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DECEMBER 12, 1936

The Billboard

The World's Foremost Amusement Weekly



ILLIANA
Continental Song Star

A Complete, Compact Compilation and a Valuable Reference Work

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

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

Do You Know? . . .

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

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



Contains Important Address Lists

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

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

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

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



You Will Find

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

In the INDEX



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The Billboard

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December 12,
1936

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BOOM-TIME OUTDOOR MEETS

Hold Meeting To Save Legit

Second confab attended by representatives of Equity and League—no statement

NEW YORK, Dec. 5.—Last meeting of legit interests to hatch a plan for reviving the stage was held Wednesday at the offices of Actors' Equity, reports issuing therefrom indicating "progress." Equity, Dramatists' Guild and League of Theaters, however, are giving out no definite statements as to details of the plan, which is intended to boost the road as well as local legit, but acquiesce to the possibility that business interests may be asked to participate. Argument for this lies in results of a survey, made by Equity, indicating that local stores, restaurants, hotels, etc., derive an annual revenue amounting to \$331,000,000 directly traceable to visiting out-of-towners.

Other important angles reported as possible salient features of the approaching campaign include: (1) revival of the local field first, to be followed by a drive for the road; (2) propaganda via radio and lectures; (3) possibility of sponsoring "theater excursions" from near-by out-of-town communities and universities; (4) possible formation of a body representing legit theater interests, somewhat on the idea of the group now existing. (See HOLD MEETING on page 10)

Federal Theater Projects In Arms Over Dismissals

Meeting slated for December 10, to protest cuts, will be attended by all theatrical unions except Equity — IATSE policy will be in support of the WPA projects

NEW YORK, Dec. 5.—Both the WPA theater and music projects are in turmoil as a result of wholesale dismissals, and anticipation of more to follow. This has led to combined action on the part of theatrical unions and a plea by mayors and representatives of 11 large cities to have President Roosevelt rescind his demand for retrenchment in the WPA. Supervisors have joined with project workers in defying WPA orders, with the project being in continuous uproar. Theatrical groups to be represented at the mass meeting slated to be held December 10 at the Manhattan Opera House are Stagehands' Local 1, American Federation of Actors, Local 802 of American Federation of Musicians, Grand Opera Singers, Scenic Artists, Wardrobe Attendants, Electrical Workers, Newspaper Guild and others. Equity will not attend.

The friction existed between Local 1 and international offices of International Alliance of Theatrical Stage Employees, policy of the organization is now definitely in favor of continuance of the (See FEDERAL THEATER on page 10)

Hamid to Europe In Search of Acts

NEW YORK, Dec. 5.—George A. Hamid, president, George A. Hamid, Inc., booking office, sailed for Europe last night on the S. S. Europa for a short but active tour of principal countries to scan attractions for importation. He arrived back from the Chicago conventions yesterday. Hamid will arrive in Bremen. (See HAMID TO EUROPE on page 85)

Mystery

WASHINGTON, Dec. 5.—"Wingless Victory," new Katharine Cornell vehicle, beat the District's anti-child labor law during its opening week here, but whether statute took the count legitimately or thru hocus-pocus still is puzzling the local constabulary.

For benefit of its pre-opening visitors from headquarters, the National Theater trotted out 19-year-old midget actress Helen Magna, which stopped boys in blue. Claire Howard, spotted into part for rest of road and New York run, was in evidence around house, however, with many declaring that the Magna girl never trod boards. Management would admit nothing, and cops readied a last-night raiding party but finally let it drop.

Annual Gatherings in Chicago Of Record-Breaking Proportions

NAAPPB registrations number 1,300—IAFE has 135 delegates from 52 fairs—ACA has 19 shows represented—over 1,200 at SLA banquet and ball

CHICAGO, Dec. 7.—Great outpouring of outdoor showdom at the annual conventions in the Hotel Sherman here during the period of November 30-December 4 again proved the advisability of holding these "all under one tent." The gatherings were of boom-time proportions, and the increased attendance apparently drawn by the fact those in the various branches of the biz could rub elbows in the same meeting place was hailed by exhibitors, park operators and other showmen as being of the greatest value in personal and business contacts. Orders rolled in in numbers topped only in some years preceding the drop which came in 1929. Those who had displays in the exhibit hall were happy over orders placed or in prospect.

General attendance at all the sessions and banquet and ball of the Showmen's League of America was estimated at more than 2,500. At the 46th annual meeting of the International Association of Fairs and Expositions registration was greater than in many years, there having been present 135 delegates from 52 member fairs and about 100 of these attended the

(See BOOM-TIME on page 85)

Internal Revenue Department Clarifies Security Rulings

NEW YORK, Dec. 5.—According to the Internal Revenue Department, the Internal Revenue Commission at Washington will examine contracts of all performers and band owners in order to determine which individuals are in the category of independent contractors, a classification which is not entitled to old-age benefits under the social security laws. Performers who hire others including band leaders who employ musicians, fall into this non-eligible class. These people are, however, held responsible for furnishing data on those in their employ, the latter being definitely eligible. Performers may be

eligible under one contract and not under another.

