp Works, Lynn, Mass.; Chicago Coin Corporation, Chicago; Chicago Colk Company, Chicago; Chicago Roller Skate Company, Chicago; Custer Specialty Company, Dayton, O.; Dodgem Corporation, Exeter, N. H.; Dudley Lock Company, Chicago; Eli Bridge Company, Jacksonville, Ill.; Eyerly Aircraft Corporation, Salem, Ore.; Fred Fansher, New York; G-M Laboratories, Inc., Chicago; Gantner & Mattern Company, Chicago; General Register Corporation, Chicago; Hahs-Groves Company, Cape Girardeau, Mo.; George A. Hamid, Inc., New York; International Mutoscope Reel Company, New York; Fred S. James & Company, Chicago; Johnson Fare Box Company, Chicago; (See *NEW DEVICES* on page 61)

Texas Dog Track Circuit To Follow Court Decision

DALLAS, Oct. 31.—A State-wide circuit of dog race tracks in Texas, costing about \$700,000, will be formed immediately, O. M. Carmichael, vice-president of Sportsmen's Greyhound Racing Association here, announced on Wednesday when the State Supreme Court ruled that dog racing is not illegal and cannot be enjoined as a public nuisance.

Court's ruling cleared a long-standing dispute over Texas gaming laws. It was handed down in the case of John R. Shook, San Antonio criminal district attorney, vs. All-State Racing Association.

YOUNGSTOWN, O.—Heidelberg Gardens, in Idora Park here, dark since the regular season ended late in September, will reopen early in November. Officials said a night club policy will be maintained, including band and floor show nightly. Spot has been redecorated and all new appointments added.

NEW YORK—Concessioners' rendezvous continues to hold sway in the second-floor dining room of the Foltis & Fisher restaurant, 43d and Broadway. The boys congregate daily to "cut 'em up."

Never Can Tell

PHILADELPHIA, Oct. 31.—Zoo animals may foretell, but you can't prove anything by it. R. Sturgis Ingersoll, chairman of the citizens' committee for a free and modern zoo, sent to the gardens for the latest weather forecast. The raccoons, he learned, have heaviest coats in years. That means a hard winter. The opossums' hair is unusually light. That means a mild winter. Anyway, observed Ingersoll, the U. S. Weather Bureau is still functioning. Carl Bringo, Elmwood Zoo, Norristown, Pa., has devised his own method of weather forecasting. It's the swans that give him the tip, ducking their heads under water the evening before a storm.

Atlantic City Biz Ahead of Year Ago

ATLANTIC CITY, Oct. 31.—Business in the resort continues ahead of that of a year ago.

This was revealed this week following a checkup of business, amusements, hotel officials and railroads.

They declared that business was from 15 to 20 per cent ahead.

Southern Trip for Pearce

DETROIT, Oct. 31.—Fred W. Pearce, manager of Walled Lake (Mich.) Amusement Park and connected with several other park enterprises, is planning to go south later in the season. Plans are being completed for renovation of the park for next season. His brother, J. E. Pearce, is remaining at the park to supervise all operations for a large part of the winter.

Survey Shows Gate Records Aided By Consistent Use of Attractions

NEW YORK, Oct. 31.—An exhaustive survey of talent employed and presented by amusement resorts in Eastern United States, New England and Canada appears in the first issue of the fall-winter season of *Fair Times*, house organ of George A. Hamid, Inc.

Chart gives attractions setup in 13 parks and permanent circus layouts featured at two spots. Basis of survey, explained by Leonard Traube, editor of the house organ, is "act weeks," determined by multiplying the number of acts engaged by the duration of the engagement. For example, Playland, Rye, played 11 acts for two weeks apiece, thus yielding 22 "act weeks."

Parks and number of act weeks in each follow: Enna Jettick, Auburn, N. Y., 16; Kennywood, Pittsburgh, 15; Palsades, N. J., 25; Paragon, Nantasket Beach, Mass., 9; Playland, Rye, 22; Roseland, Canandaigua, N. Y., 19; Salisbury Beach, Mass., 8; Steel Pier, Atlantic City, 70; Suburban Park, Manlius, N. Y., 8; West View, Pittsburgh, 12; White City, Worcester, Mass., 14. Circus: Olympic, Irvington, N. J., 39; Steeplechase, Coney Island, N. Y., 53.

Recapitulation shows:

Parks Surveyed	15
Total Act Weeks	332
Act Weeks, General	240
Act Weeks, Circus	92



PAUL C. MORRIS, head of the pool program committee for sessions during the annual convention of the National Association of Amusement Parks, Pools and Beaches, in the Hotel Sherman, Chicago, on November 30-December 4. The publicity chief of Playland, Rye, N. Y., has announced some subjects of great interest and an imposing array of speakers is being marshaled.

Free Philly Zoo Program Is Laid Out by Officials

PHILADELPHIA, Oct. 31.—Virtual assurance that Philadelphia will have a free and modern zoo was given by Mayor Wilson in approving a \$550,000 program for improvements. A contribution of \$500,000 will be made by the federal government, with the city chipping in the balance. Program was announced by R. Sturgis Ingersoll following a meeting of campaign workers for the citizens' committee for a free and modern zoo.

The \$550,000, said Mr. Ingersoll, chairman of the citizens' committee and vice-president of the Zoological Society, will be used to build bear pits, lion house, lion steppe and penguin cages. Program will be submitted to John H. Rankin, local WPA administrator, forwarded to the State capital and then to Washington for approval.

Mayor Wilson promised to ask city council for enough funds to permit five free days a week at the zoo.

Total Acts	200
Total Acts, General	135
Total Acts, Circus	65
Individual Acts Played	94
Individual Acts, General	66
Individual Acts, Circus	28
Average Act Weeks Per Park	22 plus
Average Number Acts Per Park	13 plus

Organ justifies the survey by stating that "turnstiles were so active and interest displayed so intense that too much emphasis on the strides made in summer playgrounds cannot be made, especially in light of the fact that virtually all projects so far surpassed the last five or six seasons as to reveal 1936 as the very first since 1930 which has shown any marked resemblance to the prosperity years. As anticipated, consistent utilization of attractions played a heavy role in the smashing of gate records.

"Despite inroads made by such sturdy intangibles as the automobile, the cruise steamer, reduction in railroad fares and a general trend to go far afield for recreation and pleasure, fixed amusement spas established their strength in drawing on their areas for record totals and recapturing those who had become jaded by outworn and outmoded examples of box-office amusements," it is stated.

A. C. Readying Winter Activity

Auditorium is to house sports contests—fund set for holiday decorations

ATLANTIC CITY, Oct. 31.—Altho the American Gas convention didn't measure up to what was expected, a few thousand delegates took in the city this week and helped to swell the continuing crowd as first winter activities bring the center of things to the Auditorium.

The big hall, now filled with gas exhibits, will be on November 7 turned into a full-sized football field for the game between P. M. C.-Delaware, and a second on November 11 before being torn apart to make ready for opening of ice hockey on November 27. Sea Gulls, Auditorium representatives, went to Canada this week to train.

Manager P. E. M. Thompson announced he had set November 17 as opening of the basket-ball season on the big stage, with seating capacity of 5,000. Stage also will be used for wrestling, starting on November 16. With definite signing of basket ball, Million-Dollar Pier puts itself out of this field and will be dark for the winter.

Meanwhile many are here to celebrate the Halloween season at many parties in hotels and night spots. City has appropriated \$1,500 for Christmas decorations along the avenue and Boardwalk, November 28 having been set for the holiday season opening parade. Ben Yost's Varsity Eight made a big hit at Steel Pier over the week-end. Stanley Meehen, late star of the 500 Club here, has signed with Ben Bernie.

A. C. Bids for Diplomats

ATLANTIC CITY, Oct. 31.—A movement was under way this week among big business and hotel interests to establish Atlantic City as a summer diplomatic capital following interest in the proposition by a number of South American countries. A concentrated drive on embassies and legations in Washington will be made to have them transfer their hot-weather business to the seashore. It was recalled that one or two countries kept legations here several years ago.

HOLLIS, N. H.—Arthur E. Strong, many years superintendent of rides in amusement parks in Maryland and Virginia, is seriously ill at his home here, his entire left side being affected by a recent stroke.



PHILIP E. M. THOMPSON, general manager of Atlantic City Auditorium, who is readying the big hall for a busy winter of events following rush of the convention season. Amusement interests report a decided increase in business in the resort over the same period a year ago.

American Recreational Equipment Association

By R. S. UZZELL

Wallace St. C. Jones, of William B. Berry Company, Boston, was here with the first draft of the program for AREA in Chicago on November 30. It is not ready yet for publication, but will be shortly. He will have some new subjects treated and some important old ones handled from a new viewpoint. He is fortunate in having sold a complement of his products, which he will exhibit in Chicago, then ship to the purchaser. He pays transportation to Chicago and the purchaser pays carrying charges from Chicago to destination. This is a mutual arrangement that makes for better business. Each profits and each benefits on the transaction.

The W. F. Mangels book on the origin of the devices has gone to press. The printing, engraving and binding is \$5,200. There are more than 150 illustrations. They want him to cut down on them. This he is loath to do because they make the book. Books cost money. They must come out in prosperous times to succeed. You are not apt to get the book at this year's convention. It is going to set at rest the old contentions of who first invented and brought out what.

Authors in Agreement

Mangels is no iconoclast, but shows only the recorded dates in the patent office with illustrations of the amusement device. Some men will be toppled from a pedestal they have long and by no right occupied. At the same time he will show the contribution of later inventors toward the success of a device on which they have no priority claim. It is going to aid and abet the writer with his book which corrects a lot of tangles in the history of our industry. Mangels deals largely with devices, while the writer deals more with the characters who have made it all possible. In no way do we contradict, but we aid and sustain each other.

Norman Bartlett still has the bees buzzing in the hive. He showed us some ideas that are good enough for the New York World's Fair. He has the persistency that goes places and we do hope he wins in a big way.

Richard Lusse is in Europe. He has been assigned a place on our program, as he is expected to return for the assembling of the clans in Chicago.

"Speak With Caution"

An Englishman has sojourned among us for about one month. Asked for his impression, he said: "The amusement men of America all seem to knock each other." That is a pity. He must have caught some of them off guard and surely did not meet them all. It might be well to contrast the fact that W. F. Mangels, of Coney Island Whip fame, gave a favorable reference on the writer that clinched for the R. S. Uzzell Corporation the biggest deal it has enjoyed since the depression started. Generalities are dangerous and first impressions are often erroneous. Nevertheless it would be well to speak of the other fellow with caution.

Leonard Traube has given a new birth to the George Hamid publication *Fair News*. He has made it over, and by experience and training makes it reflect the progress in all allied outdoor amusement enterprises. No camping on the fairgrounds only for him. The entire outdoor field of paid entertainment is made to pass in review. *The Billboard* training has marked this talented Traube. Watch him boost the assembly of the amusement clans in Chicago.

Better for Carnivals

When a carnival man will refuse to sell a used carnival device at a reasonable cash price you may be sure better days are here. They are looking for new attractions and have some cash. Sounds as if a new cargo of buying power had made port.

L. G. (Larry) Collister, at the youthful and promising age of 43, has passed on. What an eventful life! Ohio State senator at 28 years of age, treasurer of Cuyahoga County (Cleveland) at about 35 and in control of Chippewa Lake Park, O., at 41. He made us some fine speeches in Chicago. A lawyer by education and training, he early acquired a love for the park business. For some years he was attorney for Chippewa Lake

Park. He had a dual and single Loop-Plane on the Cleveland exposition grounds the past summer and was negotiating with the writer for some device for next year. His last letter had scarcely been answered when the sad news came of his sudden death from a heart attack. His wife died last March. They leave a 10-year-old son. He, more than anyone except members of the Humphrey family, traveled widely with the late D. S. Humphrey. They often went for long trips together and visited amusement resorts in all sections of the country. Larry had a fine voice, enjoyed music and could easily have become a great singer.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Far be it from this humble scribbler to invade the sanctuary of Nat A. Tor, the very able chronicler of news apropos swimming pools and kindred subjects. But we have a thing or two to state in relation to "selling" natatoriums situated within a stone's throw (or closer) of a body of water.

At inland locations swimming pools need very little more than water to make them "attractive purchases" to potential buyers. More often than not it is the only outlet for the prospective customers' desire for a dip. On the other hand, the swimming pool situated near the ocean, bay or lake has something that fits within the bounds of the saying about carrying coals to Newcastle.

On Long Island's South Shore there are more than twoscore swimming pools, some of them so close to the Atlantic Ocean that a citizen can fall off a fence into either the pool or the sea. It's a real job to collect a quarter and half dollar a throw for the privilege of navigating a pool when Pop Neptune beckons without charge. Long Island pool men have done it and successfully enough to keep their ledgers nicely dressed in black ink.

Clever presentation of the pool by means of making it "unlike the ocean" has, in most cases, been the trick of bringing in the trade. When the ocean is rough the pool man tells the customer-to-be the pool is calm, and so on.

The writer has seen some really cagey but at the same time strictly-on-the-level efforts by pool moguls to bring in the customers. When the ocean water was cold the poolsters advertised the high temperature of the natatoriums; when the surf was dirty or filled with pesty fish the pool impresarios told of the cleanliness of their places. Every day the pool operator must post bulletins that sell his place to the folks over the ocean's attractive qualities.

Billy Vernon, of Seaside in the Rockaways, is a well-trained pool salesman. He told us that the moment the pool gent lags in promotion he invites an empty stomach. Billy goes strong for contests in his tank, catering mainly to the younger clientele, who, he states, are the repeaters. He has found older folks are not too consistent as patrons.

Hans Klein, major-domo of Rockaway Playland Park pool, which comes right up to say hello to the ocean, has had something of a struggle. It is a big project and to make it pay there must be an unceasing flow of trade. He managed to get this by making his place "like the ocean in some respects and unlike it in others," concentrating on the latter phase of presentation.

Oddly enough, night bathing hasn't met with any flood of success at more than two or three pools all over Long Island. Maybe because ocean bathing at night is the next thing to strongly unpopular around Long Island.

Right now pool folks have before them the task of popularizing nocturnal swimming. It would be that much more gravy on their vests. We know a few who have it in mind and might tackle it next summer.

Salih for Playland Again

NEW YORK, Oct. 31.—Namy Salih announced this week that he will be back in Playland, Rye, N. Y., next season with several concessions. For the past five years he has operated a side show and one-ring circus at the big spot. Playland is building an elaborate new Funhouse, to be ready for opening next spring.

The Pool Whirl

By NAT A. TOR

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

Pulling Hair

The boys and girls who read this column are at it again. Two items that appeared in this pillar recently have started the gang in the swim fraternity pulling one another's hair, with some going so far as to try to cut one another's throats. But it's just playful fun—pulling hairs and cutting throats—in type, that is. And let's hope it doesn't go any farther.

Norris (Corky) Kellam started the first debate when in a letter to this department, which was reprinted here, he condemned the practice of pools hiring amateur divers and water performers and thereby throwing so many legitimate stunt men and women out of work. All of which, you'll recall, the writer personally took a stand in indorsing.

But along came some letters this week from so-called amateur divers who protested against Corky's stand and claimed they had as much right to jobs as the next one. One of 'em, John Talmadge, Kansas City, who claims to be a Midwestern high-diving ace, wrote, in part: "What right has this guy, Corky Kellam, to complain about amateurs being given work? We have to live the same as the pros. And between you and me there are plenty of amateur divers who can make the pros look sick."

Which is all well and good except that Mr. Talmadge fails to explain that amateurs are not supposed to be paid for their services. That's what supposedly makes them amateurs, but maybe it's just the old AAU spirit. At any rate, that is exactly what I'm sore about and what Kellam and the rest of the pros object to, and that is that amateurs go in as amateurs and get jobs by cutting rates of standard acts. If these boys, like Talmadge, want to perform professionally, why don't they come out in the open and turn professional and work like real water performers do?

The other controversy is over a question I raised in a column not so far back. And that was concerning the relative merits of male swim teachers as against femmes. The print off last week's issue of *Billyboy* was hardly dry when a special messenger, no less, brought me a letter from Bob Greenwald, who was anxious to refute the statements made by a woman reader in last week's issue who praised girl aquatic coaches over men.

Bob wrote: "I have been teaching swimming for a number of years in outdoor pools thruout New York City, and I have yet to run across any instructress who knew anything about swimming. Some may be all right to teach their own sex, but when it comes to showing the art of aquatics to the men and for all-round ability give me the men and take the men—if you want to learn to swim. You may get a date from the girls, but they wouldn't show you much of the swimming strokes."

Well, I'm delighted to see that there's some life in the old customers yet and I hope many others will send in their opinions on the subjects discussed above. Give me pro and con—anything you like—we're not all right, and if anyone can show me that I'm wrong in my belief concerning amateur divers more power to him or her. I'm only too willing to listen.

One, Two, Three, Swim

A new wrinkle in sideline attraction is being tried by London Terrace indoor pool, New York City, with Miss Constance, instructress there, offering dance lessons to patrons of the pool. It's a new idea, altho about two years ago Arthur Murray, noted dance teacher, suggested such a tieup in a letter to this column, which was reprinted at the time. I'm curious to know how the setup will fare, and you can be assured I will have anxious eyes glued on the London Ter-

race for the next few weeks to see how the thing comes out.

Paging Corky Kellam

Among the batch of mail that has come to this desk during the past week, most of it incited by the controversies heretofore mentioned, is a personal letter addressed to Corky from Jane Lasher, about whom Corky recently queried this column. Jane wrote Kellam personally in care of the writer, and so her letter remains unopened, but to the many who may also have wondered about her whereabouts, she is still in Fleischmanns, N. Y. And if Corky will drop me a note and let me know exactly where he is I'll be glad to forward her letter. Then, too, there was a letter from Glenn Davis, New York City, who was among those who praised Kellam's outward slam against the invasion of amateurs and who wants Corky to get in touch with him. That letter, too, will be forwarded.

Dots and Dashes

Mary Jane Kroll is new press agent for Park Central indoor pool, New York City. —Daughter of Mack Rose, of twin Cascades outdoor pools, New York City, certainly has grown up to a big girl, and there's nothing personal about this, because I'm married. . . . Roman Pools, Miami, Fla., plotting many big name attractions for this coming winter.

Shillan, of British Firm, Signs Contracts While Here

NEW YORK, Oct. 31.—J. W. Shillan, managing director of British Motor Boat Manufacturing Company and well-known London amusement device manufacturer, brought a tour of the United States to a close in New York this week. Mr. Shillan, who has been visiting American friends in Dallas, Chicago and New York, announced prior to his leavetaking on Wednesday that his trip resulted in renewing his working agreement with the R. S. Uzzell Corporation, New York, and signing of a contract with Spillman Engineering Corporation, North Tonawanda, N. Y., whereby that firm will build Shillan's midget petrol cars for service in this country. Contract calls for a royalty basis.

He had his Rocket ride at the Dallas Exposition this year and announced that he intends to be back for the forthcoming New York World's Fair.

Playland's Winter Session Is Open With Ice Carnival

NEW YORK, Oct. 31.—Playland, Rye, N. Y., officially opened its winter season Thursday night when the county-operated Ice Casino inaugurated its annual ice carnival and skating party. Rink is operating on its usual schedule, offering three separate skating sessions daily.

The big arena has been thoroly renovated and the games section of the winter park offers its usual number of novelty entertainment devices. Dining and dancing have again been scheduled for Saturday evenings in the Casino restaurant ballroom.

With the Zoos

MILWAUKEE.—Jimmy, ailing mandril in Washington Park Zoo, was mercifully put to death with ether at Marquette University School of Medicine. Afflicted with glaucoma, causing permanent blindness, and severe headaches and hemorrhages, Jimmy was doomed to spend his remaining days in pain. Ernst Unterman, superintendent of the zoo, and Walter Dethoff, superintendent of Wisconsin Humane Society, were anxious (See WITH THE ZOOS on page 61)

MAKERS OF MECHANICAL SHOOTING GALLERIES W. F. MANGELS CO. CONEY ISLAND, N. Y.



Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.



AUTO SKOOTER LUSSE BROS., INC., 2809 North Fairhill Street, Philadelphia, Pa., U. S. A. WATER SKOOTER. LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

HENNIES BUY USA OUTFIT

O. W. and H. W. Sole Owners; Texas Centennial Exposition SLA Will Tour 1937 as Hennies Bros. Cemetery Fund Benefit a Success

Property taken over while in the air at Shreveport—to be entirely rebuilt, with massive wagon fronts, and will load on 40 cars

SHREVEPORT, La., Oct. 31.—Orville W. Hennies and Harry W. Hennies, representing the Hennies Bros.' Shows' interests, purchased the United Shows of America, of Shreveport, La., in all of its enormous entirety, it was announced here Wednesday, October 28. This deal was confirmed by William R. Hirsch, for the United Shows of America, and O. W. and H. W. Hennies, of the Hennies Bros.' Shows. This transaction looms on the horizon of show business as ranking in importance to the announcement made several years ago that John Ringling had bought out all the circuses owned and operated by the American Circus Corporation. It is easily the largest unit purchase of show property ever offered at one time in the history of carnivals.

United One of the Leaders

The United Shows of America have been successfully operated for the past few years by William R. Hirsch, John R. Castle and Robert L. Lohmar. The shows rank as one of the leading American carnivals in number of railroad cars, rides, shows and general equipment. Since the adoption of the present title it has played some of the outstanding fairs of the continent. It has the distinction of having inaugurated many innovations in show fronts, illumination and methods of booking and operation. Reasons for its sale were not given when the press dispatch announcing the transfer to Hennies Brothers was filed.

All Property Included in Sale

The equipment of the United Shows in its entirety includes the train of 40-odd railroad cars, 90-odd wagons, all riding devices, all show tents, fronts, electrical equipment, lights, tools and each and every item of show property representing the entire assemblage of show paraphernalia as it stood in the air at the Louisiana State Fair, Shreveport. All of this property will be turned over to Hennies Brothers Monday night, November 2, at midnight, which marks the completion of the 1936 annual State fair here.

To Winter on Fairgrounds

Hennies Bros.' Motorized Shows, now playing El Dorado, Ark., will go to Shreveport following its closing and will winter at the fairgrounds. The United Shows will also be housed in the same quarters. This arrangement was tendered Hennies Brothers by William R. Hirsch, secretary-manager State Fair of Louisiana.

To Take Road as Hennies Bros.

The United Shows will go out season 1937 as Hennies Bros.' Shows, managed and operated by Orville W. Hennies and Harry W. Hennies.

They have no partners or other people interested in this or any other deal and are not working in connection with any show or combine. Hennies will own all the property of the United Shows of America. (See HENNIES BUY on page 48)

Peters Books Attractions For 1937 Tour of Porto Rico

NORTH TONAWANDA, N. Y., Oct. 31.—Peter Peters, carnival owner of Guayama, Porto Rico, while in the office of Allan Herschell Company recently, divulged some of his plans for the 1937 season. For the last five weeks, with headquarters at the Hotel America, New York, he has been interviewing and booking attractions for his American Coney Island Shows.

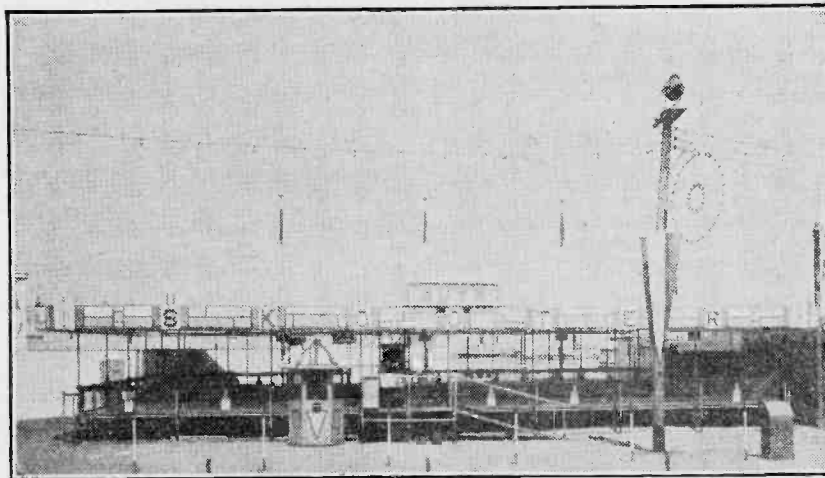
Next year Mr. Peters' Show will have twin Eli Wheels, the first in Porto Rico. He will also carry a three-abreast Allan Herschell Merry-Go-Round and three or four other rides.

PANAMA CITY, Fla., Oct. 31.—Royal Palm Shows will play Bay County Fair here, Robert R. Kline, general agent for shows, announced today.

William A. Breese, of Marks Shows, Recovering From Illness

MILLEDGEVILLE, Ga., Oct. 31.—General Agent William A. (Billy) Breese, of Marks Shows, visited with the shows in Athens, Ga., last week. He is convalescing rapidly from his recent serious illness.

He reported to John Marks with final contracts for the season and requested a furlough so that he may remain home until fully recovered. Marks reluctantly granted it and expressed to him the delight in seeing him returning to health.



HERE IS A PHOTO OF F. E. GOODING'S PORTABLE SKOOTER BUILDING taken at Great Lakes Exposition, Cleveland. This unique and artistic amusement house for the operation of Dodgem or Skooter cars was built especially for Gooding by the Spillman Engineering Corporation, North Tonawanda, N. Y., which stresses the fact that it has mechanical features which permits its "setup" without the use of blocking of any kind.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Ghost City, La.
Week ended October 31, 1936.
Dear Charlie:

The show didn't have a ghost of a chance in this spot. The town when booked last July was a thriving city heavily populated. When the show arrived not a living person in the town, a pestilence having wiped out the entire population. But the Ballyhoo Bros. decided to play the spot, living up to their slogan, "We never disappoint our committee, regardless of the outcome." Auspices here, the United Undertakers and Embalmers of the Swamps."

The showgrounds located in the heart of the town with a cemetery located to the left, a morgue to the right, a coffin factory on the north side and a funeral parlor to the south. In the center of the lot was an old crematory and an old gallows used at one time for public exe-

DALLAS, Oct. 31.—Moved from Streets of Paris to the main live-stock arena of the Texas Centennial Exposition, the Cemetery Fund benefit show and dance of the Showmen's League of America was a big success Thursday night, October 29.

Jose Manzanares' South Americans from the Ford exhibit and Jimmy Joy's Orchestra from the General Motors Building played for the acts sent over to the arena from Streets of Paris, Streets of All Nations, Showboat, Cavalcade of Texas and for the dance afterward.

The big concrete and steel arena had been floored for a ball the week ago and was in fine shape for the dance.

Miss Corrine headed the Mrs. Ernie Young troupe from Streets of All Nations. Lisa Chauvez staged her diving Venus act as star of the delegation from Streets of Paris. Paulette Renet repeated her nightly Lady Godiva ride from Paris. An original skit written by Jan Isabelle Fortune, author of Cavalcade of Texas, based on the life of Belle Starr, famous woman bandit, was staged with Ed V. Goodin as director and Phil Lerner as vocal lead.

Phyllis Gordon, Edith Strand and Neely Edwards were presented in excerpts from *The Drunkard* at Showboat. Jack

Willard, of Old Globe Theater, executed several comic numbers.

As soon as doors of the arena were opened at 11:30 p.m. rangers and cowboys of Cavalcade of Texas cast paraded thru the fairgrounds and ballyhooed at the door.

Guests included the Weaver troupe, current at Majestic Theater, and Jan Duggan, home on a short vacation from the West Coast.

Joe Rogers was chairman of the show committee. Other members were Lew Dufour, treasurer; Billy Collins, Paul Bachelor, and George D. Anderson and A. L. (Red) Vollmann, entertainment and production; J. Eddie Brown, tickets; Dick Owens, press agent.

Art Lewis Joins Ben Krause With His Riding Devices

HAWKINSVILLE, Ga., Oct. 31.—Following close of season of Art Lewis Shows in Connecticut, Lewis shipped his rides to Lanett, Ala., and joined Krause Greater Shows.

Among attractions to recently join Krause are Hilton Hodges' Reptile Show, Clarence Pounds' Kiddie Chairplane, Wyatt's Midget Show, Ingram's two-headed baby and Barney Lamb's side shows. Sam Burgdorf is handling advance promotions. Krause Greater Shows will play fairs in Florida during winter, as has been the route for many seasons.

Ripley's Human Dynamo To Start Lecture Tour

SOPCHOPPY, Fla., Oct. 31.—Charles Dana Deardorff, billed as "Ripley's Original Human Dynamo," will soon start on a lecture tour. In the interest of electrical science and to satiate public curiosity in his accredited strange gifts he is going to take to the rostrum. As an outlet for his pent-up emotions, caused by his stated ability to light neon tubes and electric light bulbs with current generated from his body, he plans to tell all he knows of himself and his talents.

In speaking of his relation to the public interest Deardorff said: "It is useless for me to try to keep away from curiosity seekers. Ever since I left 'Believe It or Not' Robert L. Ripley's Odditorium I have been constantly pestered. Even though I hid away on the quiet rivers of Florida, I experienced the same annoyance. Some are scientists who want me to let them experiment on my body by either gulping down some chemical concoction or by tapping my spine. I do not approve of either proposed experiments, altho I am willing to assist in the promotion of electrical science. For the reasons stated above I expect in the near future to start on a speaking tour and tell the curious world about my strange gift and weird results of different experiments that have been made. I am prepared to answer any question anyone cares to ask while I am on the public platform."

dresses. All that the boys had to do was to sit around and cut up jackpots. This they could do without being overheard by the natives. They talked about the gloomiest things. One claimed he clipped a ghost for his sheet with a roll-down and without the aid of sticks. Another said he once shot dice with a ghost in a cemetery and that he went for a bone a rattle.

After being here for four days and not seeing a live one, Pete Ballyhoo said, "We are not believers in reincarnation, let's start tearing down."

MAJOR PRIVILEGE.

P.S.: We put on our buried-alive act in the cemetery and now can't locate the right grave to dig him up. There are still 10,000 to uncover.—M. P.

Tour of Bills' Shows Closed

Partial review of season's end names many showfolk and their winter homes

JACKSONVILLE BEACH, Fla., Oct. 31.—Mr. and Mrs. William Wadsworth, managers of Bills' Greater Shows, are here for the winter following closing of the shows' season at Newbern, Tenn., October 17.

The shows carried six rides, four shows, 13 concessions, sound car for advertising and two other amplifying systems. On closing day 130 people departed to about 14 States, Canada and Cuba.

Henry Heyn took his three rides and sound truck to his winter home, Cairo, Ill. Charles Cartwaite, secretary; Mrs. Cartwaite, bingo and pop-corn concessioner, and Fred Robinson and Mrs. Robinson, snowball and candy floss concessioners, went to Jacksonville, Fla., where Mrs. Robinson will operate a beauty parlor. Princess Olga, the shows' assistant, went to points in Florida. Eddie Barnett, athletic showman, left to book indoor matches thru Tennessee. Mr. and Mrs. Nelson, managers of Paris Revue, went to Mount Carmel, Ill. Ray Jones, assistant manager, will spend the winter canvassing with a sound car in some Southern States. Frank Woods and family, he the Carousel foreman, will extend their season with a Southern carnival. Chairplane Foreman Kelly went to Vincennes, Ind. Ferris Wheel Slim and assistant, Red, hid themselves to Macon, Ga. Arthur Andrews, Tilt-a-Whirl foreman, expects to keep busy during winter months on the new bridge at Cairo, Ill. Ralph Snyder, control man, left for St. Louis; as also did Gene, the show's electrician. Charles Jones, foreman of Kiddie ride, checked over letters from friends and had not yet decided his destination. Francis Wood, cane-rack concessioner, decided to extend the season south. White Butler, employee of cookhouse, checked out at Galatia, Ill., to join the Superior Shows in Arkansas. Dorothy Jarvis, cashier on the Flying Turns until August, is home with her folk at Olney, Ill. Mr. and Mrs. Russell, bingo assistant and ticket seller, went to Roodhouse, Ill. LaVerne Miller, of the Paris Revue, left for Hickman, Ky. Adele Tinsley left the Paris Revue at Washington, Ind., and is home at Crawfordsville, Ind. Jack Luther and Robert Smith, riders, went to Fairfield, Ill. Mr. and Mrs. Caldwell, of high striker, ball game and sound system, left for Evansville, Ind. Cookhouse Johnny departed for Florida, and Jack Nelson, the wrestler, hid himself to points in Mississippi.

In commenting on the season's tour, Henry Heyn, the riderman, said to *The Billboard* representative after the closing date: "So ends another season of turbulent weeks on the midway, full of strange notes and incidents, some delightful and some otherwise."

C. A. Lewis Buried; Relatives Not Found

GREENVILLE, Miss., Oct. 31.—The funeral of C. A. Lewis, carnival man, who died suddenly at Hollandale, Miss., recently was held at Greenville, Miss., last week after all efforts to communicate with relatives at Monroe, La., and Fort Smith, Ark., proved futile. Fingerprints sent to bureau of identification could not be identified. He was 42 years old and said to have served in World War.

Joe W. Stoneman, of Joe's Playland Shows, made strenuous efforts to have Ten Grand Red identified, as did the chief of police at Hollandale. They succeeded in the name but failed to locate relatives.

New Features for Ride

NORTH TONAWANDA, N. Y., Oct. 31.—Allan Herschell Company, thru J. N. Mackenzie, announces several new features for its latest ride called Ben-Hur. Most important of these is a special arrangement of the track that will permit the rider to actually take part in the driving of the chariot, giving him distinctive thrills.

All rides being built for 1937 will contain the new features. The Ben-Hur had an excellent workout at the Canadian National Exhibition, Toronto, this year.



THIS SCENE SHOWS RECENT FLOOD in Laurens, S. C., which engulfed Mohawk Valley Shows during their engagement there. The water rose for 13 hours, and at its peak reached the heads of the horses on the Merry-Go-Round shown in the left foreground. Rigging of Diving Gordons, and Taylor and Moore trapeze act, is shown in rear.

Johnny J. Jones Exposition SLA Benefit Night a Grand Success

WAYCROSS, Ga., Oct. 31.—The second annual Showmen's League of America benefit performance given by members of the Johnny J. Jones Exposition was a success financially as well as from an entertainment standpoint.

The performance was presented on the stage of Mrs. Lillian Murray Shepherd's *Rainbow Frolics*. Acting as the emcee with the real showmanship that Mrs. Shepherd is famous for, the show was put over with a bang.

The tent was filled with concessioners, showmen and ride men, as well as many visitors that were for it. The "Greatest Show on Earth" got under way promptly at 1 o'clock and was all out and over by 3:30 a.m. Due to the late hour the Kangaroo Court was postponed until a later date.

The performance ran smoothly and was well applauded by one of the most appreciative audiences ever assembled. Show was started with a sale of empty candy boxes by Hesse's agents. The greater part of the program consisted of burlesque, and burlesque it was. Staff members, showmen, showwomen and concessioners were the good-natured victims of the different numbers presented.

Some of the night's highlights: Director E. Lawrence Phillips and William R.

Hicks insisted on sneaking in, altho they had their pockets crammed with tickets. They took the side-wall route before a house full of witnesses. The perpetrators of this unforgivable sin will pay dearly for it when brought before the bar of justice, the Kangaroo Court.

Mae Parrish, juvenile singer and dancer, brought the house down, taking bow after bow. She is just 8 and really clever. Each actor and actress did more than their bit to help make the event a success.

More than a big time was had by all. Ballyhoo Brothers were invited but had to decline the invitation. However, these sterling showmen were represented by Starr DeBelle, who had the "Major Privilege."

Pittsburgh

PITTSBURGH, Oct. 31.—Frank Cervone will be back after a two-month barnstorming tour of fairs south.

Gus Kant, novelty man here, clowned at annual Variety Club banquet at William Penn Hotel Sunday.

Morris Rosen, former carnival operator, is with a clothing firm for the winter.

Excerpts From an Editorial Re Carnival

By THOMAS H. WELDON, Editor, Plattsburg (N. Y.) Daily Press

Supposing we were outdoor showmen. Supposing we were carrying an outfit like this World of Mirth Show which is playing here this week under the auspices of St. John the Baptist Society? Here is a good-sized village which moves from place to place, settles down for a few days and then moves on. The expense connected with such an organization is something to be reckoned with—and it must be met. But the weather doesn't care a bit.

The organization has to live, whether it does business or not. Several hundred persons have to eat and find places to sleep. This is a spot cash outlay that cannot be carried over to next week if this week does not live up to expectations. This company played here last year and was credited with having the largest and finest organizations of the kind ever to visit Plattsburg. It transacted business in a businesslike manner and all of its membership with whom we came into contact were most gentlemanly and courteous in their attitude toward the public.

Its return this year was awaited with a great deal of pleasant anticipation by those of our citizens who had learned to expect something out of the ordinary in carnivals. And it is just that. At least, that is the report we get from people who have visited it. The organization advertises the largest traveling midway, something we cannot dispute—and what's more, it has something in it. People who shun the ordinary carnival made it a point to visit this show, for its reputation is established and it has become prosperous by acting "on the level" and giving the people their money's worth in real attractions, rides and shows.

At the Ottawa Fair this organization furnished the entire midway attraction. Next week it will do the same thing at the Vermont State Fair at Rutland. That the weather has been unfavorable this week has had no effect upon the management, which is philosophical. No one seems to be pulling a long face. Everyone goes about his or her business with a smile and the remark, "That's show business." A great many of us might take a lesson from that book.

That is the proper spirit. No one has a right to be in that business who cannot "take it." IT IS ONE LINE OF BUSINESS WHICH HAS NOT GONE TO THE GOVERNMENT TO PULL IT OUT OF THE DOLDRUMS. The visit of such an organization should be beneficial to a city if for no other reason than to show the people the meaning of courage in the face of adversity. It is to be hoped the remainder of the company's stay may be pleasant. People in towns such as this needs a certain amount of entertainment just as much as they need food and drink. It is a break in the routine of work, eat and sleep. It takes them out of themselves and is a real tonic for the drab existence so many of us lead. Even with us "the show must go on," so why not smile?

Imperial Shows End Season

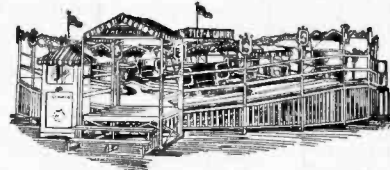
Will add new devices — had a profitable tour — to completely motorize

CARUTHERSVILLE, Mo., Oct. 31.—Imperial Shows, Inc., closed at Helena, Ark. Had a very successful season and closing date. The shows will go out next year with new rides and shows, consisting of a new Merry-Go-Round, Big Eli Wheel, four new major rides and two Kiddie rides. All canvas will be new, also fronts and lighting system.

Shows are wintering here, where a new building has been erected to house the trucks and paraphernalia. Before many weeks have rolled around the folks are expected to be streaming into winter quarters, which will become a little city in itself.

Some who have left for vacations are Mr. and Mrs. Edward A. Hock, to Hot Springs, Ark., for a month and then will go on a hunting trip thru the north woods. Hock will again be at the helm of the Imperial Shows. Albert A. Hock and son have gone home to Chicago; Wally Salmon has also. Mr. and Mrs. Starkey left for Miami, Fla. Fred Mortensen and family of athletes have gone on the road, wrestling their way to California. Doc Warren and wife and Peggy Davis joined another show. George Worl, wife and two children to Florida. DeKreko Brothers, of *Arabian Nites*, to Louisville, Ky. Soldier Andrews and wife, Harlene, and son, Frankie, took their 20 babies down to Macon, Ga., for the winter. Jimmie O'Neil and family with their Barnyard Circus are in winter quarters arranging their stock and paraphernalia to play schools in Missouri. Their first date will be at Holland. Mervin Marcuse left for Toledo and Detroit and will stay their for the winter, working at Chevrolet plant. Neasia and daughter and son-in-law, Fay and Date Curtis, arrived at winter quarters and will be there for the winter. Neasia is opening up an office. LaVan, half and half, this season with shows, has gone to Pontiac for a week's rest after which he will go to Mexico for winter. F. Klocik, electrician with shows, to Little Rock, Ark., with his wife. Ray Davison, master mechanic, arrived and will be here for several weeks before going home to his son and daughter at Danville, where he will spend a few weeks. C. C. (Specks) Groscurth to Detroit for Little World's Fair, after which he will return to his home at Owensboro, Ky., for a much-needed rest. Imperial Shows will be completely motorized for 1937 season with new trucks and trailers. Lew Marcuse is at winter quarters and will leave for Detroit.

"IT'S TOPS IN RIDES"



This New TILT-A-WHIRL

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Timken Bearings—Masterful Engineering. 100% Portable.

SELLNER MFG. CO., Faribault, Minn.

CONCESSION TENTS

Our Specialty for Over 46 Years.
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

WANTED
Showmen Who Are Interested in
MOTORIZING
Write for Our Special Finance Plan.
CHARLES T. GOSS
(With Standard Chevrolet Co.),
EAST ST. LOUIS, ILL.

Landes Shows Make Home Run

Now in winter quarters recently purchased—carnival folk scatter

CHAPMAN, Kan., Oct. 31.—The J. L. Landes Shows closed the season at Kingman, Kan., and stored at Chapman, Kan., former winter quarters of the Isler Shows, which property was purchased by J. L. Landes recently.

Shows traveled over 5,000 miles and played Kansas, Nebraska and Iowa.

Mr. and Mrs. Landes will spend the winter as usual in Kansas City, after they have made a trip to Dallas, Tex., and then on to California for a few weeks.

C. G. Buton and family will winter as they have done for years in Independence, Kan. Junior Buton will be boss of the winter home.

Mrs. Plake will also go to Independence. Ben Weaver, second man on the Tilt-a-Whirl, goes to Emporia. C. S. Earl goes to McPherson, Kan. J. E. Walker also goes to McPherson. Bert Cunnins and wife going to Kansas City. Jimmy Villers going home to Clarksburg, W. Va. Jim Butcher, who has had the freak animals all season, will return to Independence. Lillian Swartz, who has been managing the mouse carnival, will sojourn in Texas. Ray Martin and wife go to Clay Center, Kan. A. C. Kenyon to Houston, Tex. Pat Templeton, frozen custard, goes to Chicago. Dr. and Mrs. White will winter in New York. Bill and Betty Reed will take to Siloam Springs, Ark. George Nolan, concessions, Kansas City; Johnny Hughes, Kansas City; Harry Boyden, Culver, Ind.; Gene Hartman, Detroit, Mich.; R. E. Prall and wife to Abilene, Kan.; Curley Eller, Harlan, Kan.; C. R. Ferris, Pittsburg, Kan.; Eddie Dennison, electrician, with his wife and baby, Kansas City; Oscar Ely, Greensburg, Kan.; Fred McCord and K. L. Dillinger, Ferris Wheel, Wakeeney, Kan.; Darrel Michael, Wichita, Martin Hillman, Wakeeney, Kan.; Mr. and Mrs. Balsley, Glen Rock, Wyo.—Jack and his wife have been on the Tilt-a-Whirl all season; Jim Brown (Chink O) with his snakes, will troupe south this winter; W. M. Strader, who has been on the diggers all season, will go to Abilene for winter; Blackie Pike, Monkeydrome, south, joining Johnny Ward; Mr. and Mrs. Walley Brunk, Topeka, Kan.; Sam Grammer and wife, Bentonville, Ark.; Shorty Chavala, novelties, left for the Texas valley; Willis Clark, East St. Louis; Gale Creach, Abilene; Floyd Clarke, wife and family, East St. Louis, Ill.; Wanda Wright, ball game, Prairie City, Ill.; Sam O'Day, shooting gallery, left for parts unknown; Mr. and Mrs. Joe Mullen, Kansas City, Mo.; Mr. and Mrs. Cowboy Jack Buckner, of the side show, will winter somewhere in Illinois.

Charles Rotolo and Dwight Cooper going to Cravette, Ark., where Charley will build some more tourists' cabins.

Fred and Ernest Worthier, of Determination Exhibition of wood carving, will work back toward Dover, O.; Otto Lenhart, master mechanic, Hope, Kan.; Bill Malony, night watchman, back to Kansas City, Mo.

The shows have enjoyed a very satisfactory season and harmony has prevailed. Many new friendships have been made and all are in hopes of meeting on the same lots next season. The wish of all members of the J. L. Landes Shows is that J. L. Landes and his good wife will always enjoy the best of good luck.

Reported by W. Frank Delmaine, of the shows.

CHUCK SAUTER
Selling
CHEVROLETS
Special Plan for Showmen.
Now With
SOUTHLAND MOTORS, INC., Miami, Fla.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$1.75 Men's New White Buckskin Skate Shoes, All Sizes.
Tent, 18x38 Feet, Fine Condition. Others, 10,000 Used Govt. Flugs, \$35.00 per 100. List. Santa Claus Suits, All Sizes. \$2.00 Up. \$15.00 Headless Chinaman Illus. Other Ill. Cheap. We buy 16 mm. Film and Machines, Guess-Your-Weight Scales, Rink Skates, All Makes. **WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Phila., Pa.**

Floyd Newell Closed Season; Will Press Agent in Detroit

CINCINNATI, Oct. 31.—Floyd Newell, past season press representative of Mighty Sheesley Midway, passed thru Cincinnati last Thursday, en route from Charlotte, N. C., to Chicago.

Newell reported the season for shows closed most successfully in the North Carolina metropolis. He will again head the press department for the Sheesley carnival organization in 1937. He left for Chicago to spend a week with relatives and friends, after which he will go to Detroit to do publicity for the Auditorium of that city.

William Blackwood, Notice!

Your wife reports that she is seriously ill and desires you to communicate with her at once.

NEW ORLEANS, Oct. 31.—Following fine weather carnival organizations and road shows of various kinds ran into a bad spell of rain and cold in Mississippi and Louisiana Delta area last week as first cold snap of two to three days. In this territory during several days of wind and rain were Greater Exposition, Greenville, Miss.; F. H. Bee Shows, Canton; Gold Medal, Jennings, La.; Kellie Grady, Belmont, Miss.; Great Olympic, Leland, Miss.; Great Superior, West Helena, Ark.; Al C. Hansen, Lexington, Miss.; John R. Ward Shows, Hattiesburg, Miss.; Wallace Bros. (Negro fair), Jackson, Miss., and Zimdars Greater Shows, Cleveland, Miss.



THIS PHOTO OF MARKS SHOWS' STAFF was taken in Athens, Ga., beside office trailer during shows' recent engagement in that city. Left to right: John H. Marks, president and general manager; Joseph Payne, superintendent concessions; Carleton Collins, director publicity; William (Billy) Bruese, general representative; James Rafferty, secretary and assistant manager; Joseph Marks, assistant superintendent concessions.

West Coast Items

LOS ANGELES, Oct. 31. — Summer weather is still with West Coasters and as a result all outdoor amusements still doing nicely. There is no question in that this has been the most profitable season to all outdoor showfolk for several years.

Ross R. Davis returned from trip. Said that despite the lateness of the season in the North seasonable weather had given outdoor amusements a longer and more profitable run. Ben Dobbert from trip to New Mexico and Arizona. Stated that everywhere in that section outdoor amusements going good, but some unusual cold weather had affected business in spots. Midget auto races have been drawing record-breaking business. Joe Diehl Jr. doing fine with Kiddie Park and studio rentals. Crafts Shows had a nice opening night at Wilmington, Calif. Will Wright and the missus made a hurried trip down from the Golden State Shows last week. Fair had a good opening this week at Avenall, Calif. Squire Clyde Gooding back from the C. F. Zeiger Shows, reports a very good season. Ross Ogilvie back for winter from the Zeiger Shows.

Thomas J. (Fuzzy) Hughes to Kansas City on hurried business trip. Stated he would ship four rides to Los Angeles. Joe Krug here in interest of new California Golden Gate Shows. He said that the show was an assured fact. Archie Clark, of Clark's Greater Shows, in

town for short stop. Highly pleased with business, reported it was the best in many seasons. Ed Walsh vacationing in San Francisco and bay cities. Doc Harris suffered severe injuries, struck by a street car. Is in Wilshire Hospital. O. H. Hilderbrand took the missus and the new daughter home from St. Vincent's Hospital. "Pickles" Pickard in town. It is stated that he is interesting some persons to be associated with him in launching a new carnival. Chi Morgan back in town. Leaving for trip to Arizona and New Mexico. Al Haagen is among Coast Defenders. Scotty McIntosh around town. Short-time visitor.

Dick and Ed Kanthe in town. Had audition at local studio for parts in film that goes into production. Jim Noblett promoted to important position at Schulberg studio. George Moffat, of United Tent and Awning Company, has carnival setups on two studio lots. All of which gives credence to report that two other studios are to make outdoor show films. Indicates there is a box-office draw to pictures of this kind.

Doc Hall out prospecting for George Moffat. John Backman working parent-teachers and studios. Johnny Branson has located in Culver City. Mrs. Eldora Branson, who operates rides at Venice, has been taking treatment at Muscatine, Ia. Returned, accompanied by daughters, Maude and Dorothy (Mrs. William Denny). Irene and Jack McAfee after closing at Cleveland took troupe to Dallas. Harry Seber getting road show ready. Will J. Casey back from San Francisco to be Southern California representative for Charles Dobie. Johnnie Ward, with shows at Ocean Park, doing nice week-end business. Charley Farmer

Texas Items

HOUSTON, Tex., Oct. 31.—Earl Chambers, operator of monkey show on United Shows of America, will purchase a gorilla which will be a feature on his attraction. Chambers' building No. 2 show to be placed with Big State Shows next season.

Beckmann & Gerety's \$26,000 Scooter is an outstanding attraction on the shows at stands in Texas. Doc Scanlon, who formerly operated snake show, has been appointed *The Billboard* and mall man on the shows and is pleasing the members of shows with excellent service.

Elsie Calvert is contemplating a trip to Europe at end of season. Talent to augment her High Hat Revue will be sought and the show next season will be titled Two-Continent High Hat Revue.

Captain E. H. Hugo, high diver, special free attraction with Big State Shows, was almost forced to cancel San Augustine date when his Metropolitan Fire Truck failed to negotiate entrance to fairgrounds. Truck finally made it and act went on. Section fence had to be taken out.

A Texas representative of *The Billboard* when in Kerens was present at First Methodist Church Sunday evening, October 25, and heard, for the first time, a local pastor announce from pulpit, presence of a carnival in city and urge its support by congregation and their friends.

Bill Collins, back from Cleveland, is presenting, according to him, the only known midget band in the world. Billed as "Little but loud." They ballyhoo Midget Village at Dallas Exposition. Rosster includes conductor, Jean Palfi, Joe Hebert, Victor Wetter, Fred Duccini, Victor Bump, Lewis Croft, Nick Page and Crawford Price.

HENNIES BUY

(Continued from page 46)
America, lock, stock and barrel, when they take it over as announced.

Shows To Be Completely Rebuilt

Most all of the show fronts now on the United will be discarded, and Hennies announced they will build massive wagon fronts instead of the pipe and banner fronts now carried. Neon lighting will be profusely used in every department of the scheme of illumination and in addition large high towers for lights will be built and decorations of the modern trend will be applied to all shows, rides and the midway in general. Chromium metal, plus lighting effects, will give the new and greater Hennies Shows features outstanding in the carnival world, it was stated.

Work To Start Immediately

As soon as the new owners of the United Shows take over the property they will start work of rebuilding on a scale that will employ hundreds of artisans and artists from all departments of the carnival industry, Hennies announced.

On 40 Cars

The oldest rides will be disposed of and replaced with new models, new shows never before seen with a carnival will be built in winter quarters. The shows will go out season 1937 on 40 cars instead of 80 recently announced by Hennies Brothers.

Greenland Exposition Shows

Princeton, N. C. Week ended October 24. Weather, perfect. Business, good.

This spot concluded the show's season. Rides began to run the first day of the fair at 10 o'clock and continued until midnight every night. Princeton enjoyed having the largest crowds in history of fair. It had support of the whole town—the best fair shows has played. Shows played fairs and celebrations in Maryland, Virginia, North Carolina and South Carolina. Shows' lineup consists of four rides, 40 concessions and a lineup of shows. Equipment was shipped to winter quarters in Rocky Mount, N. C., where it will be put in first-class shape for next season.

MRS. F. E. DICKERSON.

and in for winter; glad to resume his duties as "chief contentious" of the Coast Defenders. Members of Coast Defenders suggested that before Joe got under way he should be equipped with interfering boots. He says, however, that he is not an interferer, just one who feels himself the keeper of all mankind.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

Vice-President J. C. McCaffery handled affairs as presiding officer at meeting of the 29th.

Brother Charles G. Driver officiating in absence of Chaplain Forest G. Scott.

Communications: Elmer C. Velare, Oscar Bloom, Max Linderman, P. K. Hunt, family of Brother J. H. Rosenthal. Those of Velare-Bloom dwelling on stories of their benefit performances, with check to cover results inclosed. Letters of thanks sent to each with assurance of League's appreciation.

Membership committee reports total of 280 to date and still going strong; expects to reach a total of 350 for the year.

A novel idea of Bloom Gold Medal Shows was the door prize offered at their benefit performance. This being a membership in the League, same being won by Elmer (Whitey) Regan, this was included with other applications presented for ballot. Those in this list are William J. Collins, Eugene W. McCarthy, John Leonard, Ben Cohn and Maxwell Harris.

Report of the treasurer was presented as an encouraging report by the finance committee. Press committee hitting on all four as was evidenced by *The Billboard* writeups of last week.

Testimonial committee has met and formulated plans for a big affair for the night of November 28. Those who attended last year know that this affair is in capable hands. Night of December 4 has been set aside as open house; installation of officers will be held and the balance of the evening devoted to a general good time.

Memorial service as stated before will be held on November 29 in Bal Tabarin of the Hotel Sherman, with busses for those who care to visit Showmen's Rest after the service. Chairman Doolan and his committee are busy planning a real service.

Chairman Frank P. Duffield announces that the banquet and ball committee is running on full steam and this will be one of the grandest affairs of all time. He requests that reservations be in early, as the affair will doubtless be a sellout. His only worry is to find space to seat the guests.

Members who have not been with us for some time and called upon for remarks were Past Presidents Edward A. Hock, Ernie A. Young, also Brothers John Lempart, Dave Picard, Alex Lobban, Al Hock, Nat Hirsch, Jack Temkin.

Relief committee reports Brother Lieberman still in the hospital and resting as well as can be expected. Brother Harry Thurston showing real improvement and hopes to be with us at an early meeting.

Cemetery committee was authorized to investigate the possibilities of an additional purchase of space for Showmen's Rest.

Brother J. C. Simpson, in town for a

'Nother "Strange as It Seems"

LOS ANGELES, Oct. 31.—Joe Glacey, "Rama Sami," back from the Great Lakes Exposition and narrating in Hotel Bristol, said he was manager of the John Hix Strange as It Seems Show at Cleveland, and that at the close of the exposition he went to New York, his home town, to be with his folks, whom he had not seen for quite a few years. For the occasion his father arranged a "party," to which came some of the oldtimers who had known Joe since a kid. The "Turks" were all there having a good time with lunch and a lot to drink, said Joe. An old lady who had known him for many years asked: "What is it I hear yez are doing now?" He told all about the Hix show, the strange people on exhibition and the impossible things his people did. The old lady said: "Joe, I see yez have not changed your business. I wish poor old Sarah Mulronee was here and maybe ye could tell her how ye climbed a tin water spout to the fourth floor of a building and copped the 'grog' that Sarah had set in the window for Martin Mulronee's wake. That has always seemed 'impossible.'"

few days, departed for St. Louis. Hopes to be back ere long.

Irving Kolka and Joseph Dugan were the guests of Brother John F. McNiff at the League rooms. Morris Hutnet on his way to Dallas. William (Sheik) Claire left for Los Angeles, hopes to remain there all winter. J. W. Leonard, of the PCSA, was a welcome caller at the League rooms. Brothers Grover McCabe and Nat Hirsch in for the winter. Past President Edward A. Hock and Brother Al report the show closed and back with us. Col. F. J. Owens feeling well enough to attend the meeting. Brother Alex Lobban and Dave Picard, of the Conklin Shows, are here.

Brother Wallace Sackett advises that he is now handling publicity for the federal theater project. Feeling fine and well pleased with his job. Al Humke, in for a short call, left immediately. Maxwell Harris another caller.

Brothers Lou Leonard and A. R. Cohn off for a short visit to Milwaukee.

Dues received from Brothers John F. Reid, William G. Dumas, Jack Nelson, Albert J. Horan, Floyd E. Gooding, Grover McCabe, Ralph Woody, Nat S. Green, E. W. Evans, A. C. Hartmann, Roger S. Littleford Jr., Louis Henry, Oscar Bloom, Isador Biscow, Lou Leonard, Nat Hirsch, Murray Polans, Sam S. Solinsky, Mel G. Dodson, C. Guy Dodson, John F. McTighe, John L. Lorman, E. Courtemance, A. L. Rossman, J. F. Murphy, Billy Williams, Hyla F. Maynes, Fred H. Kressman.

Results in the Cemetery Fund Drive from Royal American Shows, Eyerly Aircraft Corporation, Dumas & Reid Happyland Shows, Dee Lang, J. Ed Brown, R. F. Curtin, R. T. Wilson, World of Mirth Shows, Bloom Gold Medal Shows, Lew Rosenthal, Harold Yennie, Veva Vevona, Foley & Burk Shows, Lee Beaudon, Joe Tilley, William C. Fleming, Be Kaplan, Earl Murray, A. L. Rossman, M. H. Baker, Ed Horwitz, Eli Bridge Company, M. J. Doolan, J. W. Galligan, Jack Kennedy, Mike Rosen, John Wendler, Leonard Traube, J. W. Conklin.

LADIES' AUXILIARY

Regular business meeting was held on October 29 in rooms of Sherman Hotel. In the absence of President Mrs. Lew Keller First Vice-President Mrs. Bob Brumleve officiated.

General routine transacted. Plans have been completed for a Tacky party to be held on November 14 in the rooms of the Showmen's League of America. Cora Yeldham is chairlady. A large attendance is anticipated and an enjoyable evening is assured with games, music, dancing and refreshments. The ladies are all working hard to make this affair a big success. New activities are also being planned and many social affairs are in the making.

Blanche Latto was hostess at last Thursday's social, nice attendance and many lovely prizes. A reminder to out-of-town members who have drawing books kindly give this your immediate attention, as the award will be given to the winner early in December.

Mr. and Mrs. Lew Keller, accompanied by Mrs. William Carsky, left by auto to visit relatives in Philadelphia.

Membership drive is still on and two prizes are being offered to those bringing in the most applications.

Novel idea of the rolling dollar proved successful and helped materially in increasing funds for the Auxiliary.

New applications are coming in and membership is increasing, being to date larger than for some years.

LOOP-O-PLANE

DISTINCTLY DIFFERENT—

It has stolen the show and created new standards for consistent earnings wherever it has operated. Loop-O-Plane has what it takes—flash, spectacular performance, sensational and thrilling. It turns a dead spot into the center of attraction. Nothing compares with it for ballyhoo and net profits.

For Information Write
ROBIN REED, Sales Mgr.
Salem, Ore.

Specifications
Prices—Terms
Upon Request.

Eyerly Aircraft Corp.,
Manufacturers.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So., Nashville, Tenn.

LOS ANGELES, Oct. 31.—The new spacious clubrooms are proving a big draw with membership, there being 137 members present at Monday night meeting. President Theo Forstall presided, with Dr. Ralph E. Smith, first vice-president; O. H. Hilderbrand, third vice-president; Ross R. Davis, treasurer, and John Backman, secretary.

Usual order of business changed so that applicants for memberships might be voted upon and introduced to the assemblage. At this time the coming annual charity banquet and ball and the "stretch" run for new memberships principal matters for attention of members. It was stated by Jack Grimes that permission had been given him by Baron Long, of the Biltmore, to make certain changes in the ballroom setup. To accommodate the new lighting arrangements and the setting up of special scenic effects that, he stated, was a part of an innovative plan of presenting stage and floor show.

Communications: Stan Rogers, art department MGM studios, who is organizer of the new Joseph Andrew Rowe Tent No. 6 of Circus Fans of America. Letter of much interest to members of PCSA. A note from Al Lindberg saying the Lindy new shop was going over in a big way.

Diverting a bit from usual order of business, President Forstall called on Howard E. Parker and he made a brief interesting talk. O. H. Hilderbrand talked of the new responsibilities of parenthood. Johnny Brassill and Arthur Hopper talked extemporaneously. Jo Glacey volunteered a talk, usual bristling, forceful statements. He talked of things as he saw them. Some think he is grooming himself to be a competitor of Harry Fink and John M. Miller.

New members: Storey Bonner Cordell, credited to Walton de Pellaton and "Pickles" Pickard, Eddie Fox, credited to Will Wright and Ray M. Smith, of Golden State Shows. Jack Christopher Brick, credited to Squire Clyde Gooding and C. F. Zeiger, of Zeiger Shows. Frank J. Morgan, credited to John T. Backman and Milt Runkle. John Czudec, credited to Walton de Pellaton and "Pickles" Pickard, of Hilderbrand Shows. Archie Clark's (of Clark's Shows) presence was noted, he having "eased in." When asked to make a talk he pleaded his usual "shrinking violet" nature, but expressed himself as pleased with the new clubrooms. One of the best floor shows that has been given; Brother Jack D. Reilly supplied a fine program. The acts: Harry Cody, emcee, introduced them with an amusing line of patter. Nellos, attractive girl and clown, did a juggling act of unusual quality. "Billie" Crumbaker, blues singer, with fine simulation of Sophie Tucker, got big hand. Bovard and Graves, man and woman, entertaining line of songs and comedy. Dana Claudius, exceptional banjo act, got several encores. Louise Walker, tap dancer, got a big hand, especially the "takeoff" on the late George H. Primrose. A fine line of character impersonations by the noted Alice Hamilton registered a big hit. William Passo, comedy and trick skating act, whirlwind finish, giving Hilderbrand and Bozo a "swing" got a lot of applause. Brother Reilly stated that there would be twice-monthly floor shows, for which he would supply the talent. A standing vote of thanks was given him

and recorded in minutes.

Jack Grimes told more of the coming charity banquet and ball. Stated that he wanted to tell all, in all seriousness and candor, that the matter of securing tickets, and at once, was important. He stated the ticket sale gave indication of going over the capacity of the Biltmore. Further that the early securing of seats gave opportunity for a better choice of seating arrangements. Also that all floor numbers would be presented during the serving of the banquet. Then space would be cleared for the special sets he promises as part of the "oversurprise numbers" and dancing until 2 a.m., and reminded again the date, Wednesday, December 9. A number of reservations have been received from the East and Midwest. Mel H. Smith arose to tell of what he thought would be a proper procedure in the coming "grid club" sessions, adding that he was keeping books on a number of members of that gang and that anyone who would at any time "out say" him just would not.

Weekly award went to Dad Parker. A very substantial sum went to him and also to the entertainment fund. After adjournment buffet luncheon and refreshments served by Harry Wallace, Jack Bigelow, Will J. Casey and Will Z. Smith.

Transportation arranged for members without cars to go to Troupers, Inc., carnival the night that PCSA sponsors.

Being a member of any showmen's organization should be the duty of those who have an interest in what is their business. Not only has PCSA had a most remarkable growth but has done a lot of good that is not publicized. Showfolk in general have improved their standing as individuals and the show world in general thru the efforts of Pacific Coast Showmen's Association, Inc. Just \$10 pays all until September 1, 1937.

LADIES' AUXILIARY

At last meeting of Ladies' Auxiliary of PCSA plans were made for home-coming dance. All were reminded to send in their tickets on the auto which is to be given away as a special prize.

Meeting was called to order by President Ethel Krug; all other officers were present except Pearl Runkle, second vice-president.

Bingo prize went to Main Bailey, door prize to Irene Saunders, special prize to Frances Godfrey. Refreshments of homemade cake and doughnuts were furnished by Peggy Marshall and Gladys Ross; Esther Carley and Minnie Fisher served.

New members: Mrs. Frances Godfrey, Lillian Schofield and Pearl Schaffer. Rita Brazier, of C. F. Zeiger Shows, was presented a bouquet of flowers by Etta Hayden.

Members present: Ethel Krug, Ruby Kirkendall, Minnie Fisher, Vera Downey, Esther Carley, Inez Walsh, Freda Avalon, Virginia Schaller, Stella Lynton, Stella Drake, Frances Kline, Main Bailey, Madge Buckley, Marlo Le Lora, Gladys Ross, Catherine Kanthe, Pearl Jones, Fay Curran, Peggy Forstall, Regina Fink, Tillie Palmateer, Frances Godfrey, Mrs. Rawlins, Caroline Bryant, Irene Saunders, Etta Hayden, Olga Celestie.

Visitors: Sally Brown, Julia Smith and Cecilia Kanthe.

THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



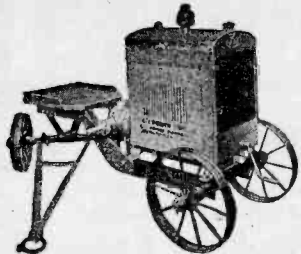
165 W. Madison St., Chicago

The Showmen's League of America is like the British Empire—the sun never sets on all its members.

FOR SALE

40' Portable Spillman Three-Abreast Merry-Go-Round, used only 18 months in same location. In A-1 Condition. Cost \$11,000 new. F. F. SMITH, Box 3, Old Orchard Beach, Me.

ALWAYS DEPENDABLE



Hal Graham's ELI Power Unit on his No. 5 Wheel completed its 16th year of service in 1936. Get an ELI POWER UNIT for Dependability.
ELI BRIDGE COMPANY
 Builders
 N. West St., 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, Parasols, Confetti, Artificial Flowers, Novelties.
 Send for Catalog No. 236.
CANES Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.
SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

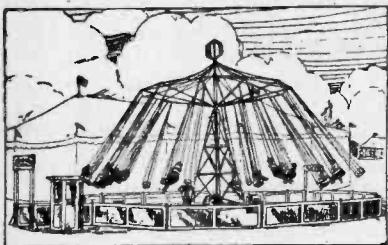
ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936-1937.
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
 Analysis, 3-p., with Blue Cover. Each03
 Analysis, 8-p., with White Cover. Each15
 Forecast and Analysis, 8-p., Fancy Covers. Ea. .05
 Samples of the 4 Readings. Four for 25c.
 No. 1, 34-Page, Gold & Silver Covers. Each .30
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00
 Gazing Crystals, Ouija Boards, Planchettes, Etc.
NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound. Samples, 25c.
FORTUNE TELLING WITH CARDS, Same Binding, 24 Pages. Samples, 25c.
HOW TO BECOME A MEDIUM, Same Binding, 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO.
 Instant Delivery. Send for Wholesale Prices.

THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight 6,500 lbs.
SMITH & SMITH, Springfield, Erie Co., New York.

OCTOPUS
 "World's Newest Sensation"

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.

Midway Confab

By THE MIXER

HENRY HEYN letters from Cairo, Ill.: "Have put my rides and other paraphernalia in winter quarters."

F. E. GOODING'S various ride and show units are in winter quarters at Columbus, O.

ALL-GREEN TENTS seem to have been the vogue in 1936. Wonder what the big color scheme will be in 1937.

DICK BEST—Tell us about the traveling museum for the winter season.

TO REMEMBER: Gordon Bostock, Claude Bostock, Marie Mitchell, Elmer J. Walters, Mr. and Mrs. O. F. Struble.

S. J. STANLEY cards from Plymouth, Ind.: "Am sales manager for Prairie Schooner Trailer Company, of Elkhart, Ind."

THE EYES of the entire carnival and fair world are now focused on Orville and Harry Hennies, owners of Hennies Bros.' Shows.

LETTER WRITERS: Those who wrote from Montreal, Kansas City and De Land, Fla., will have to try again. The letters were without signatures.

JACK MONTAGUE letters from Max Gruberg's World's Exposition Shows of romance in the form of a double wedding on the shows recently.

GEORGE RICHARDS (Bingo) letters from Albany, Ga.: "Just out of hospital in Atlanta. Sick three weeks. Going to Valdosta, Ga."

REPEATED: No attention paid to unsigned communications.

BUCK ELDRER letters from Hobbs, N. M.: "Am with Western States Shows as scenic artist and banner painter. Have a new Aero housecar, built in Detroit."

W. A. GIBBS cards from Harper, Kan.: "W. A. Gibbs' Shows closed season here October 23. Will go to Dallas to visit the exposition. Had a good season."

JOHN R. WARD SHOWS played the Franklin County Free Fair, Meadville, Miss. Shows, rides, concessions, band and free acts constituted the amusement features.

SANDY WALLACE cards from Macon, Ga.: "Mose Smith passed thru here with his penny arcade and snake show. He was jumping from Pekin, Ill., to Tifton, Ga."

ROSA LEE (armless girl) cards from Burlington, N. C.: "Closed my season as a feature of the Side Shows on the West Shows here. Will winter at my home in Pennsylvania."

DEE LANG seems to be climbing up in the limelight with his Dee Lang Shows.

SOL GREEN, a concessioner, bemoans the fact that he left his clothes on Mr. and Mrs. James' truck and he thinks they are in Texas. He cards from Burlington, N. C."

FRANK H. WOOD letters from Sheridan, Ark.: "Me and the family closed with Bill's Greater Shows at Newbern, Tenn., October 17. We joined the Royal Amusement Company."

BILL DEWEY cards from Franklinton, N. C.: "Joined Baldwin Exposition Shows with photo gallery. Business so far is fair. Plan to make late fall dates in the Carolinas and Georgia."

JAMES F. MURPHY was a visitor in Cincinnati last week. Will run his china store in Piqua, O. Will be back with F. E. Gooding season 1937. He will be in Chicago for the big doings.

QUESTIONABLE CONCESSIONS are that fly in the ointment we hear so much about.—Soapy Glue.

CONCESSIONS owned and operated by the carnival can be and are well regulated. Still an expert concessioner like Max Goodman is a good man to have around any carnival.

CLEO CHESTER SMITH, the memory expert of many years in side shows on carnivals and circuses and in parks, is in Denver, Colo., adding to his mental accomplishments.

WILLIAM LOFSTROM cards from Rich Square, N. C.: "Closed outdoor season at Georgetown, O. Playing school auditoriums and picture houses for the winter with Lofstrom and St. Eloi monkeys."

A. PORTER letters from Charleston, S. C.: "Atlantic Coastal Exposition, under management of A. Porter and Norris Roland, is part of the Dennert & Knepp Shows that closed their season at Lumberton, N. C."

MAX COHEN, general counsel for the American Carnivals Association, is a very busy man these days in his Rochester, N. Y., office getting things in shape for the big meeting at Chicago.

MRS. R. J. MOORE letters from Conway, Ark.: "Peggie, 12, a white dog, died in Coffeyville, Kan., on West Bros.' Shows. She had tramped all her life. Was a pal of Mickie, Helen and Whitie Moore."

HARRY C. DUVAL cards from Tarboro, N. C.: "Closing with Strates Shows after a very fine season. New York State was



THIS PICTURE OF U. S. SENATOR ROBERT REYNOLDS and the Great Wilno was taken on the front of Speedy Merrill's "Wall of Death" at Beaufort, N. C., recently. Merrill's smiling face is seen to the rear of them.

very good, South only fair. Rained out at Salisbury, N. C., entire week. Managed the prize candy concession."

VIC HORWITZ letters from Cleveland: "Was interested in the Nudist Colony, Creation and Amourita at Great Lakes Exposition. Played street fair, Circleville, O., with girl show and came out on top. Season was successful."

ART SIGNOR, superintendent of winter quarters for the Al G. Hodge Shows, letters from Gary, Ind.: "This show has 25 trucks now and will add five more in 1937. Many of them are Big Eli semi-trailers and Chevrolets."

ROSTER: Ball of Fire Shows: Skillo Foot, general agent; Step Onit, special agent; Fixer Rumble, press agent; Squawk Nuts, concession manager, and Grabit All, general manager. All fictitious.

C. JACK SHAFER scored a nice press hit for his new winter quarters in *The Daily Kennebeck Journal*, Augusta, Me., issue of Thursday, October 15. Double illustrations of snakes and monkeys and a lengthy story.

HARRY F. HALL shoots from North Carolina that he has left the Leo Bistany Shows and is headed for New York City. Reports that he will either general agent a railroad show next season or take out his own. Will work bazaars in New York this winter.

ROBERT KOBACKER, past season general agent Joe Tilley Shows, was a caller at *The Billboard*, Cincinnati, last week. He reports closing his season three weeks ago in Illinois. Shows closed at Galva. Kobacker left for the city of Mexico via Indianapolis.

BILL SAILSBURY letters from Beaumont, Tex.: "Billy Casey, the chimp with Pete Kort's Side Show, sends his regards to Andy Colina and Freckles, also other chimps. He says he enjoys a good smoke even when he works. Colored Day at the Beaumont Fair got his goat."

If you cannot buy *The Billboard* where you are, 15 cents in postage to *The Billboard*, Cincinnati, O., will bring it to you.

CARL AND PEGGY RATLIFF, of Dennert & Knepp Shows, passed thru Cincinnati last week en route to Chicago from Lumberton, N. C. Ratliff will remain in the Windy City until after the big doings and will then head south. He was connected with the show's office.

BILL (POP) DYER cards from Blackton, Ark.: "After two years of being exiled on a farm in Arkansas, will be back on the road season 1937. Not as a mussel head, but as manager of Nellys Amusement Company, a new organization now building."

MARLO AND LEFORS write from Los Angeles: "Closed with Mel Vaught's State Fair Shows at Tulsa, Okla. Spent vacation in Death Valley, Calif., and had our pictures taken at the bad water hole. Get *The Billboard* every week. Could not get along without it."

P. W. (DOC) SPARKS letters from Long Island City, N. Y.: "Season 1935 with Max Kimerer. Leaving for South America. Have handled everything in the snake line from the tiniest baby reptiles to pythons. Expect to bring back mammals, birds and reptiles. Will return to the States early next spring."

RALPH W. SMITH, secretary-treasurer and associate of Max Linderman and Frank Bergen in the operation of the World of Mirth Shows, is generally recognized as one of the outstanding business men of the carnival business—"The Onion."

ALVA MERRIAM letters from Ogden, Ia.: "We operated a set of rides in Southern Minnesota and Northern Iowa this season from June 12 at Slayton, Minn., and closed at Marshalltown, Ia., at Tall Corn Exposition. Had Kiddie Autos and U-Drive-It Cars. Had some rain this season, but it was a successful one."

CHUCK SAUTER has joined the staff of the Southland Motors, Inc., Miami, Fla. It is announced that a special plan has been inaugurated by this firm to sell Chevrolet cars to show people. This means that Sauter will be busy this winter in the Florida metropolis, the winter home for many show people in all branches.

T. ROBERTS letters from Emporia, Va.: "Don Fear and son were forced to close their season with Strates Shows prematurely thru a freak accident to the run to Washington, N. C. A tire from a passing auto crashed into their new house trailer, in which Don Jr. was riding. Trailer overturned and was damaged. Father and boy suffered a shock."

1937 ASTRO FORECASTS

(Also Last Quarter 1936.)
 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 Cams, Books, Graphology Charts.
 NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.
NELSON ENTERPRISES
 198 S. Third Street, Columbus, O.

DON'T HIBERNATE

Lord's Prayer Engraved on Penny — BEST money-maker all year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mails.
"BLUE DOT" STAMP COMPANY
 124 East Larned Street, Detroit, Mich. (Est. 1928.)

HOLSTON'S MODERN SHOWS

WANT FOR SEASON 1937
 Rides, Shows and Concessions. A new Show with a new Advertising System. Watch for opening date. Write S. W. HOLSTON, Waynesboro, Miss.

Upon arrival in Washington they disposed of their properties and returned home to formulate future plan."

MATT BALCH cards from Terrell, Tex.: "Mrs. C. R. Roberts was instantly killed and her husband was placed in a hospital as the result of a railroad crossing accident. The Roberts have been with different shows as cookhouse operators and were with the Schafer Shows, with which they had been all season, when the fatal mishap occurred."

WITH SO many new carnivals going out season 1937 makes one wonder where the general and press agents are coming from. Guess **W. C. Fleming, A. H. Barkley, George L. Dobyns, M. T. Clark** and others of the former class will have to be called back into the fold.

ROY GRAY'S SHOWS report that a superintendent of parking has been employed by the shows since Jacksonville, Tex., 1934. They also have a lighting system to illuminate the parking spaces surrounding the lots played. So this settles the question for them. Now who was the first to have a superintendent of parking around a carnival? Kick in.

SAILOR AND PEARL HARRIS letter from Jennings, La.: "Had a very profitable season with Gold Medal Shows, thanks to Oscar Bloom. Closed here with Side Show and geek show and will be on the farm at Kentwood, La., hunting and fishing until after Christmas and New Year holidays. Tell Sam and Bobby Hyson that the cotton has been picked but we have plenty of green beans that need plucking."

CARLETON COLLINS letters from Athens, Ga.: "It won't be long now before the Marks Shows will be headed for the barn. I for one am not sorry. Will quit with the usual fish cake, and I have had a good season. Money seems to go the way money is supposed to go. Will welcome those sour notes musicians like to call 'till we meet again.' Will rest a week before going out with Aloa's Museum."

MEL C. DODSON, vice-president Dodson's World's Fair Shows, Inc., writes a clean-cut and factful letter and news story. Happily, he does not gush all over the pages in telling what he has to say. Hurrah! Dodson's will have a 20-piece uniform band season 1937 and five free acts.

CALLERS at *The Billboard*, Cincinnati: **WILLIAM J. HILLIAR** announced that he would return to the museum field for the winter. Reports having visited **W. N. Kerr**, friend of showfolk, in New York. **FRANK SWAIN**, ice-cream concessioner past season with Dennert & Knapp Shows. Closed at season's end, Lumberton, N. C. **PETE HENRY** and **RAY ZIMMERMAN** making Columbus, O., headquarters for their winter indoor promotions.

EDYTHE SIEGRIST letters from Goldsboro, N. C.: "A birthday party was given Billy Siegrist October 15 at Elizabeth City, N. C. on **Edwin Bros.**' Shows after our night performance. The doings took place in **Bench Bentum's** big new truck. A big cake and plenty of good eats. Billy received many presents. The entertainment feature was a comedy diving act by **Alfred Arculeer**, of the Siegrist troupe, and **Edwin Yested**, brother of Mrs. Dave Endy. Needless to say, a good time was had by one and all."

ANNA JOHN BUDD letters from St. Louis: "Side-show owner on West Coast Shows. Closed season at Puyallup (Wash.) Fair. Decided to take a trip east, looking over shows and attractions with an idea of getting something new for museums and side shows for the Pacific Coast. Saw **Seils-Sterling Circus** and the **Imperial Shows** carnival at Helena, Ark. Both nice-looking outfits. Visiting friends in St. Louis and will go to Boston and New York. Went to the West Coast in 1928 and this is my first trip east since."

WILLIAM JUDKINS HEWITT, who sometimes writes under the pen name of **Red Onion**, has been editing the carnival department of *The Billboard* and contributing to *Midway Confab* since August 20. He will hold down these assignments while **Charles C. Blue** is away, due to illness. Hewitt wishes to thank the entire organization of *The Billboard* for its cooperation, as well as to all others who have contributed so liberally to make the job pleasant and interesting.

ONE CAN NEVER tell where genius and ability lies, or what his work is today. The boy who peeled potatoes in the cookhouse this season may own the carnival the next. Vision and determination may be only abiding time to strike out on its own when the proper time comes.—**Tilly Few Clothes**.

EARL MEYER closed his seventh season with **F. E. Gooding Shows** in Columbus, O. Will winter at his home in Cincinnati and back with Gooding season 1937. Meyer had the Streets of Paris and reports the best year since 1927. He visited **Ed Drum**, manager of one of the units, and **Johnny Chapman**, bingo operator, when one of the Gooding Shows played **Circleville, O.**, last week. Earl reports nine rides on the unit he was with and that Gooding had out as many as six units of rides at one time the past season.

"FOUR GENERATIONS represented on midway: Noting last week's issue of *The Herald*, death of Mrs. Betty Insoe, 96, breaking a five-generation line, midway folk pointed out that they have a four-generation family working with the **Kaus Shows**. They operate the **Monkey Circus** and four concessions. The great-grandfather and great-grandmother are **Mr. and Mrs. James Garl**; their daughter is **Mrs. O. P. Mack**; their granddaughter is **Mrs. Sam Sissine**, and their great-grandson is little **Sonny Sissine**, a year and a half old and the cutest thing on the midway. Look for the ticket taker at the **Monkey Circus** and try to figure out which of the family she is, daughter, granddaughter or great-grandmother."—*Roanoke Rapids (N. C.) Herald*.



HERE ARE SHOWN MR. AND MRS. ALVA MERRIAM standing beside their house car at Ogden, Ia., recently. They are riding device operators in the Midwest and report a successful season.

ROY BLAKE letters from Hot Springs, Ark.: "Opened my hotel and played a red one during fair week. Among guests were **Mr. and Mrs. Robert Gloth, Patsy Rosania, Johnnie Rosania, Mr. and Mrs. W. T. Erwin, Crystal Bell, Mr. and Mrs. H. F. Mellenkoph, Curley Brown, H. A. Wilson, Mr. and Mrs. Joey Rae, Frank Tinsch, John K. Price, Mr. and Mrs. W. B. Starr, Mr. and Mrs. Frank McGuirk, Al Ziedman, Mr. and Mrs. R. B. Sparks, William R. Moore, Mr. and Mrs. J. F. Burns, Jean Lawrence, E. B. Smith, R. B. Kirkland, Jake Hardin, O. K. Merchant and J. Murray. R. E. (Slim) Collins** is night clerk and stakeholder for all jack-pot prizes."

MORTON PACKMAN sends an interesting item: **Frazier MacDevitt**, chairman of the Beaufort County Fair Association, tendered an oyster surprise party for **Strates' Shows** officials and association members during the fair at Beaufort, N. C. Oysters steamed over a red-hot tray and old-fashioned barbecue Southern style were novel tidbits for the visitors.

Entertainment was provided by a quartet, including **Robert Mansfield, George S. Marr, Matthew J. Riley** and **Peter Christopher**. In addition **Marr** captured an opossum.

Those present included **James E. Strates, Captain Frazier MacDevitt, Matthew J. Riley, Jean Belasco, Thad Hodges**, department vice-commander **American Legion**; **A. L. (Buck) Taylor**, commander **Washington Post, American Legion**; **Dr. J. C. Taloe**, past commander; **Selby Jones**, adjutant; **Mr. and**

Mrs. George S. Marr, James MacDaniels, Fred Poore, Florence Dickens, Robert Mansfield, Mr. and Mrs. Fred Braun, Pete Christopher and **Louis Strates**.

THERESA LORENZO letters from **Wailuku, Maui, Hawaii**: "Playing the islands with **E. K. Fernandez's Circus and Carnival Combined**. Among features **C. W. Christy's elephants**. Last day of fair met with a big accident on highway and cannot walk, otherwise enjoying myself. It's beautiful here. Plenty of **okolehoo drink**."

N. L. DIXON letters from **Mart, Tex.**: "Was special agent **Greater American Shows** this season. Will pilot **Burdick Shows** this winter thru **Texas-Rio Grande Valley**. Will also handle concessions. The show has 4 rides, 4 shows and 16 concessions. New tops have been ordered for these stores. Shows intend to play several Coast towns before entering the valley for the winter. A new corn game top has been added, also a new top and sidewall for the **Merry-Go-Round**. Several showfolks joined here. Visitors from **Waco** were **Mr. and Mrs. S. D. Nelson**, who were with **Greater American Shows** this season with their custard machine. **Mrs. N. L. Dixon** and children will return to **Corpus Christi, Tex.**; latter will attend school. I spent a day at the **Texas Centennial Exposition**. Met many showfolks."

D. B. HARRIS letters from **Wabash, Ind.**: "After three warm days and two cold ones the **Mid-West Shows** closed in **Wabash, Ind.** The four rides operated by me have been taken to storage, where they will be completely overhauled and painted. **Smitty and Vern La Vern** went to **Texas**. **Jimmy Terry** and his **Streets of Cairo, to Wisconsin**. **Paul Hauh**, to **Michigan** with his five shows. The **Streets of Paris** left for **Tennessee**, and **'Monkey Joe'**, with his **Motordrome**, for **Mississippi**. **A. L. Dale** went to **Indianapolis**. **John Dale** and wife left for **Hope, Ind.** **Ray Peffley** said he would have all new stock when he leaves **Marshall, Ind.**, in the spring because he left it all in **Wabash**. **Eddie Herman** stopped off on his way from **Michigan** to **Mississippi**. He formerly had the **girl shows** on **Mid-West**. **Mrs. T. W. Harris** will leave for **Arkansas**. **P. D. Harris** and wife left for their home with the last load of rides to **Findlay, O.**

DOC WADDELL writes from **Center, Tex.**: "Roy Gray's 49th birthday was celebrated on the **Shelby County Fairgrounds** at **Center, Tex.**, Friday, October 16. Being one of big annual events of the **Big State Shows**, invitations are sent out over the country and prominent come from here and everywhere. The one this Friday was headed by **Hon. Walter Harris**, publisher, **Henderson (Tex.) Daily News**, and secretary of the **Rusk County Fair** at **Henderson**. The speech of **Harris** dug deep and brought tears to all eyes. **Waddell**, chaplain of the **Big State Shows**, was toastmaster.

Without exaggeration, the gifts, ranging from silver toothpicks and cigars to novelties in gold and leather, filled three tables. The cake, containing a miniature big top with 49 candy poles, tipped with tiny electric bulb and light, made by **City Bakery**, was largest ever mixed and baked in **Texas**. The oldest person present was **Elizabeth Johnson** (showfolk call her 'Mother'), mother-in-law of **Roy Gray**. The youngest, the **Rogers children—Bess and Ruth**. Their gift was a beautiful hand-painted fac simile of the **Grays' marriage license**, carrying with it the thought of happy days. (See *MIDWAY CONFAB* on page 66)

EVANS

MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries, Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG
Evans' latest **PARK and CARNIVAL** Catalog contains a Complete Line of Amusement Equipment for **Parks, Beaches, Fairs, Carnivals, Picnics, Home-comings, etc.** All kinds of **Wheels, Shooting Galleries, Sets, Creepers, Grind Stores, P. C.s and Cases, Parts and Supplies**—in fact, everything for the **Midway**. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

H. C. EVANS & CO.
1522-28 W. Adams St. Chicago, Ill.

York County Fair and Armistice Celebration

NOVEMBER 9-14—ROCK HILL, S. C.

Wanted—Independent Shows, Legitimate Concessions. This is no promotion, but a bona-fide event. Wire
R. B. JONES Chamber of Commerce **Rock Hill, S. C.**

LET THEM HEAR YOU

with this all-purpose Sound System
• Ideal for Carnival Use •

The "Zephyr" Sound System — 5 Watts, Microphone and Stand Fit in Cabinet — Full 8-Inch Dynamic Speaker—35 Feet Microphone Cable — Total Shipping Weight 15 Pounds—Genuine RCA Tubes and Other Nationally Known Parts.

Complete only \$39.50

Agents Wanted
WARD PRODUCTS CORP.
Ward Bldg. Cleveland, Ohio

Royal Palm Shows

Dothan, Ala. Week ended October 17. Greater Southeastern Fair. Location, fairgrounds. Weather, warm. Business, big.

Business started off with a bang Monday noon. Tuesday, Children's Day, thousands of youngsters patronized midway. Business big thruout entire week. Manager Berney Smuckler stated there was a big increase over 1935. Shows presented a flashy appearance with thousands of lights illuminating rides and shows. Tilt-a-Whirl and Caterpillar top money for rides; double Loop-o-Plane gave them a close run. Loop-o-Plane has been redecorated by its owner, Red Brady, with colored lights and presents an impressive appearance. Cash Miller's Believe It or Not Oddities was tops for shows. Charles Buckley joined to take charge of Rhythm Girls' Revue and is presenting a nice show and in the money class. Capt. Frank Sterling joined and is framing a Crime Show. Dixie Minstrels, under direction of Honey (Fats) Miller, had capacity business all week.

Among concessioners are Eddie Brenner with corn game that was tops. R. W. Rocco's concessions all flashed heavy with stock. Mrs. Johns' Penny Arcade and Braddon Bros.' cookhouse were kept busy. Free attractions are Red Brady, high diver; Ben Beno, high trapeze chair balancing. Lady Barbara's Trained Animal Circus an extra added attraction for this date.

General Agent Robert R. Kline in latter part of week. After a conference with Mr. and Mrs. Berney Smuckler he left for Florida. Ray Swanner joined here and left in a billing truck loaded with new styles of special paper to advance the shows. It is the intention of the management to remain out all winter in Florida and Cuba. It is possible there may be two units of Royal Palm Shows this winter. Writer joined here and will handle publicity and promotions.

BLAIR HALL.

West Bros.' Amusement Co.

Danville, Ark. Week ended October 17. Yell County Free Fair. Weather, good. Business, very good.

Situated in Ozark Mountains off main highways the fair looked only half and half on Monday, but turned out one of the best spots of season. Locally known as "State Fair of the Free State of Yell" draws people from all over this section of State. Newspapers in cities estimated crowd for week at 40,000. Writer gladly paid several wagers to fair secretary along attendance line. People had money and spent. Shows, rides and concessions all getting good gross on the week.

Top-money shows went to Ted Brown's Motordrome, with Jack Troy's Hawaiian Follies running close second. Big Ell Wheel was tops among rides, Loop-o-Plane getting its best gross of season. Mrs. Virginia Laughlin's corn game had an exceptionally good business.

Glen Osborne, attached to office staff, closed and returned home for winter account of illness. Joe Brock, who has been with shows for last few weeks with his frozen custard, left to play Shreveport, La., Fair. New arrivals: Elmer Smith and wife, with two concessions, and Johnny Gonzales and wife took over Nudist Show.

Word was received last week from Laughlin's farm, Morley, Mo., that their home had been totally destroyed by fire. Covered partially by insurance, loss is still considerable. Mrs. Laughlin left at once to have work started on a new home. Shows' present plans are to stay out as long as weather permits.

BRUCE BARHAM.

Marks Shows

Athens, Ga. Week ended October 24. Third Annual American Legion Fair. Weather, ideal. Business, excellent.

Marks Shows scored here in weather that was ideal, showers on Friday afternoon marring what would otherwise have been a perfect week.

Altho fair is held annually, it is in no sense a "promotion." William A. (Bill) Hodgson, chairman of fair committee, was busy man but he found time to give shows every co-operation and to lift a considerable burden from overloaded shoulders of Secretary Jimmy Raftery and John Marks.

It was ride week, with Ridee-O and Caterpillar battling for top honors, with Tex Leatherman's crew on Ridee-O barely edging out Slim Carver and his Caterpillar gang. Ben Holliday, recently appointed manager of twin Big Ell Wheels, brought them in third and pushing leaders. American Legion Community

Park, where fair is held, is divided by a small creek which made it necessary to set shows up in two sections. The Lindy Loop, with Jimmy Zebriskle in charge, was located on one side with shows and away from other rides which caused his gross to drop. Art Eldridge, with Hollywood Monkey Circus, drew a similar break by being located with rides and away from other shows, but managed to pull thru with a satisfactory business.

San Quentin Crime Show scored heavily. Writer's lecture apparently pleased county officials, who sent friends down by score and without passes. Solicitor General Henry West was a nightly visitor and gave writer many excellent points on criminology. Among shows, however, Doc Anderson's Harlem Dandies probably led. Kid Ellis' Athletic Arena enjoyed a good week. A 400-mile jump, most of equipment thru in time to open Monday night. Jack Lorenzo, in charge of San Quentin's front gate, broke down twice en route and did not arrive until late Tuesday night.

Herman Trabue has recovered from his recent illness and with Percy Sink played an engagement with Mohawk Valley Shows, Abbeville, S. C. Capt. (Dutch) Rieger closed with Hollywood Monkeys in Wilmington, N. C., and returned home in Allentown, Pa. Bud Turner has switched from front of Harlem Dandies to Autodrome.

Roy B. Jones, special agent, has become owner of a housecar and an auto and is now residing de luxe. Writer and Bert Britt, chief electrician, returned from visit to Kentucky. Jimmy Hester doing a good job of mail delivering and selling *The Billboard*.

Station WTIL broadcast a program from midway each night during week. Marks talent provided studio program Friday afternoon, with writer emceeing. *Times* and *Banner-Herald* gave co-operation all week and newsboys from both papers were guests of Marks Friday, being escorted around by Percy Johnson, general utility man.

Among visitors: Charles Goss, East St. Louis, Chevrolet dealer; R. E. Haney, Kansas City, dealer in riding devices; Art Lewis, of Art Lewis Shows, and Joseph Kerr, well-known general agent.

CARLETON COLLINS.

Miller Bros.' Shows

Griffin, Ga. Week ended October 24. Spaulding County Fair. Business, good. Weather, fair.

Twenty-cent gate, few exhibits, no free acts, ideal weather. Natives failed to patronize shows. J. J. Page Shows heavily billed to follow. Thursday gate reduced to 10 cents, with public wedding staged by Bob Hallock, drew large crowds. Shows and rides did capacity business. Benny Wolf had biggest Saturday play since opening of season, likewise various showmen. Flaming Youth topped among shows, featuring Nadja, fan dancer, with new arrivals, including Greta Ford and Kitty Gordon.

Eric B. Hyde's Tilt-a-Whirl had big play, running continuous afternoon and night. Mrs. W. M. Williams had many customers on Chairplane. A successful concession on the midway was Mrs. O. Stever and W. Williams' candy floss and candy apples.

BOBBY KORK.

Al C. Hansen Shows

West Point, Miss. Week ended October 24. Clay County Fair. Weather, ideal. Attendance, heavy. Business, good.

Well-balanced program of free attractions, live-stock displays and community activities helped put fair over the top. Secretary R. G. Milliard and staff complimented for manner in which they handled all details. Third time (not consecutive) that Hansen organization has played this fair. Former Secretary E. L. Douglas was on hand to greet his many friends with shows.

Visitors were Business Manager and Mrs. Joe Haworth, of Mighty Haag Circus, who came over from Alabama to spend Sunday with Mr. and Mrs. Hansen and writer. Another welcome and well-known visitor was Uncle Joe Early from Amory, where he had concessions on another show. Several attaches of shows caught matinee performance of the Walter L. Main Circus, which was at Aberdeen Wednesday. Open season for circuses and carnivals in Mississippi. Hiram Garrison under weather with a sprained knee, using crutches at present. Abe Frank reports son, Buddy, is rapidly recovering from recent auto accident at Clarksdale. Mrs. E. O. Williams convalescing from a bad cold. Lloyd Coffey returned from a visit to Hennies Bros. Shows at Vicksburg.

WALTER B. FOX.

Big State Shows

San Augustine, Tex. Week ended October 24. San Augustine County Fair. Main gate, adults 25 cents, children 15 cents. Midway free. Weather, rainy and cold. Business, nil.

Lee Fine chief mechanic. Peggy Fine, with dart gallery, led concessions. Sam Hard going big with shooting gallery. "Hank" Robbins, catcher Flying Valentines, quit. To Houston. Wife in hospital. Gave birth Monday to seven-pound boy. Francis Reiner, of Ringling-Barnum Circus Concello Troupe, took Robbins' place. Making good. Roy Valentine's 25th birthday celebrated. Banquet, gifts and telegrams. He and brother, Freddie, to Houston home to celebrate 65th birthday of father, George W. Valentine. Info from Eunice and Many, La., of big reception and dinners to Mrs. Bess Gray and her mother, Mrs. Elizabeth Johnson. At Eunice honored guests of Mr. and Mrs. Ralph Miller and A. H. and "Jody" McClellahan on Miller's Coney Island Shows. At Many Gold Medal Shows host. *San Augustine Tribune* lavish with space, story and pictures, extolling beauty of Marjorie Woodrum and Georgia Potter, Petersburg, Ill., showdom's "Miss Americas."

Petersburg Observer and Democrat there published *San Augustine Tribune* story. Girls connected with Ray Turner's frozen custard. W. T. McElwee, lifelong friend and early-day buddy of writer, arranged twilight dinner for him as chaplain of shows. Midway closed Monday and Tuesday. Fair board immovable for informal opening. Opened formally Wednesday. Street parade featured Big State band and callopie. Thursday, Colored Day, best financially of week. Negro street parade. Drizzling rain at night drove spenders home. Friday's drop of mercury forced out overcoats. Saturday cold. Business totaled worst Saturday in Big State history. Secretary - Treasurer Louis Bright far from well. Jesse Wrigley purchased two alligators for wild man unit. Roy Gray, Louis Bright and writer visited Beckmann & Gerety, Beaumont, and United Shows of America, Houston. Most of all on Big State roster same. Doc Scanlan conferred with Gray regarding snake zoo. Thad Rising dickered for minstrel show. Earl Chambers reported framing monkey circus No. 2 for Big State midway. Ralph Miller's people and those from Gold Medal visited. "Sir Richmond," human classic; Harry Dale, Amos Webb, "Happy" Everett, Frank Marvin and B. C. McDonald made Louisiana State Fair, Shreveport; Beaumont (Tex.) Fair and Houston exposition. After-midnight repast to Eddie Spring, of Western State carnival. Showfolk voted him world's champion candy floss man. Interchange visits with Greater United (J. George Loos) at Huntsville, Tex. W. A. Sanges, in early days tops with motordrome and "Ye Olde Plantation" shows, honored visitor.

DOC WADDELL.

Hilderbrand's Shows

Modesto, Calif. Six days ended October 25. Location, Circus grounds. Auspices, LLL. Business, poor. Weather, fair.

First blank of season. In heart of city. First show within city limits in years failed to draw people to grounds. Part explanation was many counterattractions during week. Broadcasts made daily by Four Jacks, Lillian La France and Charles Soderberg over Station KTRB, besides a strenuous advertising program was undertaken by Lucille King. Pay gate held up fairly well but practically no money spent within grounds, rides standing still. During past this show has never been able to make locations in California pay at this time of year and again all indications point toward a repetition of yesteryear experiences. Mr. and Mrs. Frank Kennedy were nightly visitors from their show 10 miles away in Riverbank. Mrs. Virgie Miller took over marquee during illness of Mrs. E. W. Coe. Hazel Fisher and Verna Seeborg entertained 12 guests at dinner party. Writer entertained his brother, R. C. de Pellaton, and family from Stockton. Cal Herman and Mr. and Mrs. Bob Lytle visited from Marysville. Due to cancellation of the San Jose Fair, show substituted Stockton. Mr. and Mrs. Myles Nelson returned from Azusa, where they attended funeral services of Nelson's father. Phil Williams, general agent of Crafts' and Golden State Shows, was a guest of the office. General Agent E. Pickard and Frank Kennedy have organized a winter show, with

opening date at Riverbank. Ben H. Martin and Fred Webster also are planning to take out a winter show and playing Imperial Valley towns at close of shows. Charles Marshall and writer spent a day in San Francisco. Lillian La France made a trip to Oakland while Speedy Webster visited San Diego. Jack Barber departed for Los Angeles. Little Elaine Foss, 10 months old, had a miraculous escape from death when she crawled in bear pit and was being mangled by a bear. Following her timely rescue seven stitches had to be taken in her face at hospital. Game of monopoly has taken shows by storm and devotees may be seen daily all over midway enjoying thrills. Ben H. Martin made trip to San Francisco. Mr. and Mrs. J. J. Davis, of San Francisco, visitors. Harry and Charles Hillman returned from Los Angeles. Mr. and Mrs. Johnnie Hicks spent week fishing. Mrs. James Moorehouse returned from Azusa. Johnnie Boston added a concession. Joe Disanti returned with his pennant concession. Membership campaign is practically over for Pacific Coast Showmen's Association. Sale of tickets for Annual Banquet and Ball is taking a lively interest among show-folks and all assurance is given that Hilderbrand's Shows will dispose of their quota.

WALTON DE PELLATON.

Beckmann & Gerety Shows

Beaumont, Tex. Eleven days ended October 25. South Texas State Fair. Weather, good. Business, fair.

Beautiful piece of land with tall pine trees, thousands of blooming roses, magnolia bushes branching out here and there; shadowing a group of exhibition buildings which for architectural originality of design are unusually unique and enhance entire setting of this natural playground. This is a thumb-nail picture of the grounds which annually become the home of South Texas State Fair. Not the largest fair in South by any means, but spirit behind and thru untiring efforts of its secretary, L. B. Herring Jr., it has become a major institution in fairdom. Citizens unite as one in purchasing season tickets, which assures a record attendance each year. No matter how drastic the weather, no fear about attendance is necessary.

Visitors paying respects to wagon were Mr. and Mrs. Raymond Lee, of Minnesota State Fair; Robert Lohmar, Mr. and Mrs. Max Goodman, George Vogstad, Eddie Madigan and Eddie Karnes, of United Shows of America; Mr. and Mrs. William Snapp and Betty Downs, of Snapp Shows; Roy Gray, owner Big State Shows, accompanied by Doc Waddell. Also in long enough to say hello was William B. Davis.

KENT HOSMER.

Zimdars Shows

Clarksdale, Miss. Fair and Fall Festival. Week ended October 24. Auspices, American Legion. Location, ball park. Weather, unsettled. Business, fair.

Committee was a real live bunch. First three days real carnival weather and spirit with it; everybody did good business. Last three days rain and cold weather kept folks away. Double Loop-o-Plane joined. Mrs. Hammer, mother of Mildred Miller, paid a visit to Jake Miller and family, after which she returned to her home in Memphis. James Rogers a visitor. Quite a number of concessions joined.

CHARLES SEIP.

Midwest Shows

Wabash, Ind. Week ended October 17. Location, town lot. Business, fair. Weather, bad.

This spot marked end of show's season, a successful one. Four rides were taken to Findlay, O. Most of shows and concessions stored in Indianapolis. Preparations are already under way to bring out a much better and larger show next season. Shows encountered very bad weather last three weeks. At Rising Sun, Ind., Agent George (Cain) Diefenbach received message of his aged mother's death. Cain had sympathy of entire show. He stayed on job. Al and Fay Fromouth have purchased a home in Indianapolis and will winter there. Many of the concessions have gone into quarters at Kokomo, Ind., and others south. Albert Enguser, of Monkey Motordrome, is showing lots in Indianapolis. John Dale, manager, has gone with Mrs. Dale to their home in Hope, Ind. A. L. (Lou) Dale is devoting his time to transfer business. Clint Brandon, of knife rack, is making his winter quarters in Indianapolis.

GEORGE CAIN.

Along the Expo Midway at Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

DALLAS, Oct. 31.—Corrine Boese, Mlle. Corrine of Mrs. Ernie Young's troupe at Streets of All Nations, is still star of the exposition despite reports that Billy Rose was attempting to hire her for closing two weeks of the Fort Worth Frontier show.

Mr. and Mrs. Harry Hargraves left for the West Coast.

Mr. and Mrs. Clifford Lowe and Bob Davenport, formerly of the Streets of Paris Centennial Club, left for the Thoroughbred Club of Keenland race track at Lexington, Ky. They will winter at Miami.

Party, including Elwood Hughes, general manager of Canadian National Exhibition; J. W. (Patty) Conklin, president of the Showmen's League of America, and Frank Conklin, split here after visiting 10 days. Frank Conklin flew to Los Angeles for a rest before attending the showmen's convention in Chicago. Patty Conklin flew to Vancouver to spend two weeks with his family. They made a special analysis of Cavalcade of Texas while here.

P. T. Strieder, secretary and manager of the Tampa, Fla., Fair, spent several

and her Texas All Star Revue, visited the midway while arranging for opening of Rand's act at the Majestic Theater November 7.

Bluenose Shows End Season; Return on Boat to Pugwash

PUGWASH, N. S., Can., Oct. 31.—After making long and hazardous voyages since last June in a schooner from Prince Edward Island to Magdalen Islands, Newfoundland and St. Pierre, the Bluenose Shows hit trouble when within several hours of their destination.

After closing their season with a two weeks' stand at St. Pierre and a week at Belle Isle, Newfoundland, the carnival sailed on a 143-ton schooner for Pugwash, N. S., nearest seaport to Amherst, N. S., off-season base of this tent show. The schooner went on a reef of rocks near Pictou, N. S., with almost all the long voyage behind it. A tug was secured from Pictou to move the vessel off the reef, after which the journey to Pugwash and thence to Amherst by motor trucks was completed. Nothing was lost or damaged in the crash and nobody was injured.

Frank J. Elliott and his wife and sons, Frank Jr. and Glynn, were on board. Elliott is manager; his wife secretary-treasurer; Frank Jr. is on concession staff, and four-year-old Glynn is mascot of Bluenose Shows. Gerald Gould, electrician and lot foreman.

On return to Amherst the equipment

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 31.—It has now been definitely determined that the sessions of the third annual meeting of the association will be held in Room 114 of Sherman Hotel, Chicago, commencing on Monday night, November 30, at 11 o'clock, Chicago time. Bulletin number five has been sent to each member of the association. We reiterate our request that all of members who plan to attend notify us in advance, as it will expedite the making of necessary arrangements.

We have also forwarded to each member of the association a set of proposed by-laws, which by-laws will be submitted to those present at the annual meeting for consideration and adoption. These by-laws, as proposed, represent in the composite, the numerous suggestions made from time to time. It would be very helpful to the association if each member would examine his copy and write this office, giving us the benefit of such suggestions and criticisms as may occur.

For the convenience of our membership, we have also forwarded each member a copy of the association's certificate of incorporation so as to acquaint each with the specific purposes and objects of the association and the manner in which the by-laws, as proposed, will put into effect the general provisions of the certificate of incorporation. We will appreciate it very much if any member who has not received either or all of the above would communicate with us and we shall be pleased to send duplicates.

The detailed program for the annual meeting will be announced in *The Billboard* one or two weeks in advance of the meeting.

Silver State Shows

Levelland, Tex. Week ended October 24. Auspices, American Legion. Weather, cold and wet. Business, good.

Goldenrod and asters have passed their final glory, mallows have gone, gulls are flying south and marsh grass is showing its rudy tip in all its splendor. While this change in nature is embracing the land we pause in retrospect of the 1936 season that is nearing its closing. We think of the yesterdays that have gone, tragedies, romances and sorrows, all go hand in hand to make the season worth while. Since the spring opening this show has had a very profitable year under direct management of Paul Towe and Mrs. Ida Towe. All rides have done a profitable business, while shows fell off a certain per cent. Under management (See *SILVER STATE* on page 57)

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. checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

WANTED

TO BUY OR BOOK

TILT-A-WHIRL — RIDEE-O
LOOP-O-PLANE or LOOP-THE-LOOP
KIDDIE RIDES — PHOTOMATIC

Canada's Ace Amusement Park —
1,250,000 Population.

BELMONT PARK, Montreal, Que.

Rex D. Billings, General Manager

Royal Flush Shows

Rector, Ark. Week ended October 17. Weather, cool and cloudy, some rain. Auspices, American Legion. Business, good.

Show opened to nice crowd and on Friday and Saturday business was very good; all the children in this cotton town had money. Committee of Dr. Ray Bucy, mayor; B. B. McCord and Lawrence E. Elsass was as nice as shows ever played under. Shows have several new concessions and shows that are getting ready to go to Old Mexico about the first of the year for about eight weeks. BESSIE HOLMAN.

Where Are You Wintering?

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

Title of Show

Name of Owner or Manager

Address of Winter Quarters

Office Address

days at the centennial. A. R. Corey returned to Des Moines, Ia. Ralph T. Hemphill returned to Oklahoma City, where he is head of the Oakland State Fair.

After spending more than a week on the midway Lincoln J. Dickey, director general of the Cleveland Great Lakes Exposition, went to Mineral Wells for a short rest. Al Shaffer, his assistant, flew back to Cleveland. Peg Humphries, exhibit sales director at Cleveland, remained in Dallas.

Mr. and Mrs. Barney S. Gerety left after spending several days.

E. G. Vollmann, secretary of the Stockton (Calif.) Fair, and L. D. Chapman, general agent for Foley & Burk Shows, arrived for a visit with A. L. (Red) Vollmann, producer of Cavalcade of Texas and general manager of Streets of All Nations. They left to visit the Beckmann & Gerety Shows at Waco, Tex., and to see the Omaha Stock Show before returning to San Francisco.

Carl Sedlmayr, general manager of the Royal American Shows, and E. C. Velare arrived for a stay at Stoneleigh Hotel.

Henry Knight, of San Antonio, retired after many years with the C. A. Wortham Shows, visited friends on the midway. Knight was formerly operator of the old Oriental Bar in Dallas.

Frank Duffield left for Chicago. Jack Duffield for Shreveport, La.

After closing at Cleveland Mrs. John R. Castle stopped here en route to the West Coast.

E. Paul Jones, of the State Fair of Texas, is out of the hospital after healing a broken knee cap he sustained in an auto accident.

William F. and Mary Floto arrived from Wichita, Kan.

The pilgrimage into Dallas recently from Cleveland was larger than it has been since the Great Lakes Exposition closed. Many passed thru on their way to the West Coast.

Kent Watson, manager of Sally Rand

was stored in the winter quarters, and work started on new stands and fronts for 1937 season.

The Elliott carnival is said to be the first tent show of any kind to play the Magdalen Islands and the French possession, St. Pierre Island. Also one of the few to visit Newfoundland in the annals of that big island colony of Britain. The season opened late in May at Amherst, the longest in the history of this carnival and the longest this year of any carnival touring the British possessions in America, the arrival back in Amherst being on October 23.

There was little danger when the schooner went on the reef, as the vessel was only slightly damaged and little prospect of a breakup. Thick weather was blamed for the crash on the rocky Nova Scotia coastline of Northumberland Strait and when within a comparatively few miles of the end of the long voyage.

Philadelphia

PHILADELPHIA, Oct. 31. — Business continues good at Eighth Street Museum. Bill this week is Spot Wilson's Darktown Revue; Leo, magician and illusionist; Dot Smith, singing and dancing; Spidora and Mystera Illusions; Poses Plastique and Princess Zelda, mentalist. Annex still featuring dancing girls. Emil Hickman, one of the owners, is leaving for Miami to spend the winter.

Danny Gorman is booking his war show at some of the surrounding cities under auspices.

South Street Museum opened, business was very good. Has been completely renovated, painted in attractive style. New dancing floor has been laid in center pit.

George E. Roberts opens with his attractions in Snellenburg's department store November 14.

ROLL AND FOLDED TICKETS

**As You Want 'Em
When You Want 'Em**

DAY AND NIGHT SERVICE

**Shipment Within 24
Hours—If Requested**

WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

\$50,000.00 Bond Guarantees Quality and Accuracy

CASH WITH ORDER PRICES---1x2 INCHES---NO C. O. D.			
10,000....\$6.65	30,000....\$ 8.95	100,000....\$17.00	Duplicate Coupons
20,000.... 7.80	50,000.... 11.25	200,000.... 28.50	Double These Prices

Above prices for any wording desired. For each change of wording and color add \$2.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK	ROLL TICKETS
1 ROLL.....50c	
5 ROLLS.....@.40c	
10 ROLLS.....@.35c	

DARLINGTON, S. C., FAIR AND ARMISTICE CELEBRATION

NOV. 9 TO 14, Inclusive

This is your chance for a winter's bankroll. Crops are best in years. Legitimate Concessions, except Ball Games and Bingo, come on; we can place you.

DELUXE SHOWS OF AMERICA HOLDS EXCLUSIVE MIDWAY CONTRACT

All address

SAM PRELL, Mgr. Deluxe Shows of America, Union, S. C., week Nov. 2.

Dixon, Ill., Fete Proves Successful

DIXON, Ill., Oct. 31.—Annual Fall Festival and Barbecue here on October 20-22, under city sponsorship, was a huge success and the committee has a substantial reserve for next year, when it hopes to stage the event at an earlier date to avoid cold weather, said Chairman H. S. Beard. More than two and one-half tons of beef in 30,000 sandwiches were given away. All concessioners reported satisfactory business.

Opening with a Mardi Gras parade, led by a civic band and in which confetti, favors and balloons were given away to create a carnival spirit, event also included a soap-box derby, pet parade, Hi-ll, pie eating, hog and chicken calling and ladies' nail-driving contests. German Band which furnished music thruout was a feature. A free pavement dance and display presented by Wilke Fireworks Company concluded festivities.

Midway lineup included rides booked by William Hoefner, Dellinger's corn game, George B. Flint's girl dancing act, Baker's Elgin candy car, A. H. Miller's photo gallery and Charles Baker with two palmistry booths. Mr. Beard declared it is the committee's intention to keep the event on a clean, moral plane.

Elks' Jubilee Is Success

CONCORD, N. C., Oct. 31.—Elks' Jubilee here was a success, said C. R. Davis, esteemed leading knight. Rain, which held down attendance greater portion of the week, failed to dampen enthusiasm and the last day saw an estimated 5,000 on the midway. West Shows with rides, concessions shows and bingo game were on the midway. Event was advertised by decorations, window cards, bumper signs and press. Thru a high-school tie-up ticket sales were handled by students, for which sponsors made a donation to the school athletic fund.

Horse Show Grosses \$2,000

BRYAN, O., Oct. 31.—Fourth Annual Horse Show on October 14-17, under sponsorship of Williams County Horse Breeders' Association and merchants, was one of the most successful ever held here, said Glen Biddle, secretary. Event grossed about \$2,000. Leroy Weer furnished rides and Al Wagner and Sam Ginsburg had principal concessions. Some smaller concessions were booked independently. Free act of Bee Kyle, high dive, was well received. A free platformed entertainment, furnished by Station WOWO, was an added feature.

Disch-Rink Circus Working

CUDAHY, Wis., Oct. 31.—Jake J. Disch, of this city, and George Rink presented their All-American Circus for the Kiwanis Club in Milwaukee Athletic Club, Milwaukee, recently, featuring trap act and comedy juggling and slack-wire acts on a program with clowns and all circus trimmings. They have played several other dates in and around Milwaukee, and there is a possibility that it will be taken out under canvas early next season.

Phone Men
10 EXPERIENCED CAPABLE PERMANENT! 10

For years we have operated continuously with no lay-offs—we are now increasing our personnel to permit permanent operation of four cities simultaneously.

My Men Are Averaging Up To \$100.00 Weekly.

All work with leading Fraternal Organizations, including Catholic. All Convention or Anniversary Spots, Winter Spots, all in East.

DO NOT COMMUNICATE UNLESS YOU WANT TO COME ON.

P. H. ANGELO,

320 E. Gay Street, Columbus, O.

SEVENTH ANNUAL ARMISTICE CELEBRATION

CAMBRIDGE, MD., NOVEMBER 9 TO 13, 1936

Coronation of Harvest Queen, Mammoth Parades, Bands, etc., 100,000 to 150,000 People Daily.

Want Ferris Wheel, Loop-o-Plane and other Flat Rides, One Girl Show and other shows to feature. Concessions, Diggers, Wheels, Pitches, Ball Games, Photo Gallery, Lunch Stands and Cookhouse. X sold on custard.

I. S. GABLE, Omar Hotel, Cambridge, Md.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Shows, Rides, Concessions, Free Acts Help To Boost East Texas Yam

GILMER, Tex., Oct. 31.—Second annual East Texas Yamboree which closed here on October 24 drew about 30,000 during the three days despite rain thruout the celebration. More than 100 entries of half bushels of yams from 20 counties were entered in the Yam Show. W. C. Barnwell won first prize of \$30; 24 other prizes were awarded.

Coronation of Queen Yam II, Miss Marjorie Coe, climaxed the second day. She was crowned by Patrick D. Moreland, of Governor Allred's staff. A court of 25 princesses representing as many East Texas cities and Shreveport, La., attended her. A historical pageant and queen's ball followed the coronation. More than 2,000 filled the Exhibits Building for the ceremony and many were turned away. In Saturday's Yamboree parade of 14 floats and other representations Strand-Crystal Theaters, Gilmer, won first prize of \$50.

Bob Hurst Shows brought in Ferris Wheel, double Kiddle ride, Miniature Railway, Merry Mixup and diving wheel; six shows, Congo, Fact, mechanical Mickey Mouse, Monkeydrome and snake shows, and 30 concessions. Hurst Shows, Athens, Tex., had been out 26 weeks, playing 10 still dates and 16 fairs and celebrations.

Free street attraction was the Keenen Family, North Hollywood, Calif. Hank Keenen and his 10-year-old daughter offered comedy and novelty acts, trained ponies and mules and roping stunts.

The Yamboree is sponsored by Gilmer and Upshur County business men and yam growers, organized as East Texas Yamboree Corporation, a non-profit organization having no capital stock. Employed as publicity director six weeks prior to the celebration was Gordon Pulliam, Dallas newspaper man. Newspapers, especially those in the eastern section, gave almost unlimited space. Texas Centennial Exposition, Dallas, designated October 14 as Gilmer and East Texas Yamboree Day and a special train carried 1,200 to Dallas.

Railroads in the Southwest and hotels of Texas and neighboring States featured yams on menus during Yam Week, Oct. 18-24; Governor Allred proclaimed Yam Week in Texas; window stickers were furnished hotels and grocery companies and the latter featured the Texas yam in regular advertising; sponsors of radio programs from stations in Dallas and Fort Worth gave announcements of the Yamboree; the half bushel of yams winning first prize was sent to President and Mrs. Roosevelt as a gift from the Yamboree and East Texas, and small crates of yams were sent to prominent citizens of the State.

Yamboree officials believe they will break even on expenses despite rain which cut an anticipated crowd of 50,000 nearly half. Last year a surplus of \$300 remained to begin activities this year.

Fallon, Nev., '49 Show And Rodeo Attracts 'Em

FALCON, Nev., Oct. 31.—This city's annual '49 Show and Rodeo was a big success from an entertainment standpoint, bringing more people to Fallon than ever before in its five-year history, said Ira L. Kent, secretary-treasurer of the show and official of the American Legion Post that sponsored the event.

Total gross receipts, Mr. Kent reported, were \$7,172.53, with expenses totaling \$7,865.14. He said the deficit was not due to lack of attendance, because rodeo gate receipts exceeded those of last year by a good margin. "We simply spent too much money for improvement at the rodeo grounds and '49 camp," he added.

Zimdar's To Be Greenville, Miss., Midway Attraction

GREENVILLE, Miss., Oct. 31.—Zimdar's Greater Shows, with an industrial and food exposition show, are scheduled to open a week's engagement soon under sponsorship of Elks, Victor Miller, advance agent for show, announced here this week.

Carnival is scheduled to place shows and rides. An added feature will be a public wedding in a lions' cage.

Boston Animal Show Clicks; Event To Be Annual Affair

BOSTON, Oct. 31.—Frank Buck's Wild Animal Exhibition and Jungle Show at Boston Gardens on October 5-11 had fair success. More than 50,000 attended with admission prices scaled at a low figure. Charles F. Gordon, who produced the show, said the event was put on as an experiment and it is his intention to stage a similar show annually. Other features included Howard Spaulding's Band, Edna Blanche's snake act, Captain Livingston's dogs and ponies, Gagnon's bears and ponies; Captain Walker's pony, tiger and bear; King Tuffy presented by Captain Matthews and the Proske tiger act. Event was advertised thru billboards and newspapers.

HELP This Department by Telling Committees About It.

Centennial Proves a Money Maker for Jefferson, Wis.

JEFFERSON, Wis., Oct. 31.—Centennial Celebration here on October 10, featuring dedication of a new bridge and queen contest, wound up with profit and about \$500, said Carl R. Krause, general chairman of the sponsoring committee. City council underwrote the event up to \$1,000. Show grossed about \$3,000 with expenses close to \$2,500. John Toppfel furnished rides. Twenty concessions, owned by as many operators, were booked independently. Free acts consisted of entertainment by 20 artists from Station WLS. Event was advertised thru expenditure of nearly \$600 by merchants for decoration of store fronts while all the main business blocks and bridge were decorated by the centennial committee.

La Harpe, Ill., Centen Winds Up With a Profit

LA HARPE, Ill., Oct. 31.—Disagreeable weather failed to blight the carnival spirit at the Centennial Celebration here on October 8-11 under American Legion sponsorship, and the event finished with a profit, according to H. E. Puckett, commander. Event was financed thru donations by merchants, which totaled \$1,147.70; concessions, which sold at the rate of \$5 for a minimum of five feet and \$1 per foot above that, and 15 per cent of gross receipts of rides.

P. J. Speroni Shows were contracted to furnish rides and shows, but due to unpleasant weather did not open shows. They did, however, take in \$156 on the rides. Free acts included Latona Troupe and Darwood Circus Troupe. Show, according to Mr. Puckett, received much publicity from the local press and was advertised in *The Billboard*.

Paper Sponsor in Danville

DANVILLE, Ky., Oct. 31.—The *Kentucky Advocate* here is sponsoring a Merchants and Manufacturers' Exposition with National Home Show, to be staged in a warehouse, 200 by 300 feet, with 40 merchants making displays. Six acts of vaudeville are to be used. Event is being advertised in three counties thru newspapers, billboards and traveling sound system.

Circus for Portland Elks

PORTLAND, Me., Oct. 31.—Twenty acts have been booked for a Christmas Charity Circus here for benefit of the Christmas basket fund of B. P. O. Elks Lodge No. 182 in the Exposition Building. Basement will house side shows, with a dance band, daily auto giveaways and free gate as added draws to the midway. Show is being staged by John P. Smith Expositions, Inc., with Stanley Paul as associate. Lodge members are handling ticket distribution.

Easton, Pa., To Celebrate

EASTON, Pa., Oct. 31.—City's Golden Jubilee Celebration becomes an actuality with organization of a committee headed by Mayor Joseph Morrison and Councilman Norman A. Piel. All fraternal and civic organizations will be asked to name a representative. Committee agreed to start the celebration in January, 50 years after Easton was incorporated. A pageant, shows and a mardi gras are among features being planned.

Newcombe El Paso Director

EL PASO, Tex., Oct. 31.—Verne Newcombe, promotional director who is general manager of Southwest Sun Carnival to be held here, has booked 10 major and 3 kiddie rides and some shows from Dallas Expo and Fort Worth Centennial. Don Bershear is to be Newcombe's assistant. Special events at the Sun Carnival, El Paso's celebration of the Texas Centennial, will include baby show, popularity contest; coronation ball, at which Governor Allred is scheduled to crown Miss Victory; fireworks, parades and football game.

Shorts

LEFLORE COUNTY FAIR, under sponsorship of Greenwood (Miss.) American Legion Post, established a new high mark for attendance. Exhibits were well (See SHORTS on page 64)

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

FIFTY ORIGINAL POEMS OF GENERAL APPEAL, including seasonal and holiday verse suitable any program. \$1.00. **BOX 7**, Whiting, Ia. no7x

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

NEW SONG BOOK—THE ONE HUNDRED AND ONE BEST SONGS; price 30c coin postpaid. **W. H. DUTTON**, P. O. Box 1453, Little Rock, Ark. no7

AGENTS AND DISTRIBUTORS WANTED

AGENTS—90c PROFIT \$1.00 SALES; CLEANER for Autos, Metal, Glass. Your name on labels. Free sample. **INSTANT KLEEN LAB.**, Dept. C, Dayton, O. no7x

BE YOUR OWN BOSS! OPERATE USED-NEW clothing business from store, home, auto. 200%-300% profit; everything furnished; catalogue free. **PORTNOY**, 566-AZ, Roosevelt, Chicago. x

BIG MONEY APPLYING GOLD INITIALS ON automobiles. Easiest thing today. No experience needed; free samples. **RALCO**, 1084 Washington, Boston, Mass. x

CARTOON BOOKS—PHOTOS, \$1.25, \$2, \$3.50 per 100. Spicy Magazines, 9 for \$1. Catalog 25c. **BOX 468-B**, New Haven, Conn. no7x

COCONUT SHELL BUTTONS, BUCKLES, ORNAMENTS, Beer Mugs, Cigarette Humidors, Ash Trays, Money Banks, etc. Stamp brings illustrated circular and prices. **NUTSHELL NOVELTIES**, Box 3, Lemon City, Fla. x

DISTRIBUTOR—DIXIE DANCE WAX. CLEANS as it waxes. Your own business, highly profitable, be independent. Easy, pleasant. Cafes, taverns, beer parlors, anywhere there is dancing. Constant repeats. Sample hunters save your stamps. **DIXIE WAX CO.**, Evansville, Ind. no7x

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work. Attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shukert Bldg., Kansas City, Mo. no7

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfx

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 in a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **PROGRESS TAILORING**, Dept. L-207, 500 Throop, Chicago. x

MAKE MORE MONEY SELLING SHIRTS, TIES, Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms. Sales outfit free. **NIMROD CO.**, Dept. 43, 4922-28 Lincoln Ave., Chicago. no28x

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter display: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. **PROCOPAX**, Dept. 131-C, 1956 S. Troy, Chicago. x

NEON SIGNS MADE AND REPAIRED—AGENTS wanted. **CAPITAL CITY NEON WORKS**, Indianapolis. x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. no28x

PERFUME BUDS—SENSATIONAL STREET-men's seller. Cost 1c each, sell 5c. Particulars free: samples 10c. **MISSION**, 2328 W. Pico, Los Angeles. no28x

SALESBOARD MEN—NEW PUT AND TAKE jars, twelve different payouts. Details, sample free. **TOM THUMB**, Dept. BB, Nauvoo, Ill. no7x

SUPERIOR SECRET PANEL TRADE CARDS—50% advance commission. We pay more; outfit free. **HENERY KARR**, Commercial Trust Bldg., Philadelphia, Pa. x

TRAVEL ANYWHERE WITH SMALL SELF-selling article; 625% profit. 3c stamp for sample. **RICHARDS**, 326-BC Virginia Ave., Indianapolis, Ind. x

THRILLING—SNAPPY CARTOONS, BOOK-lets, Comic Xmas Cards, Photo Novelties, 50 Sample Assortment, \$1.00. Lists 10c. Write **REALVALUE SALES**, 3009 State, Chicago. x

TINSELED CHRISTMAS SIGNS, 11"x14". Retail 25c. Big seasonal money-maker. 10 Signs of your favorite Cigarettes free with purchase of 100 at \$5.50 Catalog, sample sent free. **LOWY**, Dept. BL3, 8 West Broadway, New York. no7x

WHERE TO BUY AT WHOLESALE 500,000 ART-icles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. no7x

WHY WORK FOR OTHERS? MAKE AND SELL your own goods. Formulas, Toilet Articles, Perfumes, Extracts. Valuable book free. **SCIEN-TIFIC LABORATORIES**, 1957 W. Broad, Richmond, Va. tfnx

ANIMALS, BIRDS AND PETS

ALLIGATORS SNAKES, TURTLES, CROCO-diles, Animals. Twelve small assorted Snakes, \$3.00; eight large attractive assorted Snakes, \$10.00. Coral Snake preserved in patent jar for exhibition, \$1.50. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. no28x

CHINESE DRAGONS—HARMLESS, 4 FT., \$5.00; 5 Ft., \$7.50; Black Iguanas, \$2.00; Leopard Iguanas, \$2.50. **LAREDO ZOOLOGICAL**, Laredo, Tex. x

FOR CHRISTMAS GIFTS—SNOOKUM BEAR Cubs, \$12.00; Blue Peafowls, \$40.00 pair; Double Yellow Head Parrots, with Cage, \$15.00; Armadillos, \$2.50; Shetland Ponies, \$50.00; Donkeys, \$20.00; Canaries with Cage, \$7.00 pair. Wire **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex. x

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

MALE AND FEMALE JAVA MONKEY WITH three months' old baby. Tame, perfect condition, \$35.00 takes them. **STARLAKE PARK**, Mount Orab, O. x

SNAKES—BOA CONSTRICTORS, HARMLESS, 4 ft., \$5.00; 6 ft., \$8.00; Black Bulls, large, \$5.00; Gila Monsters, \$3.50; Mexican Green Rattlesnakes, large, \$7.00; Scorpions, large, \$20.00; Snookum Bear Cubs, \$12.00. **LAREDO ZOOLOGICAL**, Laredo, Tex. x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

COSTIVE BOWELS RESPONSIBLE FOR MUCH human misery. Help nature help you by studying own case compared with others' experience and experiment. New Symposium explains every important treatment. Also financial opportunities helping others. Free book. **WILLIAM G. RICHARDSON CO.**, Easton, Pa. x

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

LEARN THEATRICAL SCENE AND POSTER painting by mail. Exclusive, comprehensive, practical, inexpensive courses. Send stamps for literature. **ENKEBOLL SCHOOL**, Omaha, Neb. x

TURN IDEAS INTO CASH—FREE LITERATURE tells you how. Stamp appreciated, but not necessary. Write today. **MARTINEZ-B**, San Bernardino, Calif. no14x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. no21x

BUSINESS OPPORTUNITIES

FOR LEASE—THEATRE IN LIVE WESTERN town. Fully equipped except cinema facilities. **BOX 179**, Billings, Mont. no7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

FOR SALE—A PERMANENT CARNIVAL, Trailer Camp, Cottage City. Lithia Spring, Warm Swimming Pool, 1/2 mile of Gulf front, paved road, R. R. station. Fortune for right man. **HARRY W. DAVIS**, Tarpon Springs, Fla. no7x

MAIL ORDER AND LOCAL BUSINESS—ALL office. No canvassing; no stock; no shipping. Part of national chain. All instructions given. Shoestring capital. Circular free. **HARRIGAN**, P. O. Box 97, Drexel Hill, Pa. x

MAKE WALKIESNAPS—A NEW BUSINESS. Write for details on this fascinating new money-making business. **BASS CAMERA COMPANY**, 179 W. Madison St., Chicago, Ill. no7x

OPPORTUNITIES—LOCALLY BY MAIL. PAR-ticulars free. Interesting novelty sent for 3c stamp. **KINGTEX SERVICE**, BB, 222 Leavenworth, San Francisco, Calif. no14

SEDALGREVE'S SILVER LEAF SYSTEM—SUPE-rior method of spot selection guaranteed to win at any thirty-day meet or your dollar back. Small capital, flat or progression. Address **BOX 3**, Lemon City, Fla. x

SELL BY MAIL! BOOKS, NOVELTIES! BAR-gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, \$2.00; CHORUS COS-tumes; Slippers, 50c; Street Wear. **CONLEY**, 310 W. 47th St., New York City. x

INDIAN RELICS, BEADWORK, CURIOS, WEAP-ons, catalogue 5c. 5 Arrowheads, 20c; Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan. x

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

MUSICIANS' SWING JACKETS, \$2.00; SASHES, \$1.00; Tuxedos, Overcoats, \$10.00; Cellophane Hulas, Scenery, Gowns, Chorus Wardrobe. Free lists. **WALLACE**, 2416 N. Halsted, Chicago. x

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.