With the exception of some trouble in getting correct names of performers, the response from theatrical people has been generally satisfactory, according to (See INTERNAL REVENUE on page 10)

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Bank Night

Too much like lottery to merit court's protection, U. S. judges rule

DENVER, Dec. 5.—Bank Night was branded too closely akin to lottery to merit the protection and assistance of a court of equity, and the owner company, Affiliated Enterprises, Inc., was held not entitled to a copyright on the plan in a decision handed down by a three-judge court of the United States Circuit Court of Appeals here yesterday.

Case had been appealed from a decision by the United States District Court of Northern Oklahoma, in which Affiliated Enterprises, Inc., had brought suit for infringement of copyright against Fred Gantz, of the Star Theater, Sand (See RULING HITS on page 10)

LITTLE THEATERS WALLOPED

WPA Absorbs Their Personnel; Cuts in on Audiences and Halls

Brooklyn, former little theater heaven, gives up—Fed Theater competition latest headache, on top of mounting production costs—Leftist groups hang on

NEW YORK, Dec. 5.—Little theater activities, lauded by the Dramatists' Guild and other groups as comprising one of the most important movements for the continued existence of the legitimate stage, are being undermined here by the Federal Theater, whose national director, Mrs. Hallie Flanagan, paradoxically enough, has a background in experimental theater work. Brooklyn, heretofore a stronghold for the professional little theater, has definitely given up the struggle. Better known groups that have thrown in the sponge include the Tavern Players, Caravan Players, Brooklyn Heights Repertory Players, Brooklyn Drama Guild, Footlights Players, Masque Players, Brooklyn Arts Guild and the Jewish Community House. The Blackfrars, operating for six years, are still at it, more thru inertia than anything else.

In addition to the old bugaboos of royalties and stock rights, running perhaps from \$25 to \$100 in the case of the former and over \$200 in the latter instance, little theaters are now confronted with the Federal Theater unit, which, in addition to grabbing up most (See *LITTLE THEATERS* on page 8)

Flesh Campaign Still Goes On

NEW YORK, Dec. 5.—Interest in the bring-back-flesh theater drive, sponsored jointly by American Federation of Actors and Local 802, musicians' union, lessened somewhat this week because of the impending elections December 17 for officers of the musicians' organization. Picketing is continuing, however, in some 95 theaters in the

Cohen Finds Audiences Okeh

NEW YORK, Dec. 5.—Taking issue with Samuel Goldwyn's statement in *The Sunday Times* last week that audiences are responsible for what is wrong in pictures, Emanuel Cohen, president of Major Pictures, says the paying patrons are never wrong. Audiences, says Cohen, have a right to seek whatever entertainment pleases them. Producers, thus placed in the position of caterers, are obliged to anticipate and provide such fare.

The dual-bill situation, one of the most mooted points in the industry, Cohen regards as unfortunate and believes nothing can be done about it until audiences tire of long shows. Should this not happen soon the public's taste for good films will unquestionably be damaged.

Half Million Xmas Shows

Providence Season

PROVIDENCE, Dec. 5.—An audience of 1,500 persons was in the Metropolitan Theater here Tuesday night to witness the New England Grand Opera Company's presentation of *Cavalleria Rusticana* and *Pagliacci*. The occasion marked the opening of this city's fall stage season, for *Boy Meets Girl* came to the same theater next day for a two-day stand, followed on Friday by the San Carlo Opera Company for three evening performances of *Aida*, *Madame Butterfly* and *Il Trovatore*.

Governor Theodore Francis Green was (See *OPERA DATE* on page 8)

lightening up pending December 17, date on which ballots will be cast at union headquarters. Amount of mud slinging indulged in during the past week by some of the aspirants presages a rise in the bullet-proof vest industry. Tendency seems to promise everything but the moon.

Blue ticket, the incumbent administration, stands for defense of working conditions, activity in the labor movement and activity in behalf of the unemployed.

Yellow, which preceded the blue in office, has issued a blast against the blue in a pamphlet entitled "Weissman Speaks," in which are marshaled vari-

In Porto Rico, Too

NEW YORK, Dec. 5.—There's a Porto Rican Shirley Temple, believe it or not. She's five-year-old Baby Evelyn, who arrived here from her native land Monday, accompanied by her mamma and her manager, Carl Von Elmendorf. The kid played variety houses back in Porto Rico and can do Hawaiian, cane and rumba dances in addition to reciting and singing in English and Spanish. Her mamma and manager are arranging film tests.

Play Service Starts With 'Summer Time'

ANN ARBOR, Mich., Dec. 5.—Cooperating in a nation-wide movement, sponsored by the Dramatists' Play Service, the Play Production group of the University of Michigan is to produce *Good Old Summer Time*, by Martin Flavin, at the Lydia Mendelssohn Theater here, December 9 thru 12, as a premier showing.

The Dramatists' Play Service has inaugurated the new movement, hoping to have the plays which are held on Broadway more widely distributed and to obtain more money for the authors of the drama. Scripts of new and original productions will be sent to all university and small theater groups thruout the country, according to local reports, with the pieces to be shown simultaneously on Broadway.

It is thus hoped to eliminate the present system of delaying the appearance of plays thru the country until Broadway has condemned them or has consumed all the time value.

Three Coast Houses Under Boothman Ban

LOS ANGELES, Dec. 5.—Renewing its fight for closed shop conditions governing all theater booth men in the area, projectionists' Local 150, IATSE, placed three theaters under the union ban. They are the Wilshire, at Santa Monica, operated by Charles Krause; the Colorado, Pasadena, operated by the Cobar Corporation, and the Raymond, Pasadena, operated by Myron Shellman.

Until further developments, it was announced by R. Y. Hayward, business representative, the boycotted houses will not be picketed. Union strength will be held up in the campaign.

Local 150 has asked the Los Angeles Central Labor Union to declare both Pasadena theaters unfair. Wilshire spot the only theater in Santa Monica now operated by non-union projectionists.

Le Tightens December 17

accusations against the opposition as well as a detailed account of the fellow party's claims to past accomplishments.

Running against Louis Weissman, yellow ticket nominee for president, is Jacob Rosenberg, of the blue, and Selig S. Leise, of the fusion party.

Fusion ticket is centering its attack on alleged wandering, by the administration into "national and international experimentation" and "political theory" and demands that a union administration should limit itself "to the advancement of the interests of the membership in their work."

Claiming the current administration is discriminating against members who are not partisans of the blue ticket, the fusionists demand that the union be "free from dictatorial overlordship." Leise claims, thru obvious inference, that the administration controls NBC jobs by its close relationship with H. Leopold Spitalny and Sam Taback.

Fusionists also attack what they call indiscriminate increasing of membership. Whereas the union used to accept an average of 50 new members a month, the current administration is taking in about 65 new members a week, Leise claims.

Age Ousters Raise Rumpus

Elderly actors on WPA projects in N. Y., Chicago, Los Angeles fear ax

NEW YORK, Dec. 5.—Actual and pending dismissals of elderly actors in Chicago, Los Angeles and local branches of the Federal Theater project have resulted in great consternation among actors, most of them fearful that the practice will be duplicated thruout the country. In Chicago, where the current actor wage is \$94 a month, a near riot resulted recently when some of the older ones were thrown out of work or offered menial WPA jobs as porters, etc., at \$60 a month. In Los Angeles the State administration of the project issued a rule that workers over 60 are ineligible for jobs.

William Farnsworth, first assistant to Mrs. Hallie Flanagan, national director, says the Federal Theater administration is helpless to stop these moves because State authorities are empowered to establish eligibility requirements.

Ralph Whitehead, secretary of American Federation of Actors, recently completed talks with Mrs. Flanagan and Farnsworth in which he urged greater consideration for more elderly performers on the theatrical projects. Specifically, Whitehead argued in favor of transferring these actors to other categories in the Federal theater, where they could be used as supervisors, bookers, etc. Both Mrs. Flanagan and Farnsworth pledged their support, he says.

Fight Started Over Chi Prize Drawings

CHICAGO, Dec. 5.—Chicago Better Business Bureau has run up against opposition by theater owners in its efforts to halt prize drawings here. Following a parley this week with Morris Leonard, of the Exhibitors' Association of Chicago, and Aaron Saperstein, representing the Allied Theaters of Illinois, which ended in a deadlock, Kenneth Barnard, general manager of the Better Business Bureau, laid the facts before Mayor Kelly, who has directed Corporation Counsel Hodes to prepare a legal opinion on the subject.

Barnard pointed out a section of the city ordinances which gives the mayor power to revoke licenses of theaters which permit gambling in any form or conduct lotteries. It is the bureau's opinion that the prize night drawings amount to a lottery.

Several new angles on the situation (See *FIGHT STARTED* on page 8)

ILLIANA

(This Week's Cover Subject)

IN THE brief span of the three and a half years in which she has been in the show business Illiana has played European and American night clubs, has broadcast both here and abroad, as well as playing theaters in Europe, and, finally, has worked in Hollywood for MGM. She was born in Georgia, south of Russia, and made her debut in 1933 playing Parisian and London supper clubs, including the Caveaux, Caucasian and Savoy. It was at the latter English spot that a Metro talent scout saw and signed her for the French version of "Naughty Marietta." Later she was assigned to a role in the English production of the same Herbert operetta.

After she left Hollywood Illiana went east and had a very successful season in Atlantic City, doubling from the Shelburne into the 500 Club. Later she was booked to double at the Hotel Chelsea and the Ritz Gardens at the same resort, with the Chelsea said to have been paid not to use Illiana's name in advertising. In New York from the shore, a four-week booking at the Biltmore Hotel stretched into an 11-week run. Her vocal range, to an F, is shared by less than a dozen artists now singing.