APPLY YOUR SILENT SLOTS TOWARD BOWL-ing Games, Pay Tables, Radio Rifles, etc. Fall bargain list free. **COLEMAN NOVELTY**, Rockford, Ill. x

BALLY MULTIPLE, \$60; BONANZA, \$25; Chief 5c Vender, \$50; Q. T. Venders, Nickel, \$35; Penny, \$30; Mills War Eagle, 25c Bell, \$25; 5c Caille Doughboy, \$35. One-third cash, balance C. O. D. **CENTRAL FLORIDA NOVELTY CO.**, 209 W. Union, Gainesville, Fla. x

BARGAINS IN USED SLOTS, ALL TYPES, priced right. Instant delivery on Pace and Mills machines. **MARION COMPANY**, Wichita, Kan. no7

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. no7x

BARGAINS—10 AD-LEE 4 COLUMN 1c NUT and Candy Vendors, \$9.50 each; 25 Columbus 5c Peanut Vendors, \$3.50 each; 50 Robbins 2-in-1 Vendors, 1c Slots, \$9.50 each; 25 Spear-mint 1c Stick Gum Vendors, \$3.50 each. **ROBBINS CO.**, 1141-B DeKalb Ave., Brooklyn, N. Y. x

CLAWS, DIGGERS CHEAP—PEANUT, PISTA-chio Spotted Ball Gum Vendors, \$2.75 up; Cent-A-Smoke Cigarette Vendors, \$4.50. **NATIONAL**, 4242 Market, Philadelphia. x

COMPLETE LINE USED SLOT MACHINES—GET our lists and prices; real values. **HOWARD SALES COMPANY**, 322 South 13th, Omaha, Neb. x

DAVAL 21 BLACK JACK MACHINES, \$13.50 each; 2 for \$25. **UNITED AMUSEMENT CO.**, 1816 North Ave., Bridgeport, Conn. x

DIME SLOT BINOCULAR OR TELESCOPE. Cost new \$175.00 Each. Good as new, only \$75.00. **WISCONSIN NOVELTY CO.**, Kaukauna, Wis. x

FIFTEEN MILLS GOLDEN BELLS AND SIDE Vendors, refinished, look brand new, guaranteed same as new machine, \$62.50 each. **F. O. B. OAKLAND. MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no14

FOR SALE—THREE INTERNATIONAL MUTO-scope Photomatics; also all types Digger Machines, cheap. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. no7

FOR SALE—JOYS TRACK, USED ONE WEEK, \$285.00. **JOHN ZARKOS**, Jefferson City, Mo. x

FOR SALE—THREE RADIO RIFLES (COINO-matic), latest model, excellent condition, \$60.00 each. **BROOKLYN AMUSEMENT MACHINE CO.**, 632 Broadway, Brooklyn, N. Y. x

FOR SALE—2 MILLS SNAKE EYES, \$250.00 each, F. O. B. Oakland, Calif.; includes tax. Practically new. Special Iron Stands for same, \$10.00 each. Deposit required. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no28

FOR SALE—NEARLY NEW PENNY BLUE Front Gold Award Vendors and Penny Watling Gold Award Vendors with Future Play and Skill Buttons, \$45.00; Stick Gum, \$10.00 Case, 25% cash. **D. M. JAMIESON**, 1340 Mint St., Charlotte, N. C. x

MASS-MADE REPRESENTS FINEST SLOT OR regulation type Pool Tables. Trouble-proof; made all sizes. They get dough, legal. **MAS-SENGILL MANUFACTORY**, Kinston, N. C. x

MILLS PHONOGRAPH, HIGHBOY MODEL, IN good operating condition, \$50.00 each, F. O. B. Oakland, Calif. **MILLS SALES CO., LTD.**, 1640 18th St., Oakland, Calif. no7x

MUSIC MACHINE RECORDS, 25 FOR \$2.50; Northwestern Pistachio Machines, 5c, \$3.50; Watling Tom Thumb Scale, \$35.00; Mills Small Scale, \$30.00; Wurlitzer Music Machines, P-10, \$125.00; P-12, \$150.00. Wanted to buy Stewart Maguire Cigarette Machines. **O'BRIEN**, 89 Thames, Newport, R. I. x

ONE BALLY ROLL, LIKE NEW GUARANTEE, \$125.00; 50% with order, balance C. O. D. **GENERAL SALES COMPANY**, Dubuque, Ia. x

MILLS 5c AND 10c BLUE FRONT GOLD Awards, refinished, look like brand new and guaranteed as such, \$65.00, F. O. B. Oakland, Calif. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no14

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

PHONOGRAPHS—AMPLIFIED FIVE MAGNO-vox, Selectors; two Electramaus, no Selectors. Take one to twenty nickels. Cabinets Chinese red and green. Good condition. \$150 takes all, F. O. B. New York. \$100 with order, balance C. O. D. **PRO-HILL CO.**, 1650 Broadway, N. Y. C. x

RADIO RIFLE OPERATORS—FREE SAMPLES of New Spicy Films given. Save \$10.00 per thousand feet. Rifles bought and sold. **AUTOMATIC NOVELTY CO.**, 2047 N. Wanamaker St., Philadelphia, Pa. x

SLIGHTLY USED BALLY ROLLS, \$169.50; Wurlitzer P12 Phonographs, 1935 models, \$160.00; Panamas, Budgets, Total Lites, \$15.00; Fair Plays, Sure Shots, \$10.00; Hopscotch Light Up Game, Screamos, Large Rebound, Criss Cross-A-Lites, \$7.50; Dittoes, \$10.00; Man in Moon, \$10.00. Counter Games: Horses, \$9.00; Flying Color Juniors, Tit-Tat-Toes, Tic-Tac-Toes, Poker Reels, \$5.00; Tickettes, \$3.00; Great Guns, one ball non-automatic pay-off game, \$25.00; Five Double Jack Pot penny play Watlings, \$22.50 each. All games guaranteed first-class condition. Orders filled in rotation. Rush one-third deposit, balance C. O. D. Get on our mailing list for bargains. **AUTOMATIC SALES COMPANY**, 191 Second Ave., N., Nashville, Tenn. x

TEN SEEBURG SELECTOPHONES, WALNUT finish, A-1 condition, \$100.00 each. 1/3 with order. **LEE H. EGGERS**, 2425 Alexandria Pike, Newport, Ky. no14

WANTED—USED 1935-1936 MUTOSCOPE Cranes; state lowest price, serial and condition. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no21

WANTED—25 WURLITZER PHONOGRAPHS, \$75.00 cash. Wire or write **P. O. BOX 293**, Galax, Va. x

WANTED—ANY QUANTITY BLUE FRONT Mysteries, Extraordinary Mysteries, Walnut Eagle Bells, Jennings Chiefs in 5, 10 and 25c Play; 1c Q. T. S. **BADGER BAY COMPANY**, Green Bay, Wis. x

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y. no28

WILL PAY \$25.00 EACH FOR BALLY JUMBO, Derbys, Bonus, All Stars, Sky High, Peerless, Mills Q. T. Double Jackpots, 1c-5c-10c play. Trade Pin Games for Counter Machines or Peanut Machines. **O'BRIEN**, 89 Thames, Newport, R. I. x

WILL BUY OR SELL LITE-A-LINES OF ALL types, AMUSEMENT NOVELTY SUPPLY CO., Elmira, N. Y. x

WILL BUY FOR CASH ALL TYPE PIN GAMES, also all kinds of Counter Games. Send stamp for our bargain price list. **GENERAL AMUSEMENT GAME CO.**, 637 Albany Ave., Hartford, Conn. x

9 PAMCO SENIOR MAJOR LEAGUES, 6 STONER 5 Gun Lively Senior Esquires, \$3.50 Each, 3 for \$10.00. Good. Deposit. **MARIE PARSHALL**, 1038 Oak St., Columbus, O. x

10 PAMCO HANDICAPS—10-BALL EXHIBIT
Ticket Merchandiser, used three weeks, \$29.50; 5 Traffic B, \$7.50; Fifty Grand, \$20.00; Jennings Penny Duchess Vender, \$15.00; Pony 5c Vender, \$20.00; Mills 5c Jack Pot Front Venders, \$15.00; Mills Ten Grand, \$35.00. Each machine fully guaranteed. **J. J. HARVEY**, 1100 Harp St., Raleigh, N. C. x

15 SEEBURG 5c SELECTIVE PHONOGRAPHS, senior models, \$60 each; new appearance, mechanically perfect, good for hundreds of dollars operating profits. Half cash. **JOHN RIFFLE, JR.**, Canton, O. no21

20 ELECTRO HOISTS, ALL 1935 ROLL FRONT models, \$75 each; 3 1934 models, \$40 each; 1 early 1935, \$50. Every machine guaranteed first-class condition and appearance. Will sell one or as many as you like. Candy included. **McKINLEY'S**, Rockwell St., Long Branch, N. J.

\$50.00 CASH PAID FOR MILLS BLUE FRONTS; will also buy regular Gold Awards; state serials. **ROCKPORT NOVELTY CO.**, Rockport, Tex. no21

FORMULAS

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORT**, 4042 N. Keeler, Chicago.

EXPERT ANALYSIS; RESEARCH; INDUSTRIAL development. Newest guaranteed formulas; biggest catalog free; special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. x

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

FOR SALE—SECOND-HAND GOODS

CASWELL JACKPOT GALLERY BULLET TRAP, safe, convenient and ideal for miniature jackpot rifle galleries. Write for descriptive literature and prices. **CASWELL SHOOTING GALLERY EQUIPMENT CO.**, Anoka, Minn. no7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

CORN POPPERS—FEARLESS GIANT ALUMINUM Geared Popping Kettles; rotary, electric, Candy Kettles. Lowest prices. **NORTH-SIDE CO.**, 2117 Harding, Des Moines, Ia. del2x

POPCORN CRISPETTE MACHINES, CORN POPPERS, Carmelcrisp, Potato Chip, Cheese Coated Corn Equipment. **LONG EAKINS**, 1976 High St., Springfield, O. no7

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 THEATRE DROPS—DILLINGER SHOW, Human Fly Act, Tents, Illusions, Octopus, 2-Headed Baby, Midget Museum. **UNIVERSAL**, 849 Cornelia, Chicago.

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. no28x

ELI WHEEL NO. 12, BARGAIN, \$1.750; PORTABLE (Snapper) Ride, \$1,100; Miniature Train, \$600; equipment A-1 condition. **J. B. ALEY**, Route 4, Anacostia, D. C.

FOR SALE—CHAIRPLANE, GOOD CONDITION, no engine, \$150.00. **AGENT**, 1109 Burlington Drive, Muncie, Ind. x

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

TRICK BICYCLE, UNICYCLES, BICYCLE Trunk, 4 Rocking Tables. Wanted to buy small Band Organ. **H. HAMMELMAN**, R. 1, Sheboygan, Wis.

WAX SHOW—ALL LATE CHARACTERS, LIKE new, includes Dillinger Breathing Figure. Complete show for \$350.00. **SHAW**, 3316 Sidney, St. Louis, Mo.

4-OCTAVE UNA FON, \$30.00; SAWING Through Woman with banner, \$20.00; two-foot juggling Barrels, \$5.00. **WILEY FERRIS**, Chestea, Va.

HELP WANTED

GIRL MUSICIANS, ALL INSTRUMENTS, FAST dance orchestra, union, good pay. Preferably girls doubling, good sight readers and tone. Neat appearance. Steady all winter. Don't misrepresent. Write, stating all details with photo or snapshot, if possible. Will return same. Address **BERT ARNOLD**, 392 Lookout Ave., Hackensack, N. J.

UNBORN SHOW, ILLUSIONS OR ANYTHING suitable for side show and single pit show attractions. **JOHN REA**, R. F. D. 2, Indiana, Pa.

WANTED FOR SMALL TENT REP—GENERAL Business Team, two single men. Co-operative basis. Write **CARL'S TENT SHOW**, Paris, Tex.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

WANTED—MED PEOPLE, GUITAR PLAYER, Sax doubling Fiddle, fast Tap Dancer, Novelty Acts. Sure, steady. Tell all, age, lowest salary. Write or pay wires. **Jimmy Cooper**, McWhirters, write. **SCOTTS COMEDIANS**, Rushville, Neb.

WANTED—MAN WITH GUITAR, ACCORDION or Piano Player. One connected with radio. **BOX 740**, care Billboard, 1564 Broadway, New York.

WIRE WALKER—STANDARD ACT; GOOD opportunity right party; steady work. Prefer one does acrobatics on wire. **WIRE WALKER**, Billboard, 1564 Broadway, New York.

YOUNG MAN FOR BALLROOM EXHIBITION Dancing. Experienced. 5' 11" or 6' tall. **MISS VALENNE**, care Le Quorne Studios, 1658 Broadway, New York.

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. 132 illustrated page catalogue, 30c. No free pamphlets. Leaders since 1930. **NELSON ENTERPRISES**, 198 S. Third, Columbus, O. no7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42nd St., New York City. no14x

MISCELLANEOUS

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. ja9x

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photo Strip Outfits, either 1 1/2x2 or 2 1/2x3 1/2, complete \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. no14

FINEST 4-FOR-10c OUTFIT ON THE MARKET. The Quartermatic. Made of 1/16 in. gauge steel. Direct Positive Rolls, 1 1/2"x250", \$4.75; Enlarging Paper, \$5.40 gross. Mounts, Mirrors, complete line. Send for catalogue. **MARKS & FULLER, INC.**, Dept. 1, 44 East, Rochester, N. Y.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

JUMPING BEANS—NEW CROP, FOR IMMEDIATE shipment, \$1.00 Hundred; \$6.00 Thousand. **HILARIO CAVAZOS**, Laredo, Tex. x

NEW GAS STOVES, SUIT CASE MODELS, TWO Burners, \$3.95. \$1 with order, balance F. O. B. factory. **E. D. MCCOOL**, Baxley, Ga. x

READERS—ASTROLOGY, TEA LEAF, CARD, Crystal, Palm, Numerology, Psychics and others. Join a National Registry; exchange ideas. Inclose 10c and 3c stamp. Full name, address. **INDEPENDENT PSYCHIC CENTRE**, Dept. 7, 34 Tracy St., Buffalo, N. Y. x

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE**, La Crosse, Wis. x

M. P. ACCESORIES & FILMS

FILMS SHIPPED FOR SCREENING, 35 MM.; Portable Projectors shipped on free ten-day trial. 100% satisfaction guaranteed; everything for the show business. **WESTERN FEATURE FILM & SUPPLY CO.**, 1018 S. Wabash Ave., Chicago. x

FREE BARGAINING SHOWS BIG SAVINGS on Soundheads, Amplifiers, all 16 and 35 mm. equipments, Ballyhoo Systems. **S. O. S.**, 1600-H Broadway, New York. x

ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. no7x

SACRIFICING—TALKIE AND SILENT, THEATRE, roadshow Projectors, Equipment, Films and Accessories. Chance lifetime. Lists. **TOM AUSTIN**, 470 8th Ave., New York.

SEMI-PORTABLE SOUND EQUIPMENT AT prices within your reach. Soundheads, Amplifiers, Power's and Simplex Projectors, G. E. Mazda. While they last, \$300.00. Silent Projectors, only \$15.00. **ZENITH THEATRE SUPPLY**, 308 W. 44th, New York.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

TALKING FEATURES AND SHORTS FOR SALE or will trade for Silent Simplex Moving Picture Machines. **VIRGINIA THEATER**, Virginia, Ill. no21

TALKIE FEATURES, COMEDIES, GOOD SUB-jects, good condition, reasonable. **G. W. RADCLIFFE**, Station A, Marshalltown, Ia. x

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. no28

MUSICAL INSTRUMENTS, ACCESSORIES

WANTED TO BUY—GOOD PIANO-ACCOR-dion. Address **ACCORDIONIST**, 403 N. Cumberland St., Jackson, Tenn.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

PARTNERS WANTED

WANTED—WOMAN PARTNER, 180-200 LBS., athletic ability, to demonstrate athletic and physical culture exercises. No experience necessary. Write **E. BREGALLA**, 73 W. Monroe, Chicago.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

PERSONALS

FLORIDA DIVORCE LAW—YOUR COPY WITH divorce information, mailed to any address, 50c, money-back guarantee. Address **BOX 3**, Lemon City, Fla.

JACK DUNN AND EDDIE BLESSING, WHO witnessed accident in Michigan, get in touch immediately with **M. GORDON**, 136 No. Parkside Ave., Chicago, Ill.

J. W. PFISTERER—ANYONE KNOWING THE present whereabouts of the above party believed to be on the road as drummer for a traveling orchestra, please communicate with **BOX C-118**, Billboard, Cincinnati, O. no7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

YOUR PHOTOGRAPH SHOWS YOUR CHEM-ical type, character, habits, diet, chronic disease, vocation, etc. Write for free questionnaire charts and information. **THE ANALYST**, Box 3, Lemon City, Fla.

SALESMEN WANTED

MANUFACTURE AND SELL YOUR OWN Motor Overhaul Compound—Expanding Mineral Supplied. Make as easy as a cup of coffee. Clean up with world's fastest selling specialty; formula and enough mineral to start business one dollar. **XRALYTE MINES**, Kalispell, Mont. no7x

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

STATE MANAGERS-AGENTS MOPPING UP selling \$3.50 Electric Welders to shops, farmers, auto owners. Works from auto battery, enormous profits. Sample and selling instructions, \$1.95, prepaid. **WESTERN ELECTRIC COMPANY**, Box 102, Arlington, Tex. x

STRANGE CHEMICAL SPONGE CLEANS CARS like magic; banishes auto-washing drudgery; sells on sight; phenomenal profits; outfit free. **KRISTEE**, Dept. 265, Akron, O. x

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 ACROBATS

ACROBAT, 20, 180 lbs., Comedy or Straight, reliable. Make your own proposition. Steady work preferred to big salary. **JEAN DUBOIS**, The Billboard, New York City.

AT LIBERTY—Top Mounter for Hand-to-Hand and Ground Tumbler, also can work Flying Act or Teeter Board or Trampoline Bed or Riding Acts. Can do Double or Triple. Would like to join some Troupe, Tumbling or Flying Acts or any act; work this fall. **MR. BILLY STAN BEDELL**, 23 Second St., Norwich, Conn. no14

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

BAR PERFORMER—Aerial and Ground Bars, Straight or Comedy. **LOUIS OCZVIRK**, 812 W. Wells Street, Milwaukee, Wis. no14

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—Guarantee consecutive money-making route to good box-office attraction. All territories. Have car. Work on percentage only. For quick action rush particulars. **DAVE MILTON**, 1924 Prospect Ave., Cleveland, O. no7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

MANAGER-AGENT—Go anywhere, have novelty dance idea that brings 'em when stormy. Riots of fun. Ballrooms, dance bands, big or small, write **HALLOCK**, Route 6, Duluth, Minn. no7

START WHOLESALE MAIL-ORDER BUSINESS—Import your own goods. Large German magazine printed in English, listing manufacturers, 50c. Back numbers, 30c. **HEATH COMPANY**, Arlington, Tex. x

WANTED COUNTY DEALER—MAN WITH car to demonstrate and service for large manufacturer; first-class job. **248 FYR-FYTER COMPANY**, Dayton, O.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side-Show Banner Painters. Increasing business requires enlarging our studio. **MANUEL'S STUDIOS**, 3544 North Halsted, Chicago. no14

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

CARNIVAL, SIDE-SHOW BANNERS—NOT the cheapest, but the best. Prompt service. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago. no14

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

THEATRICAL PRINTING

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **BELL PRESS**, Winton, Pa.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

200 21x28 OR STREAMER STYLE HALF Sheets, \$6.50; 200 One Sheets, \$8.00. Deposit. Cuts for all kinds, heralds. **CURTISS SHOPPRINT**, Continental, O., since 1905. no21x

200 (14x22) 6 PLY WINDOW CARDS, \$6; your copy, date changes, 25c each. **DOC ANGEL**, Ex-Trouper, Leavittsburg, O. x

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. no14

WANTED TO BUY, LEASE OR RENT

CASH FOR TWO ELI WHEELS. ANY PART U. S. Also Little Beauty Swing. **THOMAS J. HUGHES**, 730 So. Grand, Los Angeles, Calif. no28

RIDES WANTED—CASH FOR MERRY-GO-Round, Ferris Wheel, Chair Swing. Must be good condition at bargain. **L. J. CURTIS**, 156 Spainhour, Lenoir, N. C.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

WANTED—DRAMATIC END TENT, TO SEAT four or five hundred, with Poles, Stakes, Marquee and Proscenium. Excellent condition. **N. C. OLSAN**, 11 Fulton St., Nashua, N. H.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—HI HENRY AND HIS ORCHE-stra desires winter engagement in Florida. 9 men and leader. If necessary will cut to seven. Excellent P. A. System, uniforms, box stands, arrangements, up-to-date library, etc. Please do not misrepresent. State all in first. **MR. HENRY REYNOLDS**, 48 Clermont St., Saugerties, N. Y.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

5-PIECE GIRLS NOVELTY ORCHESTRA AT LIB-erty. Playing swiny modern style, also Spanish and Hawaiian music and dancing. Male Director-Vocalist, 2 changes of costumes, P. A. system, adaptable to floor show, latest library. Desire location in Chicago if possible. Will travel. Non-union; photos sent on request. **ERNE BRUSS AND HIS ESPANA MELODIE MAIDS**, 404 1/2 N. Laramie Ave., Chicago, Ill. no7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

A-1 ORCHESTRA, smartly uniformed, large request library, several years distinctive resort hotels, clubs, theatres, cafes, steamships. Prefer location Bermuda, West Indies, abroad. State contract, number of men, best guaranteed salary. Note: Bookers, managers, your commissions absolutely guaranteed. **MUSICAL DIRECTOR**, 307 Glenlake Ave., Toronto, Canada.

FOUR SAXES, using 3 Baritone, 2 Tenors, 2 Altos, 4 Clarinets and Accordion. String Bass doubling Trumpet, Ride Drummer, Tenor arranges. Have cars, reliable and union. Write or wire JOE SWIST, General Delivery, Vicksburg, Miss. no28

AT LIBERTY CIRCUS AND CARNIVAL

AERIAL ORTONS—SENSATIONAL AERIALISTS that really entertain. Fast Double Trapeze, Iron Jaw and Novel Chair Balancing Trapeze. At Liberty for winter engagements November 7. Permanent address, Adel, Ia. no7

AT LIBERTY—FIRST-CLASS HALF AND HALF desires work in store show or museum. Young, neat appearance, all new wardrobe, drapes and lobby display. Only reliable persons need reply. BOX C-125, care The Billboard, Cincinnati, O.

AT LIBERTY—Nellie King's Musical Act. George Oram King, side-show manager, Punch and Ventilquing Acts. Past season with Cooper Bros. Circus. Address care General Delivery, Indiana, Pa. no7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

AT LIBERTY—Hario and Mario, real Impalment Act; also good Punch and Judy. Write HARRY LEONARD, care W. J. Taylor, Route 1, Bentonla, Miss.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—COLORED BB BASS PLAYER, SOUSAPHONIST, 106 Hyland Ave., N., Minneapolis, Minn. no28

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—Jack and Myrtle Albright. Join on wire. Myrtle as cast, except characters, feature dancing specialties. Jack as cast, good advertising man, double specialties. Have car; state salary. General Delivery, Western Union, Memphis, Tenn.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

TEAM—Woman General Business. No Leads. Hookup/Specialties. Man Piano, read, fake, transp. Modern, reliable. Address JOHN BROOKS, General Delivery, Athens, Ga.

AT LIBERTY MAGICIANS

THE GREAT WARNER, ILLUSIONIST, BOOKING. R. H. WARNER, R. R. 6, Kalamazoo, Mich.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

DALINI, MAGICIAN; Madame Ruby, Mentalist Supreme, are available now or next season for vaudeville, with any kind of a good show, playing week stands. We are real box-office attractions. Correspondence invited. We play in houses or under tent. Address DALINI, Magician, Eagle Bend, Minn.

FEATURE MENTAL ACT—Mindreading, Crystal. Box-office builder for any type of show. Oriental presentation. Salary and percentage on readings. PRINCE YOSE, care Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

CLOWN AT LIBERTY—Wardrobe the very best, numbers neat, clean and up to date, produce show, one, two or three clowns. ROY BARRETT, care Billboard, Chicago, Ill. no7

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

DOG, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Pamhasika himself. A real attraction for summer resorts and indoor circuses. GEO. E. ROBERTS, Mgr., Pamhasika's Studios, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

AT LIBERTY M. P. OPERATORS

AT LIBERTY—Motion Picture Cameraman, produce and direct; eight years' experience; minimum equipment. Write SPHINX MOTION PICTURE STUDIOS, Suite 1102, 210 Fifth Ave., New York. no7

AT LIBERTY MUSICIANS

LADY ACCORDIONIST, Pianist-Organist, stenography, age 20, blonde, pleasing personality, taught accordion 3 years at Wurliitzer's desires position with reliable orchestra. RUTH BRINCK, Broadview Hotel, Chicago. no14

DRUMMER AT LIBERTY—CAN SWING IN any rhythm section. Steady tempos and can read the spots. Leave immediately. Location or road work. Please write and state type of work and salary. STUART BONNER, 621 West 8th St., Traverse City, Mich.

CO TENOR AND CLARINET—FEATURE voice. Transpose alto at sight. Plenty fine experience, age 23, union. Distance no object. RUSS SNIDER, 1402 10th Ave., Greeley, Colo. no14

MODERN, IN STYLE, ARRANGE, THOROUGHLY reliable, good appearance. L. H., Box C-123, Billboard, Cincinnati, O. no14

SNARE DRUMMER WANTS JOB WITH CONCERT BAND. Read Bells; go anywhere; age 34. Write DRUMMER, 2959 E. Grand Blvd., Detroit, Mich.

SWING BASS FIDDLE DOUBLE SAX, CLARINET, Drums. Union, reliable, dance, stage experience. State all. Prefer Southern location. BOX C-126, Billboard, Cincinnati.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

AT LIBERTY—Modern 6-String Swing Guitar. Read, fake and cut. Young, single, sober and neat appearing. Will consider any job reliable. Write or wire JACK McBRIDE, Seneca Street, DeWane, O.

ENTERTAINING DRUMMER, Sing, few good specials, all essentials, absolutely cut or out. Name bands past 6 years. Appearance, congenial, 20, married. Want location South with band that plays in time and pays off. Hams, panics, no. Misrepresentation cause this ad. Don't wire, allow time for forwarding. BOX C-128, Billboard, Cincinnati.

SAX, ALTO AND TENOR, doubling Cello and Voice. Read and fake, modern, take off, 33 and neat appearing. Just finished eight months' night club engagement. Location in South preferred. JIMMY STRAUSS, Court Place Hotel, Denver, Colo.

SWING TENOR doubling Ride Cornet; also fast Piano. Payoff jobs only. Available November 15. Communications cannot be answered until November 11. Address BOX NY-66, care The Billboard, 1564 Broadway, New York, N. Y. no7

TENOR SAX double Clarinet and Flute, transpose, any chair, experienced in all lines, union. IAY GOODWIN, 6727 N. Broad St., Philadelphia, Pa.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS—Now booking Southern parks, fairs and celebrations. Boy and girl Parachute Jumpers. Address JACKSONVILLE BALLOON CO., Jacksonville, Ill. no21

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

CHARLES LA CROIX—High-class Novelty Trapeze Gymnastic Act available for indoor circus engagements, bazaars, carnivals, etc. Flashy nickel-plated apparatus. Can work under any height ceilings, from ten feet and up. Large, attractive Special Posters free for advertising; also photos. A real act, big drawing card. Price of act reasonable. Reliable committees address CHARLES LA CROIX, 1304 So. Anthony Blvd., Port Wayne, Ind.

FAMOUS LINDSEY COMIQUE—Produce One-Man Clown Band, playing three different instruments at the same time. Comedy Juggling Act. Comedy Acrobatic Act. Magic Tricks, Clown Numbers. Billboard, Chicago, Ill.

AT LIBERTY PIANO PLAYERS

PIANIST, UNION, SOBER, RELIABLE, READ, fake, etc. BOX C-124, Billboard, Cincinnati, Ohio.

PIANO PLAYER, A-1, SOBER AND RELIABLE, sight read, transpose. Experienced with dance bands, also stage revues and shows. Play modern style. EDDIE FELLOWS, 3962 Wallace St., West Philadelphia, Pa.

PIANO MAN—READ, FAKE, NO TAKE OFF; prefer road band. Write, wire WESLEY GREEN, 835 West 5th St., Fremont, Neb.

PLENTY RHYTHM, MODERN TAKE OFF, young, experienced, reliable. PIANIST, 546 So. McDonough St., Montgomery, Ala.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

GIRL PIANIST, age 20, white, union. Plenty swing lines, Walter style. Transpose, improvise. No fiddle. Read anything, including classics as tough as they come. Good Organist. Sing dirt. State all. All interested write BOX C-127, care The Billboard, Cincinnati, O.

PIANIST, double Callopie, air or steam, like to join girl show, med or shows playing halls. Experience, reasonable salary. HARRY McKENNEY, General Delivery, Richmond, Va.

AT LIBERTY SINGERS

YOUNG AND ATTRACTIVE blonde wants job as vocalist with dance orchestra. Good rhythm singer, low voice, also sings blues. MISS BARBARA AYERS, 123 E. Shawnee Ave., Plymouth, Pa.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—BLACK—face, Jew, Straights, Singles. Know the acts. Saw, Broom, Drums. Join on wire, your best. Lecture med. PAUL LaBOUNTY, La Crosse, Wis. no14

AT LIBERTY—CHARACTER COMEDIAN. Rep, vaude or med. Consider partner, widow over 35, steady work as team. PERFORMER, General Delivery, Salina, Kan.

TEAM—ALL-AROUND MED PEOPLE OR TENT Show. Both young, change specialties nightly. Both sing and dance. Man does Comedy. Wife works all acts. South for winter. Can join on wire. ANN AND LEFTY LeVINE, General Delivery, Douglass, Ga.

AT LIBERTY—A Fast Novelty Musical Vaudeville Trio. Something new. Don Lentz, Human Musical Instrument, winner of 40 amateur contests out of 45. Play Saw, Uke and Sing, Birds and Musical Imitator, Comedian, accompanied by Hawaiian; also Straight Guitar, Piano and Water Glasses. We can put it over. It's a steady engagement and salary we want. Theaters and floor show entertainers, neat, reliable and sober. Have our own car. Will go anywhere if reliable. We mean business. Write or wire your best pay and full particulars to SCOTTY AND HIS GANG, Millersburg, O.

THE CHRISTMAS SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED NOVEMBER 28. CLASSIFIED FORMS CLOSE IN CINCINNATI NOVEMBER 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN NOW.

AT LIBERTY—Violinist, Ingenue. Reliable show or Girls' Orchestra. Thoroughly experienced. Youth, ability. Pianist with Song and Pianolog Specialties. Thoroughly experienced show pianist. Work as team or single. ESTELLE RAMSEY AND PEG LAMPMAN, General Delivery, Cincinnati, O.

AT LIBERTY—Four People, two men, two women. Consists of Piano, Drums, Sax and Trumpet. A-1 Blackface, Straight Man, women do Characters, double with Comedian. Work all acts and bits and make them go. We know the Med. business. Sober, reliable, have house car and trailer. Don't need transportation. Can join on wire. Salary your limit. Have P. A. System. Ages 38, 35, 26, 27. Good dressers on and off. If you don't mean business, don't answer. South preferred. We do Singing and Dancing. Write or wire THE MELODY FOUR, 621 Prince Ave., Tifton, Ga.

PAMHASIKA'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Forty beautiful performing animals and birds. GEO. E. ROBERTS, Mgr., 515 W. Erie, Philadelphia, Pa. Telephone, SAGmore 5536.

PUNCH AND JUDY—Strictly first class, excellent figures, do luxe set up, expert manipulation. For theatres, cabarets, parties, etc. A complete entertainment. CALVERT, Billboard, 1564 Broadway, New York. no14

THE LONE SYMPHONY—A musical novelty act, using the world's finest Piano Accordion, the instrument with the mirrored couple. Will play own or join other act. Vaudeville circuit. Hear this splendid act and forget all your troubles. Neat appearing, young and fine wardrobe. Write or wire PEARL LUBACK, General Delivery, Chicago, Ill.

YOUNG SOLO DANCER—Sensational Spanish, Gypsy, Rumba, expert Casanet Player, Hula, Oriental, Toe, Character. Professional experience. Consider first-class work only; stage or club. FLORITA, 323 South P St., Lake Worth, Fla. no21

ROUTES (Continued from page 35)

Van Duzer, Roger; (Larchmont Casino) Larchmont, N. Y., ro. Velas, Esther; (Roosevelt) NYC, h. Velasco, Emil; (Lookout House) Covington, Ky., bc.

Walls, Jack; (Yacht Club) NYC, nc. Warner, Billy; (Twilight Inn) East Paterson, N. J., re. Warren, Arthur; (Hollywood) NYC, cb. Watkins, Ralph; (Riviera) Fort Lee, N. J., cb. Watkins, Tommy; (Arundel) Baltimore, h. Watts, Kenny; (Dicky Wells) Harlem, New York, nc. Weeks, Ranny; (Cocoanut Grove) Boston, re. Welser, Leo; (Michigan Tavern) Niles, Mich., re. West, Neil; (Lewiston) Lewiston, Mich., b. White, Dave; (Oasis Grill) New York City, re. Whitman, Bernie; (Mt. Pocono Grill) Mt. Pocono, Pa. Whitney, Palmer; (Baker) St. Charles, Ill., h. Williams, George; (Little Hofbrau) Canton, O., nc. Williams, Griff; (Mark Hopkins) San Francisco, h. Williams, Joe; (Mark Twain) Hannibal, Mo., h. Williams, Roy; (Cabin Club) Cleveland, nc. Wilson, Les; (Three o'Clock) NYC, nc. Wilson, Ray; (Golden Pheasant) Jamstown, N. Y., nc. Winton, Barry; (Sapphire Room) NYC, nc. Wintz, Julie; (Top Hat) Union City, N. J., nc. Wolohan, John; (Wolohan's) San Francisco, b. Woodbury, By; (Semloh) Salt Lake City, h.

Yates, Billy; (Grotto) Pittsburgh, br. Young, Sterling; (Beverly Wilshire) Los Angeles, h.

Zarin, Michael; (Waldorf-Astoria) New York, Zetour, Joseph; (Larue's) NYC, re. Zelman, Rubin; (Caravan) NYC, nc.

INDEPENDENT BURLESK

Babes of Broadway; (Troadero) Phila 2-7; Allentown 4-5; Harrisburg 6; Reading 7-8; Williamsport 9. Ballyhoo; (Empress) Kansas City 2-7; (Garrick) St. Louis 9-14. Beauty Parade; (Gayety) Buffalo 2-7; open week, 9-14. Dizzy Dames; (Gayety) Baltimore 2-7; (Gayety) Washington, D. C., 9-14. Garden of Girls; (Roxey) Cleveland 2-7; (Casino) Pittsburgh 9-14. Gayety Girls; (Empire) Newark, N. J., 2-7; (Troadero) Phila 9-14.

Ha-Cha; (Gayety) Detroit 2-7; (Capitol) Toledo, O., 9-14. Hi-Flyers; (Rialto) Chi 2-7; (Gayety) Minneapolis 9-14. Hindu Belles; Open week, 2-7; (Rialto) Chi 9-14. Modes and Models; (Capitol) Toledo, O., 2-7; (Roxey) Cleveland 9-14. Red Hot; (Howard) Boston 2-7; (Jacques) Waterbury, Conn., 9-14. Red Rhythm; Harrisburg, Pa., 4; Reading 5-6; Williamsport 7; (Gayety) Buffalo 9-14. Scan-Tees; (Garrick) St. Louis 2-7; (Miles Royal) Akron, O., 9-10. Scan-Dolls; (Casino) Pittsburgh 2-7; (Gayety) Baltimore 9-14. Speed and Sparkle; (Hudson) Union City, N. J., 2-7; (Howard) Boston 9-14. Steppin' Stars; (Princess) Youngstown, O., 6-8; (Gayety) Detroit 9-14. Too Hot for Paris; (Jacques) Waterbury, Conn., 2-7; (Empire) Newark, N. J., 9-14. Vaniteasers; (Gayety) Washington, D. C., 2-7; (Hudson) Union City, N. J., 9-14. Wine, Woman and Song; (Gayety) Minneapolis 2-7; (President) Des Moines, Ia., 9-14.

DRAMATIC AND MUSICAL

Blossom Time; (Shubert) Newark, N. J., 2-7; (Nixon) Pittsburgh 9-14. Boy Meets Girl; (Hartman) Columbus 4; (English) Indianapolis 5-7. Boy Meets Girl; (Plymouth) Boston 2-7. Call It a Day; (Cass) Detroit 2-7. Children's Hour; (Chestrnut St.) Phila 2-7. End of Summer; (Erlanger) Chi. Ethan Frome; (National) Washington, D. C., 2-7. First Lady; (Royal Alexandra) Toronto 2-4; (Erlanger) Buffalo 5-7. Great Waltz; (Masonic Temple) Detroit 3-7. Hamlet, with Leslie Howard; (Forrest) Phila 2-7. Hull, Henry; (Ford) Baltimore 2-7. Lady Precious Stream; (Nixon) Pittsburgh 2-7. Mulatto; (Davidson) Milwaukee 2-7. Naughty Marietta; (Grand) Chi; (Hanna) Cleveland 9-14. Nazimova; (Hanna) Cleveland 2-4; (Royal Alexandra) Toronto 5-7; (Chestrnut St.) Phila 9-14. New Faces; (Forrest) Phila 9-21. Night of January 16; (Selwyn) Chi. Pride and Prejudice; (Harris) Chi. Show Is On; (Shubert) Boston 5-14. Tonight at 8:30; (Colonial) Boston 2-7. Tobacco Road; (American) St. Louis 2-7; (Cox) Cincinnati 9-14. White's, George, Scandals; (Biltmore) Los Angeles 2-7.

MISCELLANEOUS

Almond, Jethro, Show; West End, N. C., 2-7. Baughman's Travellers; Holopaw, Fla., 4; St. Cloud 5; Kenansville 6; Kissimmee 9; Loughman 10; Davenport 11; Haines City 12. Birch, Magician; Paulding, O., 4; Bryan 5; Wauson 6; Napoleon 7; Ada 9; Port Clinton 10; Sandusky 11; Wooster 12; New London 13; Elyria 14. Bragg Bros.' Show; Lyndon, Vt., 2-7; Brownington Center 9-14. DeCleo, Magician; Salem, Ill., 2-7. Lofstrom & St. Elois Monkeys; Oxford, N. C., 4; Hamilton 5; Oak City 6; Everett 7; Williamson 9-10; Hobgood 11; Roxabel 12; Kelford 13. Long, Leon, Magician; Selma, Ala., 4-5; Montgomery 6; Tuskegee 7; Opelika 9; Birmingham 10-16. Marine-Firestone Co.; Bryan, Tex., 2-7. Mel-Roy, Magician; Belen, N. M., 5; Albuquerque 6; Mountainair 7; Lordsburg 9; Bisbee, Ariz., 10-11; Douglas 12; Willcox 13; Benson 14. Nongesser, Lee Verne; Nephi, Utah, 2-7. Original Floating Theater; Onancock, Va., 2-7. Ricton's Show; Central Hatchee, Ga., 2-4; Moreland 5-7. (See ROUTES on page 84)

SILVER STATE

(Continued from page 53) of "Brownie" Miller concessions have done a little above the average. There is no complaint. At beginning of season this show had four rides, five shows and 20 concessions. At the present time eight rides, nine shows and 32 concessions comprise equipment owned by Towe. Considerable work is contemplated this winter while in the barns. All equipment is to be painted, repaired and remodeled. Those on shows buying new cars and house trailers include Paul Towe, Dodge; Brownie Miller, Buick; Floyd (Miser) Willis, Chevrolet and house trailer; "Little Bill" Nelson, Chevrolet; "Doc" Snow, Chevrolet; "Panama Bill" Letterman, new V-8 truck; Paul Towe bought a new V-8 truck, on which the office is mounted, making a very attractive addition on the shows. Several used cars purchased by many others. Executive staff; Paul Towe, owner and manager; Mrs. Ida Towe, secretary-treasurer; Mitch Freeman, advance agent; "Brownie" Miller, legal adjuster. Lot foreman, Barney Summers; electrician, Jack Owens; Big Eli Wheel, Bill Jenks; Swing, Carrol Cook; Tilt-a-Whirl, Jimmie Dunn; Thriller, "Shorty" Brown; Aeroplane, "Bill" Sikes; Kiddie Ride, Tony Spring; Nalda Show, "Miser" Willis; Athletic Show, "Roughhouse Pete"; Pit Show, Jack Owens; Hawaiian Show, "Mother MaGee"; Reptile Show, Earl Nelson; Mickey Mouse, Mickey and Minnie; Illusion Show, Bob Doyle. Booked for two more weeks. BOB MATHEWS.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

9,000-Mile Merchandise Survey Shows Change to Better Quality

The constant change of merchandise noted in a 9,000-mile trip throught the country has consistently been toward better quality.

On the Atlantic seaboard, where operators have found that only the finest type of merchandise is appreciated, perhaps due to the fact that this portion of the country is so flooded with the advertisements of leading merchandise manufacturers which help to educate the public, there has been a constant movement to change to better quality merchandise in each instance.

The South continues to be a fair quantity merchandise user, except in those portions where the digger machines are working and where good quality merchandise of every sort is displayed. In this part of the country the operators have an advantage over many stores, for it was noted that these operators purchase their merchandise from the large cities and therefore are always introducing new and novel items to the players of their machines.

The Southeast uses merchandise sparingly, but in all cases where merchandise can be handled only the finest quality is seen. There seems to be a definite demand for merchandise in this sector, but as yet there is much legal difficulty to overcome in order to assure the public of getting merchandise return for its investments in the coin-operated equipment played.

The Southwest was enjoying a fine run on digger machines during *The Billboard* correspondent's visit. Here, however, there wasn't a very high quality of merchandise on display. Mostly due to the fact that slot machines were greatly in evidence. These latter machines naturally withdraw attention from all other coin-operated devices. The only real merchandise featured was on salesboards and due to the effect of the slot machines many of these were using very elaborate displays to attract attention. This is unusually fine salesboard territory and the play continues steadily. In the Rocky Mountain Region salesboard displays far outnumber any other merchandising media. The salesboards here were usually purchased direct and featured the popular merchandise of the section. Pipes were the best item noted and cigars followed a close second. Of course, there were also digger machines here and there in certain outlying spots

New Merchandise Products Praised

Operators who have seen the new fall merchandise now appearing in leading establishments have been praising the items on display. It is generally believed throught the industry that the finest merchandise products in many years, and at unusually reasonable prices, have been presented for this fall and the coming winter season.

The new china dish sets are among the most attractive that have ever been shown. Concession men believe that these sets will prove to be leaders in their line.

The new automatic lighters, so beautifully and modernistically designed, are gaining the praise of digger operators who feel that these will be among the major attractions in their machines.

Furniture novelties and electrical appliances as well as new radio sets are also attracting a great deal of attention. As usual, seasonal merchandise, such as automobile heaters and auto radios, are getting a fine play, with blankets and other fall and winter items being preferred at the moment.

Glassware, as predicted in *The Billboard* at the start of last season, has been one of the best items and is continuing among the best sellers.

with merchandise used being more or less along the lines of the salesboards. The northern part of the Rocky Mountain Region likes its merchandise on salesboards only. Very few diggers were seen. Slots were plentiful, getting the cowboy and miner play.

On the West Coast the merchandise picture changes. Here, as on the East Coast, only the finest quality merchandise is displayed and the play is unusually big. The digger machines are still favorites, as they have been for many years. The largest digger operations in the country are located in this section and from San Diego to Seattle the merchandise used is truly the best obtainable in the industry.

In Los Angeles, where the novelty pin game is the leading device under the auspices of a very powerful coin-machine operators' association, there was a spotty (See *9,000-Mile Merchandise* on page 61)

Philly Retail Sales Indicate 10-12% Gain

PHILADELPHIA, Oct. 31. — Most wholesale lines in the Philadelphia area were fairly active during the past week altho retarded by high temperatures, a condition partially offset by heavier demands for holiday merchandise. Estimates that appeared during the week indicated that buying by retailers this season would probably top last year's Christmas trade by nearly 8 per cent and that sales at retail may record a gain of 10 to 12 per cent.

Orders for holiday merchandise are

Retail Trade Volume Holds Good Fall Pace

Retail trade last week throught the nation maintained its steady pace noted in the preceding week, buying showing a pronounced spurt with the advent of much cooler weather. Buying during the six-day shopping period continued strong, particularly in the apparel and hardware lines. There was an increased demand for winter clothing for men and women.

Wholesale activity likewise continued at a good rate during the week, with preliminary reports indicating that the month will show a volume equal to or in excess of that for September.

Cold Weather Ups Sales of Cosmetics

The arrival of fall weather, with its colder winds and soaking rains so harmful to hands and complexion, is having a stimulating effect on sales of cosmetics—cold cream, face cream, face powders and rouges, which offer some measure of protection to the skin. An important factor in this increased demand has been the many outdoor activities in which the modern girl either participates or attends.

Manufacturers have been alert in promoting the advantages of their cosmetics for colder weather and have introduced some special harsh-weather combinations which have met with splendid response.

being placed freely in the wholesale markets with toys, gift items and jewelry in the limelight. Other strong spots were radios, furniture, house furnishings, dry goods and apparel.

Hardware Items In Great Demand

The demand for hardware in recent months has aided many wholesalers and manufacturers to set new sales records since 1919, according to the current issue of *Hardware Age*, based on its market summary. Cooler weather boosted September sales to their highest point in seven years and October shipments are equaling or exceeding the September rate. All lines not actually out of season are doing well, and on some the gain has been phenomenal, the report said.

Both the early and current demands for house and kitchen furnishings have outrun expectations. Bicycles are still selling many weeks ahead of their supply. Toys, gift items and sleds are moving out faster than last year. Wholesalers in many of the lines are constantly being annoyed by shortages due to the inability of manufacturers in varied lines to ship promptly. In some cases factories report output at the highest peak on record.

While the speed of improvement naturally inspires some question whether the present rate of demand can continue, sales reports from all quarters indicate that the goods made have been in steady demand and that stocks are not piling up. In the light of this trend, and based on orders already in hand for spring delivery, leaders in the wholesale industry are looking forward to a period of at least several months of sustained full-strength production.

Prices on a great many hardware lines have been firm by recent increases in base materials, particularly steel, and it is difficult to find staple items where fourth-quarter costs are not well above the "lows" of the year. It is the consensus of opinion, however, that most advances being announced are reasonably justified by higher costs.

Oil Companies Again Using Mdse. Premiums

The wholesale merchandise industry is once more beginning to enjoy a nice volume of business from the oil companies of the nation, not only from local independent chains, but also from major companies. While the activity in this field has been somewhat limited in recent times by a voluntary anti-premium trade association regulation, the business-getting appeal of premium goods offers has become too strong for many of the oil firms to resist. The result is that a rapidly growing volume of merchandise is being distributed daily thru various premium plans, altho some of them are disguised by thinly veiled attempts at conformity with the aforementioned anti-premium policy.

The merchandise being offered also is embracing a much broader range than heretofore, for appeal is being made not only to adults, but also to boys and girls who are to influence the buying of their parents. Thus it is that many calls are for bicycles, roller skates, baseballs, football equipment, midget radios, pocket knives, flashlights, coaster wagons and scooters, in addition to such adult merchandise as dishes, in single pieces and in sets; cameras, aluminum ware, car radios and the like.

It is generally believed that the use of merchandise offers to attract customers will gain in popularity with increased competition in the oil business, and leaders in the merchandise industry are busy selecting and planning the promotion of many new items designed to attract and hold customers.

New Supply House

W. J. Dennis, importer and jobber, announces his entrance into the national digger and rotary merchandise supply house field. However, Mr. Dennis is by no means a newcomer as far as knowing (See *NEW SUPPLY HOUSE* on page 61)

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

YOU can't say that you have not been forewarned if you have been reading this column during the last few weeks. If you have not, it's just too bad, because someone is going to have trouble getting orders filled in time. The delivery jam has started in earnest. Manufacturers are behind with their orders in almost all novelty lines. The situation is worse in handbags, where nothing is to be had before five weeks or so. Novelty jewelry is another sore spot. Allow three weeks at least for deliveries and you may have to wait four. Gloves are keeping up comparatively well, but get your novelty orders in quickly. Wholesalers may have some stuff left. If they have, it can't last forever. Protect yourself against a rush. Check over your needs and plan well ahead.

Here is a real tip on hair ornaments. They are coming back with a bang and will go big during the coming year. I have talked to coiffure experts assembled in New York for their annual convention. Everyone is talking hair ornaments and they tell me they are going to be used freely. Juliet caps will lead the procession. Besides there are tiaras, flower wreaths and a great many other articles in imitation gold and silver. Butterfly motifs, attached to a comb so that they can be fastened in the hair, are corks for the lower priced trade. This is a coronation development and the demand will certainly carry thru next year.

Packages containing 50 or 100 razor blades are getting into the curb trade. They are selling well but the profit is not so large as with the small packages. One man has been doing great business with them outside New York, where they are still a novelty and have a great consumer appeal.

Here is a list of articles that are making money at curb pitches: Bill-folds, especially those that can be demonstrated. Small pocket flashlights. There is a line that fits the waist pocket and another larger one with a tiny but very powerful bulb. Electric grills to sell at a little over \$1. They are doing big things with them in resorts. Electric lamps are doing well, too. Get your orders for electrical merchandise in early. They say prices will remain what they are but you can never tell.

First news from Southern quarters is inconclusive. Business seems good but there is overcrowding. It looks very much as if it will be a case of the survival of the fittest.

Make note of these style trends for your next year's purchases: Watch bathing suits. Men's trunks carry everything ahead of them. Expect lower prices in cheaper goods for women. Give preference to stripes in socks and neckties. Don't overbuy on coronation colors. The date of the British coronation is May 12. After that figure on a slowdown in coronation merchandise. Give novelties a chance; the market is hungry for new things. Keep an eye on silver jewelry. Oriental charms in silver, as stickpins and brooches, are being pushed by European dealers.

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.

Deep Sea Treasure

A unique item is being offered by the Joseph Hagn Company. It is a canned oyster brought to the trade in its original state that contains a genuine cultivated pearl—perhaps a big one. Few people will walk into a jewelry store and pay from \$2 to \$25 for a pearl, but they will pay a set price for a can containing an oyster with a pearl. As to the value all they know is that they will get their money back if the pearl is not worth the price paid for the can, and it may be worth a whole lot more. The item has already caught on in and around Chicago.



illuminated vanity. The Vital Products Manufacturing Company, maker, reports that direct-sales people and demonstrators are setting sales records in their initial efforts. Because of the item's low price, coupled with its flash and appeal, it also looks good as a quality premium item.

Improved Serv-a-Lite

Occasionally there comes along a new gift product with such unusual utility and appeal that the desire to give it or to receive it is irresistible. Timed with the announcement of the new automobile models, the Telemotor Corporation announces its new de luxe model Serv-a-Lite, which is a complete smoking outfit for the auto. This ingenious device may be attached in a jiffy to the dashboard of any car, new or old, without tools or wiring or mechanical skill. The compact unit consists of an unbreakable case holding 20 cigarettes, a self-lighter and dispenser and a handy ash tray all in one. Pressing a button delivers a lighted cigaret ready to smoke. It's fully automatic.

Here is something appealing and practical that solves the man's gift problem for the woman who has been annoyed and distressed by watching her companion fumbling for cigarettes and lights while driving. The de luxe Serv-a-Lite is beautifully finished in black and chromium, packed in a gift box, and is surprisingly low in price.

Newest for Golfers

Fun for the entire family is Berghman's patented putting trap. It is constructed to exactly imitate a cup on the golf green. It receives and retains perfect "shots" only. In putting the ball to the trap the fringe swings in but not out, holding the ball once it has been "sunk." This new putting trap is neither toy nor novelty, but one of the most useful golf accessories yet devised. Bobby's Portable Golf Hole really improves your golf score—just what every golfer will want. Packed one dozen in carton. Colors: Red, green and orange. Counter display goes with each order for one dozen or more.



Royal Egg-Timer

The Royal Egg-Timer, merchandised by Royal Enterprises, is finding wide acceptance with housewives and chefs generally. It is an interesting item which can be set to indicate a lapse of three minutes, four minutes or five minutes, and upon the completion of the time interval set rings a warning bell. The timer is operated on the old hour-glass principle with sand flowing from one compartment to another, and as soon as the sand flows thru the glass it drops and rings the bell. The Royal Egg-Timer is packed individually in a beautiful gift box and also six to an attractive display card. Because of this novelty's usefulness and flash it should prove to be a profitable premium and demonstrating item.

Tap-It Powderizer

A tap on the metal mirror top with the powder puff and the powder rises automatically in the new Tap-It Powderizer, just introduced to the trade to capture the feminine fancy. The user can fill it with her favorite powder by opening a small cap in the bottom. Pointing out that it is exceptionally useful while traveling, Pyramid Gift Craft Company, distributor, says that it never spills or musses. It comes in assorted pastel shades in lots of a dozen at a price that is most attractive.

New Manicure Sets

Northeastern Laboratories have just announced a complete new line of manicure sets to be marketed under the famous Lady Lillion trade name. All products bear the Good Housekeeping seal of approval. The sets have a wide range in price, depending on the contents and the case. The cases come in cardboard, bakelite and leather. These sets should attract plenty of attention from the ladies if displayed in diggers and rotary merchandisers. They can be secured from almost any jobber.

"Nite Glow" Vanity

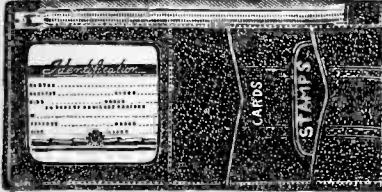
"Nite Glow" is the name of a striking new compact vanity case, beautifully enameled in flashing colors that flood the face with light merely by pressing a button. At night, or in a shady spot during the daytime, it is easy for the ladies to tell whether they have the proper effect with this new light-weight,

Hundreds of New ROTARY & DIGGER

Merchandise Items
COMPLETE LINE OF THE MOST POPULAR MONEY-MAKING NUMBERS

W. J. DENNIS
1018 S. Wabash Ave., Chicago, Ill.
Telephone: Harrison 2715.

TIMELY! MONEYMAKERS!



Genuine Leather ZIPPER BILLFOLD \$3.50 DOZ.

Absolutely matchless—a Billfold at this low price with these features; made of GENUINE LEATHER. Has genuine Talon Zipper protected long currency pocket; open face identification space; 2 card pockets, removable leather stamp holder, rich-looking black grain leather effect and brown fine grain effect, individually boxed. A whirlwind gift seller.

DEALERS: Write for new circular featuring 8 pages of Leather Goods Gift Items at new low prices.
HARRY PAKULA & CO.,
5 North Wabash Ave. CHICAGO, ILL.



Men's Beautiful SWISS 15-J Wrist Watches

Yellow top cases, new style fancy dials. Rebuilt movements \$3.75
7-J . . . \$3.25

Ladies' Swiss Wrist Watches

Round, yellow-top cases, fancy dial, rebuilt movements. 15-Jewel \$4.00
TUCKER - LOWENTHAL INC.
Wholesale Jewelers
5 South Wabash Ave., CHICAGO, ILL.

17 PIECE SHAVING DEAL SHAVING CREAM 12c 15 BLADES. Styptic Pencil Per Doz

No Orders for Less Than 10 Deals, Include Postage.
● SNAPPY XMAS CARDS. Sample Assort mt. Prep'd. 25c
● BOXED XMAS CARDS. Wreaths. Sample Assortmt. Prep'd. 55c
● B L A D E S. D. E. 20. 5c. Per Card Include Postage 40c
● S I D E L I N E G O O D S. Gross. 75c
CHAMPION SPECIALTY CO.
814-K CENTRAL STREET, KANSAS CITY, MO.

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, 60c 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.

—SIDE LINE SPECIALS—
CARTON BOOKS, \$1.25 per 100; SHIMMIES, 25c Doz.; RUBBER GLOVE, 80c Doz.; Sand Cards, 30c Doz., etc., are just a few of the thousands of items listed in new catalogue of RED HOT SELLERS. Send 25c for 10 samples and Cat. or order from above. COMIC SPICY XMAS CARDS over 100 different. My Bulletin listing of these and other Hot Xmas Items is now in preparation. 25c brings it with samples. You deduct the 25c from your order.
T. R. PAYNE,
25 Cardinal Place, New York

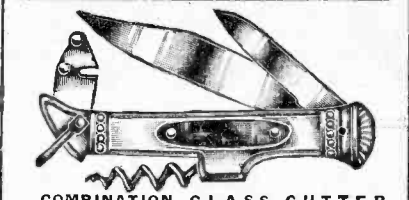
FLASH! FLASH!

GOLDFARB'S XMAS and STREETMEN'S SPECIALS NOW READY
Write for New Price List
GOLDFARB NOVELTY CO.
THE HOUSE OF SERVICE
116 PARK ROW, NEW YORK N.Y.



BOBBY'S GOLF HOLE (putting trap), Sample, \$1.00. BERGHMAN SKATE SHARPENER, \$1.00. Sell to stores on commission and direct.
A. BERGHMAN CO.
5911 Newport Avenue, Chicago, Ill.

FOR QUICK SALES-- AT GOOD PROFIT



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 Doz. In Pkg. B10C178

PER GROSS 12.00 PER DOZEN 1.05

MAGIC WINDOW CLEANER — Made of Lithographed Tin, with Folding Wire Handles. One side fitted with Red Rubber Sponge, other side has Gray Rubber. B19C246
PER GRO. 8.50 PER DOZ. .75



Size, 6x2 1/2". One Dozen In Box.

N. SHURE CO.
Adams & Wells St.
CHICAGO

Get Set for Life! IN COUNTER CARD BUSINESS

MAKE up to \$65 Weekly
In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.
World's Products Co.
Dept. 1188, Spencer, Ind.

Have a BIG-PAY STORE ROUTE



Ring Workers

New sensational designs. Complete line white stones, Birthstone Rings, Cameos, Rainbow Rings, Signets, Etc. for Men, Women and Children.

DAZZLE! APPEAL! SELL!

Prices from \$6.75 Gross. Sample lines \$1.00 and \$2.00.
WHOLESALE ONLY.
POWELL BROS., 865 N. Sangamon, Chicago.

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 3/4 WITH A DYNAMIC SPEAKER

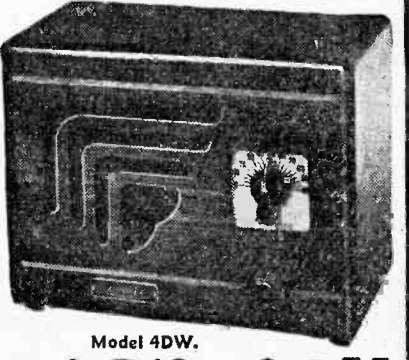
- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog

Model 4DW.
\$6.10 each \$6.75 each
In lots of six samples
F. O. B. N. Y. 25% deposit

PLAYLAND SUPPLY CO.
118 East 28th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker



Here Are The **BIGGEST MONEY MAKERS** and the **BEST VALUES** on Earth for Agents and Salesmen

Quantity.	Description.	Amount.
—	Razor Blades, D. E. Pop. Brands, 1st Qual, 1,000 United & Champion Razor Blades, Choice, 1,000.	\$3.25
—	Popular Brands S. E. Razor Blades, 1,000.	3.75
—	Shaving & Dental Cream, 35c Size, Gro. Assorted.	4.90
—	Aspirin, Breath Pellets, Etc. 25 Card Lots, Each Card	5.00
—	Aspirin, Tins of 12. Retail 15c. Gross Tins.	.08
—	Misc. for Side Line Salesmen. (Best). Gross.	1.60
—	Army & Navy Needle Books, 25c Envelopes, Gross.	1.30
—	Needles in Packages. Sell for 10c. 1,000 Packages	1.10
—	Sewing Needles, 25 Cloth Stuck, 1,000 Needles.	5.95
—	Needles in Pkgs. Transparent Window, 1,000 Pkgs.	.28
—	Self-Threading Needles, 10 Stuck, 100 Papers.	8.50
—	Needle Threaders on Cards. Retail 10c. Gross.	1.30
—	Crewel Embroidery Needles, 10 Stuck, 100 Papers.	.42
—	Style AAA Needle Books, Attractive Makeup, Gross	1.20
—		5.40

PLUS 1,000s of OTHER BIG VALUES. For Direct Import and Factory Prices Send Orders to NEW YORK Only. Deposit of 25% With All C. O. D. Orders. FREE CATALOGS. OUR ONLY MAILING ADDRESS:

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1915 Branch, 85 ORCHARD ST. NEW YORK

NOTES from SUPPLY HOUSES

Since 1871 C. Berthel & Company has been conducting a successful business with medicinal and chemical products. The firm carries a complete line of aspirins, synthetic liquor, wine and beer flavors, corn removers, moth destroyers, athlete's foot preparations, etc. Medicine showmen and agents generally should find this company of interest to them.

After many years spent on Orchard street, La Mode Bead & Novelty Company has recently moved to new and larger quarters on 33d street in New York. "We made this move," said Philip Berland, of that company, "to be more centrally located and to provide more floor space to take care of a nice upturn in business." La Mode carries a complete line of crystal jewelry, including necklaces, rings, earrings, crosses, etc. The line is low priced and flashy.

Moe Bloom, of Marimo Medicinal Laboratory, informs that he is very much satisfied with the response to his recent announcement in reference to the Marimo dandruff remedy. He claims that dandruff is the most frequent cause of baldness and falling hair in both men and women; that dandruff is highly infectious and is easily transmitted thru public combs and brushes. Mr. Bloom says the Marimo dandruff remedy is a sure, quick eliminator and that it is the result of many years of research by a practicing physician.

Five Star Gifts are now featuring and have displays of the following new lines: Tiffall metal, hand-wrought table and smoking accessories in aluminum, copper, brass and bronze, in a simple, modern manner; porcelain enamel crafts, flower containers, smoking accessories, candelabra and lamps made in New York by a group of craftsmen working in enamel on metal, an ancient art applied to modern decoration; Halluck butterfly trays, which line has been entirely revised; Akra thermometers in modern designs using chromium and wood, and the Starwood children's treasure boxes, book ends and trays in modernized animal designs on lacquered wood in gay colors.

E. S. Lowe Company, well-known manufacturer of Bingo cards, has just issued a very attractive catalog exclusively for jobbers. It contains illustrations of complete sets for various Bingo games; that is, 50-card sets, 100-card sets and 300-card sets. The catalog can be obtained by writing this department.

Of unusual interest to the wholesale merchandise industry have been the salesboards constructed by operators to fit individual locations using the latest type merchandise. Finding it rarely possible to procure salesboards that meet the general approval of every type of location, as far as merchandise is concerned, many operators have taken to the purchase of blank boards and installing their own merchandise on the boards to fit the requirements of many of their locations. Some of the most successful boards introduced have been these so-called "home-made affairs."

Samuel Broudy, president of Jersey Trading Company, wholesale merchandise distributor, has helped many salesboard operators who have called on him to create boards to fit individual display requirements. Broudy places the merchandise thru a very strenuous test on locations and fits the board to the merchandise in such manner as to bring about a better understanding between the location and the operator. He first purchases blank boards which he fits with the merchandise he believes will prove profitable to the operator. The board is then arranged for the winning combinations and after it has been dressed up to meet the best display ideas is sent out on test locations.

Since the Jersey Trading Company is strictly interested in the sale of merchandise and not in boards, the complete tests are to decide whether the merchandise used will attract play to the board and show sufficient profit for the operator. Usually five outstanding locations are used. If the test proves successful Broudy reports that this merchandise is then featured to their salesboard customers and the type board to use is recommended at the same time.

According to Broudy, more and more salesboard operators are using merchandise. He admits that it is very hard to overcome the money feature, but explains the salesboard operators have learned that there is a greater amusement thrill and more certain repeat play with merchandise, especially when the merchandise is the newest sensation on the market and carefully gauged to the play of the salesboard itself.

One of the most successful merchandise items which Broudy discovered was a complete motion picture camera and projector set. He believes that all operators can develop successful boards in the same fashion and that the latest and best merchandise can be obtained from the wholesaler today at reasonable prices.

TURKEY SALESCARDS
75 HOLES - DOZEN 75c
DEAL No. 1000 - SHAVING CREAM, Giant 60c Size; 15 BLUE STEEL BLADES and STYPTIC PENCIL, Cellophane Wrapped. EACH DEAL **10c**
DEAL No. 1500 - DENTAL CREAM, Giant Size with TOOTH BRUSH, Cellophane Together. EACH **10c**
NOW READY!
36-PAGE XMAS CATALOG
Featuring Xmas Cards, Electric Light Sets, Tree Bulbs, Tinsel, Wreaths, Gifts, Decorations.
LOWEST PRICES!
IN THE COUNTRY!
25% Deposit With Orders.
BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

WRINKLE-PROOF TIES
NEW - No. 614 LINE
Here are the greatest values in Wrinkle-Proof Ties you've ever seen. Starting high quality. Carries 55c price tag. Looks like real \$1.00 value. New spun yarn. Guaranteed Wrinkle-Proof. Twist it, crush it and the tie comes back to its original shape, no wrinkles. Makes knockout demonstration.
\$1.40 Sample Doz.
\$16.00 Gross.
\$125.00 100 Doz.
25% With Order, Bal. C. O. D., Plus Postage.
FALL CATALOG READY.
Showing a Complete New Line of TIES and SCARFS at Amazingly Low Prices. WRITE FOR IT TODAY.
CONTINENTAL MERCANTILE CO.
414 Broadway (Dept. A), New York, N. Y.

COMIC XMAS CARDS
RED-HOT SPICY CARDS & FOLDERS. Send 50c for 40 Samples of them. We include our new Special Xmas Bulletin listing over 300 different Cards, Folders, Sand Cards and Comic Xmas Gifts that sell like hot cakes. The Following New and Fast Sellers Listed at Dozen Prices: Giant Smoking Cigar, 80c; Shame on You, 80c; Sparkling Cigarettes, \$1.50; Card in Glass Frame, 65c; Bag of Tricks, \$1.25; Wind Go Out Matches, 30c; Sparkle Cigar, 60c; Fake Cell. Ears, 35c; Rubber Point Pencil, 35c; Shooting Book Matches, 30c; Cigar Plugs, 30c; Snake Chocolates, 80c; Snapper Trick, 25c; Spinners, 4 kinds, 35c. Order from above list, or send \$2.00 for 50 Samples of Fast Sellers and Catalogues, Etc. **MAGNOTRIX NOVELTY CORP.**, 136 Park Row, New York.

be newly located at 20 West 23d street on and after January 1. It will occupy the entire building, which is opposite the Fifth Avenue Building, the toy center of the world. The downtown branch will continue operation until further announcement is made.

The name Goldfarb has long been synonymous with novelties. A half century ago Samuel Goldfarb, founder of the company that bears his name, sensed the fact that if flying birds, mechanical toys and canes were the popular new items of that day the wisdom of man will ever continue to create newer and better novelties with the passage of time. He dedicated himself to a perpetual search for such items as would capture the imagination of the public, at the same time allowing a most liberal profit to the vendors to whom he catered. His fondest dreams were realized in the unbroken success of the company he lovingly dubbed "The House of Goldfarb."

"King" Goldfarb decreed that in later years his son, Saul B. Goldfarb, should assist him in the management of the ever-growing business. Then came Philip Goldfarb to add further laurels to this famous house thru his dynamic selling talents. Incidentally, Philip announces that he will join the order of benefactors on January 10, thus giving further assurance that future generations of Goldfarbs will perpetuate this institution.