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Cohan, Harris Partners Again

Old firm to produce again as veterans reunite—first show set for January

NEW YORK, Dec. 5.—George M. Cohan and Sam H. Harris, legit producing team which operated successfully from 1904 to 1919, will again function as a unit beginning with the presentation in January of Parker Fennelly's *Fulton of Oak Falls*. Play, which has been rewritten by Cohan, goes into rehearsal soon, to be followed by a two-week run at the Plymouth Theater, Boston. Direction will be handled by Sam Forrest, who acted in a similar capacity under the old Cohan-Harris partnership. Fennelly, author, is a radio and stage actor who had a couple of plays tried out last summer at Skowhegan.

Last production by Cohan-Harris, *The Royal Vagabond*, ran head-on into the Equity strike, and Cohan retired shortly thereafter from the partnership. Harris, tho favoring the managers' view of the battle, nevertheless fell in with the group which came to terms with the players. The men took different tacks but remained friendly.

Plays produced under the joint auspices of the two included *Little Johnny Jones*, back in 1904; *Forty-Five Minutes From Broadway*, *George Washington Jr.*, *Fifty Miles From Boston*, *The Talk of New York*, *The Man Who Owns Broadway*, *The Little Millionaire*, *Seven Keys to Baldpate*, *Get-Rich-Quick Wallingford* and many others.

South Supports Touring Shows

NEW ORLEANS, Dec. 5.—Flesh-starved Southerners well patronized three traveling groups this week. With several one-night stops in Louisiana and Mississippi during the period, *The Great Waltz* drew fine press praise, drawing close to 3,000 average at all New Orleans performances, tho big Municipal Auditorium with poor acoustics fared poorly with best troupe could give. All New Orleans papers were high in their praise and particularly noted the fine response in a city where "certain elements continue hard at work to keep out flesh."

The *Folies Caprice*, featuring Margot and Frankie Whalen's Ork, played to a full house at the Paramount in Montgomery and then moved on into Birmingham and Atlanta, playing the former turkey day thru Sunday in newly opened half-and-half Pantages Theater.

Third troupe, the *White Scandals*, moves southwest out of Atlanta after fine performances in Atlanta on November 27 and 28 and next day in Birmingham. *Scandals* end this week in Houston, skipping New Orleans for want of reasonably priced spot to play.

Faith Bacon Cut in Crash

CHICAGO, Dec. 5.—Faith Bacon was severely cut about her legs when she crashed thru an illuminated glass-top box during the finale of the first show at the State-Lake Theater here this afternoon. She was removed to Henrotin Hospital and it will be several weeks before she can resume working. Ada Leonard, appearing at Colosimo's, replaced her.

NEW YORK, Dec. 5.—Board of directors of Paramount Pictures, Inc., will declare a dividend December 10 on issued and outstanding shares of the first preferred stock of the corporation payable December 26 to stockholders of record at the close of business in December 15, 1936. Amount of dividend has not yet been determined.

WANTED

Young TEAM. Must do Specialties. Man, Toby Comedy, some Juveniles. Woman, Ingenues, Piano Player preferred. Ability, wardrobe, youth essential. Must have car. All communications will be answered. Other useful people write, don't wire. State all. LEW WALRATH, 9703 Gaylord Ave., Cleveland, O.

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SEND IN ROUTES

The Route Department (appearing in this issue on Pages 35-37) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

Morris Agency's Fla. Bookings

NEW YORK, Dec. 5.—William Morris Agency is now deriving a large income from the night-club field, booking extensively locally, in Florida, Chicago and on the Coast. The office has been corraling many spots under exclusive arrangements.

An important deal recently closed was the exclusive booking of Bill Dwyer's Palm Island Casino in Miami, where Lew Brown will stage the shows. Opening is scheduled for January 10, with Morris office to furnish floor-show talent and bands. Cardini and Milt Douglas have been set for Florida, opening January 26 at the Colony Club, Palm Beach. Murray and Alan will open December 20 at the Club Bagdad, Miami.

Nan Blakstone will go into the Mayfair, Boston, tomorrow. Elsa Maxwell goes into the Versailles here December 28, and De Roze and Gomez and Winona, currently there, were also placed by the Morris office. Mizzi Green will open at the Congress Hotel, Chicago, December 18 at \$2,500 a week. Belle Baker has been spotted into the Hollywood Restaurant, opening December 25.

Morton Downey and Billy and Beverly Bemis go into the Chez Paris, Chicago, December 25, and Paul Sydel and Spotty will open there February 12. Three Wiles will go into the Paradise here for one week, opening Wednesday.

Start Campaign Vs. "Car Watchers"

NEW YORK, Dec. 5.—Police Commissioner Valentine will attempt to stamp out the "car-watching" racket, which is particularly obnoxious in the Broadway theatrical district, in 20 days. Preparation of an amendment to the traffic code calling for racketeers to be subject to 10 days in the jug or \$25 fine or both is now in preparation.

Abuses of the racketeers have increased alarmingly lately, one case being known where an automobile owner was attacked for not tipping sufficiently.

Income Tax Dept. Calls 802 Heads For Questioning; Politics Blamed

NEW YORK, Dec. 7.—Leading officials and all members of the executive board of Local 802, AFM, have received letters requesting their appearance for questioning before the income tax department of the government. According to a spokesman for the administration, currently engaged in a hectic battle for reelection, this is not the first time since the incumbents have been in office that such requests have been made. Each time, including the present one, the action was caused, he alleges, by political opponents.

It is also charged that Edward Canavan, present president of the local, did not receive such an order. Canavan said this morning that because of his position as a candidate for delegate to the AFM convention he preferred not to talk. Among the recipients of the letters are Jacob Rosenberg, present secretary and Blue ticket candidate for president; William Feinberg, present vice-president and candidate for secretary; Sam Tabak and Sam Suber, board members, and Harry Suber, treasurer and candidate for re-election.

Harry Suber, asked for a comment on the action, refused to talk. Suber did say, tho, that it was a political move and pulled no punches in speaking of the opponents apparently considered responsible for the letters.

Jacob Rosenberg, however, answered the action prompting the letters, saying: "In desperation the badly divided political opposition to the Blue

Musicians Win Montreal Jam

Rumpus over club bands doing free broadcasts over—local stops dismissals

MONTREAL, Dec. 5.—Threatened dismissal of five night club bands because their employers "refused to be controlled by the American Federation of Labor" 10 days ago failed to materialize into anything more than a verbal squabble when owners and union authorities went into an arbitration huddle.

Night spot bands involved in the threat included those at Club Lido, Chez Maurice, Stanley Grill, Embassy and Krausmann's Grill. Union difficulties—evolving mostly around radio broadcasting—were ironed out without any musicians being ordered out.

"Our mutual difficulties have been amicably settled," Harry Feldman, spokesman of the club owners, stated. He refused, however, to detail the agreement. (See *MUSICIANS WIN* on page 85)

Boston Dance Teachers To Hold a Convention

BOSTON, Dec. 5.—Hazel Boone, secretary of the Dancing Teachers' Club of Boston, announces tentative plans for the first annual one-day convention to be held in Boston on Sunday, January 24, 1937. Complete plans are not available at this time, but it is expected that a large attendance will be on hand to take instruction from several prominent New York dance teachers. It is likely that the convention will be staged in a downtown hotel.

This one-day convention is a new idea sponsored by the DTC of Boston, affiliated Club No. 7, Dancing Masters of America, Inc., and is scheduled to be an important date on the yearly activity calendar.

More common, however, have been various acts of vandalism such as slashing of tires, damaging paint on cars, etc.

League of New York Theaters has offered to co-operate with the police and social societies in an effort to curb the kids who open and close doors of autos in an attempt to filch coins out of owners. In addition to the officers operating out of the 57th street police station, a special detachment of 50 men is being supplied by the Society for the Prevention of Cruelty to Children and the Children's Aid Society.



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ROE NERO thanks all people that answered ads during the past season. Sorry if I failed to answer all, and wish I could have placed all those that made reply—better luck next time. Wishing all A Merry Xmas and A Happy and Prosperous New Year. **ROE NERO, 412 S. George Street, Rome, N. Y.** P. S.—Want sober, reliable people in all lines for 1937 season, possessing all essentials. Preference if doubling instruments. Also working men that can drive trucks. Mechanic and Electrician. Want to buy Light Plant.

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TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS

USE

Postal Telegraph

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

STOCK TICKETS Rolls of 2,000. 1 Roll . . . \$.50 5 Rolls . . . 2.00 10 Rolls . . . 3.50 50 Rolls . . . 12.50 No Orders C. O. D.	COME ON SPRING ORDERS WE ARE READY FOR YOU TICKETS of Every Description THE TOLEDO TICKET CO., Toledo, Ohio
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NBC EMPLOYEES SQUAWK

Network Staff Revives Chain Letter Gag To Replace Bonus

Letter called "NBC Bonus Provider" altho reports are that web will have Christmas gifts—WOR announces bonus for all except op execs—CBS divvy pretty certain

NEW YORK, Dec. 5.—NBC employees are grumbling because they fear this will be a bonus-less Christmas. To make up for this—despite reports to the contrary which definitely have the network delivering Christmas gifts to the staff—the chain-letter gag was revived this week in the New York headquarters of the web. Letters follow that style which hit the country some time ago with such force, except that on top of each letter is a line, reading something like "NBC Bonus Provider." None knows where the letter started, but it came as a sock to the NBC workers. One "subscriber" to the letter cashed in fairly well this week, getting his original \$2 back and more to boot. There were a couple of the chain letters making the rounds last week. Trade was pretty brisk, but even the buyers of them were hoping Santa Claus might drop a bonus in their laps.

Meanwhile, WOR, thru Alfred McCosker, announced a bonus for all employees save "top" executives. WOR's gift amounts to one week's basic salary for all those with the station before July 31 of this year. Employees coming on since then get about one-half day's pay for each month's work between August and December, 1936. While no announcement was forthcoming from the Columbia Broadcasting System, it was authoritatively said last year's bonus of a week's salary to all employees would either be repeated or doubled.