The nation-wide scope of this business made it necessary for two other sons, Benjamin R. and Sidney R. Goldfarb, to open a subsidiary company under the style and name of Acme Novelty Company, Los Angeles.

The House of Goldfarb To Occupy Entire Building
NEW YORK, Oct. 31.—The Goldfarb Novelty Company, 116 Park row, plans to

EVERYBODY WANTS MICKEY MOUSE'S PAL PLUTO
HE COMES TO LIFE! HE DANCES... HE JUMPS! HE DANCES... HE PLAYS DEAD. HE DANCES... HE PLAYS DEAD. HE DANCES... HE PLAYS DEAD.
HE FLOPS HIS BIG EARS... HE SHIMMIES HIS TAIL... HE'LL MAKE YOU LAUGH AND LAUGH

A Sensational Money-Maker
LAUGH while you earn! You never had so much fun in all your life—and never made so much money! EVERYBODY wants clever, prankish, lovable Pluto, Mickey Mouse's own very best pal. PLUTO will be one of the most popular toys on the market this season—put out by one of the largest toy manufacturers in America. Pluto is DIFFERENT—amazing—he is taking the country by storm. Sits up, lies down, bows, shakes his funny head up and down—does hundreds and hundreds of uncanny tricks. Every kiddie BEGS his Mother or Father to buy one. An ideal gift. Just show PLUTO—put him through a few amusing antics, and he simply sells himself. No winding, no springs. Nothing to get out of order. Pluto looks expensive, every bit of one dollar in value, yet sells for only 25c. You make from 60% to 95% gross profit on every sale. And does he sell fast! H. J. H. of Los Angeles, sold 1,800 pop-up krittens in one day. Think of the tremendous profit possibilities. Christmas is just around the corner, too. You can clean up then. Send name and address on penny postcard for complete details, or send 25c for a sample of Pluto.

25c FREE OFFER
Rush 25c for sample postpaid immediately. On your first order you will receive one EXTRA Talispin Tabby FREE of extra cost.

TOY FOLKS, Dept. B116, East Aurora, Erie County, New York

FREE 5 DAY TRIAL
5 TUBE GENUINE GENERAL RADIO
SATISFACTION GUARANTEED
Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.) **FAST SALES! BIG PROFITS!** Modern Walnut Cabinet, Powerful dynamic Speaker. Superb tone. **NEW 3-COLOR DIAL.** R. O. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. **FREE! NEW 1937 CATALOG.** Genuine Generals Build Business.
\$6.95 LOTS OF SIX
\$74.50 SAMPLE SET
25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.

GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 1-F) New York, N. Y.

LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG. 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.
MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

New Items Review

Never-Slip Bottle Opener Windshield Defroster

Women of our land will be greatly pleased to own one of these new hand-somely finished kitchen tools, and waiters will find the chromium-plated model the neatest opener that they have ever worked with. It is always in perfect position to remove the cap with ease without slipping or confusion.

Finished in nickel-plate, they will be slightly cheaper in price and should appeal to the fair worker or streetman. Advertising managers will also be interested in putting the firm name on this combined Never-Slip cap remover and cork puller. The factory is now trying to put it up in colors to suit the housewife.

Never-Slip opener is made of 48-gauge steel. It has been tested by barkeepers and others for its wearing ability and all report it a real needed article. It is curved to fit the hands and is made to protect the fingers. The corkscrew is conveniently folded back into the handle and will not catch in the pocket.

Never-Slip opener is made by the Detroit Steel Novelty Manufacturing Company.

Straight Mdse. Salesboard

Continental Mercantile Company is introducing a new straight merchandise salesboard on which every number is a winner. There are 300 numbers to the board and each sale gives the player a handsome first-quality tie. The inducement to play is provided by charging the amount indicated from 1 to 50 so the player can receive a tie for as little as 1 cent. No one pays more than 50 cents and Continental gives such good values the player doesn't mind even when he has to pay 50 cents for the tie. The company has been manufacturing ties for many years and is using this board to increase its volume of sales. The Continental board has been tested in the East, and Jack Greenberg, president of the company, informs us it has gone over so big he feels it will take the country by storm and make real money for the operator who has the money and ability to work this deal. On the face it looks like a natural and should go over big.

9,000-MILE MERCHANDISE

(Continued from page 58)
display of merchandise for play on the games. There was a lot of merchandise being used in the counties surrounding Los Angeles, but not of sufficient quantity to compare to the Eastern part of the country. Merchandise here is confined to the digger machines and the salesboards.

NEW SUPPLY HOUSE

(Continued from page 58)
just what type of merchandise pulls best for operators of digger machines. For years he has been selling to operators in the Chicago district and, by word-of-mouth advertising, his reputation as an expert connoisseur of appropriate merchandise for digger machines has not only spread over the United States but even into Canada.

Over 400 items adorn the shelves of his location and are within easy reach of customers. The customary procedure for local operators is to wait on themselves and "pay as they leave."

Some of the more popular lines of merchandise are such nationally advertised brands as Evans, Chase Brass and Copper, Ronson, West Bend Aluminum, Continental Pipes, New Haven Watches, Aristocrat Watches and Clocks, Lektrolite and Edro Lighters.

WITH THE ZOOS

(Continued from page 45)
to determine whether it would be advisable to give Jimmy a merciful death and end his suffering. Marquette experts examined him in his cage at the zoo and agreed nothing could be done to relieve the animal. At the Marquette medical school it was recommended he be killed. An autopsy was performed.

NORRISTOWN, Pa.—Three new Lady Amherst pheasants and a couple of new monkeys helped celebrate the 12th anniversary of Elmwood Zoo on October 25. Zoo was begun in 1924 with gift of three deers to Elmwood Park by the Fish and Game Society of Montgomery County. The garden's only equipment then was one large pen where deers were kept.

In order to meet the demand for a popular, low-priced premium, Douglas-Bergey & Company, Inc., has introduced the Powr-Pakt windshield defroster. Its power consumption is said to be only one-sixth to one-tenth of that of the ordinary fan defrosters. It is compact and neat as well as sturdy and powerful. Easily installed, it is equipped with ball socket mounting which holds the fan in any desired position. Finished in beautiful cocoa tan enamel which does not reflect the light yet harmonizes with car interior.

Four-Way Opener

A new patented combination opener and cork screw has just recently been placed on the market by the Detroit Steel Novelty Company. J. C. Hickman is the inventor. Walter E. Sutphen, member of the firm, states that the new opener is just one of seven other novelties and house articles being manufactured by his company. The opener itself is a fast seller at the fairs this season and because of its many possible uses is bought eagerly by both men and women.

Parfumette

An ingenious new accessory allowing women to carry and apply perfume in the manner in which they now use lipstick is being introduced by the Lormac Corporation. Called Parfumette, it has the appearance of a lipstick case and a mere touch of the tip releases a dainty drop of the fragrance contained within. The item is being brought out in 12 appealing colors, either plain or in fancy pattern effect.

It holds a half dram of perfume, and the makers point out that the ball-bearing tip gives perfect mechanical protection against leakage. The outer shell of Parfumette is beautifully molded of modern plastic material, giving protection to the perfume in case of rough handling of the handbag. Produced to retail from \$1 up, it looks like a good digger item.

Today there are more than 25 kinds of mammals, 24 kinds of birds and five reptiles. Original pen has been enlarged and 25 others added, park covering about 10 acres. Carl Bringo has been the head and only keeper since the zoo began.

CHICAGO—Chicago Zoological Gardens, Brookfield, Ill., according to Director Edward H. Bean, has authorized expenditure of \$50,000 for construction of an island den for the six kodiak bears in the zoo, which, it is claimed, comprise the finest bear exhibition of its kind in the world. These bears are now three years old. Dens will also be constructed for African porcupines and prairie dogs. A 10-year-old West African gorilla will arrive soon to be a mate for Miss Congo, the gorilla purchased on June 20. According to Herbert E. Bradley, chairman of the animal committee, the Chicago zoo is one of the few in the country exhibiting a pair of these animals.

FORT WORTH, Tex.—Joe, 14-year-old Chacma baboon in Forest Park Zoo, died from bronchial pneumonia. Zookeeper Hamilton Hittson returned from a 10-day vacation spent visiting zoos in Southwestern cities. Keepers, with the help of Patsy, trained chimpanzee, have been trying to recapture rhesus monkeys that escaped from Monkey Mountain at Fort Worth Frontier Centennial before they freeze to death. About 20 were at large when the roundup started.

BOSTON.—The United States Government presented the two grizzly bears, Rowdy and Margot, to Franklin Park Zoo just before it opened officially in 1913. They were then full grown and it is thought they are more than 30 years of age, Margot being the older. Children's favorite continues to be the elephant, Waddy, nearing her 75th milestone, according to park authorities.

LONG ISLAND CITY, N. Y.—P. W. Sparks, known to snake showmen as "Doc" Sparks, with Max Kimerer on the road last year, announced that he had resigned as investigator for the U. S. Department of Agriculture to leave for South America on an animal collecting

\$10.54
LOTS OF 6
Sample 10.94

Silver Tona-coustic
2-Band RCA LICENSED RADIO



Size: 15" x 8 3/4" x 6 1/2"

ORDER NOW ON MONEY-BACK GUARANTEE!

America's Most Beautiful Radio!

New 1937 Model. 5 tubes including 1 metal tube. AC-DC., 60 cyc., 110 volts. ONE YEAR GUARANTEE. Long and short wave. Special switch for police calls, amateurs, etc. Hand-rubbed two-tone cabinet, 3-color dial.

SOLD EXCLUSIVELY BY
SILVER SALES CO.
612 No. MICHIGAN AVENUE,
Dept. BB, CHICAGO, ILL.

Rush \$2.00 deposit with order, balance C. O. D., f. o. b. Chicago. Purchase price refunded within 5 days if not 100% satisfied.

FREE—New 1937 Catalog Just Off Press. Farm, Auto and Home Radios as Low as \$6.70. Send 10c for sample push-card, photo and plan. Give radio illustrated away FREE and make \$10.72 on every deal.

DOUBLE EDGE



Size: 2 1/4 x 1 3/4 x 1 1/4"

DEMONSTRATORS everywhere are lining up a big XMAS BUSINESS with the new hit BLAPAK ★ Sensational 4-Purpose Shave Item

Here's a single item which you can demonstrate in four distinct and separate ways! Each demonstration, quickly and easily performed, is strong enough to sell BLAPAK, and the combination of the four demonstrations make every man in the crowd buy one. Women, too, are buying BLAPAK for their husbands, sweethearts, brothers and fathers because it is the ideal Christmas gift. BLAPAK is a colorful, attractive blade holder and dispenser; perfect hone; used blade receptacle and is easily refillable.

Write today and get FREE full particulars about this new sensation! It's the biggest money-maker you've ever come across.

LIONEL RAZOR BLADE CO. 112 W. 18th ST., NEW YORK, N. Y.

JOBBERS AND DISTRIBUTORS
Are urged to get in touch with us at once. Four more good territories available. Write today!

THE "FIRESIDE" A BETTER RADIO for LESS MONEY

"The FIRESIDE" is catching on all over the country! Orders and reorders are flooding in daily! There's just one reason—"The FIRESIDE" is a better Radio for less money! Illustrated is latest improved model, No. 40. A. C. D. C.—Smart, modern, walnut finish cabinet. New improved white marble, full-vision calibrated dial, lights up glowing red, 550 to 1600 kilocycles. Four quality RCA licensed tubes. Built-in aerial. Amazing tone with new chromatic speaker. Powerful—Selective, Accurate! All parts thoroughly tested. Order today! 25% deposit, bal. C. O. D. Circular on request.

\$5.00 Lots of 100. **\$5.35** Lots of 6. **\$5.75** From 1 to 5.

FREELY CORP., 2 W 20th St., New York, N. Y.



trip for Meems Bros. & Ward, Inc., of this city. He expects to arrange his trip for a return before spring.

NEW DEVICES

(Continued from page 44)
Chicago; Lauerman Bros., Inc., Chicago; Lusse Bros., Inc., Philadelphia; W. F. Mangels Company, Coney Island, N. Y.; M. I. McDaniel, Chicago; Mission Dry Corporation, Chicago; National Amusement Device Company, Dayton, O.; Nicolai-Neppach Company, Portland, Ore.; Outdoor Amusement Magazine, New York; Pacific Amusement Manufacturing Company, Chicago; Pedal Boat Company, New York; Perey Manufacturing Company, New York; Philadelphia Toboggan Company, Germantown, Philadelphia; Maurice Plesien, Coney Island, N. Y.; Robin Reed, Salem, Ore.; Rockola Manufacturing Corporation, Chicago; Safe Parachute Jumps Company, Trenton, N. J.; J. P. Seeburg Corporation, Chicago; Sellner Manufacturing Company, Faribault, Minn.; J. M. Simmons & Company, Chicago; Spillman Engineering Corporation, North Tonawanda, N. Y.; W. S. Tothill, Chicago; R. S. Uzzell Corporation, New York; Wagner & Son, Plainfield, Ill.; Winner Manufacturing Company, Trenton, N. J.; Rudolph Wuritzer Company, North Tonawanda, N. Y.

Novel Lobby Display
"Last year's show doubled that of the previous year and equaled in beauty, if not in size, any of its predecessors. For gorgeous displays, the 1936 exposition or trade show promises to outrank all of its predecessors," the secretary declared. "One unusual feature will be the magnificent lobby display being installed by Lusse Brothers and Philadelphia Toboggan Company, both of Philadelphia, which will consist of a Scooter in operation in a spectacular setting. This display will occupy the main lobby and will be practically 30 by 40 feet in size."
In a recent interview President Harry C. Baker at his New York office stated: "Our program is so exceptional and so pertinent as to topics and will contain so much material which is of downright interest to all operators that I believe

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 3/4 x 2 1/2 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

no live outdoor amusement man can afford to stay away from our convention. Until, however, Paul Huedepohl, of Jantzen Beach, our program chairman, and Paul Morris, of Playland, vice-chairman of that committee, authorize me to do so I cannot divulge any details. I hope, however, that by next week's issue of *The Billboard* I can roll back the curtain and give our members and friends at least a few snapshots of the program."
J. W. (Patty) Conklin, president of the Showmen's League of America, recently visited the general offices of the NAAPB and said that great enthusiasm exists thruout the carnival world over the joint meeting of various branches of the industry and the co-operation of the association with the league at the annual banquet and ball, to be held on December 2.



**Oak-Hytex
MICKEY
MOUSE
BALLOONS**

A galaxy that gathers in big money. Oak's exclusive Mickey Mouse Balloons are the biggest sellers in years. Heads, with inflatable ears; Toss-Ups; Round, Airship and Slim-Jim "Prints" all sell profitably.

© Walt Disney



For Sale by Leading Jobbers.

The Oak Rubber Co.
Ravenna, Ohio

PITCHMEN

for
by **BILL BAKER**
(Cincinnati Office)

TED GOODWIN . . . and the missus letter from Aransas Pass, Tex.: "This year marks our seventh in which we have handled one of the Tate-Lax units. Besides ourselves, roster includes Clara Goodwin, Ray Hedgewood and Happy Neure. Biz has been good and we are getting our salaries every Saturday. Headed for the valley this winter, which means it will be outdoor for us all year round.

"WOULD LIKE TO . . . hear from the boys in the East and South." Gummie Hicks wigwags from Poulso, Wash. "Met Al Meyers and Jack Sharon here and they appeared to be getting plenty of subs and the long green. Meyers is looking at new cars."

LADS WHO INSULT their tips hurt not only themselves, but also others who follow in.

JAMES E. MILLER . . . after winding up his fair and celebration season at the Circleville, O., pumpkin show is now in Columbus, O. Writing from the Ohio capital under date of October 25, he says: "Closed the pumpkin show last night. That is one spot where they give you plenty people to work. Had a pretty fair season, with the Minnesota State Fair tops, thanks to Fido Kerr and Bill Weis. Haven't met many of the knights in Indiana or Ohio, but did run into the following at various spots: Charley Ray and Mike Brennen, Chester Chapp, Chief Mexas and the missus, Mary Ragan and her husband. By the time this is in print I'll be in either Detroit or Chicago. Would like to see pipes from Fred (Sizz) Cummings, Earl Crumley, Hoot McFarland, Larry Freedman, Lester Kane, George Hanley, Frank Libby, Johnny McLean, Jimmy Osborne, Frenchy Thibaut, Frank Lauger, Doc Nye, Joe Smith, Soapy Williams, Count Joe Kenner, Morris Kahntroff, Harry Corey and the rest of you guys and gals."

FIDO KERR . . . with eight demonstrations, had a good week at the recent Minnesota State Fair.

IT'S ABOUT time to get the hot stove league organized, isn't it?

REPORT INDICATE that Bill Weis and Barney Kaplan are getting it down yonder.

HARRY WEBER . . . and Irish Dave are reported to be working a handwriting joint.

RED HUTNER . . . after closing at the Great Lakes Exposition, left for Chicago, where he is now located.

IF IT'S TRUE that the early bird gets the worm then the boys below the Mason-Dixon line are flying high. At least, that's what reports emanating from that territory indicate.

"BUSINESS ON THE . . . leaf has been fair in West Virginia and Central Virginia," booms J. H. McCaskey, long-range paper man from Petersburg, W. Va. "Have been working some Virginia courts. Worked Pulaski, Va., to satisfactory results. Saw Rosa Gorman, of cake decorator fame, work the Charlotte, N. C., Fair to plenty of biz."

FLOYD ARNOLD . . . cards from Chicago that he has severed his connection with Chief Black Wolf and that the act known as Chief and Si, which worked on Doc Wallace's med show, no longer exists. Arnold infos that he is now on his own in the Windy City.

IF A LAD WORKS "right" isn't it only reasonable to expect that his arguments toward receiving his "rights" will be much more impressive.

GEORGE M. REED . . . fogs one thru from Columbus, O.: "Didn't expect to pipe in so soon, but I read Johnny McLane's pipe in last week's issue and I, too, like Johnny, often wonder why some of the so-called pitchmen don't at

least give their customers a bushel basket free with which to carry home the stuff they sell them. It was recently suggested that the razor blade boys give away a cake of shaving soap or a steptic pencil with the package to boost sales and prices. This is all wrong. Some of the boys on High and Main streets here are selling blades five for 5 cents and giving both articles. 'Ye, Gods,' and still they sing the blues. I get 10 cents for the same blade on my stand in market. As Johnny says: 'Shame on them.' Just had a letter from Art Cox telling me he will out and after the Christmas business. Biz must really be bad in Johnstown, Pa., when Tom Kennedy can't click. Drs. Bert Cayton and Ross Dyer, real pitchmen, visited Columbus last week and they both look fine. Cayton infos that, due to rain, the Lancaster, O., fair was a bloomer. I have not been feeling any too well but have been working my medicine and notions to a not-so-hot business. The missus and I expect to open a Christmas store soon. Frank Libby, Hubert Hull, Hoots McFarland, Ray Pierce, Bob Watson, Bob Heeter and Charlie Price pipe in and let us know how you are. Same goes for all the old-timers."

COURTESY plus **SALTMANSHIP** plus **HONESTY** equals "LONG GREEN."

EDGAR R. CLARK pan lifters, summarizes his year's business thus far with: "Have been working all thru Colorado, Utah California, Oregon and Idaho to a good business. Factories in Los Angeles San Francisco and Oakland, Calif., were all good for me. All mills in Northern California and Oregon are working. Portland Eugene and a few other towns in Oregon will not permit one to work his o. m. Working sales now, after which I will head for Los Angeles for the winter. Pipe in, J. R. and Curly Bennett."

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

CHESTER CHAPP . . . blade worker, shoots from Cleveland: "Water, water everywhere was the theme song which inaugurated the opening of the recent Circleville (O.) Pumpkin Show. Intermittent showers prevented much work being done until Saturday when Old Jupe let up on his crying and decided to give the boys and gals a break. Consequently, all those present were rewarded for their efforts. James Miller and myself whispered sweet words of wisdom from the same shelf. James, as usual, offered his version of the artistic developments in he-man garters to passouts which reminded one of ye old times. Moochee Goo and I followed with beard to nice returns. Lest you members of the keister fraternity wrack your brain a little too hard in an effort to connect Moochee Goo with your wonderings. I will enlighten you. She is the best worker on whom you have ever cast an optic. She happens to be my tip man and is a bundle of loveliness, with big brown eyes that captivate her audience the moment she begins her tricks. Some dog! That's what they all say. Moochee Goo and I are Dallas bound in an effort to give the Texans a treat."

WONDER HOW MANY lads have put in their order for holiday stock. Don't wait until the eleventh hour and then bellyache about late deliveries.

ETHEL HART . . . who has been working Cincinnati for the last several months, reports that her partner, Miss Gray, has gone south for the winter.

CURLEY BROWN . . . infos from Dallas: "Included among the pitch and jam artists here are Morris Kahntroff, Bernie Gross, Red O'Brien, Teddy Goldstein, Frank Mismura, Salem Bedonle, Harry Corry, Marvin South, Al Goldstein, Bernie Stone, Jack Milton, Charles Peters, Mandie Sax and the

IT SELLS PLUNGER FILLER VAC
ZIPI! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service Sully.

THIS 7-IN-1 TOOL



Jak-Nife
RAZOR BLADE HOLDER

Scrapers Complete \$6.00 per 100. Glass Cutter and Knife Sharpener, \$4.50 per 100. Combination Scraper, Glass Cutter and Knife Sharpener, a 7-in-1 Tool, \$9.00 per 100. Samples, 15c.

Is Getting Money for DEMONSTRATORS, PITCHMEN, ETC. A tool that everybody buys. Has more than 100 uses. Get your supply now and start making money like you never did before. Send today for samples and full details.

NOVELTY MFG. CO.,
54 West 7th Street, St. Paul, Minn.

ORIENTAL CIGARETTE SMOKER.
(Patented)



Every Cigarette Smoker a customer. Sells on sight to drug stores, gift shops, beauty and barber shops. In fact, anywhere. Beautifully finished in copper or chrome, with silk covered base and genuine catalin mouthpiece.

Sample and full information, 50c. G. E. WYMER MFG. CO., 118-120 N. St. Clair St., Dayton, O. Exclusive territory available.

WE WISH YOU A MERRY CHRISTMAS BE A HAPPY NEW YEAR

COST 31/2c n 100 Lots.
SELL 25c

3 Samples 25c; 100 \$3.50; 500 \$15; 1,000 \$25. Postpaid U. S. A. and delivered to you. Not F. O. B. WRITE NOW.

SILVERITE SIGN CO.
417-C South Dearborn, Chicago.

XMAS PEN SALES
100% Workers. Extra Heavy Point.



AUTOMATIC PLUNGERS
Fountain Pens in Solid Gold and Gold Plate at all prices. "GET OUR PRICES FIRST!"

NASSAU PEN & PENCIL CORP.
116 Nassau St., NEW YORK CITY, N. Y.

COMIC CHRISTMAS—NEW YEAR'S POSTCARDS
50 Designs, 200, \$1.00; 1,000, \$4.00, Delivered, 20 Samples, Price List, Novelty Catalog, 10c. stamps. CHRISTMAS BOX—21 EXTRA FINE FOLDERS, \$1.00 Assortment. Sample Box, 40c; 12 Boxes, \$4.00, Delivered. FREE CATALOG-PRICE LISTS—5c to 25c Cards—all kinds.

ARTFORM COMPANY
1710 Undercliff Avenue, New York City.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists, Columbus, O.
137 E. Spring Street,

GENUINE DIAMOND RING
Solid Gold Mounting




Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo.

2.95

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE




Write us your needs.

ARGO PEN-PENCIL CO., Inc.
206 Broadway, NEW YORK CITY.

CHRISTMAS CARD AGENTS
Large Profits easily earned selling new 21-Folder Assortment. Sells on sight for \$1.00. Write for particulars.

DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

PEN WORKERS COMPLETE LINE
LOWEST PRICES



PLUNGER FILL-VACS.—PEN & PENCIL COMBINATIONS. THEY WORK and GET THE MONEY.
Send for Illustrated Circular.

EVERLAST Pen & Pencil Co., Inc.
303 Fourth Ave., Dept. B, N. Y. C.

HEADQUARTERS FOR SPECTACLES and GOGGLES
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog BF45.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We save everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

SLIP-NOT TIES
NEW FALL LINE. Silk Lined—Jacquard Figures—Stripes, Plaids. Solid Colors. Fast 50c Seller. \$2.25 per Doz. Send for Sample Doz. \$2.50 Postpaid. Money refunded if not satisfied.

Leader Ties
Ready-Made Knots. Hold its shape forever. NEW FALL LINE—Silk Lined. Fast 50c sellers. \$2.25 PER DOZEN. Send for Sample Dozen. \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line Four-in-Hana Ties, Silk Lined. \$15.00 gro. Sample doz. \$1.50 postpaid.

M. LEVINE, INC., 13 N. 13th St., Phila., Pa.

GET READY FOR CHRISTMAS
NEW BANKER PENS, Plungers, Vacuums, Combinations, Stream Line and Bullet Shapes. Desk, Pen, Pencil and Knife Sets and my Gold Plated Full Mounts and Filigree Pen and Pencil Sets. All fitted with the New 2-Tone Points.



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

E. Z. WAY
AUTOMATIC STROPPER



W. M. MFG. COMPANY,
Sandwich, Ill. Sample, 35c.

CAMEO RINGS OF DISTINCTION!!
GUARANTEED LOWEST PRICES!!
Very Latest!
Send \$2.00 for 20 samples. We also carry a full line of CRYSTAL JEWELRY at Lowest Prices. Free Catalog.

OLYMPIC BEAD CO.,
307 5th Ave., N. Y. City.

REX HONES 3c Each
Now Less Than \$4.25 a Gross
Send \$1.00. Bal. C. O. D. Plus Postage.



Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. **AUT QUICK. REX-HONE MFRS.,** 1500 West Madison, BR-11, Chicago, Ill.

missus, Leon Hirsch, Mike Goldstein, Harry Horn and Bill Serwick. All seemed to be doing an okeh biz."

"EVERY TIME I . . .
see where some of the boys advocate an organization I can hardly refrain from laughing," inks Jeff Farmer from Wilson, N. C. "Pitchmen seem to be more on the make than they are for helping each other. Last month I had to make a business trip to Tennessee. After being here the last five years for the tobacco season I have quite a few walk-in sales. I decided to leave a fellow pitchman tend the spot as he was down on his luck. I left him stock and also asked him to see that my Negro comic didn't run off with my make-up, costumes and guitar and promised him half the gross. Well, he got it all right, for when I returned I was cleaned even to the extent of having my bags, labels, etc., in hock for \$5.50 back room rent. Can anyone blame me then for saying no to the idea of organization? I am on my way up again tho and our little town is playing host to lots of the boys these days. I did not get their names, but they are here with tie forms, razor hones, glass cutters, blades, etc. What's the matter, Doc Anderson? Haven't seen a pipe from you in a long time. It's every man for himself now and God help the lazy, for henceforth I won't."

WHY NOT EMULATE the squirrel and provide for the winter. It's never too late, you know.

"AFTER FOUR WEEKS
in the delta of Mississippi I fail to find that land of cotton and money the lads have been broadcasting about," cards J. Davis from Anguilla, Miss. "I'm getting out of this territory while I got gas and don't ever expect to come back. Give me the snowballs, you lads can have the cotton."

FRENCHY THIBAUT
scribbles from Spokane, Wash., under date of October 22: "Jumped in here from Omaha. Stopped off in Butte, Mont., to work a week but found the thermometer registering 10 above zero, with plenty of snow. Johnny Vogt and I worked Coulee Dam to 7,000 people and plenty of long green in their

PLUNGER FILLER VAC



QUICK SALES—BIG PROFITS.
The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.
GRODIN PEN CO., 396 B'dway, New York, N. Y.

EARN \$9.00 DAILY
FROM NOW UNTIL XMAS.

"HEADLINER" TIES, \$2.00 DOZ.
EACH TIE IN A GIFT BOX.
An exceptional buy. Tailor made of the finest quality silks and satins. Both ends margin silk lined. Guaranteed for long wear. \$1.00 sellers.
SILK LINED SENSATION
\$1.50 Dozen \$16.50 Gross
A sure profit winner. 50c sellers. You can easily sell 2 dozen daily, leaving you a clear profit of \$9. Smart, snappy up-to-date patterns. Rush your order now. 25% Deposit. Bal. C. O. D. Money Refunded.
ANDREW HERBERT
1312 Washington Ave., BRONX, N. Y., Dept. F1

100% PROFIT

Finest Quality—Fast Colors.
TIES \$1.75
WE PAY POSTAGE
Gorgeous—Latest Holiday Styles. 1,000 Patterns To Choose From—Satins, Wovens, Stripes, Jacquards, Parathens, etc.
LOWEST PRICES IN CITY. Send today for sample order and List Price of entire line. Gross Lot Bargains. Satisfaction guaranteed or money refunded.
SMART-STYLE CRAVAT CO., 1265 Broadway, N. Y. C.

TIES SEND FOR SAMPLE DOZ \$1.85
and Price List, Postpaid. Satisfaction Guaranteed or Money Refunded.
SENSATION TIE CO., 1265 B'dway, N. Y. C.

TIES—BIG PROFIT For Agents and Salesmen.
Sample Dozen, \$1.90. Fine Quality. All Styles. Send for Price List.
PROFIT TIE CO., 1265 B'dway, New York

Tinted, Dazzling, Sparkling Christmas Signs

Original 9x11 beautiful Cardinal Red Cardboard Signs. For quick delivery send \$4.00 for 100, or \$2.50 for 50 Signs, F. O. B. St. Louis. (Weight, 7 lbs. Express Charges Collect). Sample, 25c.
KOEHLER SIGNS
335 Goetz, St. Louis, Mo.

Pitchmen I Have Met
By SID SEIDENBERG

I have met many persons in my 18 years on the road who worked in Indian regalia and called themselves medicine men. They looked as much like Indians as a lion resembles a rabbit. This did more to hurt their sales than if they had worked in regular street clothes. They depended more on their talks, which were good, but sans the ring of truthfulness with that "I am an Indian" stuff which is as old as the hills and worn out with the layman who has been fed up on the bunk. Now please don't misconstrue me. I am not taking a rap at anyone who wants to work in Indian makeup, but I will say that a real Indian who dresses and really looks the part has a thousand more chances of clicking than a fellow who would make believe.

I have seen both work and have observed the take-in after the lecture and know just who is and who isn't getting the long green.

One of the cleverest Indian medicine men I have ever seen in action on the platform is Chief Red Feather. A full-blooded Chickasaw Indian, his name in our parlance is John H. Palmer. He broke into the game doing blackface with the old Kickapoo and Umatilla operas when they were roaming the nation in covered wagons back in the old days.

Palmer found a berth on Dr. Browning's show and later with Dr. Harry Huston's organization. He was a headliner with his banjo and got the laughs doing his stunt in the burnt cork.

A few years with both shows and Palmer himself became an operator and owner.

I saw him recently in a town in Indiana with his entertaining med emporium. After watching him do his stuff in full regalia I wondered why these other babies dress in Indian costume, hurting their sales instead of helping them.

Others on the Chief's show are his wife, Marie; Billy and Herschel McMorris, Chester Kreis, Myrtle Lee, Miles Highland and J. E. Cavannaugh and wife.

Palmer is 52 years old and has been in the game for 35 years. The Palmers call Jeffersonville, Ind., their home and the Chief maintains an office and laboratory there.

pockets. It was the largest two hours' work we ever had. The chief left this morning on a two days' hunting trip up near the Canadian border. I expect to eat plenty of birds in the next two days. Omaha, with a \$2-a-day reader and some pretty good spots, was okeh for me. South Omaha is good on Friday and Saturday. Met Jock Flowers and the missus, Eddie St. Mathews and Doc Vic Lund while there and they all seemed to be doing okeh. Wonder how Bob Wilson, Herb Johnson and Dave Shone found the Kansas City show. Why don't you write for your mail, Al Rice? Did you break an arm, Joe Morris? Why not shoot in a pipe? May be down your way for the Mardi Gras, Joe, and you know what that means. Hope Art Cox has lots of luck when he gets back in harness this fall. And Jimmie Watson, hope you are feeling much better now."

SOME OF YOU . . .
lads are long overdue with a pipe. Limber up and shoot one in.

COMES A THOUGHT: Squareshooters, even in comic strips, always ring the bell.

JACKIE MILLER . . .
who is rapidly recovering from the snake bite sustained while visiting Babe Rearick on the Barker Shows recently, cracks from Mountain View, Mo., that he has been working sales with sox and Christmas cards to a swell take-in there. "Have just finished making a batch of sourkraut and plan to butcher the pig soon," Miller adds. He also says that Doc McClanahan has been visiting him for a few days.

HUSTLERS' TIPS: A good item for those

bleak, cold, snowy days is the door mat. Lads working the item will find the housewife, vexed by tracked floors, most susceptible to it during that time of the year. A rubber door stop is also a good item for home and business house canvassing.

Pitchdom Five Years Ago

Coney Island continued to show signs of life. . . Highway Red Crane and A. H. Herman were reported to be getting a little money in the hills of Pennsylvania. . . Bill Vreeland joined the Mendleson & Barris roster on Washington street, Brooklyn. . . Biz wasn't so hot for A. Dell, fast-stepping Greenville, Tex., paperman. . . According to reports from New York, Bill Boyce was credited with making the largest pass-out of the season in a Sixth avenue store. . . Princess Helena and her partner, A. H. Shriner, completed negotiations for a 14-week contract on the Pacific Coast. . . Drs. Dale and Hale opened a pitch store in the heart of the business district on Vine street, Cincinnati. . . Red Gill, former razor man, was managing Ed Bermea's big Houston Bar, according to Reno Glasscock. . . Georgia was good for J. W. Keown, so he planned to spend the winter there. . . A. F. (Whitey) Johnson and aids were sojourning in Houston after a round of fairs. . . Cold winds from the lake chased Syl La Velle from Detroit to Dayton, O. . . Jack Halstead quit working the lot on Wabash street, Chicago, in favor of a magic store in St. Louis. . . Al Burdick, roving sign painter, scored heavily in Western Oklahoma. . . Fred Shire, Edwin Mason, Joe Greenfield, C. Marcy and Paul Fredericks were among the contingent of leaf boys who were kept busy signing 'em up at the Bluefield, W. Va., Coal and Industrial Show. . . Kalamazoo, Ypsilanti and Denton, Mich., were all red ones for Warren Lewis. . . Happy Jack Raymond and the missus were the honored guests at a surprise birthday party tendered them by Mr. and Mrs. Charles Meintz. . . Lee Reene closed a pleasant and successful season with Ward Medicine Show. . . Lineup of sheetwriters at the Idaho State Fair included Jack Kennedy, Ed Baxter, Bob Robinson, Herman Nissen, Verne Early, Fat Johnson, Jack Bonner, Abe Goldberg, Harry Tenny and C. H. Cohen. . . Harry Levitt, with the best year of his career, had Ole Man Depression on the run. . . Sam Lewis' pitch store on Tremont avenue in Boston was going strong. . . Johnny Mack was having difficulty acquiring the long green in Lilburn, Ga., but the quarters and halves were doing all right by him.

MINSTRELSY

(Continued from page 27)
one up singing Red-Hot Mama? When Harold Morris sang baritone with the same outfit? (Harold is now a politician in Kentucky.) When Robert Johnson played clarinet on the same show? (Robert has changed his name to LaThey and is now a recognized dramatic actor.) When Grover Schepp did the middle with the ditto org? (Grover is now working as a merchant police.) I missed seeing that grand old man of minstrelsy, Sam Griffin, while in California. Hope to meet him on my next trip."

CHARLIE WILKENS postals from Los Angeles that he is still hoofing, repeating what he did with the "old man" on the Primrose & West Minstrels 40 years ago.

Genuine -- HURST GYROSCOPES -- Genuine

The Leader for Demonstrations for Nearly Thirty Years.
BUY FROM YOUR JOBBER
Direct Shipments Only for All Cash With Order. No C. O. D. Shipments.
L. J. HURST MFG. CO.
1605 College Avenue, Indianapolis, Ind.

PLUNGER PEN WITH VISIBLE INK BARREL

"ONE PULL—IT'S FULL"
An Extraordinary Value! 5 times greater ink capacity. Inner Cap makes each pen a "SELF STARTER!" A smooth writing pen that STANDS UP! Adjustable Plunger! LEAK PROOF!

\$24.00 PER GROSS

SEND 25c FOR PREPAID SAMPLE.
Buy DIRECT from the MANUFACTURER.
EVERFEED CO., 124 West 26th Street, NEW YORK CITY

LARGER QUARTERS TO SERVE YOU
New Address,
42 W. 33d St., New York City
CRYSTALS Popular Again Big Profits
Complete line. Large Variety. Lowest Prices. New Colors. Latest designs. RINGS, NECKLACES, EARRINGS, CROSSES, etc. Fast Sellers. Send \$2.00 for 2 Dozen Samples.
LA MODE BEAD & NOVELTY CO.

\$1.00 STARTS YOU IN BUSINESS
NEW DORMA KNOT TIES
NEW FALL HOLIDAY LINE—Sells for 50c. Plaids, Stripes, Jacquards. Solid Colors. Cost You \$2.15 Doz.; Sample Doz., \$2.35, Postpaid.
FOUR-IN-HAND TIES, Silk Lined, \$1 Doz.; Sample Doz., \$1.25, Postpaid. We manufacture our own Ties.
DORMAN CRAVATS
Importers and Manufacturers Neckwear,
514 Market St. (Send for Free Catalog), Phila., Pa.

You CAN'T FAIL
TO MAKE MONEY WITH THESE ITEMS.
FLASHY NEEDLE BOOK, 90 Needles, Darners, Bodkin and Threader. Dozen, 60c; **\$6.50**
FIFTY DE LUXE 3-Piece Perfume Set. Doz. \$2.25
Genuine Leather CIGARETTE CASE. Doz. 1.80
XMAS CARDS, Beautiful. Set 21 Cds., Bxd. 1.80
XMAS CARDS, Popular. Box 12 Cards. .95
Ask for List of Holiday Specials. Send Trial Order for Any Item Listed. Satisfaction Assured. Prices F. O. B. New York. Deposit on All C. O. D. Orders. Samples at Wholesale, Plus Postage.
CHAS. UFERT 19 East 17th St., New York
RELIABLE SERVICE SINCE 1913.

MAKES ITS OWN INK!
Fill With Water and Write.
NEW TYPE—ONE-STROKE PLUNGER WITH INK GAUGE.

Comes with 2 Months' Supply of Concentrated Ink.
SAMPLE ASSORTMENT 50c
JACKWIN PEN COMPANY,
50 West 28th Street, New York City.

MONEY IN YOUR POCKET EVERY DAY!
\$1 STARTS YOU IN BUSINESS
NEW FALL LINE Priced From \$1.00 to \$9.60 Doz.
French Shape Ties . . . 1.00 Doz.
Silk Lined Ties . . . 1.20 Doz.
Ties of Woven Materials. 1.60 Doz.
Custom Made Ties . . . 2.50 Doz.
Exclusive Hand-Made Ties 3.60 Doz.
Leather Ties . . . \$3.50 Doz.
Patented **SLYDE-ON** Ready Tied TIES. Silk Lined. Exclusive Fabrics. \$2.50 Doz.
Complete Line of Tie and Handkerchief Sets and many other Boxed Novelties.
SET of 100% Pure Wool Muffler, Silk Tie and Handkerchief to Match. Also Contrast-ing Sets. \$9.60 Doz. Postp'd.

FREE POSTAGE. Send remittance with order. **FREE** Send for Free Catalog and Free Sample Swatches. See for yourself why **OUR MEN** are **BIGGEST MONEY-MAKERS!** Satisfaction Guaranteed or Money Refunded.
BOULEVARD CRAVATS, 22 W. 21st Street, Dept. B-12, New York.

Notes From the Crossroads

By NAT GREEN

BIG BUSINESS has had its eyes on the outdoor show world this season as never before and the result is going to be startlingly apparent next year. In spite of the oft-repeated statement that few new ideas have been developed by circuses and carnivals and that they persist in giving the public "the same old stuff," there has been progress and no one has been quicker to realize this fact than progressive business men who are on the alert for new and clever exploitation methods. Their scouts have been busy thruout the summer and fall searching for material that might be profitably applied to their exploitation programs. The search, conversations with business men in various lines reveal, has been fruitful and 1937 will see a wide adoption of outdoor show ideas by many large firms whose main appeal is made directly to the public.

This development should work to the advantage of everybody concerned. As none of the large firms will lend their name to anything but the best, additional work will be provided for competent showmen, many of whom have lost out in the shuffle during the last five years. Shows now in the field will be spurred on to greater development. Performers will have an added incentive to improve their offerings. It will be interesting to see what forms big business shows will take. Numerous tentative plans are now on the fire and before the bluebirds warble next spring we may expect some definite announcements that will be welcome news.

There was general sorrow over the passing of Mrs. Mary Edith Mugin, widow of Jerry Mugin. Jerry during his lifetime was benefactor to many a showman to whom the world had been none too kind, and after his death Mrs. Mugin carried on these beneficencies unostentatiously. She also had many friends in the outdoor show world to whom her passing comes as a shock. Few showmen were at the funeral because of the fact that her death came unexpectedly and there was little time to get word to most of her friends. Harry Bert was present as a representative of S. L. Cronin, of the Al G. Barnes Circus. Cronin, Arthur Hopper and others on the Coast had such short notice that it was not possible for them to reach Peru, Ind., in time for the funeral.

Finest showmanship displayed at the Chicago Stadium Rodeo is that of Cy Compton, who puts on a beautiful exhibition of trick and fancy roping. . . . Cy is one of the old school of the circus and sells his stuff in a manner that never fails to win the plaudits of the audience. . . . Joe C. Donahue, general traffic manager, back from a Southern trip for a brief "spell" and leaves again in a couple of days for the season's windup. . . . The late Herbert A. Kline was about ready to spring his long-anticipated "Garden of Rides" at the time of his death last year. . . . He had lined up strong auspices in many places and was confident that he had something that would create a sensation. . . . Too bad his ambition couldn't be realized. . . . J. Alex Sloan, auto-race impresario, is wearing a broad smile these days, his season having been one of the best in years. . . . Hoot Gibson, vet Wild Wester, was around the rialto for several days last week, being in town for a personal appearance on the Sears air show. . . . Same old affable Hoot! . . . Almost every day the Atwell Luncheon Club plays host to some outdoor showman now that most of the shows are ending their season. . . . The club has become so well known there is

scarcely a week passes but that mail is received addressed care of the club, and showmen passing thru town have formed the habit of taking a look in the coffee shop around 1 o'clock to see if any of their friends are sitting in with the gang. . . . Frank Duffield is commuting between Chi and Dallas and in between times is dopping out a swell program for the Showmen's League Banquet and Ball. . . . Promises that definite announcement will be forthcoming soon. . . . It's about time for genial Tommy Thomas to make his appearance on the Magic Carpet subsequent to his annual fall visit to the old home town in Ohio.

Johnny J. Jones Exposition

Macon, Ga. Week ended October 24. Georgia State Exposition. Business, very good. Weather, ideal.

Short run from Columbus, Ga., made on schedule time, arriving early Sunday afternoon. Sandy grounds retarded moving of wagons to locations. Midway laid out different than in previous years. Due to many concessions sold on independent midway a large part of space formerly used to locate shows and rides was taken. Permission was given by fair management to tear down fences of old race track to give shows and rides more ground. Assistant Manager Tommy Allen did well in arranging one of prettiest and best midways of season.

Monday opened to usual first-day crowd. Tuesday, Children's Day, gross went way up. Rest of week the day play fair, but big at night. According to E. Ross Jordan, manager of Georgia State Exposition, midway topped last year's grosses.

General Manager Walter A. White away on business trip. Arthur Atherton, treasurer, home for a short visit. In return was visited by his sister, Nellie Atherton, and Mrs. L. B. Johns, Montgomery, Ala. Grave of late L. B. Johns, once a ride and concession operator, was visited by staff and members of shows. Wreaths were placed upon his grave and memorial services held.

Among visitors: Mr. and Mrs. Morris Miller and son; Roy E. Jones, agent for Marks Shows; H. W. Campbell, John T. Tinsley and Benny Wolfe.

Iris Stewart, rider, joined Olive Hager's Motordrome. Adel Knowles, sword swallower, joined Carl J. Lauther's Side Show. L. W. Morley delivering really interesting and intelligent lectures in Bob Dent's Crime Show. Wally Moore, magician, now manager of the *Unbelievables of 1936*. Richard Scott's *Night in Harlem*, a 25-people show with 10-piece band, in the top-money class. Carl J. Lauther preparing his store show for winter tour.

Prince Nelson, high wire, joined to present his act on midway, in addition to Wilno, human cannon ball.

STARR DeBELLE.

Cetlin & Wilson Shows

Henderson, N. C. Week ended October 23. Golden Belt Fair. Weather, ideal. Business, good.

All attendance and midway gross records broken. Wednesday, Kiddies' Day, largest single day's gross ever registered on this fairgrounds. Rides and shows did well. Scooter top ride, Caterpillar second, Twin Big Ell Wheels third. Paradise Revue top show, Monkey Circus second, Wall of Death third. E. L. Fleming, president, and C. M. Hight, secretary of the fair, 100 per cent and go out of their way to make things pleasant. Visitors included Mr. and Mrs. Charles Goss, of St. Louis; Doc Fleming, of Louisville Fair; Mr. and Mrs. W. H. Dunn and party, of Wilson, N. C.; Mr. and Mrs. C. S. Parnell and party, of Mebane, N. C.; Jack Lyles, representative of West Shows; Dan Mahoney, of B. & B. Shows; also Tony Vitale, of Ohio Fireworks Company. Dire misfortune visited shows on Thursday, when death took Willie Fair, who has been connected with Cetlin & Wilson for past 19 years. Burial was conducted from the Catholic church on Saturday morning, and as fair closed Friday night, practically everyone on shows attended funeral. Visits were made on Saturday afternoon and nights to numerous shows within the near territory. Mr. and Mrs. J. W. Wilson, Harry Dunkel and the writer visited several. Local newspaper was very generous daily in its praise of shows. Two more fairs then to winter quarters again at Greensboro, N. C. GEORGE HIRSHBERG.



Heart of America Showmen's Clob

KANSAS CITY, Oct. 31.—Everybody is looking forward for a lot of fun and good times during winter months at the club; headquarters for all showmen in this territory. First meeting has been set for November 7, to give a great many of the members that are on the road a chance to attend. Most of them will have finished their season and will be at leisure.

After the meeting all members and the ladies of the auxiliary will be served refreshments, with the compliments of Mr. and Mrs. W. F. Wilcox, better known as Mrs. Jackie and Wild Bill Wilcox. Both are very active in club work and hail from the Seal Bros.' Circus.

The membership drive is gaining speed as well as heat, and those that were at the top seem to tumble and then come back up again to be knocked off by someone else.

Orville Hennies, of Hennies Bros.' Shows, threw a scare into some of the top notchers. He sent in a list of 29 new members and word to the effect that he would have that many more before the drive was over. Fair warning to all. The drive closes midnight November 15. The following new members were received from Hennies: John Beem, J. P. Butler Jr., R. C. Bonos, Joe Black, Jack Dondlinger, Cleo L. Davis, Sam Dixon, Ray A. Gilberts, Ole Gilberts, F. S. Honosaki, L. M. James, Harrison King, Ola Kingston, Johnnie Lavin, Harvey Miller, Harry Martin, Eddie Meisterman, J. A. Mettleo, Charley Marcell, Jack Nadig, Billy Rosen, R. G. Runte, W. J. Scanlon, Joe Selby, William Shulman, Earl Strout, Frazier T. Wills, Doc C. Westergard and M. R. Wortham. Tommie Martin, of the same shows, sent in two new members, Joe Rosen and J. M. Stone.

Rol Marr added two to his list, Oscar Bloom and L. M. Brophy. The club is mighty proud to have Bloom as a new member. Only hope that he will do as well by this club as he has in the past for other showmen's clubs he belongs to, we have been reading about. Jack Moon added J. M. Sterling to his list. Doc Allman secured W. D. Burdett.

A great many old members have been writing in for their new cards. Last week cards were sent to the following: F. W. Crowley, Ned Torte, Charles Martin, J. H. Johnson, Frank B. Joerling, George Ross, Jack Moon, Morris Ventling, Aaron Kars, W. B. Fox, Orville Hennies, Roy Marr and Fred Tousley.

J. L. Landes and his wife, Peggy, arrived here after successful season with their shows. Landes is past president and has the club at heart at all times. He turned in \$60 for Hospital and Cemetery Fund that he received on his shows. Landes and wife will leave for a trip to Shreveport, La., and then on to California, where they will spend most of the winter. He has promised his many friends here that he will return for the club's banquet and ball.

Last-minute report on membership drive follows: Harry Altshuler in first place, Orville Hennies second, Jake Brizendine third and Toney Martone in fourth.

Committee in charge of program for the convention banquet and ball has started to work. Report is that program will be much larger and in keeping with the Christmas spirit. Tickets are off the press and many requests have already been received. Attendance is expected to break all previous records, as this is the first time that the banquet and ball will be held at a downtown hotel, the President. Manager of this hotel has informed the committee that he is reserving one entire floor for the show people that will come to Kansas City for this event. Ballroom and banquet hall will be on another floor.

Crystal Exposition Shows

Pageland, S. C. Week ended October 24. Chesterfield County Fair. Weather, ideal. Business, good.

Rides, shows and concessions had remarkable week. Midway crowded every night. American Legion erected tents for exhibits and stock that would be a credit to any fair. Ferris Wheel top money for rides. Darktown Strutters for shows. George Baldwin, of Strutters show, will take out a one-nighter at close of Crystal Shows' season. Kid Tally, manager of minstrel show, is all equipped to play schools and halls this

winter. Charlie Craig, special agent, bought a housecar trailer. Craig arranged all details and advertising for this spot and deserves much credit in businesslike way he handled the situation. Mrs. Bunts now located in her new office car. Shorty Rice, shows' carpenter, having put on finishing touches. Five concessions joined. PUNCH ALLEN.

Bantly Shows

Dillon, S. C. Week ended October 24. Dillon County Fair. Weather, fair. Business, excellent.

Many folk who know this fair were waiting for locations when shows arrived, couple hours late, nevertheless all ready Monday night. With gates free had fair opening. Business improved gradually, with climax Friday, record-breaking day and night. Harry and Sue Copping came on Tuesday morning. Had a very pleasant visit with Mr. and Mrs. Bantly and old friends of troupe and returned before the big day. Doc Marshall and the missus visited and had pleasure of long chat with Harry and Sue. Doc Wheatly and wife, Dolly Dixon and Bush visited. Lallo joined with grab joint. Timothy (Tim) Green got his call from St. Petersburg, Fla., after very successful season. With it since shows opened in DuBois. Left to take his old job in the St. Pete hotel. Bert Rosenberger, who has been a visitor for two weeks, seen going in the same direction. Max Gruberg and E. B. Braden passed thru, en route to Bennettsville. Maurice, ossified man, spent profitable week en route to Georgia. CHRIS M. SMITH.

THE FORUM

(Continued from page 28)

reporters used to call him, racing cyclists were divided into two divisions, Class A and B, both amateurs. "Zimmy," of course, was class A; he should have been class triple AAA as he really had no competitor. "Zimmy" was tall, gangly and slightly stooped, rode about a 60-gear wheel and when he unwound his final spring in the stretch it was usually "Zimmy" first and the others nowhere. As there were no money prizes allowed to the amateurs, pianos, bicycles and similar awards were given to winners. In his heyday "Zimmy" won so many of these awards that he had to build an addition to the barn at his home in Manasquan, N. J., to store them. I don't believe he was ever extended to win a race. He was the Man o' War of his time, a hall fellow well met, a gentleman and a sportsman and showman of the first water. Charlie Murphy (Mile-a-Minute) always averred that he could ride as fast as pace could take him; that is, he could stay close behind anything that ran, providing the road was such that a bicycle could navigate it. Any fast-moving object leaves a sort of vacuum behind it which the air rushes in to fill as the object passes on. In the case of a pacemaker for a cyclist, the pacemaker makes a sort of a hole in the air, leaving a void behind him in which the cyclist rides. The cyclist also gets the benefit of the air rushing in to fill the void on his back. So that really the only necessity for a rider to follow pace is to be in good physical condition, be able to pedal fast or be strong enough to push a "high gear." This was always Charlie's argument and led the Long Island Railroad to build a board floor between their rails for about two miles so that Murphy could try out his mile-a-minute idea. The rest is sporting history. He did it, as he said he could, and gained everlasting fame. 'Tis still a question as to which one of the three was the fastest—Zimmerman, Murphy or Taylor. What do you think? Don't tell me this doesn't belong in a show paper; these three great sportsmen were master showmen. They appeared before and entertained millions of people. They had to be showmen to succeed, which they all did. WALTER K. SIBLEY.

WANT KAUS UNITED SHOWS INC.

For No. 2 Unit, at Warsaw, N. C., Large Armistice Celebration, Week of November 9-14, Inclusive. Shows and Rides that don't conflict. Legitimate Concessions of all kind. No exclusive except Bingo. All address, this week, New Bern, N. C., Fair.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Out in the Open



by
Roger Littleford Jr.

Evils of the Fair Business

WITHIN the last four or five years a situation has arisen in the fair business that is developing into a serious detriment to the agricultural exposition field. It is largely derived from a custom that originally was, and still could be, a definite aid to the industry. We are speaking of the evils that have cropped up in the specially promoted exposition. Theoretically, the promoted fair is a good thing provided such events are conducted for the betterment of the rural public and provided they offer additional work to outdoor amusement people. It's a horse of a different color, tho, when a promotional fair has an opposite effect on the local gentry; when it casts harmful reflections on show people innocently involved.

This pillar firmly believes that fundamentally there is nothing wrong in a carnival supplying grand-stand attractions provided arrangements with the fair are made in advance, satisfactory talent is supplied and provided a previous contract had not been arranged with another firm.

No one can deny that all outdoor show business is extremely cutthroat in these days of keen competition—that, in general, such a condition is for the good of the industry. However, when competition reaches a point that ultimately the public suffers, then it's time for mediums like *The Billboard* to call attention to the direction in which we are headed.

It is perfectly all right for a reputable showman to promote a fair, to supply the attractions, to raise a sponsor, etc. No single field of show business has an ex on agricultural expositions. But when it proves incapable of qualifying in foreign fields then it's time for us all to take notice.

A Visitor Leaves Us

J. W. (JACK) SHILLAN, well-known British motor boat, midget car and ride manufacturer, has just completed one of his periodical visits to these shores. Before sailing for home a few days ago Jack expressed some very interesting viewpoints on the world's park and amusement-device business as it stands today. He is convinced that the most important thing lacking at present is a strong, influential international association of device manufacturers. According to Jack, who should know, European nations are farther advanced than we are in some respects, just as we stand ahead of England and the Continent in others. He is convinced that a strong international organization would materially aid in the interchanging of ideas and would prove of inestimable value to manufacturers and operators alike at international expositions and world's fairs.

Jack was happy to notice amusement conditions here in such a healthy state and, naturally, happier to report that European outdoor conditions have made tremendous strides the last few months. Dyed-in-the-wool Britisher that he is, friend Shillan had to admit that Playland, Rye, N. Y., tops anything on his side of the Atlantic as far as entertainment establishments go.

Early Bird — Shorts

THE first hotel reservation from the 50,000,000 people expected to visit the 1939 New York World's Fair was received last week at the Hotel New Yorker, according to Ralph Hitz, president. Reservation was made for a man and his wife and came from Portland, Ore. Letter read, in part: "I hope you will be able to enter our reservation at this early date, as we do not wish to be inconvenienced by the volume of business you will undoubtedly be doing during the fair. I had such an experience in Chicago a couple of years ago." . . . It's almost a foregone conclusion that Dave Rosen's Wonderland Side Show at Coney Island will be torn down to make room for a new Scooter ride. . . . Frank and Bernice Dean have been "keeping the spirit of the West alive" at Western rodeos this season. They write from Sidney, Neb., that the season was exceptionally good. Frank and

Bernice can do just about everything connected with a rodeo show, and now that the season is over they are presenting their knife-throwing, trick-shooting, whip and fancy roping routines in a 35-minute stage show on the Fox Intermountain time. . . . We understand that Dorothy Mesnar, former Pittsburgh night club artist, who appeared with the *Revue of Revues* on a fair circuit this summer, made quite a hit at most outdoor dates. She will return to the Smoky City this fall. . . . Who was the press agent for what booking office who first offered the suggestion of decorating two elephants with signs that read: "I'm Taking a Walk and Voting for Roosevelt" and parading them thru the Times Square district during the President's final appearance in the city? . . . We're happy to learn that so many show people enjoyed our flashback on show business last week. We will do it again some time.

Bruce Shows

Americus, Ga. Week ended October 24. Sumter County Fair. Weather and business good.

Joe Decker sold cookhouse to George Parrott, trainmaster and owner of custard stand. Chef Mike Bassett will remain in charge of cookhouse and also six waiters and griddle men that worked for Decker all season on shows. Joe left with his concessions for Alabama. W. R. Harris, general manager, is sporting around in a new car. Four more fairs. Shows now have nine rides, 12 shows and three free acts. Wedding on midway Wednesday night. Grounds packed, but at 9:30 a steady rain spoiled business. Good co-operation from *Times Recorder* and Fair Secretary O. P. Johnson and President O. C. Johnson brought fair to very successful close.

THOMAS A. PARKER.

Doc Shugart Shows

Lott, Tex. Week ended October 24. Business, fair.

Many people joined for winter tour. Shows' lineup consists of Ferris Wheel; Little Edna Show, operated by Mr. and Mrs. Cook; Circus Side Show, operated by Doc King; Monkey Farm, operated by Mr. and Mrs. George H. Proctor, and the Proctor twins, Dickey and George. Concessions are: Frankie Dean and wife, two; B. M. Beck and wife, two; Red and Mary Gattrell, two; Barney Bernard and wife, one; Junior Shugart, one; Andy Custer, one; Ted Custer, two; Henry Wedge and wife, two; Mr. Wirth, four; Ernest Maygard has the Big Eli Wheel and is ready every Sunday. Shows operate on a seven-day week plan. Doc Shugart and Ted Custer are away booking. Barney Barnett has a new top for his photo concession. MAY BELLE CUSTER.

SHORTS

(Continued from page 54)

filled and midway, with Greater Exposition Shows, had best business in several years.

AT INDIANAPOLIS Auto Show at the State fairgrounds Lum and Abner's Pine Ridge Band and Show will be the entertainment feature, event being under auspices of Indianapolis Auto Trade Association.

IMPERIAL SHOWS were on the midway at Helena (Ark.) Centennial Celebration, under sponsorship of Phillips County Chamber of Commerce. Event was financed thru public subscription, which amounted to \$1,500.

OFFICIALS of Canton (O.) Shrine Trumdrum, sponsors of an indoor circus the last three years, announced they will not present a show this year. There has been some talk, however, of other organizations continuing the event.

SO POPULAR and profitable was the recent showing of the Great World's Exposition Shows in Alexandria, La., under sponsorship of Alexandria Police Department, that it returned there for a week, opening on a downtown street.

AFTER a good season at fairs, following which he purchased a new top, sound system and Chevrolet truck, E. F. Ramsey played Clarksville (Va.) Tobacco Festival with his girl show.

CONTRACT for East Bay Celebration, scheduled in Oakland, Calif., soon, has been awarded to Charles Baker, who has been staging auditorium and stage shows along the Coast for the last few years.

WANTED FOR LEE COUNTY FAIR

BISHOPVILLE, S. C., NOVEMBER 9 TO 14,

With Two More Fairs To Follow,

Concessions of all kinds. Everything open, including Eats and Drinks and Palmistry. Wire

GRUBERG'S WORLD'S EXPOSITION SHOWS

CHARLESTON, S. C., FAIR, THIS WEEK.

WANT-KAUS UNITED SHOWS, INC.-WANT

FOR BIG ARMISTICE CELEBRATION, NOVEMBER 10, 11, 12, 13, 14, 1936, WILMINGTON, N. C., IN CITY.

Scales, Novelties, Legitimate Concessions of all kind. Reasonable rates. Side Show and any other Shows of merit. No exclusives on Shows or Concessions except Bingo. Rides that don't conflict. All address, this week, NEW BERN, N. C., FAIR.

MAGIC

(Continued from page 27)

banquet and entertainment October 17. A varied program was presented by Mr. and Mrs. Nevin Hoefert, Kingdon Brown, John McKinven, Everett Duncan, Charles Findling, Ena Livingston and Marguerite Lombard. Charles A. Leedy, *Vindicator-Telegram* columnist, was master of ceremonies.

MR. AND MRS. NEVIN HOEFERT, Warren, O., report success with their school show touring Northeastern Ohio and Northwestern Pennsylvania.

KINGDON BROWN introduced a special trick with postage stamps in the program he presented for the State convention of Philatelists held at the Ohio Hotel, Youngstown, O., recently.

VIVOLO (Patsy), part-time professional, has become partner in a shoe store in Youngstown, O.

CHANDLER AND CLEMONS, who have been playing the New England States, have returned to Chicago.

JOHNNY PLATT, Chicago magician, is working night clubs in La Fayette, Ind.

JOAN BRANDON, a new name in magic, is featured in the Wilbur Cushman unit *Sirens in Silk*, playing the South.

K. L. BURK, still out ahead of El-Wyn's Spook Show, shoots us a two-page letter from Winnipeg, Man., describing the many points of interest he has visited since invading Canada several months ago. Scenically, at least, it's the greatest country he's ever been in, Burk writes. The El-Wyn attraction has played practically every town in Canada worth while playing, Burk says, and business has been most gratifying.

KEYSTONE STATE FEDERATION of the IBM met in Lancaster, Pa., October 23 and 24 and elected officers for the coming year. Amzy Lockwood, Lancaster, was elected president; Frank Rice and Dave Grossman, both of Philadelphia, vice-presidents; Harry Brown, Philadelphia, assistant secretary; Dr. William Endlich, Philadelphia, re-elected secretary-treasurer, and Dr. Charles A. Underwood, of Lancaster, was chosen chaplain. Federation selected Philadelphia for the 1937 convention.

MEMBERS OF THE FRENCH magicians' union, Association Syndicale des Artistes Prestidigitateurs, are arranging a gala concert to be held at the Salle Iena, Paris, November 21.

RECHA, magician, is at the Empire, and Kennedy and Company, illusionists, are at the Trianon in Paris.

DE ROCROY is at the Celtic Cinema in Brest, France.

ROGER HANSEN, conjurer, is with the Circus Schumann in Gothenberg, Sweden.

ALEXANDER THE MAGICIAN, working schools and clubs in and around Cleveland, is contributing a series on magic to *Young America*, national news weekly for boys. Contrary to so many practitioners of the art, Alexander does not expose magic. Instead he writes interestingly of great magicians, with personal reminiscences and tales, illustrated with photographs of prominent performers.

MIGHTY WALLACE (Wallace J. Pollock) reports that he is readying a full evening's show in Syracuse, N. Y., to play

WANTED

THE GEORGIA AMUSEMENTS
CAN PLACE FOR HELENA, LUMBER CITY, HAZLEHURST, WILLACOOCHIE, NASHVILLE, ALL GEORGIA, AND ALL WINTER IN SOUTH GEORGIA,

Two or three Shows with own transportation. Also a few Grind Concessions that work for stock. CAN USE one more Ride that does not conflict. Also Photo Gallery. Want to hear from Bounding Johnson. Can place you at once. Also Barn Rice, Red Kelley, Pat Price, Charlie Marcellio. ALSO PLACE Bingo. Scotland, Ga., week of November 2 to 7; Helena, Ga., week of November 9 to 14. P. S.—Can use two or three Free Acts until January 1.

RIDE WANTED

With Music preferred. All winter in mill towns.

H. L. WRIGHT

General Delivery, Anderson, S. C.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

theaters, schools, auditoriums and Grange halls. Says he'll play several weeks in the Syracuse area before heading south. Wallace will carry a four-piece ork and two assistants.

KING FELTON posts that he's meeting with success in Arkansas and that he now has one of the largest illusion shows in the repertoire field. Says he's now using five assistants.

THE WIFE OF VIRGIL the magician was stricken ill recently and was rushed by plane from Boise, Ida., to Eugene, Ore., where she was placed under the care of a physician. She will be confined to bed for about two weeks and is expected to rejoin the show in six weeks. Florence Peterson, former Virgil assistant, who left the show a year ago to be married, is again serving in that capacity during Mrs. Virgil's absence. Virgil show is now working thru Idaho.

LITTLE JOHNNY JONES, Chicago mystifier, continues to entertain the patrons of Northwood Inn in Detroit's north end. He is highlighting several new tricks.

PLATO THE MYSTIFIER is working the New Jersey night spots en route to Atlantic City. He hails from Wilkes-Barre, Pa.

PAUL FLEMMING, much-traveled magician, is making plans to put on one of his full-evening shows in Philadelphia soon.

Frisco Bans Gas Balloons

SAN FRANCISCO, Oct. 31.—Following the recent disaster at Kezar Stadium, in which 17 persons were injured, the State Industrial Accident Commission has stepped in to prevent recurrence and by resolution announced that no longer can clusters of balloons be sent up in night spots, dances or at any other celebration in California.

Commission branded places where toy balloons filled with inflammable gas are manufactured or sold as "unsafe places of employment," which constitute an industrial hazard.

Hartmann's Broadcast

THE South Texas State Fair at Beaumont this year was not the good old fair that it had been for many years. An important feature was missing—the concession games. In consequence there was not only great disappointment on the part of the airgoers, but the fair's revenue was reduced considerably thru not being permitted to sell space for the games.

The more revenue a fair can raise the more healthy, as all must agree, will the fair be, financially, and it goes without saying that it was in no small measure due to the revenue from the sale of concession space in previous years that the South Texas State fair was able to progress and grow as it has.

The South Texas State Fair has always been one of the best concession spots in the country, but the sheriff this year put the demper on the run derived from these devices when he decreed that none could operate.