NBC people, in squawking, point to several factors for their discontent, which may be premature. First, they say, NBC has had the greatest year in its history. Secondly, those that have been there any length of time have had only one of two pay cuts restored. Cuts went thru at NBC in 1932 and 1933. They point, too, to RCA's "sponsorship" of the Metropolitan Opera Broadcasts. This, it's claimed, is just a bookkeeping transaction and the costs of the series, estimated at \$100,000, make a bonus or pay increase prospect tough. Understood NBC's Metrop contract expires this season, with Columbia planning to enter a bid.

Last year NBC paid a bonus to its sales department, including sales promotion, then under sales supervision. One of the reasons allegedly contributing to Edgar Kobak's resignation from NBC was a difference of opinion between Major Lenox Lohr, NBC president, and Kobak, latter opposing Lohr's step of removing this bonus system. After the bonus was taken away, NBC salesmen received salary increases. Last year about 200 employees received bonuses. Since then sales promotion has been placed under the supervision of Wayne Randall and away from sales department jurisdiction. Last year's gift amounted to about 16 per cent of the annual pay, costing NBC between \$90,000 and \$100,000.

Reports in connection with a Christmas distribution this year have two versions of a possible bonus. One is that employees having been with the network a certain length of time will receive so much for each of those years. Other is that 10 per cent salary increases will be effected. Latter has the employees squawk of not being a bonus, but a cut restoration. Employees also point to a surplus tax as another reason why they should share in NBC's profits. Some NBC people are sending the chain letter to outside friends, removing the line about being an NBC bonus provider.

DES MOINES, Dec. 5.—WHO has announced it will pay its 75 regular employees a bonus of 10 per cent of their annual salaries on December 23. Officers and directors will not receive the bonus, nor will casual talent, according to Col. B. J. Palmer, president of Central Broadcasting Company.

Slocum Reps WBZ-WBZA

BOSTON, Dec. 5.—Jay Slocum, former salesman in the Boston office of Conde Nast Publications, has been named New England sales representative for WBZ, Boston, and WBZA, Springfield. He replaces Paul A. Belaire, now Boston representative for WOR, Newark.

Station Reps' 8th Meeting Surprises Even Themselves

NEW YORK, Dec. 5.—Radio Round Table, forum formed by several smaller station representative firms, held its eighth meeting yesterday. That eighth meeting surprised the boys who met as much as it did the skeptics who said, when the move was started, that, as had all other steps taken to better spot broadcasting, it wouldn't last. Group meets every Friday at lunch and talk spot. A list of suggestions which will be referred to the Association of National Advertisers, and it is hoped, then referred to stations thruout the country, will be drawn up at the end of this month. Suggestions are coming from various agency execs invited to the lunches as guests.

Next Friday the reps hope to have some of the lady time buyers as their visitors. Meanwhile, they're all having suits pressed and shoes shined.

WTAM's Road Company

CLEVELAND, Dec. 5.—WTAM has formed a stock company which will tour the State. Hal Metzger, program director, planned the group, to be directed by Howard Barton, former stock actor and script writer. Waldo Pooler, character actor and production man, will assist. Walter Logan's Orchestra will do the music.

First program, *Royal Pawn*, is set for December 9. Cast includes Dorothy Icove, Proctor Jones, Rita Koval, Bob Liggett, Charles McCune, Larry Mellert, Phil Miller, Elaine Sabad, Sanford Slegal, Atla Sterber, Robert Stewart, Jane Tausig, Wilson Brooks, Walter Bandino, Lawrence Denning, Marie Conney, Elmer Lehr, James Morrison, Margery Wolff, Jane Witmer, Lucia Ames, Marjorie Barry, Elizabeth Boehm, Virginia Burns, Bob Cramer, Irene Dettelbach, Shirley Egglestone, Peggy Graham, Arthur Hansen, Eleanor Hanson, Dorothy Heller, Eunice Hill and Paul Hughes.

N. Y. Tab Sheet Air Columnist Will Fine All "Naughty" P. A.'s

NEW YORK, Dec. 5.—A system demanding a definite period of "exclusiveness" on all copy given him by press agents, with penalties, by way of barring the p. a.'s who fail in this from his column for various periods, has been instituted by Ben Gross, radio editor and columnist of *The New York Daily News*, a tabloid. The line grabbers are squawking plenty about it, but outside of that squawking and dubbing the columnist "Judge" Gross, aren't doing a thing.

Gross writes for the paper with the largest circulation in the country and at the same time is probably the most prolific radio columnist in the business. Bulk of his column is devoted to short program comments and he may replate as many as four times in one day, changing his copy with each of the paper's editions. Usually, in replating, he keeps the first paragraph of his column, which

How's His Head, Doc?

LITTLE ROCK, Ark., Dec. 5.—At last a real friend of the lazy radio listener. Coach Huckabee, of the Helena High School, has demonstrated a device that automatically shuts off the radio.

A small block of wood about a foot long, an alarm clock and some mercury are needed. Alarm is set for the time the set should go off. When the alarm goes off it winds up a wire that is attached to mercury in a test tube. Tilting mercury to other end of tube, the mercury fails to carry current over wires at original end of tube and radio shuts off.

Reported the inventor is trying to sell the affair to Rube Goldberg.