The sheriff and other authorities were taken to task by the Beaumont press for the action against the games and even a local minister came out publicly in defense of games at the fair. Something will be said about these comments further along, as I first want to tell you what happened on the night before the closing of the fair when "Judge" Hilton Deutscher's Joy Night Celebration and Parade, an annual event in connection with the fair was held.

The winner of the grand prize in this affair, and a big bit of the entire program, was a woman who costumed herself as a person going thru life in snackies. She won as "The Spirit of the Fair," but was shackled in heavy chains and altho otherwise a jolly individual, appeared sad, downcast and in fact, sour. Between 15,000 and 20,000 people were in the audience and immediately caught the idea which the woman was trying to put across—her idea of what the South Texas Fair of 1936 was like without concession games. It was a real rap at the authorities for closing the concessions.

Now let's see what Rabbi Samuel Rosinger had to say about the concessionless fair. On the back of the Rotary Club's weekly bulletin for October 21, under "Timely Tips," appeared the following from his pen:

"This pen-pushing preacher may be charged with arch heresy, yet, no matter how carefully he weighs the matter in the balance of his judgment he cannot see in the gaming devices shut down at the fair, aught but harmless means for enhancing the amusement and carnival

spirit of the public. There is a vast difference between habitual gambling for large stakes and staking occasionally a nickel or a dime for diversion. In a sense, life is but a game of chance. No matter what enterprise we engage in, its outcome is doubtful and we risk the money and labor we invest in it. The uncertainty of all human undertakings puts a tremendous strain upon us and our taut nerves need diversion and relaxation. Hence, an annual carnival such as the fair affords is a wholesome tonic to the public, and playing a few inconsequential games of chance on the fairgrounds does no greater violence to one's conscience than the 'rides' do to one's stomach. I hope that heaven, provided I get there, is not a place of dull pleasures, for to wear the strait-jacket of Puritanism would be a greater punishment to me than the torments of the hot place."

Rabbi Samuel Rosinger is not only one of Beaumont's most popular men but is considered one of Texas' most learned. His broadside caused much comment locally.

An editorial that appeared in *The Citizen-Press*, headed "Local Rights," is quite interesting and contains real food for thought on the subject of concession game operation. The editorial is so good in fact that I cannot refrain from reprinting it in full. It follows:

"A great deal has been written lately about the federal invasion of States' rights. We believe the time has come to raise the question of whether or not the State, perchance, has invaded, or at least usurped, what should properly remain local rights.

"Particularly in a State as expansive and as heterogeneous as Texas, the theorem that the legislature should enact statutes governing the personal conduct of all the people is proving, year by year, not only impractical but in many instances downright stupid.

"This observation is prompted specifically by the situation at the 1936 South Texas State Fair, where because of a sudden yearning for righteousness on the part of local authorities the State law against games of chance is being rigidly enforced for the first time since anyone can remember. It seems to us that whether or not such games are permitted to operate should rest entirely with the people of this section and we most emphatically resent the voters of Potter County or Duval County having anything to do with the case. We care not one whit whether in those localities gambling is permitted, drinks served over the counter or bullfighting legalized. And on thinking the matter over, we cannot escape the conclusion that the doctrine of local option is the most sensible philosophy to apply to matters of that type which affect only the residents of a given county, town or precinct.

"Regarding the wheels at the fair, nobody will deny that the thought of prohibiting them would never have arisen had it not been for the marble machine rumpus a few weeks ago. Some of the officials have declared that 'if the people want the town blue (meaning strictly governed by blue laws), we'll make it blue,' but the truth of the matter is that 'the people' have not registered any such sentiments.

"For all we know, if the matter were put to a ballot in Beaumont it might be that the citizenship would vote out all kinds of gambling devices—or again, they might vote to legalize them, with certain common sense restrictions. We do not share the contention that gambling 10 cents in the faint hope of winning a turkey is the same in principles as betting an entire month's wages on the turn of a roulette wheel. The average man who plays a marble machine or one of the games of chance at the fair really does not expect to win anything unless he is very dense indeed; he knows that the odds against him are almost insurmountable, yet he experiences a certain 'kick' in taking a long chance—that once a year, at least, he can afford—and figures the few paltry dollars spent on the midway yield him sufficient return in fun and excitement to justify the spree. And, after all, there is considerable merit in the argument that after a man earns money by the sweat of his brow he is entitled to do what he pleases with it. If anyone wishes to cash his pay check into silver dollars and try to sell them across the Neches, there is nothing illegal about it, but let him drop nickels into a slot machine and he immediately becomes a lawbreaker.

"But to return to our original thought, the point about the whole thing is that whatever gambling laws are enacted

should be left up to the people of the respective counties and cities. Views of the residents of Houston and of Roaring Springs, for example, may differ radically on the subject. Why not let each group decide for itself? Such a course might represent a radical departure from our traditional standards of legislation, but it may be that the sooner we free ourselves from a lot of dry-rot traditions of this character the more rapidly we shall progress in matters of government and Statecraft."

MIDWAY CONFAB

(Continued from page 51)

"Mother" Johnson gave a large Holy Bible."

FROM A BABOON letterhead: "Eats with knife and fork, smokes cigarets, combs her own hair, dresses herself, rides a bicycle, works on horizontal bar, walks tight rope, plays piano, does back and forward somersaults, puts on glasses and imitates 'Old Uncle Tom' and works thru rings like a contortionist." Now if this old lady Baboon could cook!

MRS. VICTOR LEE, of Kaus United Shows, writes from Littleton, N. C.: "Was with West Shows early part of summer. Found it profitable to change to Kaus Shows thru the Virginias and North Carolina for late fairs. Speaking of midway, side-show manager has gone to Florida, where he has a winter engagement. O. F. (Blondy) Mack will store his many concessions and Mrs. Mack will see that animals of their Monkey Show are safely housed, after which the family will go to Florida. Mr. and Mrs. Claud Woods and daughter, Claudia, will go to Miami when the show closes. Personnel of Girl Show is booked in cafes and clubs. Motordrome Billy Erice will winter in Cuba. Mr. and Mrs. Traylor, Juanita Show, will remain in New Bern, N. C. Mr. and Mrs. McAlvery, Peep Show, with June and Joe, going to Miami. Frank Smith and Billy McAllister, minstrels, are framing a show for the road. Mrs. Victor Lee will put her Wax Show in winter quarters, load Leeoee Show in a housecar and with Barney Dexter, her helper for the last four years, will go to Miami. Mr. and Mrs. McWetley, who have a corn game, will go to Sarasota, Fla. Mr. and Mrs. Cooper will vacation in California. Mr. and Mrs. Homer Simons and Mrs. Gertrude Bar will play Miami Beach. Mr. Simon Kaus, custard concessioner, will join his brother's show for winter. Mr. and Mrs. W. W. Anthony, pitch-till-you-win concession, will go to Florida. Jerry Thorne, penny pitch, is up east with his wife's folks. Barney Barnard and wife in Southern towns. Rose, with cookhouse, started south. Ray Sherman, with his "Kid" cookhouse, went to Florida. Winfield Ricard, cigaret shooting gallery, is playing spots south. Mr. and Mrs. Billy Phillips are wintering in Scranton, Pa. Mr. and Mrs. Dahr are in Washington. Harry Vartim and Earle Digger's are Tampa bound. Ike Wallace and wife stored their ride and will vacation in Sarasota. Jimmie Burns will store his concessions and travel to New York and Florida with his new partner, Adolph Kaus and Joe Kaus will be in New Bern, N. C., with their mother, where Bill Kaus and wife, after a trip north, will join them. Tilly Kaus and Jimmie Burns will marry soon."

Western States Shows

Hobbs, N. M. Week ended October 24. Location, downtown carnival lot. Auspices, Hobbs Volunteer Fire Department. Weather, good Monday and Tuesday, cold and rainy balance of week. Business, good first two days and poor thereafter.

Shows this section suffered as well as other businesses. Weather bureau forecast for week clear and warm and week opened that way, but Wednesday "norther" hit.

First time shows have played Southeast New Mexico and attendance Monday and Tuesday proved that people like outdoor shows. Hobbs, not on map a few years ago, is an oil field town that is building for permanency.

Committee headed by Leo Conner, Judge Harris and Pete Anderson was 100 per cent, and every State, county and city official co-operated. Fifty per cent of net proceeds was given to Boy Scout troops of Hobbs. Each night one troop assisted in taking tickets.

Railroad connections were such that paraphernalia usually transported by train could not get in time to open Monday night, so doubled back trucks from Lamesa. Hardship on entire personnel of shows from the workingmen to Manager Ruback, but all attractions

were ready when fire department and Boy Scout parade started at 7 p.m. Monday.

Visitors were O. C. Goodwin and family. Goodwin was formerly manager of Chamber of Commerce at Breckenridge, Amarillo and Borger, Tex.; Tucumcari and Hobbs, N. M. Mrs. Rose Marie Ruback returned from a visit to Dallas, Fort Worth and San Antonio, accompanied by Mrs. Alice (Ben) Block, of San Antonio, who spent a few days on the shows. SOPHIE MULLINS.

Dee Lang Shows

Stuttgart, Ark. Week ended October 24. Auspices, Arkansas Rice Carnival Association. Weather, rain and cold. Location, Main street. Business, excellent.

Move of 250 miles from Union City, Tenn. Opened Monday for first Arkansas Rice Carnival to splendid attendance, which was repeated Tuesday. Thursday there was a light rain but a good crowd nevertheless. Friday clear and crowds swarmed midway all day. Saturday's crowd taxed shows, rides and concessions until the wee hours of morning. City decorated with mass illumination displays. Friday afternoon there was a Pageant Parade with many floats, free acts and bands; a carnival queen was selected at night amid much splendor. Newspapers praised shows from every department. Committee of Rice Carnival composed of C. R. Walton, chairman; G. A. Meyer, vice-chairman; A. F. Knoll, secretary; T. A. Pfeiffer, treasurer; Elwood Dillin, general manager; Jacob Hartz, A. R. Thorell, W. L. Kennedy, F. L. Anderson, H. C. Stump and H. F. Minnis deserves much credit for the success of event. Show moves into Tennessee for third time this season. Closing season at Dyersburg, Tenn. DAD HAHN.

De Luxe Shows of America

Monroe, N. C. Week ended October 17. Union County Fair. Weather, two days rain. Business, good when weather permitted.

Due to untiring efforts of Secretary Mote Williams the fair was quite successful. Rain spoiled double wedding, which is always a feature. Notwithstanding muddy grounds and rain everybody made a little money. Tom Hasson left for Philadelphia to open his museum.

Lancaster, S. C. Lancaster County Fair. Week ended October 24. Weather, fine. Business, very good.

One of few real county fairs that country people come out early and stay late. On Children's Day midway was crowded by 9 o'clock in morning and they stayed until after free acts at night. Show registered biggest single day's business of season this day. Secretary Quay Hood wore smile when day's receipts were counted. HARRY RAMISH.

DEXTER FELLOWS

(Continued from page 39)

The *Billboard*, who was to have brought as his guest Bert Cole, of circus fame, but the latter disappointed him; E. E. Sugarman, of *The Billboard*; H. T. Richardson; Paul Meyer; Van Rensselaer Halsey; Jack Connolly, of *The Pathe News*. Another surprise was the presence of a fine group of TNT-ers, a club organized in Paris and whose rendezvous was every worth-while cafe in the Frog Belt. This group was especially welcomed by President Orson Kilborn, who is a member of this group. Many sports writers were on the scene, among them being Bill Slocum, of *The Evening Journal*; Frank Gramam, of *The Sun*, and Richard Vidmer, of *The Herald Tribune*. Then there were Big Bill Egan; Jim Donohue, who had just returned from the Spanish front; Doc Morton, of NBC; Ben Winchell, chairman of the board of directors of the Remington Rand Company; George Haigh, vice-president of the Bank of Manhattan; Maurice Merman, of the World's Fair organization.

F. Darius Benham took a bow for leading in the drive for new members, he having 15 to his credit. Harry Burt, who owns that beautiful yacht Floating Kidney, also took a bow, as did Ed Hellwig and Bill Pedrick, the latter president of the Fifth Avenue Association. Al Sielke, who has charge of the gag props, has not yet perfected all that he intends to do. His dress drop gag almost worked, as did a few of the others. It was announced that the next Fall Guy would be Rube Goldberg. Gehrig was also presented with an Omega watch by the Tent. His stories were great.

GOING BY TRAILER?



Send for the magazine which brings stories, articles and features of special interest to those who love the open road and the great outdoors. Brim full of valuable information. Aply edited and attractively illustrated. For 12 issues mail \$1.00 or if not available at news-stands send for a sample copy **10c**

THE TRAILER CARAVAN
Union Guardian Bldg., Detroit

FOR SALE

Demonstrator Bowlus Road Chief House Trailer, complete two cabin trailer. Bargain. Less than half the new cost.

H. W. YENDES

1009 Wawona Drive, Dayton, O.

Linderman Gets Ottawa, 6th Time

OTTAWA, Ont., Can., Oct. 31.—The regular annual meeting of the Central Canada Exhibition Association directors was held here Wednesday, October 28.

The business in connection with the many and varied interests in which the exhibition is identified was handled in regular order and several important announcements were made after the board convened.

Among the decisions made was that the annual event scheduled for 1937 should be known as "Diamond Jubilee." The dates were set for August 19 to 28, 10 full days and nights, three days longer than in past years, which were full week events.

Following the meeting General Manager H. H. McElroy of the exhibition stated that Max Linderman's World of Mirth Shows would furnish the complete midway, making the sixth time that these shows have been so honored.

Max Linderman appeared before the board in person and was awarded this much-coveted plum of the exhibition world.

St. Louis

ST. LOUIS, Oct. 31.—Sam Solomon, owner of Sol's Liberty Shows, among visitors with Mrs. Solomon. They met Mrs. Solomon's sister from New York. Following a trip to Caruthersville, Mo., Solomons will journey to Hot Springs, Ark., where they will sojourn for three weeks.

Dee Lang, owner Dee Lang's Famous Shows, in Wednesday. He completed arrangements for winter quarters here. Shows closed in Dyersburg, Tenn. Elmer Brown, general agent of shows, is in city. Plans spending winter months here.

John Francis, owner of Greater Exposition Shows, made arrangements for winter quarters in East St. Louis, Ill.

Charles Oliver, owner of Oliver Amusement Company, during visit to *The Billboard* office Thursday advised he had a good season. All his rides and show paraphernalia are stored in his winter quarters here.

James C. Simpson, general agent of Johnny J. Jones Exposition, is in the city visiting with friends and relatives.

J. C. McCaffery was a *Billboard* visitor on Tuesday. Passed thru, en route from points south to Chicago.

Noble C. Fairly, business manager of the Hennies Bros.' Shows, received a call from owners of the shows to rush south. They advised their purchase of United Shows of America.

Mrs. Nelle Allen, prominent member of Missouri Show Women's Club, returned from extended visit with relatives in Kansas and Kansas City. Mrs. Allen has completely recovered from her recent illness.

Tom W. Allen, former carnival owner, sold his Kick Inn cafe last week, which was formerly the mecca for outdoor show people when here.

Charles Thomas Goss, motor equipment salesman, returned from extended trip south, selling motor equipment to shows and show people.

E. J. Goodier, president of the Universal Laboratories, was in the city Thursday and Friday on a business mission.

Louis LaPage, known to outdoor show fraternity in this vicinity, is at present confined to the Veterans' Hospital at Jefferson Barracks.

Bay State Fairs

By GEORGE J. MORAN, Director Division of Reclamation, Soil Survey and Fairs, Massachusetts Dept. of Agriculture. A. W. LOMBARD, Asst. Director. HOWARD HAINES MURPHY, Commissioner of Agriculture, 136 State House, Boston.

BOSTON—The 1936 fair season in Massachusetts is over and it certainly was a most successful one from every standpoint. Attendance figures were well over those of 1935, and agricultural exhibits were unusually fine.

Receipts from all sources showed an increase over those of the last few years and were in some cases up to those of 1927-'29. Grand-stand receipts showed improvement, and more patrons availed themselves of the privilege of enjoying racing and attraction programs from seats in grand stands or bleachers. Vegetable exhibits were excellent, and not only did the number increase but quality was also very fine. Season was favorable for vegetables and the specimens shown proved this to be true. Weather on the whole was satisfactory and only a few fairs suffered in this respect. Ground rentals were up, and receipts from concessions increased materially over last year.

When figures are finally available for number of exhibits, receipts and expenditures and when attendance records have been analyzed we feel sure that all facts then available will confirm our statements when we say that fairs in Massachusetts enjoyed one of the most satisfactory and successful seasons since 1930. It was a real pleasure to visit the fairs this year and to see the splendid exhibits, fine attendance and excellent attraction programs presented.

Mass. Annual Meeting

Annual meeting of Massachusetts Agricultural Fairs Association will be held in the Hotel Brunswick, Boston, on Friday, January 21-22, 1937. A program covering matters of interest to fairs will be presented, and the banquet on Thursday night, January 21, promises to surpass anything which the association has ever before attempted. President Sparrell is making plans which when carried out will make the gathering one long to be remembered.

We have just learned that Leonard Traube, formerly with *The Billboard*, has severed his connections with that publication and is now connected with the George A. Hamid, Inc., booking office. Mr. Traube's pleasing personality and genial goodfellowship should make him a valuable man for Mr. Hamid. All fair men wish Leonard every success in his new undertaking.

Preparing Fair Meetings

Officers and members of Highland Agricultural Society, Middlefield, held the annual meeting in the Town Hall on October 28. After the business meeting a dinner was served by the ladies, followed by speaking and general discussion. Essex Agricultural Society also held its annual meeting on evening of October 28. Supper preceded the business meeting.

Hillside Agricultural Society will hold its annual meeting on November 14 in the Community House, Cummington. Ladies of the society will serve supper and then officers and members will proceed with the annual meeting, after

which there will be several speakers on agricultural subjects. Other societies, we are informed, are planning to hold their meetings shortly, and from reports which we have received all of these meetings should be enthusiastic, as most of the organizations had an unusually successful season.

World of Mirth Nets \$275 for SLA

SALISBURY, N. C., Oct. 31.—Cutting midnight capers among themselves after midway patrons had left the State fairgrounds, Columbia, S. C., more than 400 World of Mirth Shows' troupers took part last Wednesday night in a special benefit program that will enrich the Showmen's League of America Cemetery Fund by approximately \$275.

Virtually an impromptu affair, planned and carried out with only a two-day buildup, the performance was described as the social highlight of the current season, as well as a financial boon to a worthy cause by Max Linderman, general manager of the shows and director of the program. He was assisted by Frank Bergen and Nat Hirsch.

Kangaroo court proceedings, involving wholesale levies of fines upon many members of the organization, were carried to a climax when Rubin Gruberg, visiting from Greensboro, N. C., was assessed a \$5 penalty.

Performers from the *Transcontinental Revue*, the Gus Sun musical production playing for the State fair grand stand, co-operated with selected entertainers from the midway shows in providing the evening's amusement high jinks. Buddy Lake, suave emcee of the revue, presided. From the midway Mabelle Kidder, in whose Temple of Mystery the program was staged; Mimi LasSures, Mrs. Art Gordon and the Cellophane Four, led by L. C. (Ted) Miller, were recruited.

Candy sales, conducted by Jimmie Buccini, agent for the Universal Concessions Company, Chicago, which donated the candy for the benefit, netted \$68.

Doc Howell Signs; To Have Side Show With F. H. Bee

GAINESVILLE, Fla., Oct. 31.—Doc Howell, former press and general carnival agent, has signed to produce a side show with the F. H. Bee Shows for season 1937. Agreements call for a large top with 120-foot banner line and attractions inside that will measure high up to the standards demanded by the Bee organization.

Howell is at present touring Florida with his Variety Show and doing his own advance work in addition to managerial duties. He reports as being booked until the Christmas holidays.

The present program consists of Benjie Stewart, human volcano; Zelda Wane, contortionist and tight wire; Radie Running Deer, Choctaw Indian, escape act; Silver King, bird act; Jack Fetterman, one-man band, and Benart, magician.

CARMEN, PHILADELPHIA

(Continued from page 18)
Apart from Fay's Theater remains the only other spot in town giving out flesh, with beaucoup hussahs going to Frank Ackley on that score.

Rag raises on Rector and Doreen, mixed team impressing no end with aerial stuff.

Waddell Pays Tribute To "Mother" Gaskill

When the great Frank W. Gaskill carnival launched Doc Waddell was its publicity purveyor, railroad contractor and at one time its principal announcer and manager of its world-famed Oriental Theater. All thru the years he has been close friend to the Gaskills. When Colonel Frank W. Gaskill passed on it was said "the greatest of carnival owners has given up the ghost." The widow, Mary Lou Gaskill, was known as the "Mother of Carnival-dom." Details of death and survivors on Final Curtain page. Waddell led services in remembrance of Mother Gaskill on the showgrounds of the Big State shows at Kerens, Tex., October 30. His memory tribute follows:

"We wipe the coursing tear of love for the 'Mother' of our clan—the carnival folk. Her going took away the last vestige of the old school of the 'masters and loved ones.' Mary Lou Gaskill was a power, always 'behind the throne of ownership' occupied by her great husband. Now comes the awakening to her full worth! Woman of mighty thought and spiritual in the fullest! She was a prayerful soul, sweet and kind. I've heard her say often: 'My prayers seem only to convey a part of what I really want to pray, of all that's in my heart.' Oh, how thankful she was! Of her gratitude no words can frame true description. Her niece, Dorothy Dickinson, writes me of her treasured scrap-address book in which she faithfully preserved good thoughts and the names of true friends. There written, a lesson unto all, her favorite: 'Life is froth and bubbles. Two things stand alone—kindness and another's troubles, courage in your own.'—AND SHE WAS LIKE THIS."

Male is suspended by one leg, holding the props with his teeth while the femme goes thru the regulation punch routine. Spick and span paraphernalia helps decidedly in building up the thrills on the spins.

Second slot slides out Jerry Adler and his harmonica puffs. Lad has feathered his fodder on the ether waves and with a bit of more self-assurance in front of the spot should develop into a sure-fire bet for the variety houses. Is whammo on the mouthpiece, selling his stuff with *Let Yourself Go* and *St. Louis Blues*. Could easily add another number without overstaying. Well received.

Trey trick was as poor a piece of biz as seen in many a moon. And coming from Roy Sedgely it's hard to figure it out. Offers absolutely nothing and then adds insult to injury by saying that he doesn't believe in doing more than for what he is being paid. A quickie in heading for the ash heap. Fortunately they don't talk back to the acts at this house and the cash customers acted overpolite in sitting on their hands.

Sylvia Manon and Company ring down the rag in alert, happy manner with a dance flash tagged *A Porcelain Romance*. It's sharp tossing by a trio of males with Miss Manon a comely and effective tossee, all done to the tune of the *Blue Danube Waltz* warbled by a couple of femmes.

Pit overture was a distinct novelty, tooters donning the grotesque masks as Louis Basil batons 'em thru *The Spirit of Halloween*. Pic is *Ramona* (20th Century-Fox). Clocked at 35 minutes, shortish. Biz fair. ORO.

Thank You, George

Temple, Tex., Oct. 28, 1936.

Mr. Al Hartmann, Editor, The Billboard, Cincinnati, O.

Dear Mr. Hartmann: It was very kind and generous of you to give such splendid publicity to the District Court decision at Athens, Tex., in *The Billboard* and I want to thank you.

Also, I again want to say that I do not know what we of the outdoor show world would do without your publication.

You have fought our battles from time to time and I feel that we should all be grateful to you for the liberal support and continued co-operation.

Again thanking you, and with personal good wishes, I am,

Truly yours,
J. GEORGE LOOS,
Greater United Shows.

Where Are You Wintering?

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

Title of Show

Name of Owner or Manager

Address of Winter Quarters

Office Address



Sparkling Tinted THANKSGIVING AND XMAS SIGNS

11"x14"

Clean up! Quick, easy sales. Big profits. Small investment. Free Sample and Catalog of entire line. CIGARETTES FREE TO SALESMEN. 100 SIGNS. \$5.50—10 Free if Cash With Order.

L. LOWY, Dept. 678
8 W. Broadway, N. Y.

WANT For Department Store Circus Units

Novelty Circus Acts. Also Magic, Punch and Judy, Animal Acts, Good Dog & Pony Man. Write all to GEO. E. ROBERTS, Manager, Pamahasika's Indoor Circus Units, 515 W. Erie Ave., Philadelphia, Pa. Tel.: Sagmore 5536.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

THE WHEEL OF BUSINESS

Advertising

Most significant contribution to advertising knowledge recently was the 200-page report by *McCall's Magazine*. It was a study of circulation problems and methods. Improvements in methods, it says, have helped publishers to keep their circulation growing during the past few years. It is noteworthy that all coin-machine publications have kept their circulation growing steadily in keeping with the progress of the coin-machine industry itself.

Business Reports

Steel output, said to be a good barometer of general business, climbed back to 74.3 per cent of capacity after showing a slight decline. It is still slightly below one month ago. At the same period last year steel output was placed at 51.9 per cent; in 1934, at 25 per cent. The gain in two years is considered significant.

The third-quarter report of General Motors, eagerly awaited in business circles, reports a profit of \$34,000,000 plus, the largest for the period since 1929. This is a drop from the second quarter profit figure, but is said to be due to seasonal factors. The profits for the first nine months of 1936 are also shown to be the largest since 1929.

An agricultural report shows that the "back to the farm" movement of the depression years came to a stop during the past year. That means that players are staying in the cities and people will probably begin moving to the city as recovery continues.

National Industrial Conference Board reports that industrial production in September was at a level representing 72 per cent of the 1929-'32 decline. Machine tool industries and automobiles dropped off.

The *New York Times* weekly index of business activity eased to 102.3 for the week ending October 17. This compared with 89.3 for the same week a year ago.

How cool weather affects candy sales is shown by the government report that September candy sales jumped 73 per cent over sales in August.

The *New York Journal of Commerce* weekly price index for the week of October 24 was 80.9, declining from 81.6 the previous week. The index shows decline in the wholesale price level.

Business Week's index dropped to 75.9 from 77.1 the preceding week. The slowing down in steel mills was said to account for the drop.

Polk's report for passenger car sales in September exceeded all estimates. Sales of passenger cars reached a total of 208,896 for September, a gain of 32.9 per cent over the same month last year. Truck sales continued to skyrocket.

Foreign Trade

London reported further progress toward new commercial agreements with Canada during the early part of the week. Mackenzie King, of Canada, was a London visitor and had a conference with King Edward VIII in addition to conferences with other leaders. A trade agreement to replace the pact of 1932 is expected to follow before the end of the year.

The Canadian Government also indicated its progressiveness by forming a new trade agreement with Germany to replace the one in force since 1933. The new agreement is said to be an entirely new departure in Canadian policy and

Significant news in the business world continues to be the frequent announcements by large corporations of dividends and extra dividends. What this will mean to increasing the volume of money in circulation will become apparent during the next six months. Operators are interested in the increase of new types of locations, and also on the first official report of the liquor business and how it has increased the number and type of locations, also boosted business generally.

is seen as an indication of the government's desire to build up trade with as many countries as possible. Such a progressive policy may indicate that coin machines may be given more favorable consideration. Canada has also made a similar agreement with Japan. The fact that Germany entered into an agreement is seen as a tendency to liberalize the strict tariff walls of that country. The agreement between Canada and Germany is upon the principle of barter.

A government agent returning from a study of foreign trade opportunities abroad urges that American business men keep in closer touch with Europeans. He said that American government agents abroad do not have sufficient authority to develop increased trade and suggested that committees of business men pay frequent visits to foreign countries.

The commerce department report shows that U. S. exports exceeded imports for September by more than \$4,000,000. Machinery, cotton and vehicles counted for increased exports. Exports for the first nine months showed again over the same period in 1935, while imports declined.

The Canadian Government is preparing to launch a new assault on unemployment by financing private industry. It is planned to extend financial aid to such industries as agriculture and lumbering in the hope of giving jobs to young men particularly. Some of the plans are being modeled for similar projects in the United States.

Locations

September beer sales showed a gain of 26.8 per cent compared with September, 1935, the United States Brewers' Association reported. The total is said to be the highest for any month since 1915. Total sales of beer for the first nine months of 1936 showed an increase of 19 per cent compared with the same period last year. Draft beer constituted 59.5 per cent of the sales.

Some inside views of the condition of hotels were given when the 21st National Hotel Exposition opened in New York. The president of the hotel group reported that "while it is true that the increase in volume of sales in the hotel business has not been as great as in many other industries, yet the improvement has been marked." The president expressed real optimism as to the prospects for another year. Among the many products on display for the hotel trade was a liquid to "tenderize" meat. Coinmen with an eye on the 1937 Coin Machine Show in Chicago are already dreaming of "bigger and juicier steaks."

The Bureau of the Census released its report last week showing statistics "establishing beyond question the fact that alcoholic beverage industries have been major contributors toward industrial and economic recovery and have aided greatly in reducing unemployment." It is the first report covering a full year since repeal. The liquor business has also been of untold value to the coin-machine industry in providing thousands of new and valuable locations, such as taverns.

Reports of retail progress are making much of new types of stores that are appearing in various parts of the country. Super markets and other developments indicate that the old-time grocery store is taking on new life. Operators of vending machines may find in this movement a new opportunity to fit their machines into the new types of stores that are springing up.

A concrete analysis of locations and where people spend their money is given in a recent issue of *Business Week*. It is based on the last retail census figures recently released by the government. Last year the American public spent over \$32,000,000,000 in retail stores, the report shows. The report on retail stores is to be followed by detailed reports on the service establishments, then theaters and amusement places, hotels and tourist camps, transportation, etc. Thus the most complete information ever made available will be given out on the various types of locations in which the coin-machine industry is interested. The government reports are valuable as an indication of what percentage of the people visit various types of locations and how they spend their money. Comparisons of different sections of the country are also made.

A prominent authority says of the increase of 125,000 retail stores reported last year that most of them were independent merchants. This means a considerable increase in possible locations for coin machines, and it is noted that independents are going in more for the specialty types of establishments.

Money

Business news from many sources continues to show movements and happenings that put more money into circulation. Chicago, the coin-machine center, was greeted with the news that the four big packing firms had voted a 7 per cent wage boost which would reach 80,000 employees. The decision was reached, the packers announced, after negotiations with employees and their representatives.

Some curiosity was current when New York City placed a big bond issue on the market at the lowest rate in history—and particularly when the firm of J. P. Morgan & Company took the issue.

The National Industrial Conference Board, sometimes known as the economic foundation of big business, issued its report on the cost of living last week. It finds that the cost of living remains 15 per cent below the 1929 level. That should leave more loose change for playing amusement games, the army of operators would say.

For getting money into wide circulation there seems to be no better method than to put it into the pockets of the farmer. Report of farm income for September shows an increase of \$119,000,000, exceeding the preceding month and also the same month a year ago. Increases for cotton and tobacco were noted, but live stock lost.

Miscellany

The *Chicago Journal of Commerce*, in reporting the important conventions

that would meet in Chicago during the next few months, did not mention the 1937 Coin Machine Show, altho another convention with an attendance expectancy of 250 was mentioned as meeting early in 1937. We, the coin-machine industry, feel slighted.

The toy trade, often a source of ideas for amusement games, looks forward to a holiday business expected to be at least 15 per cent greater than the record business last year. "The play world has been electrified, streamlined and modernized according to the very latest word in scientific and artistic invention. Adult demand for parlor games has boosted sales 100 per cent. Comic characters, movie and radio stars are an important factor in the design of games," a trade report says.

Report by Industrial Conference Board, trade organization of big business, gives some interesting comparisons on taxes here and abroad: Tax collections in this country are larger than in Great Britain, France or Germany, but the ratio to income is much lower in the U. S. than anywhere else. The ratio to income of all taxes, federal, State and local, are as follows: United States, 18 per cent for 1935; Great Britain, 24.4; Germany, 22.7, and France, 27.4.

The erosion rate at which popular songs wear out has been measured by the American Society of Composers, Authors and Publishers. It figures that 1934's hit pieces depreciated 80 per cent in their second year. The yardstick is the number of times they were played on the two major radio networks. Eighty-seven leading songs were broadcast 1,255,669 times during 1934, and only 252,025 times in 1935. Excessive repetition by radio stations, dance orchestras, etc., is the reason given for the decline.

Saturday, October 24, was the seventh anniversary of the 1929 panic. But no one seemed to display much interest in the fact. It is a big sign of recovery when people no longer think so much of depression and can turn loose and sling mud in a political campaign.

The census bureau estimates the population of the United States for 1936 to be 128,429,000. From them come the millions who play and enjoy coin machines of all kinds. From the weddings recently reported in the trade it seems that some of the fellows think the general population is slowing up on producing new players and they will help speed up the production line.

Sectional

Cash farm income in the Northwest jumped 30 per cent above 1935, according to *The Minneapolis Tribune*. This report included Minnesota, Wisconsin, the Dakotas and Montana. The 30 per cent gain compared with a gain of 13 per cent for the nation, the paper said.

The Wells Fargo Bank of San Francisco reports that the September index of California business reached 97.7, the highest September figure since 1930. The bank estimates population growth in California to be 477,000 since 1932. Do California ops get their share of new players?

In the face of an optimistic outlook for the petroleum industry, crude oil production smashed production records last week. Texas is said to have showed the sharpest gain. Operators in the Southwest no doubt will smile and say, "Let the black gold continue to flow."

The trading area survey, covering 147 trade areas in the United States, con- (See THE WHEEL on page 70)

"I SEE TROUBLE AHEAD!"

... AND FOR ONCE THE OLD FAKIR IS RIGHT!



You don't need mystical vision . . . common sense will tell you that trouble is ahead and plenty of it! You can't produce overnight what has taken the industry's most brilliant engineers two years of intensive research to achieve and not expect to have operating troubles and repair losses.

Unethical manufacturers have unsuccessfully tried to imitate the original SEEBURG RAY-O-LITE RIFLE RANGE. Attempting to illegitimately capitalize upon its unique playing appeal, they immediately went into hurried production and the result is evident. The electrical and mechanical thoroughness that has been characteristic of the J. P. SEEBURG CORPORATION for over thirty years is responsible for the constant reliability of the RAY-O-LITE RIFLE RANGE.

The SEEBURG RAY-O-LITE RIFLE RANGE bridges the coming five years of development as the outstanding amusement machine of both the present and future! Many thousands of machines, placed on location within 21 months, have made history in profit-making and location performance.

There is no trouble ahead . . . but only big profits with a SEEBURG RAY-O-LITE RIFLE RANGE. Don't lose another day. Order right now for immediate delivery!

RAY-O-LITE



the Original RIFLE RANGE

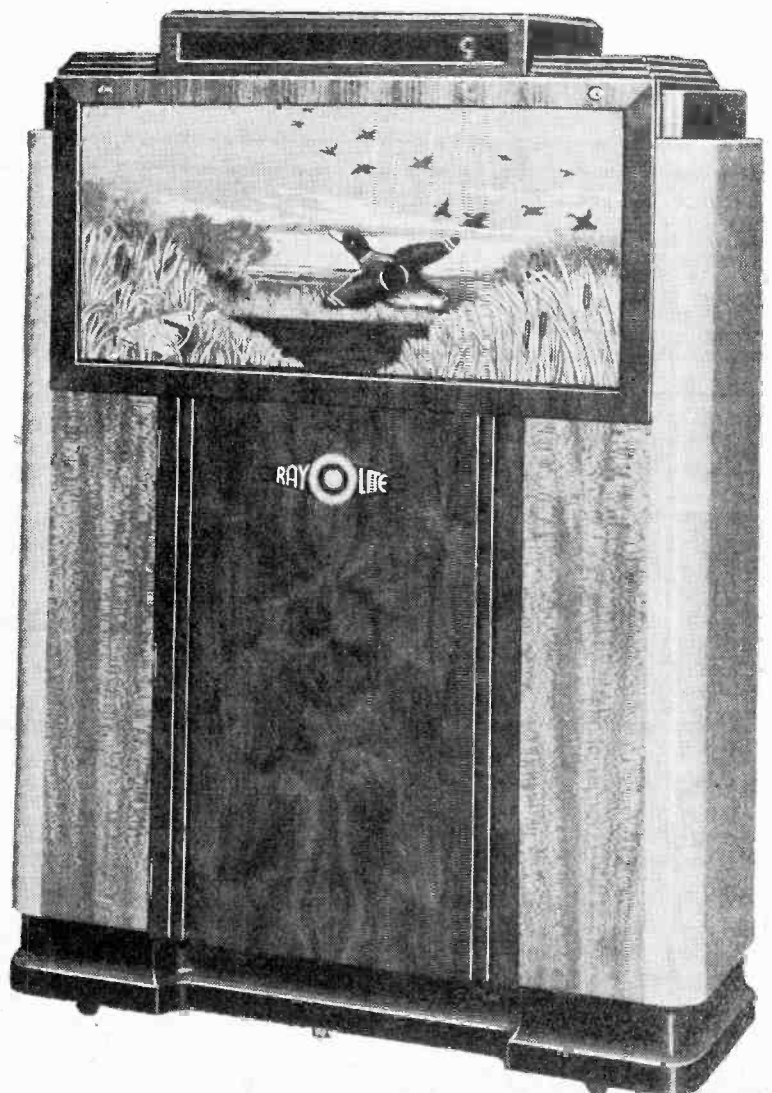
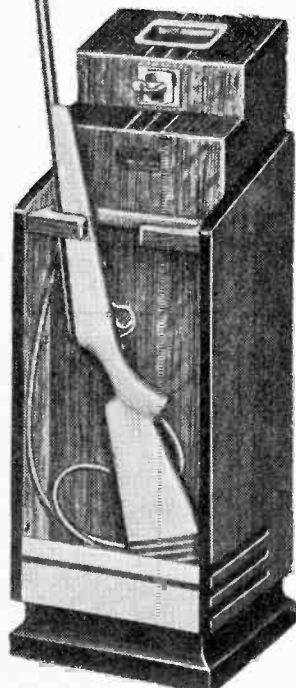


SHOOTS A RAY-O-LITE AT A MOVING DUCK TARGET!



COMPLETELY AUTOMATIC
 HITS REGISTERED ON
 ILLUMINATED PANEL!
 REGULATION SIZE RIFLE
 ULTRA-MODERNISTIC
 MATCHED WOOD CABINET
 AND GUN STAND!
 PROTECTED BY PATENTS NOS.
 2,007,082-2,007,083 AND OTHER
 PATENTS PENDING
 The J. P. SEEBURG CORPORATION has the exclusive manufacturing rights to these patents. Licenses to manufacture have not been granted to others. ALL INFRINGEMENTS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW!


MECHANICAL PERFECTION BEYOND IMITATION!



THE SEEBURG FRANCHISE IS MORE VALUABLE

J. P. SEEBURG CORP. 1510 DAYTON STREET CHICAGO, ILLINOIS

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,
 200 SKILL GAMES, ASSORTED, \$2.00 EACH.
 Don't ask for list, just send the dough for as many as you can use. You won't go wrong.
 WHAT DO YOU SAY?
 ASK FOR CREDIT!
Lee S. Jones
 P. S.—You can use these for kindling wood if nothing else, and still be to the good.



Capaldi Report Firm's Progress

LONDON, Oct. 24.—Jack Capaldi, well known to American coin machine manufacturers, this week commented on trade conditions here and the growth of the Capaldi firm. He said that by taking advantage of the lull which has more or less struck the English market since pin tables were at the height of their boom days, the well-known European distributors, S. Capaldi & Company, Ltd., of Edinburgh and London, have not allowed the grass to grow under their feet. On the contrary, they have completely renovated and modernized their headquarters in Edinburgh and it now ranks among the finest in the business. Their spacious display rooms, workshops, garages and stockrooms bear testimony to the enterprise and go-ahead methods of the young concern of go-getters. Their London quarters are also the last word, where an endless variety of all that is best in coin machinedom can always be found.

Since pin games went out of the picture, so far as the British market was concerned, Messrs. Capaldi immediately transferred their energies to other sides of the business and in this capacity they took over the Mutoscope line of diggers and other merchandise machines. They have been importing these in large numbers and they can now truly claim to have put Mutoscope right to the front in the British Isles. Mutoscope Cranes and Magic Fingers can be seen operating in all the best spots in London and the provinces. Messrs. Capaldi also maintain a special merchandise division which carries a large stock of all the best premium numbers, including the well-known American Ronson line, for which they act as special distributors.

Messrs. Capaldi have contented themselves to ride along in their own quiet but conservative way, but they are keeping in close touch with coin machine developments in America. During 1933 and 1934 they were among the largest importers of coin machines from America, and received shipments regularly each week, both at English and Scottish ports. Jack Capaldi, incidentally, has paid three visits to America and is already well known to the leading Chicago manufacturers. He says he will not hesitate to cross the Atlantic again in his quest for that "something different" to supply the excellent market they have built up.

the moving ducks. The bull's-eye tests the skill of the most advanced riflemen and often requires four or five shots.

"The Hollywood has many other advantages and to our knowledge is the only photo-electric cell rifle range that was designed from the ground up for this purpose. Every mechanical part used in the Hollywood was designed in our laboratories and is manufactured in our factory. This is imperative because we know that, unlike the average amusement device, all parts in an electric-eye range must be precision made and cannot be farmed out to various manufacturing plants and then assembled. The Hollywood will give uninterrupted service just like an automatic telephone switchboard. It has many other outstanding features. The gun will not get hot or even warm while in continual use and feels and looks like an army rifle. The Hollywood operates perfectly when operated at any distance and can only be operated by a direct shot from the rifle. Flashlights and other strong lights will not affect it."

"The mechanism of the Hollywood is so simple electricians or mechanics are not needed by operators for service. In fact, any schoolboy can service it."

"Our free trial offer," continued Pullman, "has been very popular with operators because it permits them to return the unit after a five-day trial and get their money back plus freight both ways. This offer, it is said, is the most daring guarantee ever made by any manufacturer in the industry."

Pittsburgh Office Wins

PITTSBURGH, Oct. 31.—Art O'Melia, sales manager of the Pittsburgh office of the Atlas Novelty Corporation, won the Atlas sales contest for procuring the most orders for Stoner's new game, Hold 'Em, soon to be introduced.

Art went to town thruout his territory and reports that interest about the new game is at high pitch.

THE WHEEL

(Continued from page 68)
 ducted by Brooke, Smith & French, Inc., shows a business gain for the country of two points during September. Of the 147 trade areas 86 registered gains and 47 showed losses, while 14 remained unchanged.

American business men are beginning to turn attention southward toward the Pan-American highway thru Mexico. It has been completed and now offers motorists uninterrupted travel from New York City and Chicago to Mexico City. It offers many business possibilities to Mexico, the United States and Canada. New cities, new homes and thousands of small business establishments are expected to spring up along the route. A more liberal Mexican government is expected to follow eventually, which may mean a new field of expansion for coin machines. At least the movement for wider trade moves on, creating good will and bigger hopes for the future of business in Canada, Mexico and the United States.

A sectional business report shows income in Illinois in 1933 to have been half of the 1929 figure. Illinois is ranked third in size of population and also third among the States in total income between 1929 and 1933. New York and Pennsylvania were ranked first and second, respectively.

FRED C. McCLELLAN, President of . . .
PACIFIC AMUSEMENT MFG. CO. says



"IN JOE CALCUTT AND THE VENDING MACHINE COMPANY THE OPERATOR HAS A REAL FRIEND READY TO SERVE HIM IN THE FINEST POSSIBLE WAY"

WRITE TODAY—LEARN WHY LEADERS RECOMMEND
THE VENDING MACHINE COMPANY
 FAYETTEVILLE, NORTH CAROLINA

WE HAVE IN STOCK FOR IMMEDIATE DELIVERY
 WURLITZER SKEE BALL—SNAPPY—PREAKNESS—
 STOP AND GO—RAYS TRACK
 Also a big stock of Used Pay Out and Novelty Games. This week's special: Mad Caps and Short Sox with Electropaks, \$25.00 each.
SNYDER AMUSEMENTS
 108 South Seventh Street, ALLENTOWN, PA.

SLOT MACHINES \$10.00 Ea.
 DOUBLE JAK POTS . . . \$25.00 Ea. | ESCALATOR DOUBLE JAKS . . . \$35.00 Ea.
 PENNY DOUBLE JAKS . . . 29.50 Ea. | PENNY TRIPLE JAKS . . . 29.50 Ea.
 BRAND-NEW WATLINGS, PACES AND CAILLES.
 FIVE PIN GAMES \$25.00, YOUR CHOICE
 All Kind of Counter Games and Pay Tables.
 NINE FT. AND 14 FT. SKEE BALL GAMES. Write for information.
LEHIGH SPECIALTY CO., 2nd & Green Sts., PHILADELPHIA, PA.

GUARANTEED O. K.
 USED SLOT MACHINES AND PAY TABLES
 MILLS F.O.K. BULL'S-EYE...\$22.50
WRITE
 for special low prices on other guaranteed O. K. used Slot Machines and Pay Tables
TO
TWIN CITY NOVELTY COMPANY
 246 W. Broadway Minneapolis, Minn.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Palastrant New England Distrib for Pamco Line

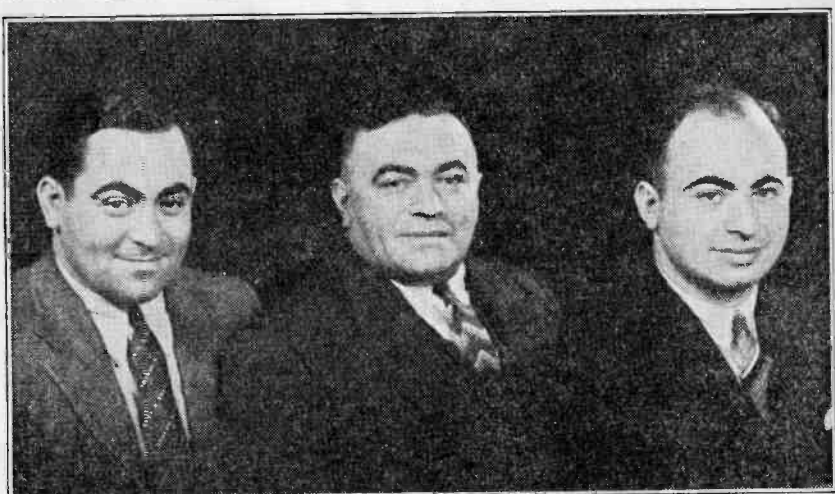
CHICAGO, Oct. 31.—A recent visitor to Pacific Amusement Manufacturing Company's Chicago plant, Ben D. Palastrant, who guides the destinies of Supreme Vending Company of New England, is said to have negotiated a deal to distribute Pamco Marksman and Flying Duck thruout the States of Maine, New Hampshire, Vermont, Rhode Island and Massachusetts. Fred McClellan, president of Pamco, asserts that Palastrant has ordered 1,000 units each of Marksman and Flying Duck, laying down heavy deposits to bind the deal for franchise rights in the States mentioned.

That Palastrant has been given the New England territory on Pamco's team of gun-lite units will be welcome news to jobbers and operators in that area, for Ben is well known and just as well liked by a veritable host of coin-machine men in the territory served by his concern. Palastrant, like other distributors who have taken on Pamco's new ray-gun equipment, made an exhaustive location survey while visiting in Chicago. Some 40-odd locations, where either Marksman or Flying Duck is installed, are reported to have been objects of Ben's particular attention. Taking down notes on the number of shooters who leveled their aim at Marksman and Flying Duck in locations visited, Palastrant is said to have accumulated enough information to reach a decision in favor of Pamco's new line. Accordingly the deal was consummated and Supreme Vending Company of New England is now extending an invitation to all operators and jobbers to visit its Boston display rooms to view the new gun-lite products.

Target Production Up To Meet Heavy Order

SOUTH BEND, Ind., Oct. 31.—Universal Manufacturing Corporation reports a 24-hour schedule of production for the Hollywood electric-eye rifle since the announcement of the machine to the trade recently.

"The exclusive bull's-eye feature in the Hollywood is taking the eye of everyone," states Jack Pullman, sales director, "because it makes the game more interesting to players and can also be used as a payout award if the operator desires. In exhaustive tests it was discovered that the average player in time becomes skillful enough to shoot down eight or nine moving ducks. To make the sport a permanent game for even expert marksmen our engineers developed the bull's-eye, which is located below



THREE JOLLY ENGLISHMEN, Merris, Solly and Phil Shefras, pose greetings to the American coin machine trade. They form Shefras Automatics, Ltd., London.

Newark Branch For Fitzgibbons

NEW YORK, Oct. 31.—Fitzgibbons, Inc., Eastern factory representatives for Bally Manufacturing Company, announces the opening of a branch at 362 Mulberry street, Newark, N. J. John A. Fitzgibbons, head of the distributing agency here, says that the branch occupies a three-story building in Newark. Opening of the Newark office will enable his firm to give improved service to operators in the districts of Jersey and Eastern Pennsylvania, he said. Operators have been asking the firm to open offices there for some time.

Building will be known as the Fitzgibbons Building and will be devoted to the products of Bally Manufacturing Company as is the Bally Building here. A complete display of all the latest Bally games and impressive offices and warehouse facilities will be maintained.

Fitzgibbons also reports that the same excellent repair and delivery service will be offered at the Newark branch.

Intelligent and capable men of long experience in the coin machine industry will be on hand to assist operators. Salesmen who have been trained by the firm at its headquarters will be ready to offer the same kind of service for which the firm has become famous.

New building will be completed in time for the new sales plans soon to be announced to operators. It is planned to have a double celebration for the opening of the new office and also the new sales plans. This is the first move in an expansion program, they report, and many more surprises for the industry are coming. A huge display, the largest of its kind in the East, is being planned for the new branch and will introduce many new Bally games, some of which will be brought by plane from Chicago especially for the opening of this new building.

Congo Chieftain Wants Bank Roll

NEW YORK, Oct. 31.—Leslie G. (Andy) Anderson, general sales manager for the George Ponsler Company, Inc., national distributor for the Genco Bank Roll bowling game, reports an order even more unusual than the Chinese order he received a few weeks ago.

Andy says that his uncle in Rhodesia, British South Africa, to whom he sent a picture of one of the Bank Roll games, sent an order for one of the machines which actually comes from a Congo chieftain.

It seems, according to Andy, that his uncle showed the picture of the machine to the chief of a visiting tribe and the idea appealed to him so much that the chief has ordered one of the games for his village in the heart of Congoland, which, Andy claims, is in darkest Africa.

In fact, Andy says, his uncle recommended that they place a large awning

over the game for it would be placed in the main village street where all the warriors of the tribe would play the game, and, the heat being so terrific in this part of wildest Africa, some protection would be needed from the sun.

Andy claims that Bank Roll will start many war whoops of success for the Congo chief and his tribe. He believes that the firm will soon have a Bank Roll in every spot on the globe if orders continue to pour in from these far-away points.

"With a burnt cork and a dash of mustard and pepper," Andy stated, "I am sure that one of our salesmen could prove to Congo natives that Bank Roll is the best bet for keeping the blues away."

Announcement of Rifle Draws Hearty Response

CHICAGO, Oct. 31.—"In last week's *Billboard* we gave operators notice of the coming of Shoot-a-Lite, Exhibit's rifle target game, at the world's lowest price, and distributors, jobbers and operators sat up and took notice," says Leo J. Kelly, sales manager for Exhibit Supply Company.

"Frankly, we have booked enough orders for quantity shipments to assure six weeks at full production," said Kelly. "From now on it's mainly a problem of high-speed production to meet the demand."

"Shoot-a-Lite as announced to the trade last week incorporates every desirable feature such as moving targets, sound effects, flashing lights, light-up hit register, precision rifle built to real gun specifications and targets adjustable for speed, height and distance, as well as any type of installation—pedestal, wall or ceiling."

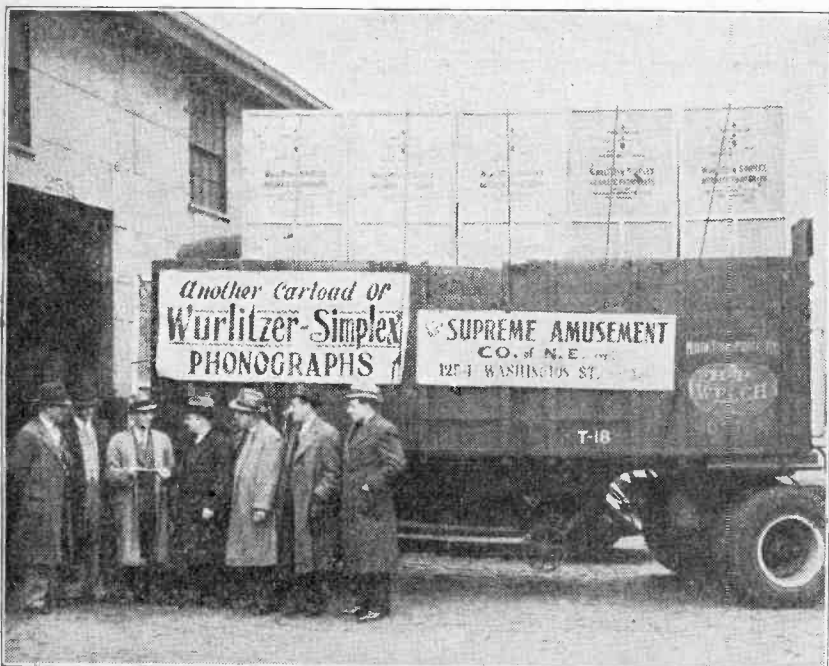
Kelly also advised that he would soon offer Exhibit's sensational novelty games, Gusher and Twister, in combination automatic payout and ticket models at a price that will interest every operator.

Penn Firm Kept Busy

PHILADELPHIA, Oct. 31.—Joe Eisen and Dave Margolin, of Penn Coin-O-Matic Company, are the two busiest men in this city these days, they claim. Both see many busy days ahead of them since opening large offices, which occupy the entire mezzanine floor of the Broadwood Hotel here.

They believe that the Wurlitzer products which they feature are just the games operators need here. They are already getting reports on Skee Ball which assure them that operators are earning real money with the fine bowling game.

"Operators are enthusiastic about Skee Ball profits and are coming back for more and more of the machines. They have been rushing us for games as fast as we can possibly get them from the factory. We feel with the way sales are going now that we are certainly in for the busiest days we have ever experienced in all our many years in the coin machine business," states Joe Eisen.



DELIVERING 'EM IN BOSTON—Supreme Amusement Company, of New England, is receiving more Wurlitzer phonographs. Ben D. Palastrant, of Supreme, is shown in the center receiving the goods.

KEENEY'S ALL STAR ATTRACTIONS!

The New 10 Foot BOWLETTE

With all the Playing Thrills of a Larger Game, Full 18" Alley Width

Now you may furnish all your locations with bowling games with the new 10 ft. edition of BOWLETTE. A new deluxe game with the same totalizing scoring mechanism and positive ball counter as the regular longer BOWLETTE. Plenty alley width and playing area used with 3 1/8-inch balls assures the player of a real game.

Noiseless Beyond Belief

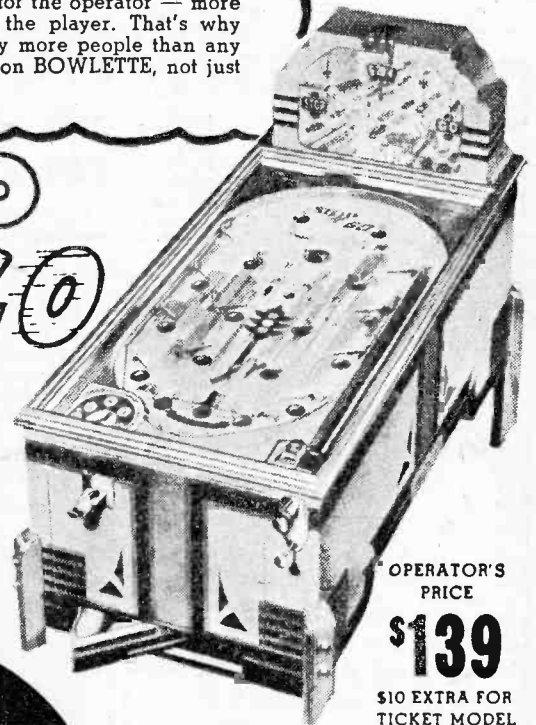


Still America's Most Popular Game
14 ft. BOWLETTE

More desirable features for the operator — more playing advantages for the player. That's why BOWLETTE is played by more people than any other coin game! Insist on BOWLETTE, not just any bowling game!

STOP and GO

KEENEY'S PERPETUAL MOTION ONE-SHOT PAYOUT GAME — Constantly rotating odds-changing disc regardless of whether game is or is not being played. The player is offered unlimited award possibilities with chances for continuous free re-plays.



OPERATOR'S PRICE
\$139
\$10 EXTRA FOR TICKET MODEL

and now Targetette

KEENEY'S SUPER RIFLE RANGE GAME

In production now with volume deliveries starting Nov. 1st. The Electric Eye machine that tops them all!

Immediate Delivery on BOWLETTE 10 and 14 Ft. models and STOP AND GO. Order from your KEENEY distributor or direct!

J. H. KEENEY & CO.

"The House that Jack Built"

2900 S. MICHIGAN, CHICAGO

New York City Office: 250 W. 54th St.

Babe Kaufman, Mgr.

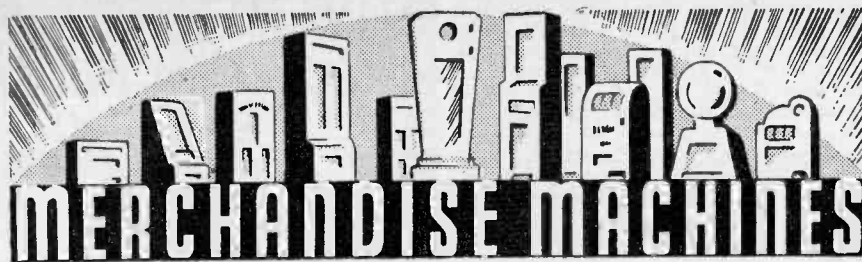
★ USED ★ Cigarette Machines

WHILE THEY LAST! EXCEPTIONAL VALUES. RIDICULOUS PRICES. RECONDITIONED. REPAINTED. RENOVATED. PERFECT WORKING CONDITION.

50 NATIONAL—6 Col. **\$37.50**
 Model 6-26, Each
 15 NATIONAL—5 Col. Ea. 15.00
 15 U-NEDA-PAK—8 Col. Ea. 20.00
 10 ROWE—6 Col. Each. 15.00

Terms: 1/3 Cash, Balance C. O. D.

SEIDEN NATIONAL SALES CO., Inc.
 381 Fourth Ave., NEW YORK, N. Y.



Opera Glasses Carried Away

NEW YORK, Oct. 31.—That the public sometimes abuses a service provided by coin-operated machines is indicated by a report from London. According to *The New York Times*, there are hidden away in hundreds of homes of London theatergoers more than 1,000 opera glasses which can never be used in public—they form part of raids made by the public at the theaters during the months succeeding November, 1935, alone. The effect of the raids has almost put an automatic company out of business. It estimates that in all there must be more than 5,000 glasses in the hands of persons having no right to them.

The glasses, whose chains attaching them to seat backs have been cut, all bear the owner's name and their possession will at once be followed by arrest and prosecution. Yet both the S. B. and the C. I. D. of Scotland Yard confess their inability to cope with this "new crime," and constables placed at the doors of theaters to catch the thieves have returned to their stations empty handed.

Manchester, Liverpool and other provincial cities are now said to be pressing the metropolis hard to secure the distinction of having made off with the greatest number of opera glasses. The value of each pair taken is over £1 or £5.

"From the fact that half a dozen which sometimes disappear from a theater in one night it is possible that many of them are carried out by some one who makes a practice of it," said E. E. Morris, director of the Universal Automatic Delivery Company.

"In the majority of cases, however, it seems likely that the glasses are taken home by ordinary members of the public. Sometimes these people become conscience stricken and return the glasses to us."

Vender Helps Children

DETROIT, Oct. 31.—A selective candy vending machine at Detroit police headquarters has proved a popular diversion for lost children. The youngsters are usually brought to the station and treated as the guests of the police until they are "found." So well have they been treated that more than one has got "lost" again for the sake of the treat.

It is common practice for the policemen to give the youngsters nickels for operating the candy vender, and they have a fine time picking out the candy bar they like best and operating the

big rotating-type machine. Last week, for instance, a 6-year-old who could not remember her proper name spent several hours at headquarters and was caught by a *Detroit Free Press* photographer while making a selection of candy from the machine. The photo, published in the newspaper, would have helped to identify the child if her parents had not found her first.

Trimount Adds to Staff

BOSTON, Oct. 31.—Dave Bond, president, and Mike Bond, general manager of the Trimount Coin Machine Company here, announce two additions to its large staff of sales representatives to cover the vast New England territory as part of the firm's concentrated sales promotion campaign, humanized by men and motorized by the new Silver Dome trailer to advertise Snacks.

Paul Dailey and C. Raymond Mitchell, experienced coin-machine men, have affiliated with the Trimount Coin Machine Company, with their headquarters at the general offices of the concern.

Big Merchandiser Sales Show Value of Quality

CHICAGO, Oct. 31.—Automatic Games, Chicago manufacturer, continues to find a growing demand for the Silver King bulk vending machine. Specializing on the development of this machine, the purpose has been to develop a quality machine that sells at a low price.

Quality features of the machine are said to be the sturdiness of its mechanism, baked enamel finish, strong alloy iron base, extra heavy globes, single-screw portion adjustment, automatic agitation and other conveniences. The machine holds five pounds of bulk merchandise or 800 balls of gum.

Robbins Firm Displays Nine-Foot Roll-a-Ball

NEW YORK, Oct. 31.—D. Robbins & Company had on display for the first time this week the new nine-foot model Roll-a-Ball, Roll-o-Matic, manufacturer, had been making the 14-foot model until this week, but the demand for a smaller alley for New York locations prompted it to build the nine-foot alley.

Nine-foot alley is ideal for Robbins' clientele as most of his operators spot their machines in locations where space is at a premium. "However," claims Dave, "the small alley, made similar in construction to the larger one, will fill the needs of the operators in my territory."

Philly and Jersey Music Ops Organize

PHILADELPHIA, Oct. 31.—Phonograph operators doing business in Philadelphia and Southern New Jersey definitely organized an association Monday night at the office of Edward N. Polisher in Franklin Trust Building here. Polisher was selected as counsel for the association, and his office will serve as headquarters of the association. Thirty men attended the meeting Monday night.

Temporary officers selected were Frank Engel, of the Automatic Amusement and Music Company, president; Commodore Frank Viscidi, of the Universal Amusement & Distributing Company, vice-president; Morris Finkel, of the High Point Amusement Company, secretary, and M. Margolis, of the Keystone Automatic Music Company, treasurer. These men, together with Harry H. Elkins, of the Royal Music Company; Alexander Loderer, of the General Automatic Amusement Company; Mr. Melwig, of the Cameo Amusement Company; P. Frank, of the Automatic Vending Corporation; Edward Klein, of the Premier Music Company, and William R. Yanks, of the Excelsior Novelty Company, constitute the temporary board of governors.

By-laws of the association were adopted, including a code of ethics which recognizes and protects members' locations and fixes a uniform rate of commissions for the location owner. A grievance committee has been set up with power to enforce its decisions.

Association will issue its stickers for machines owned by member operators at once. These stickers will remain in effect for November, December and January. Presence of sticker on a member's machine will give notice that it is operated by a member of the association.

Phonograph operators in Eastern Pennsylvania and New Jersey have been invited to join the association, whose dues are very modest.

Electrical Firm Busy

DETROIT, Oct. 31.—A. B. Chereton, president of Electrical Products Company, maker of Electropak and other devices for use with automatic games, says his firm "is in the midst of the greatest activity in its history." The Electrical Products firm is favored with the patronage of nearly all the manufacturers in the automatic field.

"Electropak division is turning out approximately 47 per cent more units than during the same period last year," Chereton says. "This advance is explained very easily. The types of automatic equipment offered the operators nowadays are greater than ever. Electropaks are being used in straight novelty games, payout games, racing games, bowling games and in the increasingly popular photo-electric games.

"Another reason for the heavy production is the popularity of the new Epco fuse eliminator. This amazing device is being used by more and more operators in the place of old-fashioned glass fuses that blow. Several manufacturers are now equipping all devices with the fuse eliminator. When this small eliminator is placed in a game the operator's worry about lost time and layups caused by a shorted or overloaded circuit a small contact springs out of place. This may be reset in a jiffy by the location owner by merely inserting a toothpick or match thru a tiny hole in the side of the cabinet and probing the spring back into place."

SILVER KING

World's finest life time vendor. Guaranteed to vend everything. Pistachio's Candies, Prizes, Ball Gum, etc. 5 lb. capacity. Size 7x7x14". Write at once for details and low prices.

AUTOMAT GAMES
 3214 N. California Ave., Chicago

FACTORY PRICES ON LITTLE NUTS

Type B \$2.50
 Type C 3.50
 Type G 3.50
 Nut House 3.00
 Nut Shop 2.50
 50c extra for postage on samples.

LITTLE NUT VENDOR CO.
 Lansing, Michigan

Write for Low Prices
 ON PEANUT AND BALL GUM VENDERS.
 Also Table Size Venders.

Self-Serv Mfg. Co.
 CAMDEN, N. J.

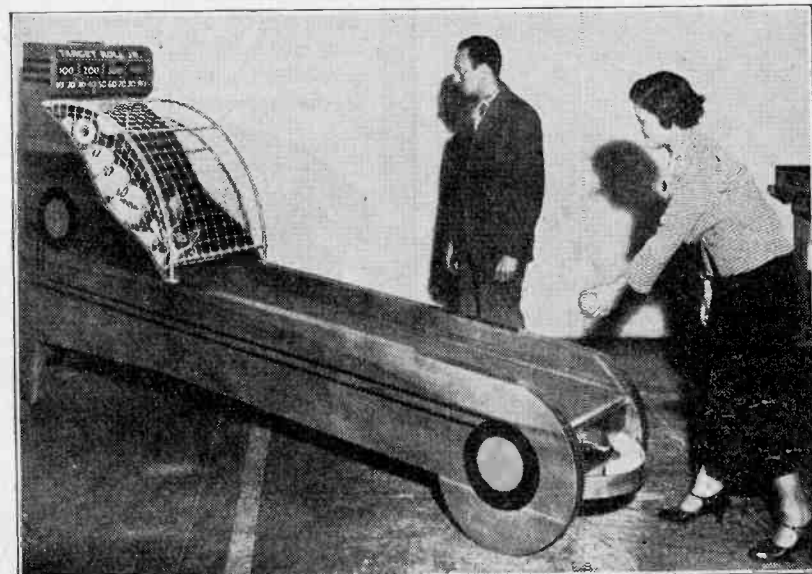
BARGAINS
 Reconditioned Automatic Payout Ready To Go On Location

DAILY RACES	\$55.00
CREDIT	55.00
BALLY PEERLESS	52.00
CHALLENGER	50.00
NATURAL	47.50
SUNSHINE DERBY	39.50
MONOPOLEE	35.00

One-Third Deposit

Write for our bargain list of used games. Parts for all games.

THE MARKEPP CO.
 Ohio's Largest Distributors
 3328 Carnegie Ave., Cleveland, Ohio



TEST GAME FOR FEMININE APPEAL—Leo Waldor, of Target Roll Distributing Company, Newark, demonstrates the new Junior (nine-foot) model of the Target Roll bowling game.

PATENT ATTORNEY (Chicago)

Experienced in Coin Machine Patents, Desires Connection With a Coin Machine Manufacturer on a Moderate Monthly Retainer Fee Basis.

WRITE BOX 222
 Care The Billboard, Woods Theatre Building, Chicago, Ill.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION
 for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

MEN & MACHINES

Bill Cohen, of the Silent Sales Company, Minneapolis, has built for himself and family a small home in suburban Minneapolis. Nothing unusual in that except that Bill's small home is located in one of Minneapolis' most exclusive suburbs, where all the neighboring houses and homes are in the mansion class—big mammoth places. We don't know what prompted it, but on Bill's front lawn is a sign reading, "Don't laugh—this one is paid for." The small home is air-conditioned, and as far as we know Cohen is America's only jobber with an air-conditioned home.

George F. Knapp and son, of Kitchener, Ont., spent the past week around coin-machine factories looking over the gun situation, contemplating on adding the radio rifle line to their coin-machine activities.

Charlie Lichtman and Jack Kaufman, of the Brooklyn Amusement Company, were visitors along the Chicago coin-machine rialto the past week.

Donald Felding, of Windsor, Ont., was also seen around the various Chicago factories.

In addition to a plant chucked full of machinery for manufacturing coin machines, Exhibit Supply Company, Chicago, has a complete setup of printing machinery, used for printing the company's literature and advertising material, as well as the postcards used in the various card vending machines.

Mart Duff has recently joined the Exhibit Supply Company as advertising and sales promotion manager, according to announcement by J. Frank Meyer, firm president. Duff has operated extensively in Missouri and Iowa and has a wide acquaintance in the trade. More recently he has been associated with Bagley, Horton & Hoyt advertising agency as copy chief on the Schaeffer pen and Pinex accounts.

Dave Robbins, Brooklyn, has named two distributing firms, Royal Distributors, Inc., of Newark, N. J., and United Novelty and Premium Company, Philadelphia, to handle the O. K. numbered ball-gum vender. Robbins is also appointing distributors in other territory.

A new sales plan by Fitzgibbons Distributors, Inc., is said to have met the hearty approval of operators in New York. The firm is bringing to completion a detailed announcement of the plan which will soon be made public. It is said to be a new slant on credit purchases of machines.

Joe Calcutt, of the Vending Machine Company, Fayetteville, N. C., now has an "official camera man" to get pictures of visiting operators. A collection of pictures of customers will be made and kept for its human interest. Some of the pictures will be used in the firm's literature.

Eight months after its introduction to the trade a 1937 model of the Daily Races game has been announced by D. Gottlieb & Company. The new model is said to have all the features of the original model, plus the addition of a smooth-action plunger, positive ball lift, A. B. T. illuminated escalator, new cabinet design and other improvements. The purpose is to make it "an outstanding payout game in its price class," Gottlieb says.

Irvin M. McCarthy, general sales manager of Pacific Amusement Manufacturing Company, reports how the Pamco Marksman target machine recently trapped a Midwest operator in his tall tales of hunting deer, bear and other big games. Other operators listening to his stories challenged him to a test of marksmanship on the target machine.

At a distance of 50 feet he could not make a bull's-eye. So the chorus of operators sang *It's a Sin To Tell a Lie*.

Pamco Customers Hurry To Get New Machines

CHICAGO, Oct. 31.—An influx of jobbers, operators and distributors is now noted at Pacific Amusement, according to Fred McClellan, who guides the destinies of Pamco activities. And, according to McClellan, there are good reasons for the rush toward Pamco's doors at this time. He states that coin men are coming from the most remote reaches of America to seek distributing and jobbing arrangements on Pamco Marksman and Flying Duck. The many who have already made the trip are led thru a routine that reflects McClellan's thoroughness in testing and proving Pamco equipment. More than 40 locations of all kinds are said to be set up in various parts of Chicago and suburban towns with Marksman and Flying Duck installed. As visiting operators come to Pacific's Chicago office they are said to be whisked around to locations where the new gun-lite units are in operation in order that first-hand information may be obtained on how the public is responding to Pacific's "call-to-arms." Then, according to McClellan, they invariably return to Pacific and voice their desire to get delivery on both products immediately.

Comparing the heyday of Contact and other big Pacific successes, McClellan jubilantly says: "We've never experienced so great an attendance on the part of coin machine jobbers and distributors as we are enjoying right now. They've driven in from great distances and have come by plane and train. And, with our new products performing so splendidly on test locations, we expect the good news to bring every coin machine jobber into our Chicago offices."

Lazar Branch in Philly Takes Additional Space

PHILADELPHIA, Oct. 31.—B. D. Lazar Company, local branch of the Pittsburgh distributing firm of the same name, reports that the excellent business which attended the opening of the new office has made it necessary to double the present space.

J. D. (Si) Lazar, who at present is giving the local office all his attention, reports leasing the store next door to the present quarters and that the walls will be torn down between the stores. Warehouse arrangements already made in the city will be continued. For the convenience of the operators who call for their games in person a large stock will be kept on hand.

Paul Strickland and J. D. Delaney will continue as the local managers, Lazar states. He says the local office has made

Selector Device Increases Appeal

CHICAGO, Oct. 31.—"Select your own number, call your shots and you will get a real thrill out of pin-game playing," is the way Jim Buckley, general sales manager of Bally Manufacturing Company, sums up the importance of the selector unit on Snappy, Bally's newest one-shot payout pin game with changing odds. "With the finger-tip selector device," Jim goes on to say, "as many as six persons can play Snappy at one time, each playing his own hunches and getting a special socko out of picking them better than the other fellow."

"Then, too, there's the new odd-or-even mystery award that puts another big load of pep and play appeal in Snappy. The odd pocket awards from 2 to 30 free games if one, three and five have been selected. The even pocket awards the same if the numbers two, four and six are covered. Therefore even a lone player has a whale of an incentive to cover at least three pockets. We've found from wide location tests that the new feature is one of the strongest play attractors ever devised."

"Snappy also features a free-play pocket in place of one of the regular out holes which, when made, changes the odds before the free ball is played. The brilliantly illuminated streamline backboard is designed for the highest possible eye-catching qualities. The playing field is the big, roomy, open type, in a sturdy 53 by 24-inch steel-armored cabinet. Snappy is also equipped with the new cheat-proof A. B. T. coin chute, multi-coin escalator showing last eight coins played and the Rockettype payout unit. This is the same unit that has scored an all-time success mark on well over 75,000 machines."

"We just couldn't miss giving Snappy the name it has. It is snappy all the way thru. And the collection reports show that it's a snappy money maker. My advice to any operator looking for a big profit producer is, he'd better make it Snappy."

Long Run on Turf Champs

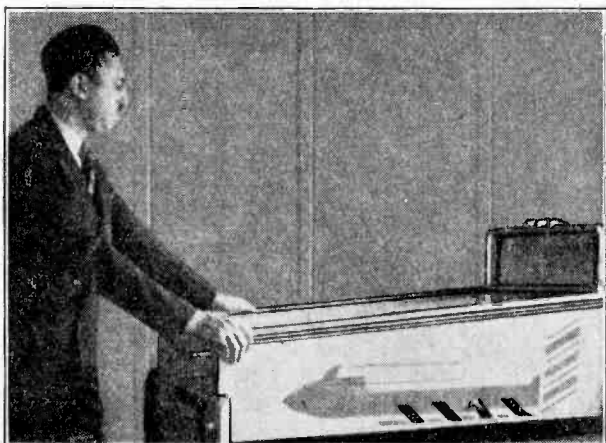
BROOKLYN, Oct. 31.—Dave Robbins, of D. Robbins & Company, says that the Turf Champs game by Stoner is one of the few machines that continues popular month after month and really increases in volume of sales.

"Operators in upper New York State and New Jersey are placing so many orders," he says, "that we have had some difficulty in filling them promptly."

"It has been necessary for the Stoner Corporation to enlarge its plant and hire many additional employees to take care of the increased demand for Turf Champs. The game is equipped with a combination ticket and cash payout unit, as well as an electropak. Turf Champs is played with five large red balls. It has all the features of a horse race. The player can select his own horses. The odds are from 10 cents up to \$2. We recently placed a large order with Stoner for Turf Champs to be able to make immediate delivery to jobbers and operators in our territory."

big sales of the Rock-Ola Rhythm King phonograph.

As an added service to operators here a complete line of merchandising equipment will also be installed. Firm at present is featuring the Master novelty vender and its own special BD toy pack arranged for the merchandiser.



WOLFE MARCUS, of Marc Coin Machine Company, Dayton, O., likes the new Belmont one-shot payout game by Bally.

B HERB BESSER B



WANTS TO CONVINCING YOU THAT YOU GET VALUE RECEIVED AND PERSONAL SERVICE WHEN DEALING WITH HIM.

REMEMBER—ALL NEW MACHINES ARE THOROUGHLY CHECKED ON LOCATIONS AND MUST BE PROVEN MONEY MAKERS AND MECHANICALLY CORRECT BEFORE WE RECOMMEND THEM.

Today's Best Bets in New Machines

PIN GAMES		LIGHTS OUT	
Bank Nite	\$49.50	Lights Out	54.50
Bola	54.50	Neck 'n' N'k	54.50
Country Club	49.50	Twister	58.50
Excel	54.50		

CLOSE-OUT VALUES IN USED MACHINES WHILE THEY LAST.

(Subject To Prior Sale)

AUTOMATIC PAY TABLES	
Derby Day	\$149.50
High Card	149.50
Hit Parade	149.50
Monte Carlo	98.50
Preakness	149.50
Rail Road	\$135.00
Snappy	149.50
Stop & Go	139.00
Trap Lite	149.50
Turf Champ	137.50

COUNTER GAMES	
Black Jack	\$23.50
Daval Races	17.50
High Stakes	24.75
Horses	17.50
Old Age Pension	\$12.50
Penny Pk	17.50
Reel Races	19.50
Reel 21	\$23.75

PIN GAMES	
Auto Dart	\$ 7.50
Bank Nite	35.00
Bagatelle	50.00
Ball Fan	10.00
Base Ball (Genco)	6.00
Beamlite	3.50
Big Shot	16.50
Century	25.00
Digger	25.00
Champs	15.50
Chopper	7.50
Cracker Jk	12.50
Cross-Cross	5.00
A-Lite	5.00
Cue, Jr.	7.50
Ditto	10.00
Draw Ball	37.50
Fair Play	10.00
Fifty-Fifty	7.50
Flashlite	35.00
Finance	12.50
Five & Ten	10.00
Ginger	12.50
Great Guns	\$25.00
Jennings	50.00
Hi Lite	27.50
Kings	10.00
Lino	10.00
Lucky Stars	7.50
Mad Cap (Battery)	25.00
Mad Cap (Pack)	27.50
Maj. League	3.50
Neck & N'k	37.50
Neighbors	10.00
Par Golf	7.50
Rapid Transit	7.50
Scream	7.50
Scrimmage	15.00
Score-A-Lite	7.50
Suit Fine	7.50
Shoot-the-Chutes	15.00
Short Sox	30.00
Stock Exch.	17.50

COUNTER GAMES	
Black Jack 21	\$24.75
Buckley Vender	8.50
Daval Races	12.50
Five Jacks	7.50
Goal Line	5.00
High Stakes	24.75
High Tins'n	10.00
Hold & Draw	7.50
Horses (Buckley)	10.00
Maj. Series	7.50
Merchandiser (Star Cligarette)	7.00
Mysterious Eye (Automatic)	\$22.50
New Deal	7.50
Old Age Pension	7.50
Penny Pack	10.00
Punchette	4.00
Puntan	5.00
Vender	5.00
Reel 21	23.75
Select Em	5.00
Ship Ahoy	3.50
Wagon Whls	8.00

AUTOMATIC GAMES	
Ace	\$25.00
Alamo	50.00
All Stars	55.00
Bally Derby	65.00
Big League	27.50
Bonus	55.00
Brokers' Tip	50.00
Credit	60.00
Daily Races	50.00
De Luxe 46	35.00
Hialeah	55.00
Jumbo	45.00
Jumbo Tkt.	60.00
Shell Game	17.50
Fortune	27.50
Daily Limit	42.50
Repeater	37.50
Wheel of Fortune	\$35.50
Pearl Harbor	20.00
Peerless	50.00
Prospector	33.00
Put & Take	12.50
Red Salls	50.00
Rocket	8.00
Sportsman	8.00
Stampede	15.50
Sunshine	45.00
Ten Grand	35.00
Tycoon	40.00
Western Races	27.30
Daily Races	45.00

SLOT MACHINES	
Jennings Little Duchess	\$27.50
Mills Blue Front Mystery	50.00
Waiting Double Jackpot	37.50

We Will Accept Your Used Machine As Part Payment. Send Us Your List.

TERMS: One-Third Cash—Money Order or Certified Check—Balance C. O. D. Personal Checks Cause Delay. 5% Discount Allowed if Full Amount is Remitted with Order on New Machines Only.

B BESSER NOVELTY CO. B

3020 OLIVE ST., ST. LOUIS, MO.



Objectionable Records Seen As a Menace to the Industry

David C. Rockola gives special message to music operators—sees need of guarding high reputation of coin-operated phonographs—raps suggestive recordings

Modern Reports Phono Profits

NEW YORK, Oct. 31.—Nat Cohn, of Modern Vending Company, reviewed the experience of his firm recently in operating phonograph machines. That phonographs have been a paying proposition for the Modern firm is indicated by the report that a check for above \$20,000 was recently given the Rudolph Wurlitzer Company as payment in full for Simplex phonos being operated by Modern. Cohn explained that the route of music machines had been so successful it was possible to make full payment in so short a time.

"We can attribute our success," said Cohn, "to the fact we supply locations with the Wurlitzer-Simplex phonograph, the finest equipment any operator can use.

"We have a policy of rendering the kind of service and co-operation the locations are looking for. We give them a real record service. We keep our equipment in perfect working order. We are on the job 24 hours a day selling music and helping our locations make more money.

"The phonograph operating business was never in a more healthy condition. We look forward to the future with even greater optimism than we entered it. Any operator can make a big success by

keeping everlastingly at it to improve his service to locations and by giving the public the kind of music it wants to hear."

Homer Capehart, Wurlitzer vice-president, stated that Modern's action in anticipating payment of its notes and paying them in full is conclusive proof of the soundness of the music business.

"What Modern is doing in developing a big paying operating business others can do—and they are doing it. Business with Wurlitzer was never better. The operator's problem today is not one of finding good locations but rather one of getting deliveries on new equipment."

Nat Cohn was quite profuse in expressing the operator's appreciation for the tremendous advertising activities of the Wurlitzer organization in acquainting locations the country over with the merits of the Wurlitzer phonograph.

"Wurlitzer certainly tells the world it has a real machine," said Nat. "Its last direct mail piece went out to over 350,000 locations. Locations already know about the Simplex and when they are approached to permit an installation the going is made easier for the operator. It is surprising the number of requests we receive where only the Wurlitzer will satisfy them."

Nat Cohn further stated that Modern's system of accounting, covering machines on location, is a perfect setup. Modern Vending Company will be pleased to give other operators, wherever they may be, the opportunity of patterning their accounting systems after the one Modern is using.

CHICAGO, Oct. 31.—Music machine manufacturers have taken serious notice of the growing use of a certain type of recordings that is jeopardizing the high reputation of coin-operated phonographs. They see in the tendency a grave menace to the industry. While no direct action has been taken, it is probable that a firm stand will be adopted to maintain the high standard that has been established and safeguard the interests of both manufacturers and operators. At a recent gathering of operators in Chicago David C. Rockola, of Rock-Ola Manufacturing Corporation, pointed out to them in no uncertain language the necessity for upholding the excellent reputation the music-machine industry enjoys.

"The business of operating music has enjoyed a fine reputation for many years," said Rockola. "And in his community the music operator has always had the same standing as any other established business man who performs a service to the community. That is why I am cautioning you to guard your good reputation with every means at your command.

"As a manufacturer with millions of dollars at stake in coin-operated music I am naturally much concerned and, frankly, much disturbed over the fact



DAVID C. ROCKOLA

that there is a certain trend toward the use of cheap, smutty recordings on automatic phonographs on location in barrooms and taverns. Personally, I am just as good a sport as the other fellow when the occasion calls for it. In fact, I have been actively engaged in every branch of the coin-machine business not only in this country but in many other countries for the last 20 years.

"But to publicize the use of suggestive songs and ditties, laying your business wide open to city-wide and perhaps State-wide criticism, seems to me the most foolhardy and disastrous step that a smart music operator can take.

"All of us know what happened to other types of coin-operated equipment in some cities where a foolhardy operator would place machines on location near schoolhouses. What other result could we expect? For whether it be literature, movies, coin-operated games or phonograph records, we must maintain decency and use our utmost discretion in dealing with the general public.

"Don't be misled into thinking you can purchase a few of these records for a few appropriate spots and control them so they will not tear down your good reputation. Once you get started in the handling of suggestive records, with the responsibility for placing them divided among several of your men, you will find yourself gradually flirting more and more with trouble. A further hazard is the fact that some locations have additional loudspeakers which duplicate the recording to passers-by on the street or to another part of the establishment.

"Already instances have been called to my attention where public opinion is rising against smutty recordings. The other evening in Chicago a man with his wife and daughter dropped into the neighborhood tavern for a glass of beer. Immediately the happy family group produced a couple of nickels to play

the phonograph. To make a long story short, they walked out when the music played. It was one of those singing pieces with a hidden meaning in every remark.

"Yes, there was a time when such types of records could go into every

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WJZ 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, October 23, to Thursday, October 29, both dates inclusive.

The Way You Look Tonight (25)	30
Who Loves You? (25)	29
I'll Sing You a Thousand Love Songs (22)	28
When Did You Leave Heaven? (29)	23
You Turned the Tables (17)	21
A Fine Romance (20)	20
Chapel in the Moonlight	16
Close to Me	16
South Sea Island Magic (12)	16
To Mary With Love (13)	16
Sing, Baby, Sing	15
Bye, Bye, Baby (18)	14
I Can't Escape From You (14)	14
Organ Grinder's Swing (13)	14
When a Lady Meets a Gentleman (17)	14
I Want the Whole World To Love You	12
Taint Good (13)	12
Until the Real Thing Comes Along (20)	11
I've Got You Under My Skin	10

Sheet-Music Leaders

(Week Ending October 31)

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. The Way You Look Tonight (1)
2. When Did You Leave Heaven? (2)
3. A Fine Romance (4)
4. Me and the Moon (3)
5. I'll Sing You a Thousand Love Songs (9)
6. A Star Fell Out of Heaven (6)
7. Sing, Baby, Sing (7)
8. Did I Remember? (5)
9. When a Lady Meets a Gentleman (11)
10. Organ Grinder's Swing (12)
11. Can't Escape From You (10)
12. Pennies From Heaven
13. Thru the Courtesy of Love (13)
14. Close to Me
15. Here's Love in Your Eyes

SEEBURG High Fidelity SYMPHONOLAS
THE INSTRUMENTS WITHOUT SERVICE HEADACHES

MODEL 'C & D' MODERNISTIC

THE SEEBURG FRANCHISE IS MORE VALUABLE!

J. P. SEEBURG CORPORATION
1502 DAYTON STREET • CHICAGO, ILLINOIS

barroom without disturbing the public sentiment. In those days only men patronized bars. But times change. And today with the birth of the 'cocktail lounge' you find a mixed crowd at every bar, with little regard to age. That is why I caution you to avoid the use of questionable recordings.

"Being aware of the fact that the growth of the coin-machine industry is due mainly to the aggressiveness and intelligence of you operators, I feel confident that this advice will not go unheeded, but that you will avoid the use of these records as you would avoid anything else that would jeopardize your business and your income."

Wurlitzer Party Set for Nov. 8

CHICAGO, Oct. 31.—Annual party for Wurlitzer phonograph operators in the Chicago district has been announced for Sunday evening, November 8, at the Stevens Hotel. R. S. Bleekman, district manager, in sending out the invitations, says that "a suite of rooms will be reserved at the hotel where refreshments will be served before dinner. I would like very much to have each one of our operators come to the dinner and bring his wife or sweetheart."

Speakers for the evening have been announced as Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company, and heads of the record companies, trade journals and others.

Operators who were present at the big event last year say that it is something a music operator must attend. Bleekman promises that the party will be better in every respect this year. A Wurlitzer-Simplex to be given away free is one of the attractions.

GUARANTEED PHONOGRAPHS.

WURLITZER P-10	\$140.00
WURLITZER P-12	175.00
WURLITZER P-30	160.00
WURLITZER P-412	200.00
WURLITZER P-409	215.00
WURLITZER JUMBO	315.00

Cabinet good as brand-new machine. Order one and you want more.

Terms: 1/3 Down, Balance C. O. D., F. O. B. Brenham.

SCHATZ NOVELTY CO.,
St. Charles Street, Brenham, Tex.

Sees Big Demand For Phonographs

CHICAGO, Oct. 31.—Jack Nelson, general sales manager of Rock-Ola Manufacturing Corporation, sees a big year ahead for operators of automatic phonographs.

"The outlook for operators of phonographs for the coming year is distinctly promising," says Nelson. "Everything points to the biggest year operators have ever had. Sam Kresberg, of Capitol Automatic Music Company, Inc., New York, one of the largest distributors of phonographs, was recently in my office and made the assertion that business conditions in New York have reached a high point in the past two months such as he had never before witnessed. He stated there is a shortage of skilled labor in New York and that locations are clamoring for phonographs.

"That is a typical example of reports reaching us from other distributors throughout the country and I foresee a tremendous demand for phonographs in 1937."



DAVID C. ROCKOLA giving instructions about a new all-time record for daily production of the Rock-Ola Rhythm King Phonograph. George Graf is on the left and on the opposite side Sam Kresberg, of Capitol Automatic Music Company, New York; David C. Rockola, and Jack Nelson, general sales manager of the Rock-Ola plant.

SOUTHERN AUTOMATIC MUSIC CO.

DISTRIBUTORS OF

J. P. SEEBURG CORP. PHONOGRAPHS

CINCINNATI OFFICE: 420 West Seventh Street. Phone, Main 3262.
LOUISVILLE OFFICE: 540-542 Second Street. Phone, Wabash 5464.

WE ARE EXCLUSIVE PHONOGRAPH DISTRIBUTORS.

Two Mills Troubadours, in A-1 condition, can hardly be told from new, \$69.50 each, F. O. B. Louisville.

"D. C. Rockola has had his finger on the pulse of general business conditions. He has anticipated the needs of operators for 1937 and has created the new Rhythm King, which, because of its modernistic tendency, plus unusual quality, should really be called the 1940 model, as it embraces many startling innovations. It would seem that the only problem of 1937 is a problem of production rather than of sales."

Gathers Many Stories

CHICAGO, Oct. 31.—Frank Merkle, sales representative of the J. P. Seeburg Corporation, is making an interesting (See MANY STORIES on page 76)

Demand

PERMO-POINT PHONO NEEDLES

FOR YOUR AUTOMATICS!

2000 PERFECT PLAYS

USED

WURLITZER SIMPLEX MUSIC MACHINES

26—P-12 . . . \$165.00 Ea.
3—P-10 . . . 129.50 Ea.
4—Mills High
Boys . . . 57.50 Ea.

We guarantee each Machine to be in perfect condition. Cabinets are like new. Order yours today.

Prices: One-Third Down, Balance C. O. D., F. O. B. Omaha.

NATIONAL PREMIUM CO.
1312 Farnam Street
Omaha, Nebraska

Ten Best Records for Week Ended Nov. 2

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6604—"One, Two, Button Your Shoe" and "So Do I." Shep Fields and orchestra.	7753—"It's De-Lovely" and "You've Got Something." Leo Reisman and orchestra.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes." Benny Goodman and orchestra.	3334—"Let's Call a Heart a Heart" and "One, Two, Button Your Shoe." Billie Holiday and orchestra.
2	B6615—"Doin' the Suzi-Q" and "Please Don't Talk About My Man." Amanda Randolph and orchestra.	7756—"Frisco Flo" and "The Hi De Ho Miracle Man." Cab Calloway and orchestra.	25241—"It's Love I'm After" and "You Do the Darndest Things, Baby." Guy Lombardo and orchestra.	3335—"Doin' the Suzi-Q" and "The Wedding of Mr. and Mrs. Swing." Joe Haymes and orchestra.
3	B6548—"Trouble Ends" Out Where the Blue Begins" and "Me and the Moon." Shep Fields and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire, Johnny Green and orchestra.	25422—"Easy To Love" and "I've Got You Under My Skin." Ray Noble and orchestra.	3333—"A Fine Romance" and "I Can't Pretend." Billie Holiday and orchestra.
4	B6547—"I'm Talking Thru My Heart" and "You Came to My Rescue." Shep Fields and orchestra.	7755—"It's Love I'm After" and "You Do the Darndest Things, Baby." Kay Kyser and orchestra.	25430—"La-De-De La-De-Da" and "Lounging at the Waldorf." Fats Waller and orchestra.	3336—"A Swing Little Rhythm" and "Swinging in Harlem." Erskine Hawkins and his Bama State Collegians.
5	B6592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7716—"A Fine Romance," Fred Astaire, Johnny Green and orchestra. "The Waltz in Swing Time," Johnny Green and orchestra.	25372—"The Way You Look Tonight" and "A Fine Romance." Guy Lombardo and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen and orchestra.
6	B6505—"The Way You Look Tonight" and "Never Gonna Dance." Shep Fields and orchestra.	7754—"When My Dream Boat Comes Home" and "Make-Believe Ballroom." Freddy Martin and orchestra.	25406—"Love Me or Leave Me" and "Exactly Like You." Benny Goodman and orchestra.	3308—"I Can't Believe That You're in Love With Me" and "My Sweet." Louis Armstrong and orchestra.
7	B6594—"It's Love I'm After" and "You Do the Darndest Things, Baby." Charlie Barnet and orchestra.	7748—"Copper-Colored Gal" and "The Wedding of Mr. and Mrs. Swing." Cab Calloway and orchestra.	25409—"Copper-Colored Gal" and "I'm at the Mercy of Love." Fats Waller and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
8	B6533—"Bojangles of Harlem" and "Organ Grinder's Swing." Tempo King and orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem." Fred Astaire, Johnny Green and orchestra.	25431—"Pennies From Heaven" and "So Do I." Eddie Duchin and orchestra.	3337—"Them There Eyes" and "Sweethearts on Parade." Louis Armstrong and orchestra.
9	B6591—"Love Will Tell" and "Who Loves You?" George Hall and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25428—"One, Two, Button Your Shoe" and "Let's Call a Heart a Heart." Ray Noble and orchestra.	3327—"Hinky Dinky Parley Voo No. 2" and "Down on the Farm." Sweet Violet Boys.
10	B6617—"For Sentimental Reasons" and "He May Be Your Man." Amanda Randolph and orchestra.	7749—"So Do I" and "Pennies From Heaven." Hal Kemp and orchestra.	25398—"Moon Glow" and "Dinah." Benny Goodman and orchestra.	3320—"Old-Time Waltz Medley: 'A Bird in a Gilded Cage,' etc., and 'Sidewalks of New York,' etc. Jimmy Carroll and orchestra.

You'll get the nickles

OF BOTH "SWING" AND "SWEET" FANS

with these new recordings by Benny Goodman and Eddy Duchin

No. 25442
"Organ Grinder's Swing"
"Peter Piper"
Benny Goodman

No. 25432
"It's De-Lovely"
"You've Got Something"
Eddy Duchin

No. 25433
"No Use Pretending"
"You're All I've Wanted"
Eddy Duchin

VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

GRAND OPENING SATURDAY NOVEMBER 7th



- 31,000 SQ. FT. of Unequalled Coin Machine Values!
- COMPLETE LINE OF EVERY MANUFACTURERS' PRODUCTS — STOCKED, READY FOR SWIFT DELIVERY!
- The largest and most efficient coin machine repair shops in the EAST!
- USED GAME BARGAINS THAT CAN'T BE BEAT!
- WRITE FOR A LIST OF SEIDEN'S SUPER VALUE SENSATIONS—LEARN HOW YOU CAN GET \$5 IN FREE TRADE!

Everybody's Invited!
Drinks, Refreshments and ???
STARTS SAT. NOV. 7-ENDS??



COME IN --- HELP
US CELEBRATE!

HENRY W. SEIDEN & CO.,
49 SHERIDAN AVE., ALBANY, N. Y.

Detroit

DETROIT, Oct. 31.—Royal Ark Music Company has been formed by Ernest W. Mitchell and Gionne Rondini, with headquarters at 4726 West Foot street. They are operators of automatic phonographs and have recently purchased several Do-Re-Me machines.

A. T. Hayward, local coin-machine operator, who specializes in nut vending machines, has closed his place at 18982 Wormer avenue.

William E. Bolton has established a route of automatic phonograph machines in suburban towns about 25 miles from Detroit. He is operating the new modernistic style of Mills phonographs exclusively and has a busy time covering his far-spread locations. Business incidentally is reported as good.

Detroit's newest coin-machine operator is the Modern Coin Machine Company. The organization was formed Thursday by Donald J. Katz and has headquarters in Highland Park, north-end suburb.

Peter J. Christie is another of Detroit's newer operators specializing in the phonograph field. Christie is operating Rock-Ola models only. He has been unable to devote much attention to business recently, however, because of the serious illness of his son, who is still in the hospital.

National Novelty and Amusement Company has been founded here by Samuel Rosenthal. New company will be a jobber of coin machines and will operate from new headquarters in the northwest section at 8535 Linwood avenue. Rosenthal is well known to the Detroit trade and has operated under the name of the General Novelty and Amusement Company in the past.

Lemke Coin Machine Company, local jobber, plans a further expansion of business, Henry C. Lemke said this week. Company is working on plans for a new type of rifle range machine which has been developed by an old-time Detroit operator and will be distributed nationally by the Lemke firm. Lemke voiced the demand of a number of Detroit operators this week for a new type of pin game on a non-payout basis. There is no well-known machine on the market



DAVE BOND (left), Trimount Coin Machine Company, initiates a trailer to display the "aristocrat of vending machines" to operators.

at present which meets these requirements, Lemke said, altho it would find a good market in cities with strict licensing requirements.

Most active machine in local play operation at present is probably the Big Game Hunter, according to Frank Healey, head of the American Coin Machine Company. The new machine is proving highly popular in many types of locations. Healey is planning to leave in about three weeks for a two months' trip to Ireland, his native country. He plans to stay in Ballymoat, County Sligo, during his stay abroad and will observe the operation of coin machines in that country.

Keith McKay, Detroit coin-machine operator, is a believer in concentrating locations. Scattering machines over too many spots means indiscriminate returns, while an operator can make more money by having somewhat fewer machines and watching them to see that they are better pay locations, he says. "Local distributors are not active enough in trying to make money for their operators," McKay said. "Most local operators have to buy their machines outside of the city for that reason. The jobber has too much the attitude that he wants to make all the profit from the operator on one deal instead of building up future business by fairer prices."

Mutoscope Promises Fast Delivery on Bowl-a-Game

NEW YORK, Oct. 31.—Bill Rabkin, of International Mutoscope Reel Company, Inc., reports that his firm is ready to supply Bowl-a-Game as fast as operators want them. Firm kept the game under cover for some time, due to large orders received from local operators who had seen it. First advertisement on the game appeared in the October 31 issue of *The Billboard*, when production had at last caught up with local demand.

Immediately following the first public announcement of the machine orders came pouring in from many cities where operators have been using other Mutoscope products for some time. Demand became so great that extra men have been added to the production line.

Rabkin says Bowl-a-Game is one of the best products which Mutoscope has introduced to the industry in 41 years of manufacturing experience. Profit reports for the games on location thruout the metropolitan area are unusual, he said.

They have perfected the Bowl-a-Game production system to such efficiency that orders are filled as fast as they come in. A credit plan has also been arranged for the sale of the game which is being widely welcomed by responsible operators.

Banner Praises Excel

PHILADELPHIA, Oct. 31.—I. H. (Izz) Rothstein, president of Banner Specialty Company, reports that his firm has the best pin game in many seasons in Excel.

Rothstein is considered one of the best judges of machines in the industry. He is also noted for his conservatism in regard to all equipment, since every game which he features must be pre-tested and meet the standards set for games.

In Excel, he reports, the firm has a game that not only measures up to every standard an operator can expect in a non-payout pin game, but is so beautiful and different in action that it is bringing bigger profits than operators have previously enjoyed with pin games.

The firm, under his leadership, is engaged in an intensive campaign, featuring the game thruout the territory. They feel that operators here not only need Excel, but that it will help many to get going for certain and steady profits and

Markepp Opens Toledo Branch

TOLEDO, O., Oct. 31.—M. M. Marcus, general manager of the Markepp Company, Cleveland, announces that another Markepp branch will open Monday at 1823-25 Adams street here.

There are many Markepp customers in Northwestern Ohio who drive to Cleveland for games and parts. To give them faster service it was decided to open a branch in Toledo. In addition to all the latest games, the local branch will carry used games and a complete stock of parts. Otto Drollinger has been transferred to Toledo to give expert repair service to operators.

New branch will also have a large assortment of novelties and prizes for cranes, Rotarys and salesboards.

"We have the confidence of Ohio operators because they know that our company does not operate or sell to locations," Marcus said. "The growth of the Markepp Company is a monument to this policy."

Markepp Company occupies a large building for its home office in Cleveland and in addition to the new Toledo office has a branch in Cincinnati.

Exhibit Games Made To Suit Operating Needs

CHICAGO, Oct. 31.—According to Leo J. Kelly, sales manager of Exhibit Supply Company, its new one-shot tables are supplied with both ticket and payout unit as standard equipment at no extra charge.

"Both Giant Movie Bank and Trap Lite, our two new one-shot tables, are complete in every detail so that the operator can adjust them for every operating condition," says Kelly.

"If territory conditions demand these games issue tickets only a few seconds are required to change over from check or coin payoff to tickets. Check separator and electropac are furnished with no extra charge of any kind."

"This policy," continued Kelly, "enables one to get the most operating profit from his Exhibit games and should he desire to sell his games he can always depend upon a higher resale value because jobbers have greater prospects of reselling combination games; consequently Giant Movie Bank and Trap Lite will carry top resale value."

MANY STORIES

(Continued from page 75)

record for his intensely human reports from the field.

Of F. M. Francis, Iowa operator of Seeburg phonographs, Merkle recently reported that "he (Francis), one of our successful operators and as fine a man as ever stayed off the WPA, told me he had lost a set of keys, among which were three keys used for one of his Seeburg Symphonolas.

"He wanted duplicates and I forwarded his request to the Illinois Lock Company. Here the responsibility was out of my hands and I forgot the entire incident—so did Francis. When the new keys arrived he was able to make his collection on that particular machine. Waiting with open arms was a real nest egg. It was more than enough to pay the balance due on the Seeburg Symphonola. I got a big kick not only at the sizable amount that had accumulated, but Francis tells me that it was the first money he had ever saved. Boy, I call that service. A Seeburg Symphonola not only makes money week in and week out but saves it up for a rainy day or a slight shower."

will act as the best introduction to locations for the big season ahead.

In addition to Excel, Rothstein is also featuring Reel "21" and Daval's Races. He is setting a record for the sale of the Excel and counter games in this area, a letter from the Daval Manufacturing Company, of Chicago, reports.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

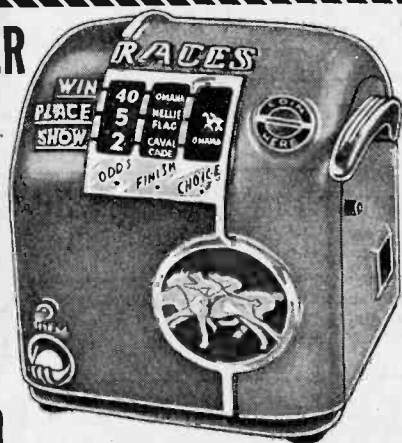
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

RUSH US YOUR ORDER

FOR DAVAL'S RACES

ON OUR 10 DAY FREE TRIAL GUARANTEE!
DAVAL'S RACES IS ENDORSED BY "VEMCO"! IT'S THE BEST THAT MONEY CAN BUY!

ONLY \$17.50
TAX PAID 4-WAY PLAY
1/3 Deposit With Order



RUSH YOUR ORDER NOW FOR
REEL "21" . . . \$23.75
EXCEL 54.50

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

HAVE FOR IMMEDIATE DELIVERY

Quantity of Used National Skee Rolls
Skee Ball Alleys

FOR UNATTENDED OPERATION
AT UNUSUALLY LOW PRICES

Box 744, care Billboard, 1564 Broadway, New York City

LAST WEEK THEY SAID, "Genco's BANK ROLL OUTPULLS THE OTHER GAMES 5 TO 1!"

THIS WEEK THIS LOCATION ELIMINATED OTHER GAMES AND IS NOW 100% BANK ROLL

NOTE THE PRIZE AWARDS IN THIS LOCATION

READY FOR DELIVERY in 3 Sizes: 10' 8", 11' 8", 13' 8".

Watch for Next Week's Billboard Ad Giving Full Details of **CRACKSHOT** Genco's Target Machine Now on Display at Our N. Y. & N. J. Offices

Billboard - Oct. 31, 1936
WHEN THEY'RE SIDED BY SIDE ON LOCATION...
BANK ROLL
OUTPULLS OTHER GAMES 5 TO 1
Genco's BANK ROLL
GEORGE PONSER CO., INC.
FIBRAGE PLAN



Last week at Shork & Shaffer's Huberts Museum, 42d Street and Broadway, New York City, there were three Bank Rolls and two Bowling Alley machines of another make. This week the location has changed to 100% Bank Rolls! The IMPORTANT reason is that Bank Rolls earn five to one against the other machines!

BANK ROLL LEADS 5 TO 1 BECAUSE IT HAS FLASH! . . . ELECTRIC LIGHTS! . . . EASY PORTABILITY! . . . MECHANICAL PERFECTION! . . . AND MANY OTHER REASONS TOO NUMEROUS TO MENTION HERE!

GEORGE PONSER CO., INC.

N. J. OFFICE: 11-15 East Runyon St., NEWARK, N. J. ● SALES OFFICE: 1140 Broadway, NEW YORK CITY.

FINANCE PLAN
Enables You To Get BANK ROLL on Terms You Can Easily Afford!!!

Eastern Chatter

NEW YORK, Oct. 31.—Jack Fitzgibbons is reporting one of the greatest surprises for the boys in the East in many months. Fitzgibbons' offices are all hustle and bustle getting ready to break with the news.

Willie Blatt is going to town in a big way with the Excel game, which is definitely a hit here. Willie has been selling the games in old-time quantities.

Nat Cohn and Irv Sommer are taking it easy, awaiting the arrival of some big numbers. They are getting ready for a banner season with the new games.

Joe Fishman and Al Schlesinger, with Irv Taub, are about the busiest of the busy at this time. What with the gala affair, the souvenir journal and the new offices and showrooms, Joe is driven from one spot to another all day long at top speed.

Bill Rabkin, who has been quietly filling orders on his Bowl-a-Game for some time, has at last announced it to the trade generally and was swamped with wires, letters, phone calls and personal callers to see the game. Looks like a hit for Mutoscope.

"Andy" Anderson and George Ponsler are doing a great job for Genco's Bank Roll and are building a sales organization that is covering the country.

Dave Stern surprised many of the boys here upon announcing the fact that he

was an ex-marine. His ad on Ray-o-Lite caused much comment.

Charley Lichtman is going along at a fast pace with Daval's Reel "21," Races and Bolo, which he is delivering as fast as he can.

Irving Taub To Manage Sales for New Distrib

NEW YORK, Oct. 31.—Irving Taub, formerly general sales manager for Al Schlesinger, of Square Amusement Company, Poughkeepsie, and well known to operators thruout the Eastern part of the country, has been appointed to the position of sales manager for the new combine, Fishman-Schlesinger Distributing Company here.

Taub is well known to operators in the East. He has traveled thruout Eastern States, meeting operators and planning with them for the future of the

business. He has held many important roles in trade organizations and is also considered a hard worker for the general betterment of operating conditions.

Big Irv, as he is generally known to operators, has established a reputation as one of the leading entertainers of the industry. He has been responsible for the success of many meetings due to the fine manner in which he conducted the affair.

His new position gives him the opportunity to introduce many plans for sales promotion which he has had in mind for some time.

Trimount Reports Heavy Sales on All Types of Games

BOSTON, Oct. 31.—Trimount Coin Machine Company here is currently enjoying what it terms a tremendous volume of business on all types of coin machines. An enthusiastic statement

proffered by Dave Bond, president, and Mike Bond, general manager, that boosts the business barometer into Indian summer heat reads:

"We sincerely expect to do as much business during the four-month period of September, October, November and December as we have already accomplished the past eight months from January 1 to August 30. In plain words we are going to—and we are well on our way to the goal—increase our business twofold from now till the beginning of 1937."

Trimount Coin Machine Company is one of the East's largest distributing agents of coin machines, having a display room, stockroom and warehouse area of approximately 15,000 square feet, in addition to the company's Snacks (three-column bulk vending machine) manufacturing plant at Somerville, Mass.



PLANT OF PACENT NOVELTY MANUFACTURING COMPANY, INC., UTICA, N. Y.—Raymond Kay, general manager, says the plant is devoted exclusively to the manufacture of pin games. The Bolo game is made here, from raw wood and metal work to the finished game.

LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST

Beamlite . . . \$5.00	Goal Kick . . . \$5.00
Cris Cross-A . . . 7.00	Forward Pass . . . 4.00
Lite . . . 7.00	Skyscraper . . . 5.00
Kings . . . 8.00	Waiting Blue . . . 3.00
Castellite . . . 6.00	Seal . . . 5.00
Drop Kick . . . 4.00	
Rebound . . . 5.00	AUTOMATIC PAYOFF
Major League . . . 8.00	Rocket . . . \$ 9.00
Register . . . 5.00	Champion . . . 10.00
Lightning . . . 3.00	Rapid Fire . . . 7.00
Golden Gate . . . 3.00	Red Arrow . . . 3.00
Beacon . . . 6.00	Stampede . . . 22.00
Contact, Jr. . . 5.00	Gold Rush . . . 10.00
Contact, Sr. . . 6.00	Do or Don't . . . 10.00
Big Bertha, Jr. . . 4.00	Put 'N Take . . . 10.00
Big Bertha, Sr. . . 5.00	Carloca . . . 10.00
Signal . . . 5.00	Jumbo . . . 35.00
World Series . . . 2.50	Fortune . . . 27.50
Jig Saw . . . 2.50	Trojan . . . 27.50
Streamline . . . 4.00	De Luxe . . . 22.50
Blus Ribbon . . . 4.00	Ivory Golf . . . 17.50
Cris Cross . . . 5.00	
Rockette . . . 5.00	

1/3 Deposit—Balance C. O. D.

COLONIAL MFG. & SALES CO.
1605-11 E. 39th, KANSAS CITY, MO.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

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.
946 DIVERSEY PARKWAY CHICAGO, ILL.
100% Wholesale — Free Catalog

EXCEL ★ ★ ★ ★

We are proud and happy to endorse EXCEL, being fully convinced of its unusual mechanical dependability and earning power. Honestly believe EXCEL should prove to be the very best amusement table we ever endorsed.

IMMEDIATE DELIVERY GUARANTEED

BEST BY TEST!!!

REEL "21" - \$23⁷⁵
TAX PAID

RACES - \$17⁵⁰
TAX PAID



PRICE
\$54⁵⁰

1/3 Deposit, Bal. C. O. D. or Payment in Full if You Prefer.

BANNER SPECIALTY CO.

1530-32 PARRISH ST. • PHILADELPHIA, PA.

Reconditioned --- Ready To Operate

Satisfaction Guaranteed or Your Purchase Price Refunded

\$14.40 YOUR CHOICE \$14.40
CARIOCA, DO OR DON'T, DAILY DOUBLE, JR.; REX, PUT 'N' TAKE, GOLD RUSH, ACES, STAMPEDES.

\$24.40 YOUR CHOICE \$24.40
BIG SHOT, DE LUXE 46, MAMMOTH, PROSPECTORS, TROJAN.

\$34.40 YOUR CHOICE \$34.40
ALAMO, DAILY RACES, MULTIPLE, DBLE. SCORE, HOLLYWOOD, JUMBO, RED SAILS, SUNSHINE DERBY, TYCOON, RAINBOW.

\$44.40 YOUR CHOICE \$44.40
BONUS, GALLOPING PLUGS, GRAND SLAM, HIALEAH, PEERLESS, REPEATER, NATURAL, PAMCO PARLAY.

\$54.40 YOUR CHOICE \$54.40
CHALLENGER, ALL STARS, PALOOKA, JR.; ROUND UP, DAILY RACES, MYSTERY.

\$64.40 YOUR CHOICE \$64.40
MULTIPLE, PALOOKA SIX SLOT, VELVET, SUNSHINE BASEBALL, PARI-MUTUEL.

TERMS: One-Third Cash, Balance C. O. D., F. O. B. Shipping Point. NO ORDERS ACCEPTED WITHOUT A DEPOSIT.

AUTOMATIC AMUSEMENT COMPANY

628 Madison Ave., Memphis, Tenn.

MILLER'S NOVEMBER GUARANTEED USED MACHINE BARGAINS

PIN GAMES.					
Beacon	\$ 2.50	Hop Sketch	\$ 8.00	Sink or Swim	\$ 2.50
Cavalade	4.00	Kings	5.00	Splitfire	6.00
Cannon Fire (Large) ..	4.00	Man 'N Moon	7.50	Tricks, Sr.	10.00
Cris-Cross-A-Lite	4.00	Manhattan	3.00	Touch Off	7.50
Cris-Cross (Slides 1c or 5c)	2.50	Par Golf	7.50	Challenger (Auto. Ticket) (Slightly Used) ..	65.00
Score-A-Lite	5.00	Sensation	4.00		
COUNTER GAMES					
Cent-A-Pack	\$ 7.50	Clearing House (Register)	\$ 7.50	Hold & Draw	\$ 8.00
Cent A-Smoke (Dividers) ..	8.00	Gem Vender (Dividers) ..	6.00	Buckley Puritan	6.00
				Tit Tat Toe (Reolster) ..	7.50

TERMS: 1/3 Deposit, Balance C. O. D. These Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

MILLER SALES COMPANY, 4404 Manchester Ave., St. Louis, Mo.

Gottlieb Selects Morris For Missouri District

CHICAGO, Oct. 31.—While Lou Morris was in Chicago recently D. Gottlieb & Company announced the appointment of the Morris Novelty Company, of which Morris is the head, as distributor of Gottlieb products in Missouri. Morris said he had heard rumors of something sensational at the Gottlieb plant and decided to investigate for himself. When he saw the new clock idea on Gottlieb games the distributorship for Missouri territory was the result.

When asked for a statement regarding his appointment Lou had this to say: "We have always done a very good business for D. Gottlieb & Company in our territory because we know when we sell a Gottlieb game to an operator it stays sold. When a new Gottlieb game comes out all we have to do is sell one; that one sells the rest until most operators have a good number on locations. We have always known that Gottlieb games are the finest at the price and we have sold them on this fact. Now that we have been appointed exclusive distributor in Missouri I want all operators in our territory to know that we will keep a complete stock of Gottlieb games on hand for immediate delivery. We are proud of the appointment, and to show our appreciation I am promising Dave to really go to town for him. The name Gottlieb on a game is the best sales point I can give an operator."

"And speaking about sales points," continued Morris, "the new built-in Hammond electric clock on Derby Day, College Football, High Card and Hit Parade is, in my opinion, one of the most sensational innovations ever introduced to the industry. Now a game not only provides the player with enjoyment and thrills but also serves a concrete purpose in giving the correct time all the time. The name Hammond stands out in the electric clock industry as one of the finest. I feel sure that this new feature will sweep the country in a very short time, and I want the Missouri operators to know they can be among the first to place these Hammond electric clock equipped games because we have already placed large orders for immediate delivery."

Dave Gottlieb then commented on the appointment thus: "We feel that this appointment will serve a double purpose. From our standpoint we are confident that Lou will do as good a job if not better than anyone we could appoint in the territory. From the standpoint of the operators, well, they know Lou as well as I do and we are glad to say that we can back up any statement he makes about any of our games."

Passengers Think Rifle Is Real Gangster Stuff

CHICAGO, Oct. 31.—Several police squad cars rushed to the Pacific Amusement Manufacturing Company plant early this week when a call came in to police headquarters that a gunman was shooting at car riders on the "L," which happens to pass Pacific's second floor display rooms.

Upon return to headquarters the investigating officers made the following report: "A Pamco customer shooting at painted ducks with a new contraption called Marksman, a photo-electric rifle. Shoots a beam of light—no bullets."

But the elevated-car operators and

riders still "duck" when passing Pacific's plant, believing that some maniac is running amuck.

Fred C. McClellan, president of Pamco, and Ken C. Willis, traveling representative, left by plane Thursday for New York and the South. In New York they will attend the opening party of Fishman-Schlesinger Distributing Company, scheduled for today.

After the party the Pacific duo will invade the East Coast as far south as the Carolinas, holding display meetings in all the key cities en route. The object of the trip is to exploit Pacific's Marksman and Flying Duck, photo-electric radio rifles. McClellan and Willis boarded the plane in Chicago armed to the teeth with the rifles.

Chicago Coin Planning New 1-Ball Payout Game

CHICAGO, Oct. 31.—Officials of Chicago Coin Corporation report that the production of their Rola Score bowling game is still going at top production. In fact, it was stated, Rola Score shipments have been gradually increasing so that for the last 10 days the production has been greater than ever.

"The first games shipped were placed on locations by operators who wanted to be sure before ordering large quantities that the game would be popular in its appeal and thoroughly dependable mechanically," an official of the firm stated. "More than 1,000 orders for Rola Score were filled in order to meet this initial demand. However, about 10 days ago the operators started to order and reorder in large quantities from their local jobbers because they were convinced of the immense earning power and flawless construction of Rola Score."

"Rola Score is made in just one size, nine feet long, and is said to fit into about 75 per cent more locations than the larger bowling games. Altho the alley is shorter, it is of dimensions that give the player a real thrill for his coin. Rola Score is made so that players may attempt bank shots and trick plays as in the longer games. The game is made so that it is noise proof at points where it may cause noise. The lineoleum alley has a cork base with special silencing material where the balls leap for the scoring pockets."

"Large volume shipments have been going forth to many firms that have standing orders for as many as 10 a day. We are enthused with the earning reports that these jobbers have sent in on games that operators have on location."

"We will announce a new one-ball payout game in the near future. Altho we are convinced that Rola Score will continue to be popular for many more months to come, we want to complete our line by having a top-notch payout game to offer at the same time. The new game is based on a popular game that all players are familiar with. The mechanical features have been perfected so that not one game will leave the Chicago Coin factory unless it has proved 100 per cent perfect in every mechanical and electrical feature. We also incorporate a brand-new idea in this game. Every one will be played 1,000 times so that the payout percentage will be satisfactory to both the operator and the player. The operator therefore will not have to risk his profits on a game that is set too generously. Orders are now being taken for shipment in 10 days."

Stressing Counter Games

BIRMINGHAM, Ala., Oct. 31.—Max and Harry Hurvich, the "Gold Dust Twins" of Birmingham Vending Company, report they are giving a great deal of sales effort to counter games. Firm handles the Daval games, Reel "21" and Races, and has been doing a fine sales job in this territory with the machines.

"Operators have found that counter games are bringing real profits and hence are buying in large quantities," they state. "They say that Reel '21' is the greatest money maker of its kind in the industry. We have reports from many

sections of the South on these as evidence of their playing appeal."

Max stated: "We are not only enjoying a fine business with Reel '21,' but we believe that we will continue to sell the game for some time to come. Operators are using the game in large numbers, due to the fact that it has such a steady earning power and the play continues to grow greater on location every week. The low price on the game has also led many operators to try out the game, and the result has been that they are coming back for more machines almost every day."

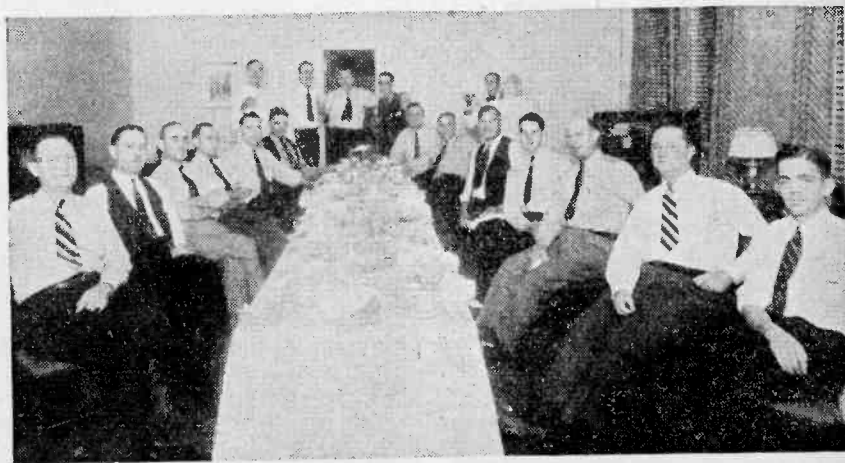
Used Games Are "Reborn"

CHICAGO, Oct. 31.—Gerber & Glass say that the term "used" is not correct when applied to reconditioned games which they offer the trade. Technically speaking, the term has some excuse, but no machine which has undergone this organization's rejuvenation process has any reason to be called "used." Completely reconstructed, a Gerber & Glass machine is mechanically perfect, beautifully finished and in all respects "reborn."

Actual evidence shows that in many cases Gerber & Glass engineers have taken a "sick" machine, remedied its wrongs and have put it back on the market to achieve greater profits.

Sympathy

The sad news was received in Chicago October 30 that Marjorie Swanstrom, wife of Milton Swanstrom, had died in Los Angeles from injuries sustained in an automobile accident. Milton Swanstrom went to Los Angeles not so many months ago to handle the advertising of the Novelty Records Distributors. His many friends in Chicago expressed deep sympathy in his bereavement. In the short time he had been in Los Angeles he had made many friends in the trade. Mrs. Swanstrom was driving with a cousin when their car was struck by a careless driver. Funeral arrangements had not been made when the news was received in Chicago.



HOUSTON MUSIC MACHINE OPERATORS being banqueted at the Texas State Hotel, Houston, October 14, by Harry Drollinger, Wurlitzer-Simplex factory representative, and A. H. Shannon. Occasion celebrated Shannon's taking on the Wurlitzer-Simplex line of automatic phonographs for Drollinger. Standing at the end of the table: George Wrenn, who travels for Drollinger in Texas; Shannon, center, and Drollinger, to the right.

Big List of Manufacturers Sign Early for Space at 1937 Exhibit

CHICAGO, Oct. 31.—Never before in the history of the industry has there been so much advance enthusiasm displayed by the manufacturers, distributors, jobbers and operators in the annual Coin Machine Show as there has been shown this year. Such is the report released by the headquarters of the National Association of Coin-Operated Machine Manufacturers this week.

Recently contract forms for space rental were sent out to the various coin-machine manufacturers, also allied manufacturers, and the way they responded for space clearly indicates a complete sellout long before show time.

The following is a list of the manufacturers who already have made application: A. B. T. Manufacturing Company, Bally Manufacturing Company, Bally Manufacturing Company, the Capehart Corporation, Central Pattern and Foundry Company, Chicago Coin Corporation, Churchill Cabinet Company, Coin Machine Journal, Coin Machine Review, Daval Manufacturing Company, Dudley Lock Corporation, Exhibit Supply Company; Gay Games, Inc.; Genco, Inc.; John N. Germack, D. Gottlieb & Company, Groetchen Tool and Manufacturing Company, Guardian Electric Manufacturing Company; Hunt Clubs, Inc.; Illinois Lock Company; International Mutoscope Reel Company, Inc.; O. D. Jennings & Company, J. H. Keeney & Company, Automatic Age, John Gabel, Caille Bros., Malkin-Illion Company, the Northwestern Corporation; Pace Manufacturing Company, Inc.; Pan Confection Factory, Pacific Amusement Manufacturing Company, Rock-Ola Manufacturing Corporation, J. P. Seeburg Corporation; N. Shure Company; Simmons Coin Machine Company, Inc.; Stoner Corporation; the Werts Novelty Company, Inc.; Western Equipment and Supply Company, W. W. Wilcox Manufacturing Company, Mills Novelty Company, Rudolph Wurlitzer Company, National Vendors, Automatic World, Stewart & McGuire, Brunswick Record, C. R. Kirk Company, RCA-Victor, Decca Records, Rowe Cigarette, Buckley Manufacturing Company, B. A. Withey.

Frank Bering, manager of Hotel Sherman, reports the heaviest advance reservation for rooms which he has ever experienced since the hotel has had the convention. Operators who want to stay at the Hotel Sherman during the convention should make their reservations now.

The convention committee for the 1937 show is as follows: Chairman N. Marshall Seeburg, J. P. Seeburg Corporation; A. G. Bradt, G. M. Laboratories; A. E. Gebert, Advance Machine Company; Homer E. Capehart, Rudolph Wurlitzer Company; L. W. Gensburg, Genco, Inc.; J. H. McMahon, H. C. Evans and Company; Ted Stoner, Stoner Manufacturing Company; O. D. Jennings, O. D. Jennings and Company; Leo J. Kelly, Exhibit Supply Company; D. W. Donahue, Mills Novelty Company; D. C. Rockola, Rock-Ola Manufacturing Corporation; W. A. Tratsch, A. B. T. Manufacturing Com-

pany; Joe Huber, Huber Coin Machine Sales Company.

These men are all well known in the industry, and as a committee they are functioning 100 per cent. Nothing will be left undone by them to make this year's show the biggest and best ever. All of the good features of past shows, plus a number of new ones, will again be in vogue, so you operators can see what's in store for you.

Every operator should make it his business to attend these annual affairs. The good and enjoyment that one gets out of them will more than repay him for the little expense he is put to.

Convention sessions will be held by operators, jobbers, distributors and manufacturers.

Put down these dates, January 11, 12, 13 and 14, 1937. Place, Hotel Sherman, Chicago, Ill.

Mutoscope Offers New Bowling Game

NEW YORK, Oct. 31.—Herman and Mac Cohen, Crane Merchandising Company, well-known operating firm, has recently placed what is said to be a record order for the Mutoscope Bowl-a-Games. The Crane firm has been making extensive tests of the bowling game on locations in various parts of the city.

This week Mr. Cohen walked into the offices of Bill Rabkin, popular and genial president of International Mutoscope Reel Company, Inc., and placed the record order for bowling games. It is believed that this is the largest order from an operator for bowling games that has yet been received by any factory. It is understood here that the amount was for over 500 of the games and that Herman and Mac are placing the games thruout the entire metropolitan area.

The decision of the License Department to license the games and also to allow high-score prizes to be given stimulated the large order to some extent. The Cohens report that Bowl-a-Game brought them bigger and more consistent profit than any other game they have tried.

They believe that the unique features of the game and its extreme beauty are responsible for this fine profit record. They report that the game is absolutely silent in operation. Bill Rabkin attributes this feature to the fact that the firm uses an extra quarter-inch of felt underneath the cork mat of the game.

Herman and Mac are unusually enthusiastic about the mechanical totalizer which the game features. They claim the totalizer is responsible for much repeat play.

"Not only do the crowds keep playing the game," the boys state, "but we have even been forced to shut off the current in one location to allow the place to close for the evening."

The profit reports which the Cohen brothers gave to Bill Rabkin are truly remarkable. This is the first time that Bill Rabkin has made known to the industry the fact that International Mutoscope Reel Company, Inc., has been manufacturing a bowling game.

"This has been due," Bill states, "to

the fact that all our first production of the game was immediately taken by many large operators, such as Herman and Mac Cohen, and we could not publicly announce the machine until we were in full swing production. With our factory now going at top speed we can make deliveries immediately everywhere in the country, and have therefore decided to publicly announce Bowl-a-Game to the operating world."

Pamco Promises New Payout Table to Trade

CHICAGO, Oct. 31.—With payout territory opening up as the fall season progresses, Fred McClellan, president of Pacific Amusement Manufacturing Company, promises an important announcement will be forthcoming shortly with complete descriptions of a new Pamco payout table. A veil of mystery seems to enshroud the new challenger for location profits. However, McClellan has made some statements which indicate what to expect. He says the new one-ball game will embody something so new and different that coin-machine men will marvel at the principles involved. In a recent interview he asserted the new device promises to go to even greater heights than Pamco's famous odds-commutator line, with test locations proving out his opinion of the new play table game.

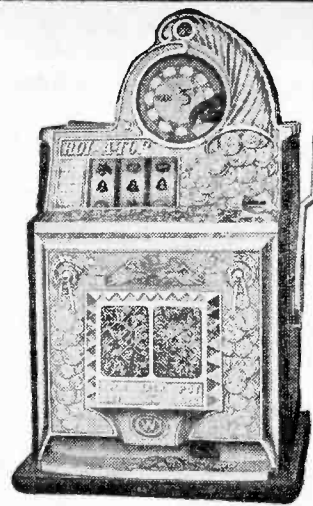
Bowling Game Said To Pep Up Slower Spots

NEWARK, N. J., Oct. 31.—In explaining the adaptability of the Genco Bank Roll bowling game to the operators' needs, Irving X. Morris, of the George Ponsler Company, says: "It is generally accepted among many operators that the location makes the game and not the game that makes the location." For that reason the operators have been skeptical about placing bowling games in their slower spots for fear that the investment doesn't warrant it. Nevertheless the slower spots are demanding bowling games or else. So Mr. Operator asks: "Does it necessarily mean that we are to lose the spots where we only net a small profit because we cannot use bowling games?" Absolutely not," says Morris.

To prove his assertion and the fallacy behind the operators' thought, he dickered around with a few operators who were meeting with great success operating Bank Roll and tried to convince them that the game would stimulate interest and prove to be a profitable investment even in the "slower locations." He finally succeeded in getting two operators to test the idea.

The first-week collections on Bank Roll were a trifle better than the ordinary pin game, but after three weeks the collections have gradually risen each week and the two operators are actually making big money in locations where ordinarily they would never have dreamed of placing a Bank Roll. They are amazed at the marvelous results they are obtaining.

As Morris puts it: "There are exceptions to every rule and if the operator operates the right game he will certainly make his slower locations turn into money-making spots for him."



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.: GOLumbus 2770. Cable address "WATLINGITE" Chicago

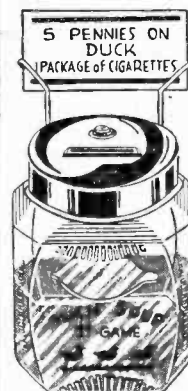
Above Model and Other WATLING ROLATOP SLOTS in Stock at Our Offices READY FOR IMMEDIATE DELIVERY.

"TIME SAVED IS MONEY MADE."

ELECTRO-BALL CO., Inc.

Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Oklahoma City, New Orleans, Memphis.

DUCK SOUP 1c Skill Game



IT'S LEGAL 100,000 LOCATIONS

Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES	Sample . . . \$1.90
1/2 Deposit	Lots of 6 . . . 1.40
Bal. C.O.D.	Lots of 12 . . . 1.20

No Personal Checks, Please.

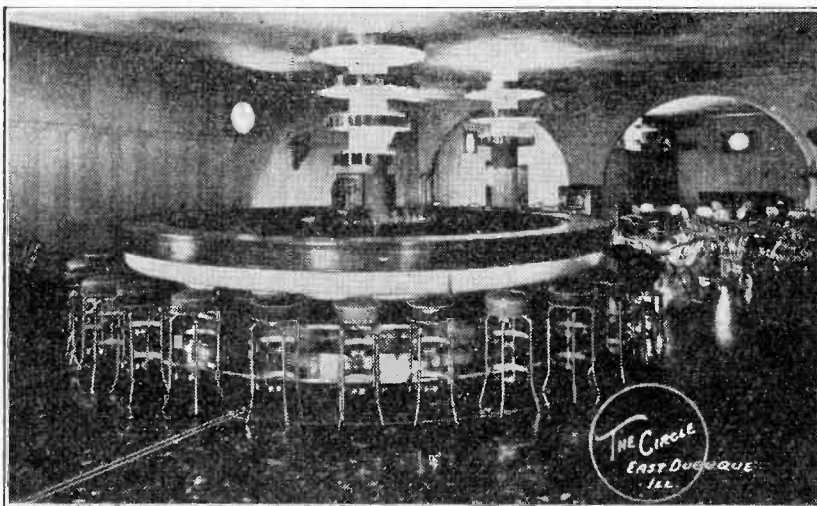
Protect Your Route Without Defay **STAR SALES CO.** 3901-09 Wayne, Kansas City, Mo.

Bally Announces Change in Policy

CHICAGO, Oct. 31.—Ray Moloney, president of Bally Manufacturing Company, announced last week that: "due to the tremendous demand for Preakness we are suspending the famous Limited Production Policy and will not go out of production on Preakness as long as this remarkable demand continues.