Now Mexico Cuts Brinkley Off Air

NEW ORLEANS, Dec. 5.—Word received here says that the Mexican department of public health has ordered the closing of Dr. John R. Brinkley's Radio Station XEPN at Piedras Negras, Coahuila State, for "alleged violation of the country's sanitary code."

Station's office is located at Eagle Pass, Tex., across the Rio Grande from Piedras Negras, but broadcasting was from the Mexican side. Station is licensed to employ 100,000 watts, but has been operating on 50,000 watts since it first went on the air over a year ago.

Brinkley, one-time candidate for governor of Kansas and for many years operator of Station KFAB at Milford, was ruled off the United States' waves nearly two years ago for violation of medical laws. He publicly denounced the action of the radio commission and promised that he would build several ultra-powerful stations in the Mexican republic and Cuba. He did finally build three stations, one of which has never been allowed to broadcast, while another station at Villa Acuna, operated from studios in Del Rio, also operates with 50,000 watts.

Philly Bakery Finds Out About Ams; Now Uses Pros

PHILADELPHIA, Dec. 5.—After trying to make a go of it with amateur talent Freihofer Baking Company will displace the ams with professional turns on *Home Talent Hunt*, Sunday stint over KYW. Contest and prizes idea hangs on, but contestants collect for their efforts in addition to being eligible for the cash awards to the ones registering highest.

Jack Steck stays on to master the ceremonies, having done the same stunt last summer at the Woodside Amusement Park, where he inaugurated a series of opportunity nights for professionals to offset the am wave.

Betty Compton To Take to Air

NEW YORK, Dec. 5.—Mrs. James J. Walker, the former Betty Compton, legit dancer, is reported in line for a commercial starting the early part of next year for Hearn's, local department store. Account has already signed her, it is said. Since her marriage to the former New York City mayor, Miss Compton hasn't done any stage or theatrical work of any kind.

Program is slated for WOR and is to be a daytime woman's program, somewhat similar to some of those now on the air but on a larger and more elaborate scale. Ed Scheuing represents Mrs. Walker in this connection.

WOR is owned by Macy's, another department store. Hearn's has used the station before, however.

O'Keefe Says Scripts N. G.; Agency Says He Wrote 'Em

NEW YORK, Dec. 5.—Altho Walter O'Keefe hiked out and off of National Dairy's *Saturday Night* program on NBC this week, claiming he didn't like the scripts he'd been given to do, N. W. Ayer & Son, agency on the account, says if O'Keefe didn't like the scripts it's his own fault. That, says the agency, is because he wrote them himself.

Only objection that O'Keefe made, according to the agency, was to some of the cuts that Ayer radio staff made in his scripts, including references to Radio City as a dump and a crack about Johnny (Tarzan) Weissmuller and his recent night club escapade. When O'Keefe did march his p. a. released a story to the effect that he was dissatisfied with his script material. Agency says the only scripts that O'Keefe didn't write were the first two and that he did the last four.

Saturday Night Party has been a headache show from its start. Vernon Radcliffe was called in from NBC to produce it a week or so after it was on, with stories coming out of rehearsals, after the first show, that O'Keefe was then squawking and that things were somewhat jumbled.

O'Keefe is to be replaced by Tom Howard for tonight's broadcast. Ray Knight will be m. c. Comic and m. c. for future shows to be selected, but Howard and Knight may stick if they click loud enough.

W2XR Gets New Name

NEW YORK, Dec. 5.—W2XR becomes WQXR, the FCC having assigned the new letters to the station. Change was made to prevent listeners from believing that station was a foreign short-wave broadcaster. Station is New York's only high fidelity station and the 1,500-1,600 kilocycle band is now included in the regular broadcast spectrum. No change in policy.

Dixon Made an NBC Exec

SAN FRANCISCO, Dec. 5.—Sydney Dixon, of NBC's Hollywood sales department, has been appointed assistant sales manager for the Western division of the network and will continue to be headquartered in Southern California. Dixon was in charge of NBC local sales here before his transfer to Hollywood a year ago. He joined NBC in 1932, coming from KYA, this city, where he was program manager. He has been in radio many years, singing over KFI, Los Angeles, and KOMO-KJR, Seattle, before stepping into sales.

Thomas Buecher joined Benton & Bowles, Inc., as account executive. He had been with Cecil, Warwick & Cecil. Before that he was ad manager of Liebmann breweries and ad manager of General Motors Export Company.

SPONSORS GET THE ITCH

'Printers' Ink' Makes Survey

Checks studio audiences in New York on angles covering commercials, favorites

NEW YORK, Dec. 5.—*Printers' Ink*, advertising trade paper, is making a survey of studio audiences in New York at NBC and CBS headquarters. A letter and questionnaire form are given ticket holders at the NBC studios and the CBS theaters, together with a return envelope. Letter accompanying these, signed by Leonard Lewis, PI radio editor, explains the purpose as being preparation of an article to help advertisers in advertising and merchandising their products. Names are not required on the answers.