"The Preakness game," Ray states, "has proved the greatest one-shot hit we have ever produced. Collection reports far surpass those of even Jumbo and Bally Derby and in less than 30 days our sales volume has caught up to and passed the Jumbo record. Orders are pouring in faster than we can fill them and to go out of production would deprive thousands of operators of the richest money-making opportunity they've had in years. Therefore, we will continue double-shift production on Preakness for an indefinite period—a year, if necessary."

"Preakness is a giant one-shot, changing odds, payout game, which pays awards on from 1 to 7 selections each game and on fourth place, as well as on win, place and show. It is also available in a ticket-vending model."



THE CIRCLE, East Dubuque, Ill., a modern type of location that welcomes the automatic phonograph. F. & J. Supply Company has placed a Seeburg high-fidelity Symphonola F in this high-grade spot.

LOOK IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUM AND SPECIALTIES

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

REBUILT - READY TO OPERATE

PALOOKA, SR. . . . \$79.50	TYCOON (New Front Electric) . . \$69.50
PALOOKA, JR. . . . 69.50	TYCOON (New Front Battery) . . 59.50
MULTIPLE 74.50	HIALEAH 44.50
PAMCO BALLOT . . 69.50	DAILY RACES 44.50
PAMCO CHASE . . . 59.50	BROKERS TIP 42.50
PAMCO RED SAILS. 49.50	DAILY LIMIT 34.50
PAMCO PINCH HITTER 49.50	CREDIT 44.50
PAMCO PARLAY . . 49.50	ALAMO 44.50

REEL "21" \$23⁷⁵ | RACES \$17⁵⁰

Lifetime Guarantee on These Games

1/3 Deposit With Order, Balance C. O. D.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

BARGAIN PRICES ON USED MACHINES

42nd STREET . . . \$1.50	SIGNAL \$4.00	T. N. T. \$ 5.00
PENNANT 1.50	REBOUND 4.00	CRISS CROSS-A-LITE. 6.00
JIG SAW 1.50	CONTACT 4.00	MAJOR LEAGUE . . . 7.00
SILVER CUP 2.00	BEAMLITE 4.50	KINGS 7.00
CAVALCADE 2.50	CHECKERS 4.50	BEAT ACES 7.50
BLUE RIBBON 2.50	FLEET 4.50	LUCKY STAR 8.00
DROP KICK 3.00	GOLDEN GATE 4.50	KING OF TURF 8.00
FLYING TRAPEZE . . . 3.00	CHICAGO EXPRESS. 4.50	GENCO BASEBALL. 15.00
NEW CENTURY 3.50	ROCK-OLA 21 5.00	EXHIBIT FOOTBALL. 25.00
ELECTRO 4.00	SCORE-A-LITE 5.00	
1936 ROCK-OLA PHONOGRAPHS \$175.00		
1936 WURLITZER PHONOGRAPHS \$200.00		

1/3 DEPOSIT WITH ORDER.

I. F. TRADING CO., 18 East 17th St., New York City

Guaranteed Used Machines. Immediate Delivery

Daily Race Mystery 65.00	Pamco Red Sails . . 40.00	Pinch Hitter 35.00
Ballots 60.00	Pamco Parlay . . . 40.00	Jumbo 30.00
Pamco Chase 40.00	Leatherneck 40.00	Trojan 25.00
Pamco Speedway. 40.00	Sunshine Derby. . 35.00	Rainbow 25.00

One-Third Deposit Required on All Orders.

SOUTH COAST AMUSEMENT COMPANY

M & M Bldg. 211 South Pearl St. Houston, Texas Dallas, Texas

Distrib in New Quarters

CHICAGO, Oct. 31.—Henry W. Seiden & Company, Eastern distributors, recently announced the opening of larger quarters, a four-story building in Albany, N. Y. The event is scheduled for November 7 and operators throughout the territory are expected to make their appearance at the opening ceremonies.

Henry W. Seiden, head of the organization, states that the satisfaction and service given by his company to operators will be doubled. Service on all operating problems will be given unlimited consideration. Larger displays, carrying a tremendous variety of the latest amusement creations, will offer the operator every opportunity to control the widest range of locations. Repair work will be facilitated, assuring quick, rapid but thoro production to prevent undue loss of operating time. In every way this event is good news for operators.

Seiden is making an unusual offer to his guests at the coming affair. He has forwarded announcements which, presented with any purchase, automatically cut \$5 from the list price of any new game on the floor. Those unable to appear on or before November 7 will be credited with \$1 on any future purchase amounting to \$25 or more. This is conditional upon their merely returning the announcement by mail.

With the winter season approaching business is booming for the Henry W. Seiden Company. Distributors of the most popular lines, the firm supplies many operators in the section.

Percentage Feature on Stop and Go Meets Need

CHICAGO, Oct. 31.—Operators' problem of varying the percentage payout has been solved in the Stop and Go game. J. H. Keeney & Company officials

say. An operator can vary the percentage payout in this one-ball game at any desired point by merely lengthening or lessening the contact surface in the backboard. This can be done without molesting the pins and indicating to the player that the game has been changed.

Stop and Go is a recent addition to the Keeney line. Within a short period of time it has ascended to stardom in the amusement field. A primary factor responsible for its unusual success is the employment of the constant animation principle. Red and green lights flash on and off whether the game is being played or not. Fast-moving action, thrilling payout possibilities and the opportunities for unlimited replay combine to give this machine scintillating play appeal.

Orders are being constantly increased for Stop and Go and the first sudden rush of orders which came with its introduction have not diminished.

Thoro-Bred Offers Class

CHICAGO, Oct. 31.—Thoro-Bred, de luxe racing machine model by Western Equipment and Supply Company, is said to be "distinctly in a class by itself," according to Jimmy Johnson, head of the firm. "Not only in originality of playing appeal and superior mechanism but in its cycle of profit. It has been on actual location for comparatively a long time. Day after day its high profit level has been maintained. Contemporary machines, while not listed in the same top flight, have by now become antiquated and old-fashioned.

"The past history concerning the de luxe race-horse machine of the similar type as Western's Thoro-Bred has been a rather sad story of operating breakdowns and misfortunes. The money-making possibilities of this playing appeal were obvious, but the paramount problem of mechanical reliability was in

the way. That is until Western engineers undertook the task of correcting the mechanical flaws. The result of their efforts is Thoro-Bred, an amusement device that has swept the country and established a confidence upon the operators' part with the undefinable evidence of consistently big profits and trouble-free operation."

Western Capitalizes on Present Football Spirit

CHICAGO, Oct. 31.—Capitalizing on the nation-wide reaction toward anything resembling football, the Western Equipment and Supply Company has incorporated proportionately all the thrills and atmosphere of this popular sport into a new one-ball automatic payout table known as Center Smash.

"There must be a tremendous psychological attraction in a game which draws crowds of 80,000 or more into a packed stadium at \$3.30 per seat, and, taking full advantage of the playing-appeal opportunity, Western has created a beautiful game that is colorful and exciting in its clever playing mechanisms," the makers say.

Upon the insertion of a coin the Mystery coin chute lights from one to seven college pennants on the beautiful illuminated backboard. These pennants coincide with seven field-goal and seven touchdown holes on the field. One or all of these pennants may flash on, varying winning possibilities for each game. To gain a payout the ball must enter a pocket bearing the college name of a pennant that is illuminated. When the ball enters the field it passes thru a series of channels which offer payout odds ranging from 10 cents to \$1 for a field goal and 20 cents to \$2 for a touchdown. If the ball goes thru a special \$2 channel the player is automatically paid off whether the ball makes a field goal or touchdown.

The large winning awards and unusual setup attract heavy play. The mere appearance of the game draws the attention of the crowd and play after play builds up huge profits.

"The cabinet is durably constructed of beautifully finished wood and the action illustrations on the field add a great deal to its playing appeal. This machine is equipped with Western's proven double-action motor-driven payout unit, visible escalator coin chute, front-swing payout door and an adjustable anti-tilt device.

Western engineers were working on the production of this machine long before the scent of football was in the air and long before first practice was called for college squads. While everybody was talking baseball special engineering designers were taking every precaution to make this creation as smooth in its mechanical function as an all-American backfield. So again Western has produced another champion in profit making and perfect location performance.

The production department is at full swing to rush orders with immediate shipments from Coast to Coast. The season is on and the first location reports have come in signifying an unprecedented achievement on coin-operated machine merchandising.

Gottlieb Uses Hammond Clocks

CHICAGO, Oct. 31.—D. Gottlieb & Company announced this week that all Derby Day, College Football, High Card and Hit Parade games will be equipped with the new Hammond electric clock. The light-up racks of these games have been redesigned so that the clock, which is built in, is a part of the attractive design. The Hammond electric clock is nationally advertised and recognized as one of the most accurate timekeepers available.

Dave Gottlieb, in announcing this innovation, said: "We are equipping Derby Day, College Football, High Card and Hit Parade with the Hammond electric clock because it will serve a triple purpose. First, it will offer a concrete service to the patrons of the location by giving them the correct Hammond time. We chose the Hammond clocks only after a number of makes were put to extensive tests. We are confident that we are giving the trade the best clock and know that everyone will be satisfied with its performance. The location owner can now give his patrons the correct time with one of the finest clocks at no extra cost to himself. Then again the operator, as well as the location owner, will benefit by the increased play that will naturally respond to this feature. Now every person who enters the location will stop to look at the clock. The little reminder 'Play Time' inscribed around the clock will lead them to play. The thoro tested and proved Gottlieb games give the players continued desire to play. Location owners will find an increased incentive to place games equipped with these clocks and hence the operators will have less resistance to overcome."

Operators and jobbers from all parts of this country and Canada visited the plant during the last week and were very enthusiastic in their commendation of the new idea.

Hy Greenstein, of the Hy-G Games Company, Minneapolis, placed a substantial order for immediate shipment so that operators in his territory can take advantage of the earning possibilities of games equipped with the Hammond clock. He intends to stock a sufficient number of each of the four games so that initial demands of operators can be filled at once.

"Leave it to Dave Gottlieb to introduce such a radical departure from the usual," said Sam London, of the Milwaukee Coin Machine Company. "I was in Chicago early last week and Dave told me about the idea. I spoke to a number of operators in our territory during the week and they went for it with a bang. Telling them is nothing compared to seeing these new models. This is my second trip to Chicago this week and I'm here to try to get my order filled quick. Our operators are waiting for these games and I want them to get them on location as soon as possible because I know that when an operator places one he'll be back in a hurry for a lot more."

Winter Season Will Aid Use of Target Machines

CHICAGO, Oct. 31.—With winter approaching, hunters and would-be hunters will give vent to their inner desires and keep their shooting eyes sharp by practice on Ray-o-Lite rifles, officials of the J. P. Seeburg Corporation state.

As humorous as the comparison might be, patrons of all classes and all locations take advantage of this opportunity to recall the thrills of the last hunting season by trying to drop 10 out of 10 on a Ray-o-Lite rifle range.

Many are the reasons for its tremendous success. A realistic range background, a moving duck, standard size rifle and the satisfying click when the photo-electric cell is hit squarely to make the duck drop are all immeasurably valuable factors that combine to make up its playing appeal.

From the operator's point of view naturally the profit angle, which has been definitely proved to be consistent and at a high plane, is a paramount issue. Last but not least, the mechanical reliability and perfection characteristic of the J. P. Seeburg Corporation for over 30 years is a point which deserves much consideration. The records to date on thousands of machines on locations are away beyond original expectations we held some 21 months ago upon its introduction.



HAROLD E. JOHNSON, Chicago manager of Electrical Products Company, Detroit, shown with Mrs. Johnson last winter in Florida. Rush business on Electropak is keeping Johnson here so far this season.

IT'S A HONEY FOR BIG PROFITS!

Mutoscope's

"BOWL-A-GAME"

(TRADE-MARK)

EASY TIME PAYMENTS
TO RESPONSIBLE PARTIES



14 FOOT PORTABLE
STURDY CONSTRUCTION
MECHANICAL SCORE
REGISTER
(PATENT PENDING)

"BOWL-A-GAME" is scientifically constructed for Speedy, Thrilling, LIVE Bowling Game ACTION! It's the MOST BEAUTIFUL Bowling Alley EVER BUILT! "BOWL-A-GAME" has EVERY SUPERIOR FEATURE for operating convenience! Absolutely SILENT in operation! CHEAT-PROOF—no more than 9 Balls to a game! Adjustable slope arrangement for HARD or EASY Scoring! "BOWL-A-GAME" has THE Perfect Mechanical Score TOTALIZER! Portable, 14 Foot Construction—quickly set up on location! "BOWL-A-GAME" mechanism is so SIMPLE that even a child can understand it! AND—"BOWL-A-GAME" is backed by Mutoscope's

41 YEARS' EXPERIENCE building de luxe coin operated devices! It's THE game for operators!

IF YOU HAVEN'T "BOWL-A-GAME" ON LOCATION YOU'RE LOSING MONEY—ORDER NOW!

WORLD FAMOUS SINCE 1895

INTERNATIONAL MUTOSCOPE REEL CO., INC.

516-20 WEST 34TH STREET, NEW YORK

Fishman - Schlesinger Firm Gets Off With Gala Opening

NEW YORK, Oct. 31. — Fishman-Schlesinger Distributing Company, after two weeks of preparation, formally launched the new organization with a gala opening celebration at the firm's headquarters here last night. Operators, jobbers, distributors and manufacturers visited the new offices from early morning until late at night to join in the spirit of the occasion and to wish two of the most popular coinmen the best of success. It was one of the most amazing tributes ever paid to a coin-machine organization, especially since the Fishman-Schlesinger Distributing Company is just beginning its career.

Offices are located on the fifth floor of a large building occupying the entire length of a block. Display room at the opening showed Pacific's Marksman and Flying Duck, which the firm is distributing in this territory. Operators from all parts of New York State kept the machines busy thruout the day and night.

Guests of honor at the gala inaugural were Fred McClellan, president, and Ken Willis, district manager of Pacific Amusement Manufacturing Company, who flew to New York especially for the opening. Fishman and Schlesinger received 67 telegrams, as well as many letters, from friends who could not attend. Every manufacturer in Chicago sent floral tributes, as did many friends and business associates.

Both Joe Fishman and Al Schlesinger are well known and highly respected in the coin-machine industry. Fishman was formerly executive secretary of the Amalgamated Vending Machine Association and knows personally every operator in the city. Schlesinger as president of Square Amusement Company, Poughkeepsie, N. Y., made a host of friends in upper New York State.

Irving Taub, firm's sales manager, leaves Monday for a trip thru the State to demonstrate Marksman and Flying Duck to jobbers and operators.

Among those who attended the Fish-

man-Schlesinger opening were Hon. John Goldstein, Hon. H. M. Goodman, Nat Cohn, Harry Rosen and Irving Sommers, of Modern Vending Company; Jack Fitzgibbons, of John A. Fitzgibbons, Inc.; Willie Blatt, of Supreme Vending Company; Jack Kaufman and Charles Aronson, of Brooklyn Amusement Company; Harry Rankow, Star Electric Hoist; Ben Becker, George Ponsner and Leslie G. Anderson, of the George Ponsner Company; S. Finn, H. Small, Mike Walper, Louie Goldberg, Al Lipshay, Ben Feinberg, J. Schlinger, H. Lazar, H. Lichtman, S. Stegel, Herman J. Gross, R. P. Huntington, Ken Willis, Fred McClellan, Martie Roth, Gill Pario, Joe Finkelstein, Ben Haskel, Samuel Levin, Philip Terk, Marvin Lebowitz, Lou Rose, M. Goldberg, Lester Kline, L. Lip-



BILL MARMER, of Sticking Manufacturing Company, Cincinnati, admires Ray's Track at the Bally plant in Chicago. Marmer is said to "eat and sleep" with this de luxe game.

son, J. Malone, Jack Marks, Saul Duffin, S. Bullion, Mr. Skrlow, Leon Berman, Bill Gersch, H. Meisel, S. Godlman, Paul Godlman, Morris Silverstein, Joe Kleinman, E. E. Sugarman, Roger Littleford Jr., R. J. Reinhart, Phil Saper, Abraham Tamor, Theodore Blatt, Mr. Gartnatt, Benjamin Reisberg, Ben Gold, Max Reiter, Jim Malamuth, Max Weiss, Joseph Orleck, M. Perlman, Harry Goldberg, Simon Silverstein, Max Levine, Phil Simon, Phil Kramer, Mr. Wydman, I. Weiner, Max Liebner, Sol Wolman, Lee Welbenow, Charlie Pollack, D. Friedman, Harry Haskin, Louie Nelson, Lou Rosenberg, Fidge Weinstein, May Bernfeld and Myer Parkoff.

Targette Keenly Awaited

CHICAGO, Oct. 31.—A new game is said to be in production at the plant of J. H. Keeney & Company. Predictions are being made that the latest Keeney game, Targette, will be an innovation in the target machine field. Keeney officials say that it should reach the high peak of popularity set by Bowlette.

Targette has surprisingly new features and playing appeal. Many operators who have had the opportunity to watch this machine in actual demonstration have been greatly impressed with its unsurpassed mechanism and playing performance. They, without one exception after having actually played this machine, expressed complete satisfaction. Its realistic and authentic rifle-range features assure its popularity with the American public who appreciate a finished production.

Keeney engineers are overlooking no minute detail to prevent any breakdowns or operating troubles. At present test locations report playing activity and performance beyond expectations.

The production schedule calls for its introduction within a short period of time. Targette will be priced within the medium-range scale.

Cig Vender Sales Up

BOSTON, Oct. 31.—James A. Camp, of the New England Sales and Distributing Company, regional representatives for

the National Cigaret Machine Company, of St. Louis, has returned to Boston after a three-week junket into the hinterland and reports that in comparison with 1935 sales on the nine-column cigaret machine with individual match units have tripled. Operators have gone out of their way to inspect the machine and its combination of coin receipts and match service.

New Auction Plan Tried

MINNEAPOLIS, Oct. 31.—Silent Sales Company, distributing firm in this territory, is conducting a novel auction sale on used games. William (Silent) Cohen is the auctioneer, and it is said that when he seats himself on "the Sphinx" and begins to talk games, customers rush to buy.

A big list of used machines of all kinds is being offered to the highest bidder. Operators make a deposit of \$5 with each bid and money is refunded to the losers. "There is no catch, no trick, no lemons," the auctioneer cries.

Babe Will See Targette

NEW YORK, Oct. 31.—Babe Kaufman, one of the East's foremost distributors, plans a flying trip to Chicago November 4. Babe says she is making the trip for two reasons, first, to look at Keeney's new rifle-range game, Targette, and second, because she is completely worn out from the rush on Bowlettes.

"The only way I can take a vacation," claims Babe, "is to get away from New York for a few days." Babe would like to drive out, but she claims it takes too long. "I would like Jack Keeney to see my new Packard," says Babe. "The car is olive green with a convertible top. It's a honey."

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

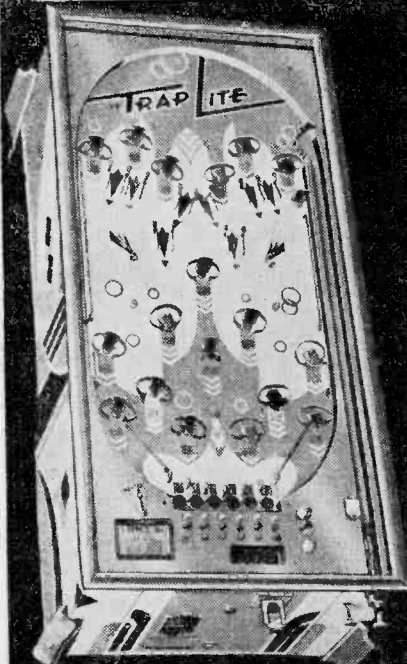
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



WHY PAY MORE?
EXHIBIT'S
SHOOT-A-LITE
ONLY \$198⁵⁰

Shoot-A-Lite has everything! Moving targets - sound effects - lighting effects - automatic light-up hit register - and player appeal that sportsman can't resist. Everything you could ask for in a Rifle Target Game regardless of price. Exhibit pioneered photoelectric equipment, and Exhibit's Shoot-A-Lite is the perfected target game at the world's lowest price. Get yours Now. Be first. Orders filled in rotation received. Some territories are still open.

WIRE FOR DETAILS



The only original and really new payout creation today. A blaze of lights - a world of action - and plenty of player "come on", That's

TRAP LITE
ONE BALL PAY TABLE

Uncanny ball action smashes down traps all over the field - lights blaze up - changing odds - \$2.00 top award - in-a-drawer mechanism - handsome 51" x 25" cabinet - every desirable feature - \$149.50 to operators. complete with ticket unit, check separator and electro pac. Get yours from your jobber or write us.

EXHIBIT SUPPLY CO.
4222 W. LAKE ST. CHICAGO

New Orleans

NEW ORLEANS, Oct. 31.—Both coin table and phonograph ops report considerably better play with the cooler weather and the majority of them are predicting further improvement as winter nears. Everywhere can be seen much new equipment, proving the general assertions that play has increased because of the attraction of new games.

Pin game operators have been greatly encouraged by the reopening of the restricted areas of the business section of the city. Both of the city's larger playlands, which had been affected by the city ruling to keep games out of the business area, are back in full operation with new games and good patronage. The Sport Center on St. Charles street is operating a dozen games with good results. B. & M. Sportland is prepared for a big season with several new games. Harry Batt is placing all his attention to this spot following the closing of his summer lakeside resort.

Ed Gunsteens, Rock-Ola factory rep, stopped here five days last week. While here he was the guest on several occasions of the State's distributors, Louisiana Amusements Company. Ed saw the town's sights by night thru the guiding hand of Mel Mallory, local manager, and by day lent an aiding hand to Rock-Ola's numerous ops in this section.

E. L. Ewen, Donaldsonville, La., music operator, reported a fine business last week when over 100,000 people visited the eight-day, South Louisiana State Fair here. "I had the greatest week since I started in the phonograph operating business. Good sugar and rice crops ought to result in a good winter for my section," Ewen says.

Some day we are going to walk into Ed Kramer's place and find him doing something besides keeping time to his phonograph music, either with his feet, hammer or finger nails, and humming to himself. It's music all the time with Ed who, by the way, has just bought his first line of pin games for the season. Ed says that his new Daily Races are the best addition to his stock of machines since Bally's Derby first came out.

When the Mississippi Coast operators start something they do it brown. "No halfway stuff with us fellows when we start something down in this part of the country," says A. J. Martino, of Biloxi, as he proudly displays to visitors his 15th offspring, a girl. Now A. J. is looking around for his 15th location in order to place a machine for each mouth to feed at home.

Officers of both operators' associations here, the New Orleans Coin Venders' Association and the United Music Machine Association, report record-breaking rosters as the new season opens. Lifetime President Julius Pace of the pin game association states that there are now close to 100 men organized in this common cause of co-operation in maintaining percentages, location rights and doing protection work. President Jules

Peres reports a new top of 68 members, with James L. Brewer, one of the city's oldest operators, joining at the recent meeting. Peres estimates that there are less than a half dozen ops of music machines in the city that have not joined up with the rest.

F. P. (Buster) Clesi wants us to ask Fred McClellan and Joe Fishman what is their idea in toting a gun around when they are doing business. Buster wants to know if it is necessary these days for Fred and Joe to use force to get business. (Buster is referring to picture on page 79 of October 24 issue of *The Billboard*.)

Who is the New Orleans operator who locks up all of his tools in his place whenever he sees Jules Peres coming around? All of his employees are trained to holler: "Here comes Jules Peres." Immediately after this warning echoes around the place you can win the prize if you are able to find a tool anywhere within touch. "We just couldn't stand to take any more chances, that's all," was the response to our question as to what was the idea.

Coin-machine row in New Orleans, the 800 block of Carondelet street, is getting plenty of treats these days since the Charity Hospital has moved part of its work in the neighborhood and dozens of good-looking nurses flutter past the offices all thru the day.

Here's one for Ripley. Louis Murphy, of the Stelle & Horton New Orleans office, married his wife for the third time this week and this time in his own church. Couple first ran away and eloped, and later, to please his wife's parents, they were remarried in the wife's church, and now Murphy's wife reciprocates by going to his church and marching down the aisle with him for the third time. And all this time they have never been away from each other for more than a few hours at a time.

Game Room for Philly Hotel

PHILADELPHIA, Oct. 31.—A newly appointed room on the lobby floor of the Ben Franklin Hotel gives the downtown sector its first game room. With both a street and lobby entrance, the spot is inviting to both passers-by and house guests. In addition to the various pin-ball games flanking the sides the room sports the various automatic shooting and ball-rolling games.

Hotel Philadelphian, in the West Philly section, was the first hostelry to set up a permanent bagatelle room, its improvised room for the Democratic conventioners meeting popular approval. With the Ben Franklin paving the way in the midtown stem, local operators anticipate smooth sailing in crashing thru at the other hotels, especially since the Chamber of Commerce is keeping its rooms at capacity with a growing list of conventions.



TEX SHERMAN, of the Chicago Stadium Rodeo, trying his skill as a marksman with Rock-Ola's Tom Mix Radio Rifle in Paul Gerber's range at the Hotel Sherman, Chicago. On the sidelines are Cy Compton, noted roper, and a Western lass.

London

LONDON, Oct. 26.—Scott, Adickes & Company, Ltd., has caused a mild sensation by announcing that it will not sell thru distributors or jobbers, direct dealing with operators being its new policy. Reason given is that some intermediaries have pushed lines directly competitive with Scott, Adickes features.

A. G. (Tony) Gasparro has taken over Gray's Inn Road premises of the liquidated Weston Novelty Company and is trading as Western Novelty Company. First big line offered to British market is Crackshot, American ray-light shooter. Tony leaves this week for another buying visit to the United States. While away his brother Julie will manage the business.

Last week M. Rene Godin, editor of French trade paper *La Revue de l'Automatique* and organizer of Paris coin-machine exposition, visited London as preliminary to fixing up representative French show at next British exposition.

Next annual ladies' festival of British Automatic Machine Operators' Society scheduled for February 25, 1937, at Dorchester Hotel, swell place in Park lane, formerly known as the street of millionaires. Function will include reception, banquet, dance and floor show. Chairman George Booth is to preside. As Coin-Operated Machine Exposition is same week, a big crowd is anticipated.

France having gone off gold standard and exchange being more favorable, there is now considerable activity between machine circles of that country and Britain. Slots are being imported from England in fair quantities, while French-made cranes are making their appearance on British market in increasing numbers. Scott, Adickes, who recently moved into larger quarters in Paris, report a big demand over there for Rotary Merchandiser.

In its recent end-of-season sale Shefras Automatics, Ltd., made a departure from custom. Instead of putting definite prices on the used machines they issued lists with blanks for customers to put quantity and name own price. Shefras is one of the oldest established machine concerns here. Way back in 1899 Solly Shefras began his automatic career as an operator. Twelve years after he opened an arcade in East London and kept it going for 10 years.

In 1914 a new Shefras venture came into being at Littlehampton, south coast resort, and the following year another arcade was opened here. From 1921 to 1926 Solly was operating and jobbing and an arcade with jobbing offices was opened in the Bow district of London. Elder son, Morris, joined his father in 1923; Phil coming in six years later. The year 1928 will forever be memorable in the Shefras history, for in that year extensive premises were acquired in East London and the British agency for O. D. Jennings & Company secured. In 1929 the premises were extended and showrooms opened in Fetter lane, hub of London's machine distributing trade. Facilities not being all that was desired, the showrooms were vacated in 1932 and the business concentrated at the East London premises. The Rock-Ola agency was secured and it was decided to return to Fetter lane, where extensive showrooms, offices, stores and workshops were opened with a celebration dinner at the beginning of 1934. At the same time the old title of Shefras Novelty Company was discarded and replaced with Shefras Automatics, Ltd. Solly and Phil have devoted much time and labor to organization work. Always a believer in expositions, the former was a keen agitator for a trade show as opposed to sections in other shows. His enthusiasm and efforts were rewarded with the coming into being of the London Coin-Operated Machine expositions, the management committee of which he presided over for the first two shows, 1935 and 1936. Phil succeeded his father in the chair for the next show and has already proved his worth. Morry takes no part in organization affairs, being of the opinion that the name of Shefras is well represented as it is. Father and sons have all visited America on different occasions.

National Premium Dedicates Quarters

OMAHA, Oct. 31.—More than 500 operators from Nebraska, Iowa, Kansas, Missouri, Colorado, North and South Dakota and Minnesota attended the elaborate open-house celebration given by the National Premium Company here October 22-24. Celebration marked the opening of display rooms at the firm's new location, 1312 Farnam street. Visiting operators expressed surprise at the complete and attractive display.

"I don't really believe the operators expected to see such a complete display of equipment," said A. J. Johnson, company president. "We intend to keep such a display of equipment in our showrooms at all times." Complete lines of Jennings, Western Equipment, Wurlitzer, Chicago Coin Corporation, Pacific Amusement and Stoner Corporation machines were shown.

Many factory representatives attended the gala event, including Jimmie Johnson, of Western Equipment Company; B. I. Perkins, of Wurlitzer; Ted Stoner, of the Stoner Corporation, and Lewis Koren, of the Chicago Coin Corporation. An added feature of the opening was a door prize of a Western Center Smash payout table donated by Jimmie Johnson.

President A. J. Johnson reports the opening was a tremendous success and served as an excellent means of bringing operators into closer contact with the industry as a whole.

VAUDEVILLE NOTES

(Continued from page 13)

agents on the booking, Simon Agency and Rockwell-O'Keefe. . . RKO Boston, Boston, made a tieup with I. J. Fox, furrier, in throwing a press party at the Ritz-Carlton there for Russell Patterson last Thursday on the opening day of his unit.

NORMAN CARROLL'S Mardi Gras unit, current at the Fox, Detroit, will open Friday at the Lyric, Indianapolis. Agented by Simon office. . . Harry King and Sinclair Twins are going with the Mitchell & Durant unit. . . Phil Spitalny and girl ork have been booked for the New York Paramount for an early date. . . Vera Dunn was set by Ben Shainin for a short done by Archland Productions at the Biograph Studios in New York. Pix was *Flapper Pirate*, supervised by James Souland. . . Three Cards are at present playing theaters in the East after a season of fairs for the George Hamid office. . . Frank and Bernice Dean, finishing rodeo and fair dates, joined up with Art Zike in putting out *Rodeo Revue*. A 35-minute show with three people and two horses, booked up to November 28 on dates for the Fox Inter-Mountain and Gibraltar agencies in Denver, covering one and two-night stands in Colorado, New Mexico, Wyoming and Nebraska.

LOS ANGELES BITS: Britt Wood makes his screen bow in Harry Sherman's *Train Dust*, doing a harmonica specialty. . . Ray Rogan, of Rogan and Barlow, is undergoing screen tests at Universal. . . Superba Theater, San Diego, has installed split-week vaude. House has only flesh in town. . . Arthur Klein, New York vaude booker, on the Coast a few years, is opening his own agency in Hollywood for film representation.

EVERETT SANDERSON and Nonan opened a tour of West Coast houses at the Palomar Theater, Seattle, Wash., October 28.

BRONX, BRONX, N. Y.

(Continued from page 18)

style, gets good hand and encores with a version of the *Suzi-Q*. Pretty, shapely, smartly gowned, she can inject more personality in style and selections for even better results. Walsh and Harper once more get laughs with a batty tune, *Bessa From Odessa*, and gags.

The piece de resistance of the evening, however, is Jack Gleason, aforementioned as the "goof" of the Three Immigrants. Transformed into a capable comedian, with an unhesitating delivery, he earns a round of hearty laughs by zippy comedy patter and clever imitations. His burlesque of familiar radio signatures, a bit overdone by now, clicks nevertheless, and his imitations of Penner and Durante are Eddie Garr-ish. His infectious style would be enhanced by less hackneyed material.

Show given in addition to the usual double features. **GEORGE COLSON.**

REX, STEUBENVILLE, O.

(Continued from page 18)

neat tap dance. Gals are not hard to look at and their talent in this show stands out. The Starr duo are next with two numbers, one a pleasing *Tea for Two* tap concoction, the other a fast offering in which each competes with difficult steps.

Moore and Shy, a fat fellow and a midget, do a fair comedy act in which they capitalize on their freakish growths. The midget, in particular, gets laughs with his amusing work.

Two dance acts are back for a Latin number and "Fats" returns for additional comedy talk with Jack Van himself. Nice response. The Flying Demons, better-than-average skating act, follow with some thrilling tricks and scored at this viewing despite the handicap of the small stage. Billy and Betty Starr come back for the third time with a neat version of the *Top Hat* routine. The team has plenty of class and displays promise.

Bobby and King are next-to-closing. While their comedy talk is old, their acrobatic nonsense is funny. Good hand. All back for a flash finale. Radio Rascals' Orchestra, a five-piece outfit, furnishes the music.

SAM HONIGBERG.

London Bills

(Week of October 26)

Principal vaude opening is that of Sophie Tucker. After six weeks at the Grosvenor House she opened at the Trocadero, where she last played two years ago. Proves a great attraction and has to sing nine and ten numbers before bowing off. Also on bill is Edgar Bergen, American ventriloquist, who was with Miss Tucker at the Grosvenor. Bergen shows a new line in voice-throwing technique and his skill and showmanship are ace.

Bernard and Bernice, versatile American dancers with a good routine, make a first English showing at the Empire, Newcastle, and hit solidly.

Back from a summer season in the States, the Gaudsmith Brothers, with their intelligent French poodles, open their 10th English tour at the Ritz, Maidstone. Act is made to order for any audience.

Hackney Empire, leading Stoll theater, has three American acts, with popular Four Franks headlining and tying the show into knots. Hal Yates, singer and instrumentalist, and Russell, Marconi and Mignon, in comedy, music and dancing, are well in the hit class.

Schaeffer's Midgets, international lilliputian attraction, return to England after an absence of five years and headline at Kingston Empire, where they are a great success. MacDonald and Paradise, American comedy dancers, score solidly in the same lineup.

Johnny Howard, dramatic jester, and the Swingets, vocal entertainers, two American entries, sponsored by Jack Hylton, are popular at the Hippodrome, Portsmouth.

Victoria Palace vaude revue show, presented by Kurt Robitschek, still plays to capacity with show-stopping performances turned in by Arren Broderick, Darlene Walters, Fred Sanborn and the Music Hall Boys, all American, and by Florence Desmond, show's attraction. Program will remain unchanged thru the month of November.

Palladium's *O-Kay for Sound* has sock hits in Bobby May, juggling humorist; Raye Saxe, saxophone novelty, and Patricia Bowman, ballerina.

Rosemary Dering, cute and personable American ballerina, is the outstanding hit of Jack Taylor's unit, now showing at the Hippodrome, Nottingham.

306-BRANDT

(Continued from page 4)

houses use operators supplied by the independent Allied union. The Times and Audubon theaters are using 306 men, while the Jackson Heights and Brooklyn houses use non-union operators.

The latest outbreak in the long-seething movie operator situation here wrecks, at least temporarily, negotiations for the return of the Brandt Circuit to 306. Browne, Basson and Bert Popkin, all representing 306, had been talking to Brandt about 306's absorbing Allied operators when news came of the bombings, all occurring about 9 p.m. Thursday night.

Inside angle is that Brandt, who is also head of the Independent Theater Owners' Association here, organized Allied to fight off 306 and can no longer control the Allied organization. Spokesmen for 306 recall that several other times, just when negotiations for a 306-

Allied merger were almost completed, something happened and the deal failed to go thru.

Heads of 306 insist they "have no use for violence" and disclaim responsibility for the bombings. Allied officials, along with 306 chiefs, have issued statements welcoming an investigation into the outrage.

CHANGES IN

(Continued from page 4)

been postponed indefinitely. The Actors' Repertory Company, which was to present it, is busy with another production. House gets a revival of *Tobacco Road* November 16 for a fortnight, with the forever-promised musical, *Babes in Arms*, for the follow-up.

Locust Theater, which opened as a legit house October 26, carries over *Personal Appearance* for a second week, *Co-Respondent Unknown* being the next in line. House will give out dramatic revivals at pop prices except for Thanksgiving week, when the University of Pennsylvania's Mask and Wig Club presents its annual, *This Mad Whirl*.

FORT WORTH

(Continued from page 4)

nut. Besides this, he has always received a cut from food, drinks and coin machines.

There is also a story that, because the setup here was so fantastic, Rose had the \$100,000 in a New York bank before he set foot on Texas soil. Still another angle is that the \$100,000 story was merely publicity, and that Rose was to get about half that much. The show is said to have plenty of money, as the gate, which is 100 per cent profit because the customer is given nothing for his 50 cent admission charge, takes care of personnel. Nothing has been said about paying for the buildings or reimbursing bondholders who purchased bonds to finance the project.

BANGS OUT

(Continued from page 4)

half seconds—proving that Mr. Scott is a faster player, at any rate.

Next he proceeded to play *Jazz Rhapsody*, a composition incorporating every style of technical brilliance, composed of 1,169 notes, in the record time of 36 seconds. And he crowned his achievements by introducing *Musical Race Track*, his own composition of 268 notes, playing it in the phenomenal time of six seconds, averaging over 40 notes to the second. All with the mittens on, mind you.

Whereupon Mr. Rolfe et al., with deep reverence and humility, and obviously eager to shake the mittened hand of the streamlined Paderewski, presented him with a scroll acclaiming him King of the Keyboard.

P.S.: Mr. Scott will demand only \$2,000 a week for future bookings.

MICHIGAN LICENSE

(Continued from page 4)

private employment bureaus, stated this week. The administrator has turned over \$3,000 more to the State funds than in the best previous year, indicating stricter law enforcement. Over 100 cases have been settled satisfactorily in the last year, and not one act has lost a dollar as far as public record of complaints shows.

Two cases are now outstanding, one involving a misunderstanding over date of booking and the other involving the Rush & Besner Agency. Dickinson stated, with regard to the latter, "Rush & Besner did not pay for acts which they booked into Oriole Terrace, which went into bankruptcy. James Rush promised to do so, but so far has not done so. He left for Chicago and planned to start booking there. As I wrote the Chicago officials, he was turned down on a license there. The license still stands suspended, but not revoked. Rush has no right to operate in Michigan at present."

Only new office recently licensed is Midwest Artists, opened in Grand Rapids by Philip Simon.

De Neegaard Contract Arb

NEW YORK, Oct. 31.—Dispute between Sam Levey and Beatrice De Neegaard, latter claiming she has a contract incorporating Equity conditions for engagements in the Nazimova repertory productions of *Hedda Gabler*, being done on the road now, and *Ghosts*, to be given next month, will be arbitrated shortly after the company comes to New York November 20. De Neegaard is not playing with the show, whose management disputes the existence of any contract with the actress.

High Stakes

with the alluring "match-a-color" Horses, Win-Place-Show positions, and changing, teasing odds, ranks topmost among Counter Games today.

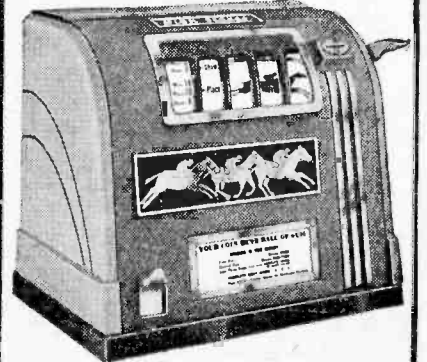
High Stakes

brings immediate player response, jerks up sleepy locations and changes them overnight into "bright spots." It has "class," it's way out in front as the liveliest money maker.

High Stakes

Through its unique award system gains player loyalty. There are HIGH STAKES Fans on every spot, it's a natural, a repeater, it gets the glad hand every time.

STAKE YOURSELF TO PROFITS WITH HIGH STAKES



TWENTY ONE BLACK JACK

A DE LUXE Game, of elegant appearance, with high profit potency. Earnings surpass all records ever established. You must compare it with others to appreciate its greater profit capacity.

TWENTY ONE BLACK JACK

Remarkably silent performance is indicative of the matched precision of all component parts. You can run it on "bright spots" without attracting unwanted attention. "Golden Silence for Golden Profits."

TWENTY ONE BLACK JACK

is absolutely cheatproof. Nobody can shake its Reels or manipulate its shutters fraudulently. Your Locations won't have to make good on fake payouts, your net profits are much larger as a result.

In "21" Games—it's a Groetchen Landslide.



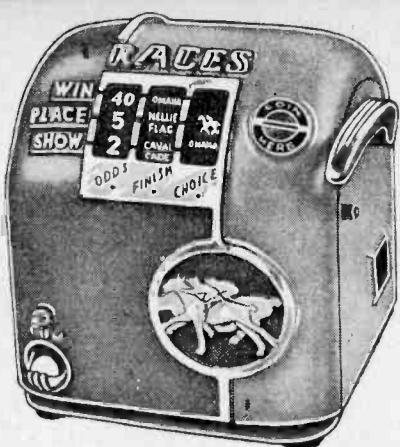
GROETCHEN TOOL COMPANY
130 NORTH UNION ST., CHICAGO

DAVAL'S RACES

The most beautifully designed, most mechanically perfect and the only SILENT race horse counter game in history FULLY GUARANTEED! RACES is the BIGGEST COUNTER GAME MONEY - MAKER ever offered on our 7-DAY FREE TRIAL GUARANTEE! RUSH YOUR ORDER TODAY!

\$17.50

TAX PAID
4-Way-Play
1c, 5c, 10c, 25c



REEL "21" — \$23.75 Tax Paid
7-DAY FREE TRIAL! Rush us Your Order on this GUARANTEE!

EXCEL — \$54.50 Tax Paid
Fastest and most beautiful NON-PAY-OUT Pin Game Ever Built! READY FOR IMMEDIATE DELIVERY!

WESTERN DISTRIBUTORS, INC.

3126 Elliott Ave., SEATTLE, WASH. 2 So. Bernard Street, SPOKANE, WASH. 1633 S. W. Alder St., PORTLAND, ORE.



No. 52 CIRCUS HORSE

DON'T BE DISAPPOINTED WHEN ORDERING from DELUXE "DELUXE PLASTER"

LATEST CREATIONS — FINEST FINISH
CORN GAME FLASH
'NUF SED — YOU'LL BE SURPRISED

Beacon BLANKETS and SHAWLS"

Order Now -- While They Last -- Beacon Magnets -- Mings

WISCONSIN **DELUXE** CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

FAST SELLING SPECIALTIES FOR DEMONSTRATORS—Pitchmen and Novelty Workers
SEND FOR A COPY OF OUR LATEST CATALOG

B1767—Czecho 3-Blade Toothpick Knives. Gross, \$1.35.
B1769—Czecho 5-Blade Toothpick Knives. Gross, \$1.60.

NOVELTY SWISS DANGERS
\$5.00 Per Gross
With Instruction Sheets.

XMAS CARDS ASSORTMENTS

EXCEPTIONAL VALUES
B5965—12 Assorted Xmas Cards In Box. Per Dozen Boxes...\$1.10
B5966—20 Assorted Xmas Cards In Box. Per Dozen Boxes...\$2.00
B5967—24 Assorted Xmas Cards In Box. Per Dozen Boxes...\$2.85
B5968—21 Assorted Xmas Cards In Box. Per Dozen Boxes...\$4.50

B3462—Hurst Gyroscope Top. Per Dozen, \$1.30; Per Gro., \$15.00
B3463—Jockey Gyroscope Top. Per Dozen, \$1.25; Per Gro., \$14.50
B2159—Black Creeping Mouse, Sparkling Eyes. Per Gross...\$3.75
B2247—Running Baby Turtle. Per Gross...\$5.50
B2210—Mechanical Swimming Doll. Per Gross...\$8.50

B2108—Fur Jumping Dog, with Rubber Tube and Bulb. Per Gross...\$6.75
B2459—Movable Hand Wrist Watch. Each In Box. Per Gross...\$3.50
B5707—Krinkle Dancing Flapper, Each in Glassine Envelope. Per Gross...\$4.00

MINIATURE CHARMS

B2319—Donkey Charms with Silk Cord. Per Gro., 75c
B2326—Elephant Charms with Silk Cord. Per Gro., 85c
B2310—Scotty Dog Charms with Silk Cord. Per Gross...75c
B2325—Camel Charms with Silk Cord. Gro., 85c



GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

LITTLEJOHN'S FAIR CIRCUIT

BOOKING INDEPENDENT

Will book money-getting Shows and Rides for twenty per cent. Good opening for Lead Gallery, Devil's Bowling Alley, American Palmist and Ball Games. Luverne, Ala., Fair, this week; then Union Springs, Eufaula, Cuthbert.

THOS. P. LITTLEJOHN, Mgr.

WANTED FOR H. W. CAMPBELL SHOWS

One more Free Act, Ferris Wheel, Swing or any other Ride that does not conflict. Grind Shows, Organized Minstrel, all Concessions open. Armistice Celebration, Thomason, Ga., week November 9; Sandersville, Ga., and Eastman follow. Five weeks in Georgia, then Florida all winter. Address H. W. CAMPBELL, as per route.

WANTED SHOWS AND CONCESSIONS

Of all kinds that don't conflict. BARNEY TASSELL UNIT, this week, Oconee County Colored Fair, Seneca, S. C.; week November 9, Legion Armistice Celebration, Hartwell, Ga.; week November 16, Firemen's and Legion's Celebration, Fernandina, Fla.

Wurlitzer Tossing Party In Boston for N. E. Ops

BOSTON, Nov. 2.—Reception, banquet and floor show will be tendered H. E. Capehart, honor guest, and J. A. Macilhenny and H. King, all of the Wurlitzer Manufacturing Company, at the Copley Square Hotel here Thursday night, beginning at 7:30 o'clock.

Ben L. Kulick, New England district manager for Wurlitzer, and Ben D. Palasant and M. J. Lockwood, of the Supreme Amusement Company, of New England, Inc., are sponsoring the affair. Kulick will serve as toastmaster. About 100 New England coin machine operators have been invited to attend and Capehart promises to bring them an important message.

ROUTES

(Continued from page 37)

Silver's Fun Show: Dyersville, Ia., 2-7. Turtle, Wm., Magician: Astoria, Ore.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Big Spring, Tex., 4; San Angelo 5; Ballinger 6; Brady 7; Coleman 9; Brownwood 10.
Blythe Players: Locke Mills, Me., 2-7.
Burke & Gordon Show: Gates, Ind., 2-7.
Fox Players: Texarkana, Tex., 2-7.
Gilbert Comedians: Byromville, Ga., 2-7.
Harvey Players: Dyersburg, Tenn., 2-7.
Princess Stock Co.: Lonoke, Ark., 2-7.
Stone, Hal, Show: Abbeville, La., 2-7.

CIRCUS AND WILD WEST

Barney Bros.: Imperial, Calif., 3; El Centro 4; Holtville 5; Indio 6; Blythe 7; season ends.
Cole Bros.-Clyde Beatty: El Dorado, Ark., 3; Monroe, La., 4; Vicksburg, Miss., 5; Jackson 6; Brookhaven 7; Greenwood 9; Greenville 10; Clarksdale 11; season ends.
Mix, Tom: Chattanooga, Tenn., 3; Rome, Ga., 4; Anniston, Ala., 5; Huntsville 6; Decatur 7; Florence 9; season ends.
Polack Bros.: Twin Falls, Ida., 2-7; Pocatello 12-18.
Ringling Bros. and Barnum & Bailey: Greenville, S. C., 3; Atlanta, Ga., 4-5; Macon 6; Valdosta 7; Jacksonville, Fla., 9; Orlando 10; Tampa 11; season ends.
Royal Bros.: Humphrey, Ark., 3; Reydell 4; Cornerstone 5; Grady 6; Gould 7; Watson 9.
Sadler, Harley: Jacksboro, Tex., 3; Graham 4; Throckmorton 5; Stamford 6; season ends.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Roberta, Ga.
Atlantic Coastal Expo.: Ridgeland, S. C.; Fernandina, Fla., 9-14.
Baldwin Expo.: Franklinton, N. C.
Bantly Greater: (Fair) Wadesboro, N. C.; Gaffney, S. C., 9-14.
Barfield's Cosmopolitan: (Fair) Swainsboro, Ga.; (Fair) Colquitt 9-14.
Beckmann & Gerety: (Fair) Waco, Tex.; Austin 10-14.
Big State: Mexia, Tex.
Brown Novelty: (Fair) Quitman, Ga.; (Fair) Valdosta 9-14.
Bruce: (Fair) Ocella, Ga.
Bullock's Am. Co.: Hollyhill, S. C.
Burke, Harry: Sunset, La.
Campbell, H. W.: Thomason, Ga.
Capital City: Holly Springs, Miss.
Cetlin & Wilson: (Fair) Rocky Mount, N. C.
Corey Greater: (Fair) Hemingway, S. C.
Crafts 20 Big: Santa Ana, Calif., 2-11.
Crystal Expo.: (Fair) Walterboro, S. C.; Georgetown 9-14.
De Luxe Shows of America: (Fair) Union, S. C.; (Fair) Darlington 9-14.
Dixie Am. Co.: Girard, Ala.
Dixie Model: (Fair) Laurinburg, N. C.
Dodson's World's Fair: (Fair) Anderson, S. C.
Dudley, D. S.: Ralls, Tex.; Floydada 9-14.
Embree's Southern Am. Co.: Holly Grove, Ark.
Endy Bros.: Durham, N. C.; season ends.
Evangeline: Smackover, Ark.
Florida Expo.: De Funak Springs, Fla., 2-12.
Georgia Amusements: Scotland, Ga.; Helena 9-14.

Georgia Attrs.: Greeleyville, S. C.
Gold Medal: Lafayette, La.; Rayne 9-14.
Golden State: Fresno, Calif.
Great American: Gainesville, Ga.
Great Coney Island: Lafayette, La.
Great Southern: Crowley, La.
Great Superior: Paragould, Ark.
Gruberg's World's Expo.: (Fair) Charleston, S. C.; (Fair) Bishopville 9-14.
Gulf Coast: Luxora, Ark.
Hansen, Al C.: McComb, Miss.; Gulfport 9-14.
Happy Days: (Fair) Clanton, Ala.; (Fair) Greenville 9-14.

Heth, L. J.: Houston, Miss.; Bruce 9-14.
Hilderbrand's United: Reedley, Calif.
Jones, Johnny J., Expo.: (Fair) Augusta, Ga.
Kaus United: (Fair) New Bern, N. C.; (Fair) Warsaw 9-14.
Krause Greater: Tallahassee, Fla.
Littlejohn, Thos. P.: Luverne, Ala.; Union Springs 9-14.
Lotta Hooley: Bradford, Tenn.
Majestic Expo.: Thomasville, Ala.
Marks: (Fair) Dublin, Ga.; Rock Hill, S. C., 9-14.
Metropolitan: (Fair) Live Oak, Fla.; (Fair) Cairo, Ga., 9-14.
Naill, C. W.: St. Joseph, La.; Newellton 9-14.
Nye Attrs.: Shelbyville, Tenn.
Page: (Fair) Conyers, Ga.; (Fair) Anderson, S. C., 9-14.
Pool & Brewer: Houston, Tex., 2-14.
Regal Un. Am. Co.: Magnolia, Ark.; DeKalb 9-14.
Reid Greater: (Fair) Baxley, Ga.

AMAZING NEW



Actual Size
4" in Diameter

Dicta-RACE

A Counter Game
That's a Gold Mine

Dicta-Race is a hot new counter game, just patented, that is proving a gold mine to dealers. A simple tip of the rubber bowl sends the balls whirling around the tracks. One stops on the winning horse, the other on the odds. It's simple, it's fast, it's fascinating. Sells like hot cakes and stays sold. Nothing like it. You can get in now and clean up fast with Dicta-Race. Merchants everywhere are wide open. Send \$1.50 today for sample. Money-Back Guarantee. ORDER NOW!

SAMPLE
\$1.50
Money Back Guarantee.

Dicta-CARD, INC.
MISHAWAKA, INDIANA

WANTED

For possible two-year Tour of the Orient, Freaks, Oddities, Highest Class Platform Attractions obtainable. WANT Oddities able to read and write, as you must sign own passports. WILL BUY good Sword Box. Also all kinds Illusions. All Oddities and Curiosities send photos. Wire or write

MILLER'S EUROPEAN MUSEUM
Gainesville, Ga.

Concessionaires... NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, GORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

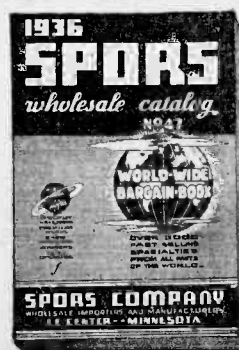
WANTED FERRIS WHEEL OPERATOR

TO JOIN AT ONCE.
Must be sober and reliable. Salary sure. Year-round job. Wire or come on.
METROPOLITAN SHOWS,
Live Otk, Fla., this week; Cairo, Ga., next week.

L. J. HETH SHOWS WANT

To join now. Long Range Shooting Gallery, Strip Photo Gallery. Concessions come on. Out until Christmas. Houston Fair this week; Bruce follows. Both Mississippi.

3000 BIG BARGAINS



AT WHOLESALE PRICES.
Hundreds of items from many parts of the world are shown in Spors Catalog. 196 pages chock full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today.
SPORS CO.,
11-36 Erle St.,
Le Center, Minn.

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS

Mr. Zilch says...

Why tolerate batteries when you can save their cost 10 times yearly by using

ELECTROPAK

ELECTRICAL PRODUCTS COMPANY, INC.
6527 RUSSELL STREET, DETROIT MICH.
CHICAGO OFFICE: 628 W. JACKSON, BLVD.
NEW YORK OFFICE: 25 WEST 42nd STREET

Late Deaths

(The following items were received at press time. More details in the next issue.)

EMMET—Joseph K., II, 70, manager of Capitol Theater, New York, at Doctors' Hospital, New York, October 31.

OUTDOOR ACTS

(Continued from page 3)
the parade, more than a mile long, taking an hour to pass a given point and estimated to have been viewed by 200,000, could be brought in review before grand-stand crowds. Two sections of wall were removed for entrance and exit to the park. Alvin Plough, of Cincy radio note, directed and announced the acts, using the silver whistle with which the late John G. Robinson directed his acts under the big top during his sawdust career and loaned for the occasion by Mrs. Robinson. John Robinson IV was head of the attractions committee, but business called him out of town on Saturday.

An exceptionally gorgeous and well-presented fireworks display, donated by the Standard Oil Company of Ohio, was shot at beginning of the program because of threatened rain. Lorraine, single traps and muscle grind, led off the bill, followed by Fred's Dogs, Sterling-Rose Trio, aerial rings and bars, and Harry Anderson's bucking mule, working simultaneously. Capt. Earl McDonald's high fire dive into a small tank drew a big hand. Then Arenzo, slack wire; Anna May, personable young contortionist, and Eddoma, slack wire, pleased the throngs, working in three spots across the diamond. Millette, in his upside-down trapeze routine, garnered heavy plaudits. Rita and Dunn, well-known high-wire turn with "elephant" number, elicited a great sendoff as they continued their feats in a steady drizzle. Red Devils, old-fashioned fire act, and Sterling-Rose Trio in three-clown table act, worked next.

Flying Valentinos, male catcher and two fem flyers, went over big, gals surprising with a passing trick and more seasoned of the two ending with a one-and-half with head in a sack. There were plenty of Nipponese tricksters in the offerings of Kanazawa Troupe, Hashi and Osai and the Tayamas, doing Risley, perch, ground tumbling, juggling and table bits to a hearty bowout. Featured as final thriller was A. E. Seiden, "the Stratosphere Man," who drew concerted gasps from the suddenly silent spectators during his 130-foot high swaying pole, trapeze and slide-for-life offerings. Henry Fillmore's Band, a Cincy institution, played the acts and preliminary concert.

Interest in the fete was augmented by voting for many entries from suburbs and business and civic bodies in a queen contest, decided Friday night at a Coronation Ball in the Music Hall, winner riding on a float of honor in the parade, attended by the runners-up in the contest, and reviewing the parade at the ball park. She will be sent to the coronation of King Edward VIII, with her own choice of chaperon. At the ball dancing was to music of Freddy Bergen's tooters, with a floor show, including Dave Malcolm, emcee, Jordan Trio, de luxe roller skaters; Joan and Annette, sensational dance team; Jored and Margo, dance romancers, and the Barclays, eccentric dancers. Boat pageant on the Ohio River, scheduled for Sunday, was canceled because of rain.

STRATES SHOWS

(Continued from page 3)
with Young Strangler Lewis throwing "Kid" Adams in two straight falls. Whitey Rogers and Muscles Reed furnished the semi-windup, which ended in a fight and a return match demanded by both contestants. As soon as a promoter and press agent can be secured, this pair will be matched again. All of this incident was accepted by the participants in most friendly manner.

Stoltz Band Signs With Marks Shows for 1937

MILLEDGEVILLE, Ga., Oct. 31.—George Stoltz and band will again be on the midway of the John Marks Shows season 1937, it was announced here today. It is said that in keeping with the

★Mills Railroad Pay Table serves player, operator and location with unvarying satisfaction which, in the technique of coin machine operating, means a **HEAVY CASH BOX** every week. Price \$135, at your jobber's or direct from ★Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois. Gotta match?

- Robeson Am. Co.: Scotland Neck, N. C.
- Rogers & Powell: Tchula, Miss.
- Royal American: Pensacola, Fla.
- Royal Palm: (Fair) Geneva, Ala.
- Shugart, Doc: (Fair) Holland, Tex., 5-7.
- Siefer Greater: Deming, N. M., 6-11.
- Silver State: Tahoka, Tex.
- Smith's Greater Atlantic: (Fair) Dillon, S. C.; (Fair) Kingstree 9-14.
- State Fair: Monahans, Tex.; El Paso 9-15.
- Valley: Taylor, Tex.
- Wallace Bros.: (Fair) Columbia, Miss.; (Fair) Biloxi 9-14.
- Ward, John R.: Crowley, La.
- West Bros.' Am. Co.: Ozark, Ark.; Blytheville 9-14.
- West Coast Am. Co.: Porterville, Calif., 5-11; season ends.
- Western State: San Angelo, Tex.
- West's World Wonder: South Hill, Va.; Elizabeth City, N. C., 9-14.
- Work R. H.: (Fair) St. George, S. C.; (Fair) Charleston 8-14.
- World Am. Co.: Aberdeen, Miss.
- Zimdars Greater: (Fair) Leland, Miss.; (Fair) Greenville 9-14.

Additional Routes

(Received too late for classification)

- Cannon Show: Clarksville, Ga., 2-7.
- Cook & Cooke: (Fair) Anderson, S. C., 2-7.
- Felton, King, Magician: Hughes Springs, Tex., 2-7.
- Harris Road Show: Waverly, Minn., 2-7.
- Haviland, Henry: (Little Italy Night Club) Columbus, O., 2-7.
- Jenkins, Polly, and her Plowboys: (Academy of Music) New Glasgow, N. S., Can., 2-4; (Majestic) New Waterford 6-7; (Strand) North Sydney 9-10; (Savoy) Glace Bay 11-12; (Strand) Sydney 13-14.
- McNally Variety Show: Southfields, N. Y., 2-7.
- Miller, Al H.: Show: Weston, Ga., 2-7.
- Pavan Show: Ganado, Tex., 2-7.

Additional Deaths

(Received after "The Final Curtain" page had gone to press)

- COOPER**—Irwin, 27, radio announcer, in New York October 29.
- GORDON**—Westell, composer and lyric tenor, suddenly in London October 4. He was in Capitol Family Radio Hour for some years. Among his songs, published by Chapelle & Harms, were *Far Away Bells* and *No One Knows But the Red, Red Rose*. Survived by mother and two sisters.
- GRAHAM**—Harry, 61, dramatic author and songwriter, in London October 30.
- MORGAN**—Hope, 74, opera singer, in Toronto, Ont., October 30.
- PERRY**—William C., 40, musical director for NEC Studios in New York and former director of many Broadway shows, at Banning Sanitarium, Banning, Calif., after several months' illness October 30. Survived by his widow and a daughter. Body was taken to Camden, N. J., for burial.
- PROSKAUER**—Joseph, 81, authority on printing, of bronchial pneumonia at his home in New York October 29. Founder of Sphinx Club and member of the Bankers' Club. Survived by two sons, Richman and Julian J., president of the Society of American Magicians, and two sisters.

Top the Midway WITH THESE ITEMS

ONE DAY SERVICE

CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. MILWAUKEE, WISCONSIN

Marks program for the future that the Stoltz band will be considerably larger in number of musicians next season.

Stoltz and band left for Luverne, Ala., tonight to join the Thomas P. Littlejohn carnival attractions for the balance of the season at events annually booked by Littlejohn.

Rea Attractions To Build Shows on Semi-Trailers

INDIANA, Pa., Oct. 31.—John T. Rea, manager of the carnival attractions bearing his name, has just returned from a trip to New York. While in Coney Island he placed an order with one of its local banner painters for all new show banners.

Rea stated here today at his winter quarters that work on his shows would not start until after the new year. Besides rebuilding and repainting the rides, two new carnival shows will be

ROBINSON UNITED SHOWS WANTS

Loop-o-Plane and Shows of all kinds. CAN PLACE Cook House and legitimate Concessions of all kinds. Out all winter. All address **STANLEY ROBERTS, Manager, McGill, S. C.**, this week; Conway Armistice Celebration Follows.

AT LIBERTY SMITH CHAIRPLANE

With own transportation. Wish to join company playing Florida. Write, don't wire. **BOX D51, Care Billboard, Cincinnati, O.**

ARMISTICE CELEBRATION

November 9 to 14, **CRAWFORDSVILLE, GA.** WANT Pit Shows, Concessions, one more Free Act. We have three now. **BIG FOUR SHOWS, Thomson, Ga., Fire Dept., This Week.**

built on 24-foot semi-trailers, making five shows in all owned and to be carried by the Rea Attractions in 1937.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Forms For The XMAS SPECIAL

DATED NOVEMBER 28

START TO PRESS
THURSDAY, NOVEMBER 19

If position is desired in any particular department copy must be received in Cincinnati by Thursday, November 19. Only a few pages will be held open until Saturday for late news and last-minute ads.

Wire Your Reservation Today
Mail Your Copy Promptly

The Xmas Number of The Billboard will be on sale November 24, a full month before Christmas, during the most active buying period of the year. The issue will contain many special editorial features and have the largest circulation and distribution of the season.

Your sales depend on the amount
of advertising you do

NEW YORK OFFICE
Palace Theater Bldg.
Medallion 3-1616, 7, 8.

CHICAGO OFFICE
6th Floor Woods Bldg.
Central 8480.

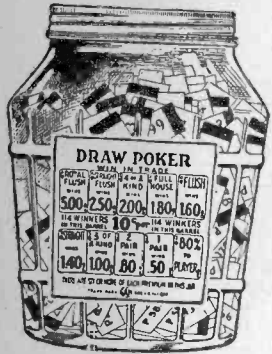
The Billboard

25 OPERA PLACE, CINCINNATI, OHIO.

ST. LOUIS OFFICE
390 Arcade Bldg.
Chestnut 0443.

PHILADELPHIA OFFICE
7222 Lampport Rd.
Madison 6895.

DRAW POKER



"The National Game" Where the "House Never Loses."

Sample, \$ 2.75
Dozen, 25.50
Refills, 2.25 Each.

Sit In By Ordering at Once.

STAR SALES CO.
3901-09 Wayne Ave., Kansas City, Mo.

Retail Sales Increase 31%

WASHINGTON, Oct. 31.—Retail sales in the United States in 1935 exceeded \$32,790,000,000, an increase of 31 per cent over 1933, according to the preliminary release of the Bureau of the Census. One million six hundred and forty-nine thousand and eighty one stores were shown as compared with 1,526,119 stores in 1933. The sales increase of 31 per cent is in contrast to a sharp decrease between 1929 and 1933. The number of stores is 8 per cent higher than the total shown for 1933 and 7 per cent higher than the total stores in 1929.

Employees increased from 3,433,652 in 1933 to 3,899,927 in 1935 or 14 per cent. Payrolls increased 23 per cent from an aggregate of \$2,910,445,000 in 1933 to \$3,568,398,000 in 1935.

The automotive group showed the greatest per cent change from 1933 to 1935, a 60 per cent increase. Next was the lumber - building - hardware group with a 38 per cent increase, followed by an increase of 35 per cent in the apparel group. All 15 groups showed an increase ranging from the 60 per cent mentioned down to the general merchandise group, which showed an increase of 14 per cent.

TURF CHAMPS

Dominates The Entire Field!

TICKET MODEL



\$137.50

ELECTROPAK EQUIPPED

STONER CORPORATION

Aurora, Illinois

Population of the Prairie Provinces Moves Northwest

OTTAWA, Can., Oct. 31.—The 1936 quinquennial census of the prairie provinces—Manitoba, Alberta and Saskatchewan—reveals that the population is moving northward, from which it would seem that Canadians have changed the old adage "Go west, young man" to "Go north, young man." While the population of the three prairie provinces as a whole has grown from 2,353,529 in 1931 to 2,414,050 this summer, an increase of 2.5 per cent, that of the six electoral districts covering the northernmost parts of the three provinces has increased from 237,063 to 282,826, a gain of nearly 17 per cent.

Three factors are mainly responsible for this northward movement of population. The taking up of farm lands in the newer districts by farmers who have given up their old farms in the drought-

stricken areas of the more southern sections of the provinces; the development of the mining fields in the North, and the business developed by the Hudson Bay Railway and the new Northern ocean terminal at Port Churchill.

In Northern Manitoba the district of Churchill has a population of 33,755, an increase of 1,612 over that reported in 1931. In the southern section of this district are 2,494 occupied farms, while in the northern parts are the town of The Pas and the adjoining Flinflon mining district. The port of Churchill also adds to the population. In Saskatchewan the districts of Melfort, Prince Albert and North Battleford have a joint population of 151,350, an increase of 29,281 over 1931. Occupied farms in three northern sections of Saskatchewan number 26,603. In Alberta the electoral districts of Athabaska and Peace River cover the whole of the northern section of the province. The population of Athabaska has increased from 39,102 to 47,956 in the five years, and that of Peace River from 43,761 to 48,755. Occupied farms in this territory number 18,649.



WURLITZER MUSIC MEN VISIT THE CASA MANANA, Fort Worth, as guests of Cy Lynch, of Electro-Ball Company, that city. Boys also took in the Frontier Centennial, making the trip around the midway in a burro-driven covered wagon with Homer Capehart in the driver's seat. Among those who made the covered wagon trek with Capehart were Joe Darwin, Irv Sommer, Bill Lansheft, Harry Drollinger, Bob Bleekman, Al Mendez, O. F. Kramer, R. Q. Kramer, Cy Lynch and several others whose names were not obtained. Capehart and his boys attended the recent convention of coin machine operators in Dallas.

IMMEDIATE DELIVERY!

 Empire Peanut Vendor.	 CIGARETTES	 1c Gum Vendor.
---	---	---

STONER'S TURF CHAMPS **ROLL-A-BALL**
2 Sizes: 9 ft. & 14 ft.

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.

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out \$19.00

HOLIDAY BOARDS, HOLIDAY CARDS AND HOLIDAY HEADINGS

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.



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

PREAKNESS

SOLD OUT

But CHEER UP! Although each day's PREAKNESS production is SOLD OUT before noon . . . we GUARANTEE to continue DOUBLE-SHIFT production for an indefinite period in order to meet the tremendous, constantly growing demand for this greatest 1-SHOT ODDS-CHANGING PAYOUT game in history.

At the same time, we are now in full production on TWO NEW RELEASES (see LAST LEFT-HAND PAGE of this publication). Therefore, to avoid any danger of delay in delivery, rush your PREAKNESS order today. Get in on the \$75 to \$175 WEEKLY NET PREAKNESS PROFITS. Leading Jobbers have PREAKNESS in transit at all times to insure SPEEDY DELIVERY TO YOU!

BALLY MANUFACTURING CO.
2640 BELMONT AVENUE • CHICAGO, ILLINOIS

Tribune, in telling of Pawnee Bill's recovery, said among other things:

"He said several Tulsans have been after him to give his rodeo again next spring. 'And I'm going to do it. People like good rodeos and we certainly know how to give them.' At that he looked at Mexican Joe, who smiled and said something in Spanish.

"Mrs. Lillie's room is exactly as she left it. Nothing has been moved or touched. Her perfume bottles still are on the dresser as they were the day they started for Tulsa on that fatal ride.

"Despite his optimism Pawnee Bill has slowed a bit, his friends believe. Now he takes more pleasure in his large fishpond and flowers in the backyard than in active work.

"But none deny that the old fighting spirit of showmanship still surges within his breast."

CONSOLIDATED

(Continued from page 5)

any certificate of amendment purported to have been adopted recently by either the directors or stockholders and issued a rule on the company and its officers to appear November 13 to show cause why a preliminary injunction should not be granted.

Action was taken on a bill filed by a preferred stockholder, Norman Johnson, of New York. Complainant is represented by Howard Duane, of Wilmington. Bill of complaint charges 150,000 of the issued 524,973 shares of common stock are owned by Setay Corporation, which, it is alleged, is controlled by Herbert Y. Yates, president of Consolidated Films. Yates and directors of Consolidated are largely interested in common stock and the purported amendment was proposed by the directors to improve the position of common stockholders at the expense of preferred stockholders, the complainant charges.

PITT VARIETY CLUB

(Continued from page 5)

William Penn Hotel Sunday for the eighth annual Variety Club banquet staged by the local tent.

The event, staged in honor of Retiring Chief Barker Art Levy, of Columbia Pictures here, and the newly elected chief Barker, John J. Maloney, head of the local Metro exchange, was climaxed with the announcement of a third ward adoption by Tent No. 1. This time it is a boy, who has been named George Variety Barker.

The entertainment program listed over 20 acts. Among them were Johnny Perkins, emcee; the Pickens Sisters, Stan Cavanaugh, Rose Veronica Coyle, the Ben Yost Singers, Cherry and June Priesser, Mitchell and Durant, Little Jackie Heller and Dick and Edith Barstow.

NICOLA SEEKS

(Continued from page 5)

Nicola, today filed suit in the Superior Court of Cook County against the Chicago Rapid-Transit Company and Albert A. Sprague and Britten I. Budd, its receivers, asking \$100,000 on each of three counts, damages for an alleged elevated train accident which, it is claimed, has prevented him from actively engaging in his professional work.

The suit charges that on October 31, 1934, while Nicola was passing from one car to another in an "El" train a door slammed upon his left hand. "Said hand," the petition states, "was bruised, contused, crushed and broken." As a result of the injuries, it is alleged that Nicola "became sick, sore, lame, and disordered and languished for many months thereafter."

AMERICAN ACTS

(Continued from page 5)

Empire, Johannesburg, for South African Theaters, Ltd., on November 16. American turns making the trip are Senator Murphy, political jester and monologist; the Four Ortons, comedy wire act; Bobby Uke Henshaw, comedy mimic and uke player, and June Arliss, dancer, and Dave Seed, hokum comedian, with Jack Janis and Lillian White. Other acts are Rudy Starita and his Marimba Band; Frederique, vocalist; Sealtiel, conjurer; Crichton Boys and Gloria Stone, musical, singing and dancing turn; Tiny Mite and George Welford, comedy novelty, and Harry and Marjorie Ristori, comedy dancers. Acts will play from seven to ten weeks in South Africa, where vaude is showing a definite boost. American turns now playing South African time include Hibbert Bird and Larue, Teddy Joyce and his band; For-

sythe, Seamon and Farrell; Arnaut Brothers, Wright and Marion, Myron Pearl and Company and the Monroe Brothers.

HERNDON SHOW

(Continued from page 5)

this summer and recently given favorable press notices in Boston, will not open on Broadway as had been originally scheduled, owing to inability to find a theater. Production is not definitely off, altho company has been paid one week's salary and rehearsal money.

In addition to legit houses occupied currently there are about 15 under obligation for future productions. Herndon's office intimates, however, that the matter of cost threw the monkey wrench into the works. Play may be kept on the road a while to wait until one of the current New York productions does a nosedive.

IA Checkers in Studios

HOLLYWOOD, Oct. 31.—Planning to get reports on all angles of the studio unions' basic agreement observance, IATSE recently installed checkers on each major lot. One reason for the move is to see to it that only fully paid-up union members in the closed shop arrangement are working.

This move has been under discussion for some time, it is reported, and has no connection with reports of a special IATSE executive board meeting in Hollywood. Spotting of stewards, as they are known in union parlance, was one of the points to come out of a recent confab of studio business managers and top executives.

Lambs Elect Gaxton

NEW YORK, Oct. 31.—William Gaxton, currently playing in *White Horse Inn*, was recently elected shepherd of the Lambs, succeeding Frank Crumit. Fred Waring was elected boy; Dr. M. S. Taylor, corresponding secretary, Raymond Peck, recording secretary, and J. C. Cuppia, treasurer. Directors newly elected include A. O. Brown, J. W. Powell, Hiram C. Bloomingdale, Leonard Liebling, James E. Meighan, Al Ochs and Pat O'Brien; in addition, R. L. Hague, Arthur Hurley, Priestly Morrison, Bernhard Benson and William J. Rapp, who continue in office.

Harry Davis Theft Victim

PITTSBURGH, Oct. 31.—Jewelry and furs valued at more than \$50,000 were stolen yesterday from the suite in the Hotel Schenley occupied by Harry Davis, pioneer Pittsburgh theater operator, who is seriously ill. Davis was in bed in another suite when the robbery occurred.

Warners Get Biltmore

NEW YORK, Oct. 31.—Warners, in addition to remodeling their Warner Brothers' Theater on Broadway, have recently acquired title to the Biltmore, erstwhile home of Federal Theater productions, which was foreclosed by the Continental Bank and Trust Company on a mortgage lien of approximately \$470,000, on which taxes of \$83,000 were owing. Arthur A. Hershkowitz, attorney, handled the transaction for the film company, the bid being \$150,000. Property is assessed at \$150,000.

Coast WPA Music Switch

LOS ANGELES, Oct. 31.—Shakeup of the administrative staff of the local Federal Music Project this week placed Loren S. Greene, former SERA executive, at the head of the county organization, succeeding Alexander Stewart. Stewart remains in the project as supervisor of musical activities, while James G. McGarrigle, assistant to Stewart, has severed connections with the project.

Understood that a difference of opinion between Harle Jervis, State director, and some of the county staff over the recent arrival of Max Rabinoff, of Philadelphia, to assume charge of the grand opera program precipitated the upheaval.

Sardi's, Hollywood, Burns

HOLLYWOOD, Nov. 2.—Sardi's, popular local restaurant and rendezvous for screen and stage celebrities, was demolished by fire yesterday. Damage was estimated at \$100,000. Seven firemen were slightly injured when part of the roof collapsed.



MONEY TO BANK with BANK-O-MONEY

Fastest Money Maker ever made—100 Winners! EVERY STEP A WINNER! EVERYTHING GOES.

Four Beautiful Colors.
Takes In \$50.00
Pays Out 23.10
PROFIT \$26.90
Price \$2.40

GLOBE PRINTING CO.

1023-27 Race Street, PHILADELPHIA, PA

2 WATLING DOUBLE J. P., 5c and 10c Play, Serial Nos. T56173 and T60591. Each	\$32.50
2 MILLS BLUE FRONT MYSTERY, Serial Nos. 359443 and 352444, 5c Play. Each	59.50
1 BLUE FRONT MYSTERY, 10c Play, Serial No. 379117	65.00
1 BLUE FRONT MYSTERY, 5c Play, Serial No. 383386	62.50
1 BLUE FRONT MYSTERY, 25c Play, Serial No. 382711	65.00
1 MILLS ESCALATOR MYSTERY, Yellow Front, 25c Play, Serial No. 365410	57.50
1 YELLOW FRONT MYSTERY ESCALATOR, 5c Play, Serial 364720	57.50
1 WAR EAGLE ESCALATOR, 25c Play, Serial 355490	52.50
1 GOLD AWARD ESCALATOR, 25c Play, Serial 297000	49.50
1 MILLS WAR EAGLE ESCALATOR, 10c Play, Serial 266561	49.50
1 MILLS SKYSCRAPERS, Serial Numbers Over 314,000	37.50
7 MILLS LION HEADS, Double J. P., Gooseneck. Each	32.50
10 LION HEADS, Double J. P., Gooseneck. Each	37.50
2 WATLING MYSTERY, 10c Play, Large Jackpots	37.50
5 MILLS SAFE STANDS	4.95

Send 1/3 Deposit, Balance C. O. D. All Orders Subject to Prior Sale.

INDEPENDENT NOVELTY CO., 220 N. 5th St., Springfield, Illinois

USED SCREAMOS WANTED

Will pay \$7.00 Each, F. O. B. Philadelphia, Pa. Write or wire immediately. GLICKMAN COMPANY 4733 Rorer Street, Philadelphia, Pa.

WANT

Cook House, Shows, legitimate Concessions. Three more Fairs. Out all winter.

C. D. SCOTT SHOWS

Greensboro, this week; Monroeville, Fair, next, then Mobile; all Alabama.

Pay Table Play Improves

CHICAGO, Oct. 31.—Reports coming in to the Rock-Ola Manufacturing Corporation indicate that pay tables are getting a much better play than for some time and that its new One Better pay table is making a fine record on location. They cite Jack Stern, local operator, who, they state, has 72 of the games on location and has been averaging \$12 a day per game.

The game is said to have a number of attractive features, is simple in operation and easily understood.

TIDINGS

(Continued from page 3)

Ferguson, a neighbor, and Mexican Joe, his ranch foreman, *The Tulsa* (Okla.)

RUSH YOUR ORDER TODAY

NOW READY FOR IMMEDIATE NATIONAL DELIVERY

THE BEST JUNIOR BOWLING ALLEY

AFTER 4 MONTHS OF TREMENDOUS SALES RECORDS!

TARGET ROLL JUNIOR 9 FT. BOWLING GAME HIT!

TARGET ROLL is getting the BEST locations EVERYWHERE! It's the FASTEST Money-Maker in ALL Bowling Game History! AND—it's the EASIEST SERVICING game for operators EVER BUILT! Complete alley lifts up on hinges allowing operator to get to all lower parts easily! TARGET ROLL has the simplest Ball Release! It is CHEAT-PROOF in EVERY WAY! Latest A.B.T. Coin Chute! Removable Back Board and Legs! Takes up no more room than a large pin game—AND COSTS LESS THAN ANY OTHER JUNIOR BOWLING ALLEY! FOR BIG PROFITS—RUSH YOUR ORDER TODAY! Jobbers and Distributors are allowed SPECIAL DISCOUNT!

PENNSYLVANIA DISTRIBUTOR
LEHIGH SPECIALTY CO.
N. W. C. 2d & Green Sts., Philadelphia, Pa.

BROOKLYN REPRESENTATIVE
TARGET SALES CO.
1446 Bedford Avenue, Brooklyn, N. Y.



This is an actual un-retouched Location Photograph

TARGET ROLL DISTRIBUTING CO. 127-139 FRELINGHUYSEN AVE., — NEWARK, N.J.

CENTER FOR BARGAINS

- RECONDITIONED AUTOMATIC PAY-OUT TABLES
- DAILY RACES (Mystery 1 or 2 Ball) \$65.00
 - DAILY RACES (Multiple 1 or 2 Ball) 47.50
 - McCOY 55.00
 - TEN GRAND 50.00
 - TYCOON 45.00
 - PEERLESS 45.00
 - SUNSHINE DERBY 45.00
 - GOLDEN HARVEST (10 Ball) .. 29.50
 - PROSPECTOR 24.50
 - BAFFLE-BALL 25.00
 - BIG FIVE, Junior or Senior .. 22.50
 - VARSITY (5 or 2 Ball) 14.50

1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee, Wis.
NEW GAMES—Get Our Prices!
MILWAUKEE COIN MACHINE CO.
3725 W Center St., Milwaukee, Wis.

FAST SELLING JUMBO PEN DEAL \$3.95 EACH WITH 12 PENS IN LOTS OF 6

\$4.25 ea. In Smaller Lots



Get in on the Big Profits with this new, snappy seller. Takes in \$20.00 (400 holes at 5c). Pays out 12 latest novelty oversize Jumbo Fountain Pens and 20 Packages of Cigarettes. Sells to dealer at \$8.50. Wire your order in today. Order No. B37 Deal. Price \$3.95 Each in Lots of 6 or more. Each Deal is complete with 12 Pens. For compactness board displays only one Pen.

25% deposit required on C. O. D. orders.
JOSEPH HAGN COMPANY
"The World's Bargain House," Dept. BB,
217-225 W. Madison St., CHICAGO, ILL.

HOUTON SEASON—

(Continued from page 5)
Rand. Darkness follows until December 10 to 12, when the biggest tour show will appear, *The Great Waltz*, with choice between three spots still undecided. The new *Ziegfeld Folies* is due for a two-day stop January 27 and 28 at the Metropolitan, and then the umpteenth appearance of the old reliable San Carlo Opera is set for February 1 and 2 at the City Auditorium. The only play booked thus far is *Boy Meets Girl*, February 14 and 15 at the Majestic.

From a dramatic viewpoint lineup is had comparison with other years. Last year five successful plays hit the village.

OUT-OF-TOWN—

(Continued from page 5)
Theater for a two-week run beginning October 26.
Presenting the first six of his nine one-act plays before two Boston audiences, Noel Coward, aided by Gertrude Lawrence and a capable English cast, dissipated all doubts concerning his right-

ful place as the white-haired boy of the English-speaking stage. The offerings combine comedy, tragedy and farce, sandwiched together in clever layers, and are brilliant pieces of theater, sure to attain hit status in New York.

Titles of those presented so far are *Hands Across the Sea*, a comedy in one scene; *The Astonished Heart*, a play in six scenes; *Red Peppers*, an interlude with music, and *We Were Dancing*, *Fumed Oak* and *Shadow Play*. Much of the charm of the playlets lies in the swiftly changing moods, which are contrived deftly and acted with finesse.

There is a surplus of drollery, sharp characterization and stage technique, the combined ingredients being easily worth any finicky playgoer's money.

The Coward and Lawrence are stand-outs, Joyce Carey, Joan Swinstead, Alan Webb, Kenneth Carten, Anthony Pelissier, Edward Underdown and Moya Nugent contribute outstanding characterizations.

The only six of the nine one-acters have been seen at present writing, the success of the Coward venture seems assured.



A SECTION OF THE DISPLAY ROOM at the National Premium Company's new location in Omaha. The picture was taken on the first night of the firm's "open house" celebration and shows several operators inspecting the display of the latest equipment.

SALESBOARD OPERATORS!

- NEW OUT-STANDING LOW-PRICED FUR ITEMS
- ★ Opens Thousands of New Locations!
 - ★ Woman-Appeal Makes Your Boards Move Fast and Easy!
 - ★ Increases Your Profits!

FUR Black Seal Skin, P'c'd; Dyed Coney. All Sizes, 16 to 38. For Special Sizes write for particulars to \$16.50

COATS Black Seal Skin, Dyed Coney \$20.00
Marmink (Pleced) Looks Like Genuine Mink, Brown, With Dark Stripes.

MUFFS Seal Skin, Dyed Coney... \$3.00

SCARFS Silvered Scarf. Looks Like Genuine Silver Fox... \$6.00
White Fur Scarf. Looks Like genuine White Fox...

All merchandise beautifully made in latest models, smartest designs. Every woman will play any board to win one. Every man will play at any price to bring one home to his wife or sweetheart. All prices guaranteed to be lowest you can get anywhere. Write today for FREE complete SALESBOARD OPERATORS' CIRCULAR.

Order today! 25% deposit with order, balance C. O. D. Your money (less freight charges) cheerfully refunded if you are not 100% satisfied with our merchandise.

CHARLES BRAND 108 W. 26th ST. NEW YORK, N.Y.

SALE!—SLIGHTLY USED

- 1 ROCK-OLA CREDIT \$39.50
- 2 GALLOPING PLUGS. Each 39.50
- 1 DAILY RACES 39.50
- 2 ROUNDUPS, Payout. Each 44.50
- 1 PAMCO BALLOT 49.50
- 1 DAILY LIMIT, Light-Up Panel 49.50
- 1 PAMCO PALOOKA, Six Slots 69.50
- 50 NO. 77 MASTER VENDERS. Each... 5.00

- NEW MACHINES**
- EXCEL \$54.50
 - BOLD 54.50
 - EUNSHINE BASEBALL 75.00
 - MONTE CARLO 99.50
 - BLUEBIRD, Payout 129.50
 - BLUEBIRD, Ticket 139.50
 - BALLY BREAKNESS 149.50
 - GIANT MOVIE BANK 169.50
 - KEENEY BOWLETTE, 10' 229.50
 - OLD AGE PENSION 12.50
 - DAVAL RACES 17.50

Every Machine Guaranteed. Send 1/4 Deposit and Shipping Instructions.
BASCH NOVELTY COMPANY
1139 Franklin Ave., Scranton, Pa. Phone: 3-7916.

In the coin machine industry
“Excel is the Buy!”

EXCEL is PROVEN the Speediest Playing, Most Thrilling - Action, Biggest Money-Making Non-Payout Pin Game in the past 3 years! Plays the scientific game of Reel “21” in pin game form—with the “Magic Button” that gives the player a chance to outguess the game! WE UNCONDITIONALLY GUARANTEE EXCEL! It will earn you PAY TABLE PROFITS at a pin game price! RUSH US YOUR ORDERS TODAY—IMMEDIATE DELIVERY GUARANTEED!!

OPERATORS—JOBBER—IN THE FOLLOWING STATES RUSH YOUR ORDERS DIRECT TO US NOW—COLORADO—ILLINOIS—INDIANA—IOWA—MICHIGAN—MISSOURI—MINNESOTA—NEBRASKA—NO. DAKOTA—SO. DAKOTA—WISCONSIN—WYOMING.



Operator's Price
54.50
 TAX PAID

7 DAY FREE TRIAL ON THE GREATEST COUNTER GAME! MONEY-MAKERS OF ALL TIME.

REEL “21” RACES DAVAL'S

Reel “21” stands forth from all counter games ever built as “The greatest and steadiest money-maker in history.”

23.75
 Tax Paid.

Daval's RACES is THE perfect SILENT reel race horse counter game! Beauty! Thrills! Action! REAL PROFITS!
17
 Tax Paid.

The World's Foremost Distributors of Winners for Operators!
GERBER & GLASS, 914 DIVERSEY, CHICAGO

YEAH, MAN! HERE IT IS!!

Heavy Holiday Travel to Can.



THE DADDY OF ALL “FREE PLAY” BOARDS

FREE-FOR-ALL
 No. 4050 - - 4000 Holes
2000 FREE PLAYS

Takes in\$100.00
 Definite Payout 50.00
GROSS PROFIT\$50.00

PRICE EACH, **\$4.80** Plus 10% Tax.

Price includes Esels and Fraud-Proof Tickets for Big Winners.

Get our Complete Catalog. Write, stating Your Line or Business, to

HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO, ILLINOIS

OTTAWA, Can., Oct. 31.—Tourist travel to Canada reached its peak for the season over the Labor Day week-end, according to reports received from the three principal ports of entry—Fort Erie, Windsor and Niagara Falls.

Vehicular traffic handled over the Peace Bridge and ferry at the port of Fort Erie during the holiday week-end far exceeded that of the same period last year. Automobiles and other vehicles, inward and outward, totaled 48,873 compared with 41,020 handled in the three-day period of 1935, a gain of 7,853. At the port of Windsor the Labor Day week-end traffic totals showed 38,141 cars entered and 36,320 cars cleared outward. This compares with 28,283 cars inward and 26,869 outward last year. At the three Niagara Falls bridges 76,241 cars inward and outward were handled, exceeding the movement of the corresponding three days of last year by 4,565. Five lines of traffic inward and four outward were operating almost continuously during the three days from 8 o'clock in the morning until nearly midnight. The total number of passengers, inward and outward, over the week-end was 415,835, an increase of 37,504 over last year.

Many other border points, from the Atlantic to the Pacific, reported increased traffic over the Labor Day week-end, and the dispatch with which this heavy movement was handled illustrates the simplicity of international travel between Canada and the United States. The boundary line, which is the most traveled over in the world, is no barrier to legitimate traffic, and Canadian Immigration and Customs regulations are framed to admit visitors with the minimum of “red tape” and delay.

in manufacturing plants, unaffected to any important extent by relief measures, has continued without important interruption since May, 1933, when the turning point of the employment cycle was reached. The index of manufacturing employment averaged 7 per cent higher in 1936 than in the preceding year and the gain on September 1 over the same date of 1935 was 5.1 per cent. Contributing to that advance most of the principal industries recalled their working forces in considerable numbers.

Reports from 9,967 employers show 1,014,532 persons at work on September 1, a gain of 14,562 over August 1. At the beginning of September a year ago 9,355 employers reported an aggregate pay roll of 964,647. Reflecting the improved conditions, the index of employment stood at 107.1 on September 1, 1936, compared with 102.7 on September 1, 1935.



M. M. MARCUS, general manager of the Markepp Company, with headquarters in Cleveland, which opens a new branch in Toledo, O., November 9. Formal opening celebration will be attended by operators from all over Ohio, Michigan and Indiana.

MAGIC JAR BIG CASH PRIZES!

HUGE PROFITS FOR OPERATORS

Salesmen cleaning up to \$100.00 to \$500.00 a week buying jars outright and operating or placing with dealers on percentage basis. Big repeater. Get into the money by placing your order for ONE COMPLETE SAMPLE DEAL—\$6.00, and make a clear profit of \$35.00. If you know this field place your order for one dozen Deals at \$3.30 Each. Total cost only \$39.60, Tax Paid. Profit \$420.00. Write for complete details and facts.

WERTS NOVELTY CO., Inc., Dept. BB11, Muncie, Ind.

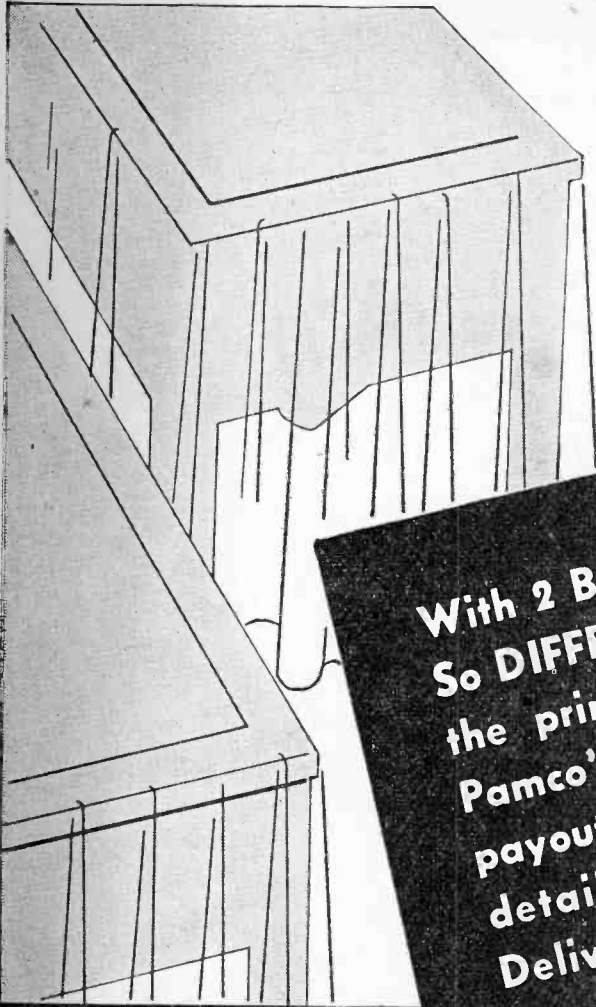
\$25 JACKPOT
 Brings in . . . \$90.00
 Average Payoff 55.00

PROFIT \$35

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

Improvement Shown in Employment in Canada

OTTAWA, Can., Oct. 31.—Employment in Canada during the current year has maintained a considerably higher level than in 1935. The gain of employment



Again... PACIFIC COMES THROUGH

With 2 Brand New ORIGINAL IDEAS in Payout Tables—
So DIFFERENT—So UNIQUE we cannot afford to divulge
the principles incorporated at this time! BETTER than
Pamco's Original Odds-Commutator! BETTER than any
payout tables ever produced. Direct your inquiries for full
details on Pamco's 2 Big "SPECIAL" Payouts NOW!
Deliveries made in order inquiries are received.

WRITE! WIRE NOW!



PACIFIC

AMUSEMENT MANUFACTURING CO.

4223 W. LAKE ST., CHICAGO, ILL. • 1320 S. HOPE ST., LOS ANGELES

NEW TURKEY CARDS



THAT
SELL

Size	1c to 25c Cards with 10 Free Numbers Take In.	1c to 35c Cards with 10 Free Numbers Take In.	Doz.	100.
60	\$11.45	\$14.50	\$0.84	\$5.87
70	13.95	18.00	.93	6.44
75	13.20	19.75	.93	6.71
80	16.45	21.50	1.01	6.99
100	21.45	28.50	1.17	8.12

Send a Dollar Bill for One Dozen Assorted Cards, prepaid. With them you will receive our New 1937 Catalog—Thousands of Fast Selling Items.

25% with orders, balance C. O. D.

THE MIDWEST MERCHANDISE CO.
1026 BROADWAY KANSAS CITY, MO.

Retail Sales in Ontario Are Up

OTTAWA, Can., Oct. 31.—Indicating improved conditions, retail sales in Ontario during 1935 totaled more than \$848,000,000, an increase of 4 per cent over 1934, according to the Dominion Bureau of Statistics. The value of retail trade was 15 per cent higher in 1935 than it was in 1933, when the lowest point in the depression was reached, but

it was still 23 per cent below the 1930 level.

The greatest gains in 1935 over the preceding year were recorded by those kinds of business which experienced the greatest reductions in trade prior to 1934 and which deal primarily in luxury or semi-luxury lines of merchandise, such as motor-vehicle dealers, furniture stores, household appliance stores, radio and music stores and jewelry stores. On the other hand, grocery stores, country general stores and other types of retail establishments dealing chiefly in

necessities or stable lines of goods recorded but slight increases.

For the second consecutive year motor-vehicle dealers reported the greatest annual increase in business, the aggregate sales of all such establishments in the province amounting to \$102,571,000, an increase of 17 per cent over the 1934 figure and only 6 per cent below the corresponding amount for 1930.

Summary of Business Trends

SECURITY and commodity markets have been somewhat irregular recently, while the physical volume of production appears in general to have been well maintained. According to trade sources, retail and wholesale trade has expanded seasonally, altho somewhat retarded in certain sections by unusually warm weather. Automobile assemblies are expanding, but delays in the plants of one large producer have resulted in less rapid rise than in October, 1935. Steel ingot production was lower last week, the estimated rate of output being about 2 points under the 76 per cent rate of the preceding week. In the week ended October 17 electric power production returned virtually to the record high point established in mid-September and bituminous coal production continued to expand.

The season is now here when persistent declines in railroad freight traffic normally set in as the peak of loadings in the past eight years has occurred not later than the middle of October. The 826,155 total for the week ended October 17 was the largest for the year to date and exceeded last year's fall peak by more than 90,000 cars. Loadings for the week were also far above the peak of any preceding year back to 1930, when the autumn high was 971,000 cars.

Construction contracts awarded during the first half of October were close to the September level, according to the F. W. Dodge Corporation statistics. Awards thru the 15th were valued at \$111,481,700, as compared with \$85,792,600 in the first half of October, 1935, an increase of 30 per cent. For residential awards alone the total in the first half of October was \$41,535,700 as compared with \$29,192,500 a year ago.—SURVEY OF CURRENT BUSINESS.

Better Than a PUNCH-BOARD!

O.K. 5¢ GUM VENDER

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS

TAKES IN \$60.00. PAYS OUT \$30.00 IN TRADE AWARDS.

PRICE ONLY \$15

For One O.K. GUM VENDER WITH 1200 BALLS of Numbered Gum FREE..... WRITE FOR QUANTITY PRICES

D. ROBBINS & CO. 141 Broadway Ave. New York, N.Y.

EXCLUSIVE NEW JERSEY DISTRIBUTOR

FOR **O. K. 5¢ GUM VENDER**

"BETTER THAN A SALESBOARD"

ORDER NOW

ROYAL DISTRIBUTORS, INC.
1125 BROAD ST., NEWARK, N. J.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

BIG PROFITS for Salesboard Operators

Handling Our New **CANDY BOARDS**

Complete Deal of 21 Boxes Costs Only **\$5.75**
Brings the Dealer **\$15.00**

Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Order right now and get the business. Deal consists of the following:

- 12 Half-Pound Boxes Schall's Chocolates,
- 6 Full Pound Boxes Chocolates,
- 3 Three-Pound Boxes Mrs. McLean's Fancy Chocolates.

1 Three-Hundred-Hole Salesboard,
21 Winning Numbers.
Your Cost Complete Only **\$5.75**.
Deposit of \$3.00 Is Required on C. O. D. Orders.

Send for complete list of Turkey Cards and New Salesboards. Xmas edition of the Hustler Catalog now ready for distribution. When requesting copy mention your line of business.

LEVIN BROTHERS Terre Haute Indiana



CENTER SMASH



\$139⁵⁰

Power Pack of Batteries Optional.

\$149⁵⁰

Ticket Model.

No Charge For Check Separator

BEAUTIFUL DE LUXE CABINET 24" x 50"

Immediate Delivery

A New 1 ball payout thrill by Western

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE. CHICAGO

LOOK!-OPERATORS AND JOBBERS-LOOK!

MOSELEY CAN MAKE PROMPT SHIPMENT OF

ROCK-OLA'S ONE BETTER, GOTTLIEB'S DERBY DAY, FOOTBALL, HIT PARADE, HIGH CARD, DAVAL'S 21 AND RACES, BALLY'S PREENESS AND RADIO RIFLE, PACIFIC'S MARKSMAN, EXHIBIT'S SHOOT A LITE, ROCK-OLA'S TOM MIX RADIO RIFLE, GROETCHEN'S 21 BLACK JACK AND HIGH STAKES, STONER'S TURF CHAMPS, BOLOS AND PACES RACES. LOOK AT OUR PRICE ON DUCK SOUP.

Slightly Used and Floor Sample Machines

2 PALOOKA, JR.	Each, \$45.00	1 RED SAILS	Each, \$35.00
7 PAMCO CHASE	37.50	1 IVORY GOLF	15.00
3 GALLOPING PLUGS	52.50	1 ROCK-OLA MULTISELECTOR, never on location	200.00
5 DAILY RACES	40.00	1 PACES RACES, Cash Payout, never on location, F. S., 5c play	355.00
3 PAMCO PARLAY	35.00	10 BALLY ROLLS, like new	170.00
4 DOUBLE HEADERS	37.50	1 EVANS ROULETTE, late model	125.00
2 PINCH HITTERS	35.00	1 PALOOKA, SR.	67.50
1 HIALEAH	42.50	2 MILLS No. 801 VICTROLAS	40.00
1 JUMBO	33.50	2 MILLS TROUBADOURS	40.00
1 MAMMOTH, Cash Payout	20.00	4 GABEL, 24-Record Machines	35.00
1 PACES RACES, 5c Play ch. Separator F. S.	400.00	X ZACT COFFEE DIS. Per Doz.	12.50
6 CLEARING HOUSE	8.00	18 SNACKS, 3 Compartments Nut Vender, like new	12.50
35 TIT-TAT-TOES	5.75	1 5c FUTURITY J. P. G. A. V., perfect condition, serial 379462	70.00
8 PENNY PACKS	7.50	1 TYCOON	35.00
13 PENNY SMOKES	5.50	2 FUTURITIES, 25c play, J. P. V.	75.00
1 DUCK SOUP, Per Dozen	15.00		
1 MILLS 25c Mystery J. P. G. A. V., Serial 366339	75.00		
3 PEERLESS, Cash Payout	32.50		

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., Inc., 00 BROAD ST., Richmond, Va.
DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.

Harry Hurvich Places Big Orders on Chi Trip

BIRMINGHAM, Ala., Oct. 31.—Harry Hurvich, one of the "Gold Dust Twins" of the Birmingham Vending Company here, has just returned from Chicago, where, according to reports, he placed quantity orders with the various manufacturers which the company represents in this territory.

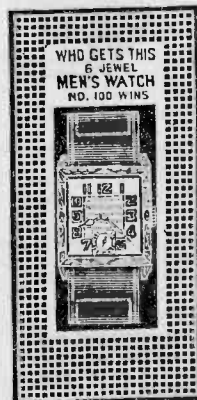
Factories are still behind in making shipments to them, which accounts for Harry's rush trip to Chicago. Harry spent considerable time at the Rock-Ola Manufacturing Corporation plant "begging" for deliveries on the new Rhythm King. Since receipt of a sample Birmingham Vending Company has been besieged with orders for the new phono and a special trip had to be made to the factory to speed up deliveries.

Phonograph operators are unanimous in their praise of the instrument, Hurvich reports, and from every indication Rock-Ola is in for another "World Series" rush.

Avon Novelty Sales Will Distribute Bolo in Ohio

CLEVELAND, Nov. 2.—Art Nagel, president Avon Novelty Sales Company, has just returned here from a trip east, where he obtained exclusive distributorship for Ohio of the novelty game Bolo, manufactured by Pacent Novelty Company.

While in the East Nagel was greatly impressed by the reception the public accorded Bolo, which, he says, is entirely different from the ordinary pin tables of past. He also visited general sales office



MAKE BIGGER PROFITS

WITH OUR DEALS
6 Jewel Lever Wrist Watch and 500-Hole 5c Salesboard. Average Profit, \$15.00. No. B110, Complete.

\$3.95

Send for Our New CATALOGUE Many New 1c-2c and 5c Salesboard Ass'ts

Send 25% Deposit with Order, Bal. C. O. D.

LEE - MOORE & CO.
180-182 West Adams St. CHICAGO



of George Ponsler Company, Inc., distributor of the Genco Bank Roll. Leslie Anderson, sales manager of the Ponsler company, accompanied Nagel on the trip back to Cleveland. Nagel plans to travel thru Ohio in the interests of his company and the manufacturing companies he represents.

COIN MACHINE HEADQUARTERS
Slot Machines—Pin Ball Games—Merchandise Machines—Supplies—Mints—Ball Gum, Etc.
HUBER COIN MACHINE SALES CO.
600-610 W. VAN BUREN ST., CHICAGO, ILL.

A 9 FOOT GAME

PRICED AT \$75 LESS THAN

OTHERS ON THE MARKET:

Electropak Equipped...
Electrical Scoring System.
Trouble-free Mechanism.
Animated Lights Flicker on Back Rack...
Cheatproofed Against Every Known Method.
No Lost Balls—Visible Ball Count.
Score Automatically Cancelled if More Than 9 Balls Played.

ROLA SCORE

IMMEDIATE DELIVERIES

\$ 179.50

F. O. B. Chicago



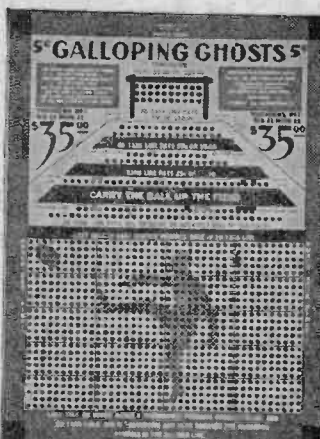
New York Distributor
SUPREME VENDING CO., INC.
557 Rogers Ave., 1121 St. Nicholas Ave.
BROOKLYN, N. Y. NEW YORK, N. Y.
922 8th Ave., NEW YORK, N. Y.

CHICAGO COIN CORPORATION

1725 DIVERSEY BOULEVARD, CHICAGO

Superior
"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

Players Carry the Ball Up the Field Punching in Line Jackpots



GALLOPING GHOSTS

Tickets Printed in Football Terms with Hi-Lo Numbers as Thrilling as the Game Itself—Touchdown (one punch in each jackpot) pays up to \$35.00.

1,000 Hole—20 Section—50 Board
Board Takes In \$50.00
Pays Out (Average) 28.47

Profit (Average) \$26.53
Thick Board with Basels and Celluloid Jackpot Protector.
PRICE \$3.93, PLUS 10% U. S. TAX.

Write for Sales Messenger.
SUPERIOR PRODUCTS, Inc.
14 No. Peoria St., Dept. B, CHICAGO

RACES

Beautifully designed, Silent Mechanism, 4-Way Play—1c, 5c, 10c and 25c Play through same slot.

Proven by many weeks on test locations to be the biggest money maker of any counter game.



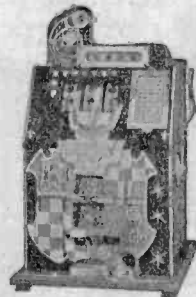
Order your Sample today. A few days on location will make you order more.

\$17.50

REEL "21" 10 DAY TRIAL \$23.75 Double Door & Register, \$2.00 Extra.

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.

HERE'S A REAL BUY ON BOWLING ALLEYS

- 9 SKILL BALLS
- 3 Genco BANK ROLLS
- 2 ROLL-A-BALLS
- 2 National SKEE-ROLLS
- 2 Wurlitzer SKEE BALLS

EVERY ALLEY 100% MECHANICALLY PERFECT
WRITE FOR PRICE!
FIRST COME--FIRST SERVED!

HERCULES MACH. EXCH., INC. 1175 Broad St., NEWARK, N. J. Tel.: Blgelow 3-3984.

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 COMPANY, 312-314 BROADWAY, Nashville, Tennessee

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL
50 WINNERS 44 Boxes of High-Grade Candy—1 Lb.-1/2 Lb.-1/2 Lb., 6 Jars of Assorted Filled Candy.
A 5c Salesboard. COSTS YOU \$5.50 • TAKES IN \$15.00

QUICK TURNOVER DEAL
Every Punch Receives a 1-Lb. Box of Candy. Numbers Run From 1 to 39.
24 WINNERS 24 1-Lb. Boxes of Candy.
COSTS YOU \$4.25 • TAKES IN \$8.00

CANDY HOLIDAYS FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box 65c
5-Lb. Box of American Mixed Hard Candy. Per Box 55c
All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

DELIGHT SWEETS, INC. 50 EAST 11th STREET, NEW YORK, N. Y.

Great Guns!

PAMCO

MARKSMAN

PAMCO

FLYING DUCK

and

READ WHAT COIN MACHINE EDITORS SAY ABOUT THESE GUN-LITE UNITS

and jobbers. Observing Pamco Marksman, Schlesinger was quick to recognize the merit of the new ray-shooting unit. He says the machine impressed him greatly because of the interest manifested in many Marksman locations viewed while visiting the Windy City. The matter of replacement units from time to time lend to Marksman an element of permanency, and Schlesinger was moved by this feature alone to call it one of most carefully planned products in many a year. Acting on the good prospects held for Marksman in New York and surrounding States, Al saw an opportunity too good to pass up.

NEW MARKSMAN GUN ACTS LIKE MAGIC!

His comment was: "We give the player an opportunity to shoot at fixed objects, and by the process of consecutively illuminated targets, 10 in all, give the man at the trigger a fair chance to test his skill to the limit with a single coin. An air of mystery pervades the manner in which one duck, then another, hoves into view. It's the age old element of magic that weighs heavily in favor of Marksman."

Operators can well look forward to one of the most amazing programs of expansion that this industry has ever known and this program, when it is launched, will be second only to the great movie campaigns, or even the national-political campaigns.

It will be a real profit making cycle that promises to run over a very long period, three to five years is a safe guess for the machine.

The new Electric Ray Rifles are virtually noiseless, the only noise incident to their operation is that created purposely to attract attention and this is not objectionable. They are perfectly safe and yet create positively no nuisance of any kind.

ACT QUICK!

PAMCO "MARKSMAN"

PRICED ON TERMS AT \$298.50

PAMCO "FLYING DUCK"

PRICED ON TERMS AT \$196.50 PEDESTAL OR CONSOLE EXTRA

EASTERN DISTRIBUTOR

FISHMAN-SCHLESINGER
DISTRIBUTING COMPANY
682 BROADWAY, NEW YORK CITY

TEXAS DISTRIBUTOR

SOUTH COAST AMUSEMENT CO.
M & M BUILDING, HOUSTON
and 211 SO. PEARL, DALLAS

There are a great many influences about the country that will make for profitable operations of the Electric Rifle Ray machines. Some of these influences are—the spirit of the past World War from which three or four million men emerged with a definite knowledge of marksmanship and that urge to shoot.

"FLYING DUCK" OUTSTANDING!

Operators Arming for Operation

There are local as well as national competitions in shooting constantly going on. There is an association which keeps an accurate record of competition in marksmanship. All these things provide a wide field of operation for Electric Rifle Ranges. We have checked up on the preliminary sales of these units and found that unlike a great many other innovations operators are not waiting for their competitors to pioneer the field but are jumping right in and getting their territories organized for successful operation.

PAMCO'S PAY AS YOU PROFIT PLAN

A Lenient Deferred Payment Plan is Available to Operators, Jobbers and Distributors Full Details on Request.

JOBBER INVESTIGATE!
OPERATORS WRITE! WIRE!

PACIFIC

AMUSEMENT MFG. CO.
4223 WEST LAKE ST. • CHICAGO, ILL.
1320 SOUTH HOPE ST. • LOS ANGELES, CAL.

Get a Gobbler!
Select Your Favorite Girl's Name and Get a 10 Pound Turkey
Numbers 1 to 10 Free
Numbers 11 to 35 Pay What You Draw
Over 35 Pay 25c

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----



Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

HAMILTON MFG. CO.
MINNEAPOLIS - MINN

On all orders for Turkey cards, full payment must be

sent with order. State take-in that you desire. Add 10% govt. tax to all prices.

We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also "Numbers 1 to 10 Free—Numbers 11 to 35 Pay What You Draw—Numbers over 35 Pay only 35c."

Size	1c to 25c Cards with 10 Free	1c to 35c Cards with 10 Free	Per Doz	Per 100	Per 500	Per 1,000
60	\$11.45	\$14.50	\$0.84	\$5.87	\$23.84	\$44.01
70	13.05	18.00	.93	6.44	26.09	48.14
75	15.20	19.75	.98	6.71	27.21	50.19
80	16.45	21.50	1.01	6.99	28.34	52.26
100	21.45	28.50	1.17	8.12	32.83	60.51

HOME RUN	\$ 7.95	PIPPIN	\$ 5.95	ROCKALITE	\$ 4.95
ACTION	3.95	REBOUND	3.95	50-50	4.95
CRACKER JACK	12.95	TRAFFIC "A"	9.95	KINGS OF TURF	4.95
T. N. T.	3.95	MANHATTAN	5.95	DEALER	4.95
CONTACT	3.95	BIG TEN	5.95	TURN TABLE	4.95
CYCLONE	6.95	50 GRAND	14.95	COMBINATION	4.95
SCREAMO	6.95	CHECKERS	5.95	JIMMY VALENTINE	4.95
PAR GOLF	7.95	CHEER LEADER	6.95	CAVALCADE	4.95
TEASER	5.95	BALL FAN	5.95	BEACON	4.95
GENCO BASEBALL	6.95	FIVE AND TEN	4.95	ARMY & NAVY	4.95
BOMBER	7.95	SINK OR SWIM	4.95	TRI-A-LITE	4.95
SIX-SIXTY-SIX	5.95	KELLY POOL	4.95	BIG GAME	4.95
TIE SCORE	5.95	CRISS CROSS	4.95	BALANCE LINE	4.95
		KINGS	4.95		

ALL KINDS OF EXHIBIT TICKET GAMES, \$14.95 EACH.
1/3 DEPOSIT, BALANCE C. O. D. FULL CASH IF ORDER \$10.00 OR LESS.
SUPREME VENDING COMPANY, INC.
557 Rogers Ave., BROOKLYN, N. Y. 922 8th Ave., NEW YORK CITY 1125 St. Nicholas Ave., NEW YORK CITY

Turkey Goose Duck or Chicken
For 1c Not Over 15c
AD WAITING

MAKE BIG MONEY
From Now Until Christmas Selling
JUMBO TURKEY BOARDS
A Real Flash that Readily Sells at \$1.00 Each
150 Holes. No Numbers Over 15c
BRINGS \$21.45 AND SELLS
1 Turkey, 1 Goose, 1 Duck and 2 Chickens
Price \$3.00 per Doz. \$22.50 per 100
Sample, \$1.00
Remittance With Order or 50% on C. O. Ds.
Arcade Novelty Co., 927 Walton Ave., St. Louis, Mo.

BARGAIN SPOT
MULTIPLE
\$59.00

It Will Pay You to Get On Our Mailing List.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.

Tremendous Values in Payout Tables		Thoroughly Reconditioned by Factory Prices			
Electric Eye Tekt. & P'ut.	\$80.00	Credit	\$49.00	Big Five, Jr. (free game unit)	\$23.00
Fence Buster	69.00	Peerless	49.00	Gold Award	19.00
Velvet (Ticket & Payout)	69.00	Bonus	49.00	Rodeo (1 ball)	19.00
Challenger	69.00	Daily Races (Multiple)	48.00	Big Shot	19.00
Daily Races (Mystery new style) (deep cabinet)	69.00	Pamco Parlay	47.50	Stampede	18.00
Pamco Chase	65.00	Brokers Tip	47.00	1c Jennings	15.00
McCooy	59.00	Alamo	45.00	Little Duke	15.00
Bally Derby (Ticket)	57.50	Ten Grand	45.00	Varsity (5 b.)	15.00
Bally Derby	53.00	Sunshine Derby	40.00	Equity	14.00
Tycoon	49.50	Jumbo	34.00	Do or Don't	14.00
		Prospector	31.50	Carloca	13.00
		Baffle Ball	25.00	Put 'n' Take	13.00
		De Luxe 46	24.50	Rapid Fire	13.00
		Aces	22.00	Sportsman	11.00
		Big Five, Sr.	25.00		
		Balance C. O. D., F. O. B. Chicago,			

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	J. H. Keeney & Co.	Exhibit Supply Co.
Pacific Am. Mfg.	D. Gottlieb Co.	Daval Mfg. Co.
Groetchen Mfg. Co.	A. B. T. Co.	Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.30 after cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes in \$24.00
Costs You \$2.90

One-Third Cash with Order. Balance C. O. D.



BALANCE

LIGHT-UP, STRAIGHT PIN TABLE. A table they never get tired of playing. Was \$39.50. **\$950** Immediate clearance.



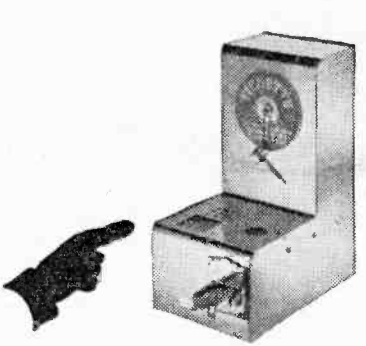
NEIGHBORS

LIGHT-UP, STRAIGHT PIN TABLE. Popular everywhere. Was \$46.50. Price for immediate clearance. **\$950**

4

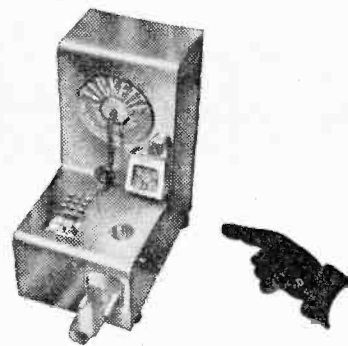
Almost Unbelievable
BARGAINS!

These 4 machines are offered for immediate delivery in fair sized stocks, first come, first served. Every one is latest model, brand new—gleaming with freshness and appeal. Notice the tremendous price reductions. Prices F.O.B. Chicago.



TICKETTE

Biggest selling counter machine. Mechanical punching. Automatic record of rewards. Was \$17.50. Now **\$550**



TICKETTE WITH JACKPOT

A BRAND NEW IDEA! Tickets 90c per 1000 **\$750**

A Few Days' Play Should Pay Back Your Investment!

MILLS NOVELTY CO.
4100 Fullerton Ave., Chicago, Ill.

WORLD'S LARGEST MANUFACTURERS OF COIN OPERATED MACHINES

Exclusive Missouri Distributors

READY FOR DELIVERY

Liberal Trade-in Allowance



Complete With Hammond Electric Clock.

Any of These Four Games

\$149⁵⁰

Cabinet 54"x26"

Mystery Single or Multiple Coin Slot Optional. Ticket Game, \$10.00 Extra. Check Separator, No Charge. D. C. Adaptopak, \$5.00 Extra. Electropak Equipped. Equipped With New A.B.T. No. 400 Slot.

DERBY DAY. Original horse race game paying for FOURTH place, in addition to Win, Place and Show. Odds up to 40-1. The leading payout of the industry.

GOTTLIEB'S FAMED PAYOUTS WITH BUILT-IN HAMMOND ELECTRIC CLOCK

Here's an amazing new idea! Nothing like it anywhere! Made only by Gottlieb and distributed in Missouri only by Morris Novelty. A genuine Hammond Electric Clock built-in where everyone can see it. It's the correct time and "Play Time"—a super feature that pulls like a million magnets. What a talking point for new locations! And remember, there is absolutely no extra charge for clock equipped machines. Get ahead of competition. Rush your order today!

COLLEGE FOOTBALL. Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touch-down. Odds from 2-1 to 40-1.

HIGH CARD. A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately designed playing field.

HIT PARADE. Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on".

MORRIS NOVELTY CO. 4505 MANCHESTER AVE. ST. LOUIS, MISSOURI

By Popular Demand 1937 MODEL DAILY RACES

All the proven features of Daily Races made more play compelling with the addition of these NEW features . . . A.B.T. Illuminated Escalator . . . New Smooth Action Plunger and Ball Lift . . . Newly Designed Cabinet. The greatest horse race game made greater. Order yours quick!



SAME LOW PRICE **\$125**

NOW ON DISPLAY

Exclusive Minnesota Distributors

Gottlieb's Famed Payouts With Built-In

HAMMOND ELECTRIC CLOCK



NO INCREASE

\$149⁵⁰

Get in on this sensational new idea. Made only by Gottlieb and distributed in Minnesota exclusively by Hy-G Games Co. A genuine HAMMOND ELECTRIC CLOCK built in where everyone can see it. It's the correct time and "Play Time". A powerful play-compelling feature. No extra charge for clock equipped machines. Grab your share of the earnings. Order immediately!

- ★ DERBY DAY
- ★ COLLEGE FOOTBALL
- ★ HIGH CARD
- ★ HIT PARADE

1937 MODEL DAILY RACES

with latest features SAME LOW PRICE **\$125**

HY-G GAMES CO. 1634 HENNEPIN AVE. MINNEAPOLIS, MINN.

Used Game Bargains



Get Your Name on Our Mailing List

IMMEDIATE DELIVERY

EXCLUSIVE WISCONSIN DISTRIBUTORS

Gottlieb Famed Payouts with built-in HAMMOND ELECTRIC CLOCK

- ★ DERBY DAY
- ★ COLLEGE FOOTBALL
- ★ HIGH CARD
- ★ HIT PARADE



No Increase In Price **\$149⁵⁰**

1937 MODEL DAILY RACES With Latest Features SAME LOW PRICE **\$125**

MILWAUKEE COIN MACHINE CO. 3725 W. Center Street MILWAUKEE, WIS.

EXCLUSIVE SO. CALIFORNIA DISTRIBUTORS

IMMEDIATE DELIVERY Gottlieb Famed Payouts with built-in HAMMOND ELECTRIC CLOCK

- ★ DERBY DAY
- ★ COLLEGE FOOTBALL
- ★ HIGH CARD
- ★ HIT PARADE



NO INCREASE

\$149⁵⁰

SOL GOTTLIEB CO. 1347 W. Washington Blvd. Los Angeles, Calif.

1937 MODEL DAILY RACES With Latest Features SAME LOW PRICE **\$125**

GOTTLIEB LEADS AGAIN!

INTRODUCES SENSATIONAL
NEW FEATURE!

HAMMOND ELECTRIC CLOCK

NOW STANDARD EQUIPMENT



Any of These Four Games

\$149⁵⁰

Mystery Single or Multiple Coin Slot Optional. Ticket Game, \$10.00 Extra. Check Separator, No Charge. D. C. Adaptapak, \$5.00 Extra. Electropak Equipped. Equipped With New A. B. T. No. 400 Slot.

Cabinet 54"x26"

Only Gottlieb Gives These Super-Features!

★ **CLOCK
HAMMOND
ELECTRIC**

Sensation of the Industry.

★ **MYSTERY SINGLE
COIN SLOT**
Another Gottlieb Origination

★ **IN-A-DRAWER
MECHANISM**
All Parts Easily Accessible

★ **AWARDS
ADJUSTABLE**
Invisible Mechanical Control

★ **ESCALATOR
8-COIN VISIBLE**
Gottlieb Belt Type

★ **PAYOUT UNIT
MOTOR DRIVEN**
Accurate, Jam-Proof

You Asked for It--Here It Is!

1937 MODEL

DAILY RACES

NEW FEATURES . . . NEW BEAUTY

Popular demand insisted that we keep Daily Races in production. In answer we offer the new, improved 1937 model. Daily Races now gives you the thrills of the turf combined with the latest improvements of the industry. All the proven features of Daily Races made more play compelling with the addition of the A.B.T. Illuminated Escalator . . . New Smooth Action Plunger and Ball Lift . . . Newly Designed Cabinet. The greatest horse race game made greater . . . at no increase in price. Order yours quick!

IMMEDIATE DELIVERY ON ALL GAMES

D. GOTTLIEB & CO.

2736-42 N. PAULINA STREET

CHICAGO, ILL.

No Increase in Price.

\$125⁰⁰

Check Separator, No Charge. 2-Ball Play, \$2.50 Extra. Ticket Game, \$10.00 Extra. Electropak Equipped (Batteries Optional) D. C. Adaptapak, \$5.00 Extra.



BALLY'S NEWEST I-SHOT PAYOUT HIT *with*

**CHANGING
ODDS**

Snappy

6-CHUTER EARNING POWER
SINGLE CHUTE SIMPLICITY



**NEW "ODD-EVEN" MYSTERY AWARD
ATTRACTS CAPACITY PLAY**

53 IN. BY 24 IN.

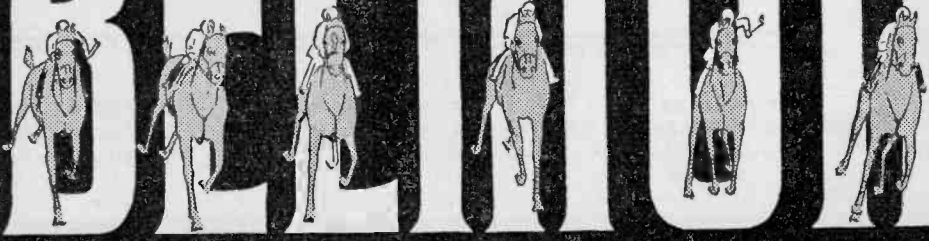
From one to six players can play SNAPPY . . . but, whether played by a group or a single player, this clever new SELECTOR game GETS EXTRA NICKELS every time . . . due to the unique "Odd-or-Even" Mystery Award . . . which is a powerful incentive for a lone player to cover at least three pockets to qualify for the big Mystery Award! Get the facts about this amazing new idea. And for bigger, steadier profits . . . **make it SNAPPY!**

PAYOUT
\$149⁵⁰

TICKET: \$159.50
*Electro-Pak Equipped
F. O. B. Chicago*

**NEW FINGER-TIP
SELECTOR**

BELMONT



**NEW SUPER-SIZE
CHANGING
ODDS**

SIMPLICITY . . . SMOOTH-ACTION . . . SKILL-APPEAL . . . SUSPENSE . . . AND SPEED PLAY! These are the reasons for Belmont's phenomenal success on location. It's simply easy to savvy! Just shoot the ball in ANY POCKET and get award shown on LIGHT-UP BACK-BOARD. It's smooth . . . sizzling! It's got real skill appeal to insure STEADY REPEAT PLAY. It's packed with suspense . . . odds change every game, AND ODDS CHANGE ON FREE PLAY POCKET . . . player never knows when the easiest skill-shot will pay the 30-TO-1 TOP. It's speedy . . . the kind of high speed, spring-action play demanded by pin-ball fans from coast to coast . . . speedy play and QUICK PROFITS FOR YOU! Order BELMONT from your jobber today . . . it will make money for you!

PAYOUT
\$123⁵⁰

TICKET: \$133.50
*Battery Equipped
F. O. B. Chicago*



53 in. by 24 in.

**I-SHOT
AUTOMATIC
PAYOUT**

BALLY MANUFACTURING CO.

2640 BELMONT AVE.

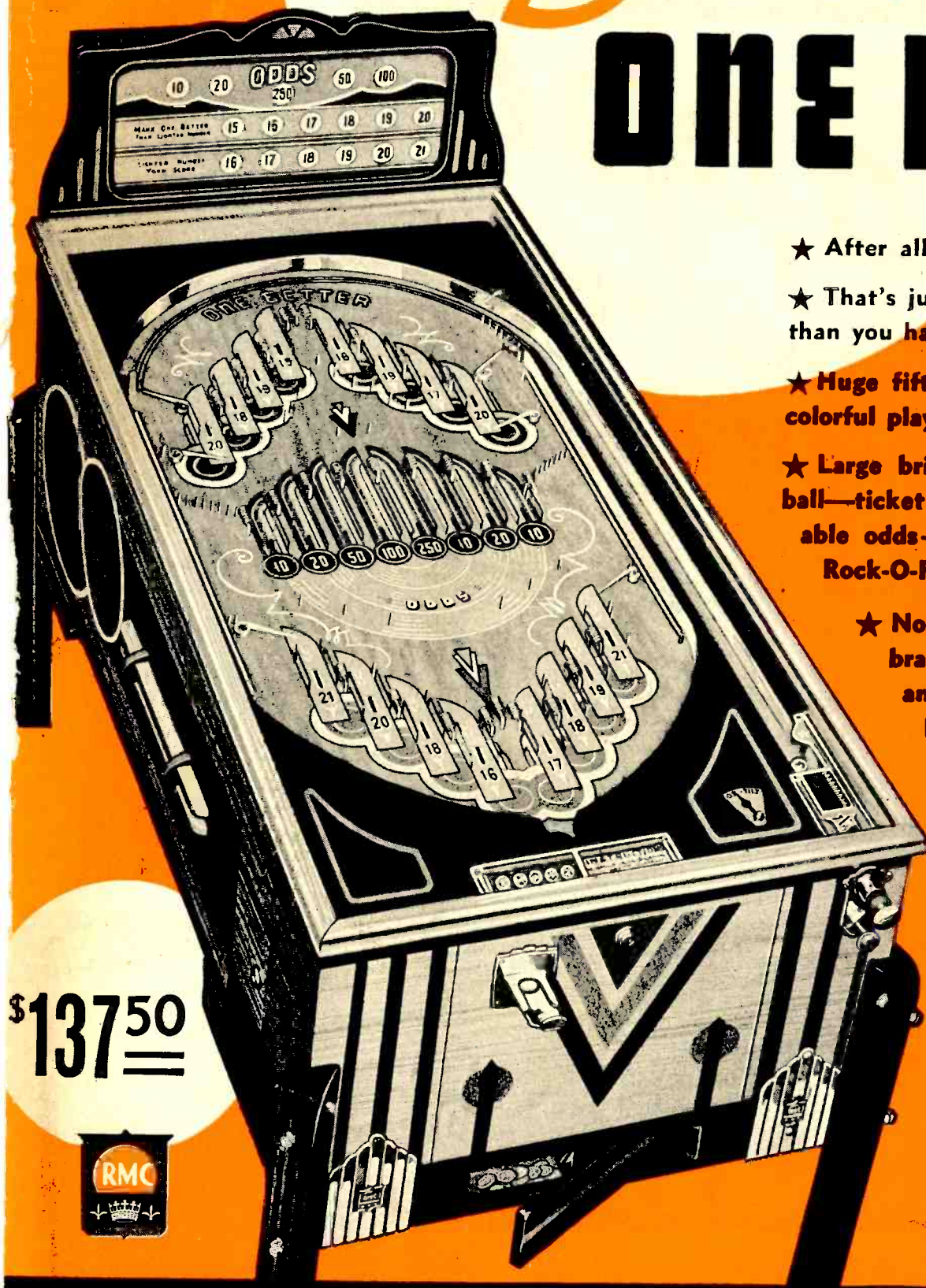
CHICAGO, ILL.

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966)

a Better one....

ONE BETTER!



★ After all, it's cash box returns—we are all after.

★ That's just what makes ONE BETTER a better one than you have had for a long, long time.

★ Huge fifty-inch size—impressive, appealing, bright colorful playing field.

★ Large brilliant light-up panel—big one-inch steel ball—ticket units or mint vendor optional—changeable odds—universal pay unit—equipped with Rock-O-Pack.

★ No guess work about ONE BETTER. Although brand new, it has been tested and retested, and not only proved mechanically perfect but, best of all, every single "Test" Operator reports unanimously that it is positively "over" in Big Returns.

★ We have spent plenty of time and money to wind up a glorious year with the one best machine ONE BETTER.

★

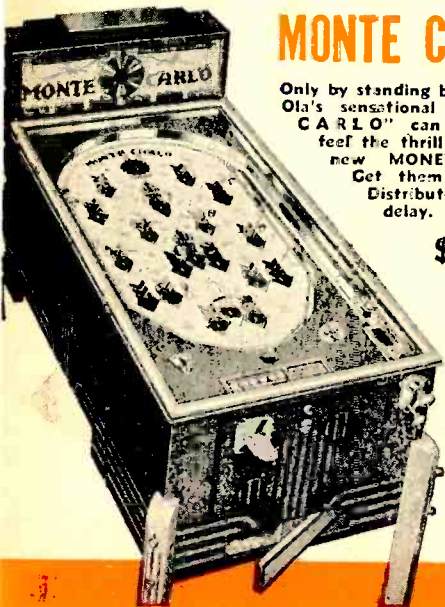
ROCK-OLA MFG. CORPORATION

800 North Kedzie Ave., Chicago, Ill.

\$137⁵⁰



STILL THE BIG PROFIT PRODUCERS!



MONTE CARLO

Only by standing before Rock-Ola's sensational "MONTE CARLO" can you really feel the thrill of this big new MONEY MAKER. Get them from your Distributor without delay.

\$98⁵⁰



BIG BANK NITE

Still the year's best profit producer. Gigantic theatrical advertising of "Bank Nite" has made operators tell us BIG BANK NITE has been their biggest bet. Still a few left. Wire your Distributor.

\$49⁵⁰



DRAW BALL

Still drawing in the profits. Everyone likes Poker, and DRAW BALL IS Poker. You "Draw" to "fill your hand" just like a regular Poker Game. Draw on your Distributor for this MONEY MAKER.

\$67⁵⁰

PLAY SAFE



OPERATE *in* MUSIC *because:*

- MUSIC IS NOT A FAD
- REPEAL HAS BROUGHT A PERMANENT DEMAND ON A BIG SCALE FOR COIN-OPERATED MUSIC
- YOUR INSTRUMENTS WILL QUICKLY PAY FOR THEMSELVES
- YOU'LL MAKE SUBSTANTIAL PROFITS YEAR AFTER YEAR

But operate with the phonograph that

GETS AND HOLDS THE BEST LOCATIONS!

OPERATORS from coast to coast are cleaning up big money with the Wurlitzer-Simplex Automatic Phonograph. And, what is more, they can *depend* on these profits year after year. Music is not a fad.

There is no end to the locations for Wurlitzer-Simplex Automatic music—restaurants, taverns, hotels, clubs, soda parlors, drug stores, tourist camps and roadside spots, billiard and pool parlors, bowling alleys! All are good prospects for the Wurlitzer-Simplex Operator.

But, be sure to operate with the Wurlitzer-Sim-

plex. Locations demand it—replace old, obsolete equipment in order to have a Simplex. That's why more Wurlitzer-Simplex Automatic Phonographs have been sold—are being sold than all other makes combined. If you are planning to operate in music, we will be glad to let you know if there is room for another live music operator in your locality. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

was-23

Mail the Coupon for
BIG MONEY-MAKING PROPOSITION

WURLITZER-SIMPLEX AUTOMATIC PHONOGRAPH

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

Please let me know if there is room for another Wurlitzer-Simplex Operator in my locality, and if so, send me full particulars.

Name.....
Street.....
City..... State.....
Present Occupation.....