Ten questions, some with subdivisions, are asked, as follows: Is this the first broadcast witnessed and if not how many others? Do you or your family use products advertised on the program just seen? Are you inclined to try the product advertised as a result of hearing the broadcast home? Will you be more inclined to try the product as result of having seen the show? Are you a regular listener to this program? Would you prefer to see it each week rather than hear it at home?

Others are: Now that you have seen the broadcast will you enjoy it more or less at home than you did before? When listening at home do you like to hear the applause and laughter of the studio audience?

Four questions dealt with audience reactions to commercials. Preference as to how listeners like to hear them, read by an announcer, done in a skit or done by a member of the cast, made up one question. Reactions to humorous spiel treatments are also sought. Space was also given for comment on some shows, asking the filler-inners to list shows in which the commercials were found long, tiresome, entertaining, etc.

Last question asked if listeners had replied to programs and how most inclined to respond to shows, by entering a contest, expressing appreciation or criticism or asking for a sample.

NBC, in handing out a booklet some time ago to studio guests, included a questionnaire to check reactions. However, *Printers' Ink* is querying on several controversial factors, especially the commercial angle.

Bulova May Start New England Chain

BOSTON, Dec. 5.—Boston radio picture is up for a new frame. Starting tomorrow (Sunday) WEEI officially begins to function as the Hub affiliate of the Columbia Broadcasting System. On September 27, last, WEEI was taken over by CBS in connection with the operators of WEEI, the Edison Electric Illuminating Company of Boston. Harold E. Fellows was named general manager.

Due to contractual commitments running to the first of the year, the New

It's Only Money

LOS ANGELES, Dec. 5.—In preparation for the affiliation of KNX with Columbia Broadcasting this month, Donald W. Thornburgh, CBS Coast head, has ordered cancellation of 17 of the station's commercial accounts. Five of the shows are patent medicine sponsored, and 12 church bankrolled, both types of which are barred by CBS policy. Since taking over the station Columbia has swept aside more than 25 shows.

England Network will continue till that time when it will fold. The name—New England Network—is merely a trade name given to the five New England stations, WEEI, Boston; WCSH, Portland. (See *BULOVA MAY START* on page 8)

Resignations From NBC Set Record; Hedges, Glick Quit

NEW YORK, Dec. 5.—Two more important vacancies were created this week on the staff of the National Broadcasting Company thru resignations of William Hedges and Clifford Glick. Hedges, a veteran radio official and regarded as one of the most capable execs in the industry, quit to join Powel Crosley as a vice-president in Crosley's radio organization. Glick, a leading NBC salesman, left to join Consolidated Radio Artists, also as a salesman. Glick was preceded a week or so ago by Ed Franco, another NBC time peddler who handled several major accounts. Franco went with Young & Rubicam.

This year NBC has probably had a record number of staff resignations. M. H. Aylesworth, of course, was the outstanding one, but there have been numerous others. Edgar Kobak, vice-president in charge of sales, left to go with Lord & Thomas. Don Shaw, Eastern sales manager, was another to leave, joining McCann-Erickson. John Overall, another former NBC salesman, is now selling for Mutual Broadcasting System in New York.

Contributing factors reported as being important in both Kobak's and Hedges' resignations were differences with Lenox

Ford, Chevrolet Among Many Firms Shuffling Programs

Stellar acts involved in advertisers' moves—feel that broadcasts must present different names to retain audiences—Chesterfield, General Motors switches due

NEW YORK, Dec. 5.—Wholesale changes of programs are being affected this and next month, with several of the biggest names on the air—from the talent angle—going off for their present sponsors. With those already announced, the changes that are due will probably establish some sort of a record for this time of year. Oddly enough, the changing shows do not take in flop programs. Apparently, advertisers involved feel that there is a time limit related to the value of a program benefit by a change. Info that some of the accounts are changing shows is being kept on the qt in most cases.

Automobile manufacturers are involved in two of the largest changes. Word from Detroit is that Ford has definitely decided not to renew Fred Waring and will buy two new programs instead. Company plans are said to be to get behind the new shows with an exploitation and merchandising campaign of major proportions. It was fairly definite a week or so ago that Waring, if renewed, would get his new ticket for but one half hour a week, instead of two half hours as is the present setup.

Chevrolet, after using Rubinoff on the industry's largest transcription campaign for more than a year, is likewise planning to change this wax show, with Rubinoff to stay on the live show once a week on CBS. Chevy auditioned six bands and is due to get set on the newcomer shortly. Rubinoff probably set a record on his Chevy deal, broadcasting three times a week, by way of platters, on 395 stations.

General Motors is another auto firm reported as making a change. Paul Whiteman may go on for this company. A deal for Whiteman to go on for Ford flopped.

Hal Kemp and his orchestra, with the Kay Thompson choir, auditioned this week for Chesterfield cigarets, which is dropping the Friday night stanza with Andre Kostelanetz, keeping Kosty for the Wednesday stint. Kemp is already involved in a change, leaving the Phil Baker-Gulf show Sundays. Latest report is that Kemp's successor with Baker hasn't been chosen. Kemp is leaving because his band was relegated to the background and wasn't given enough work to do.

Cities Service switch with Lucille Manners replacing Jessica Dragonette, who goes to Palmolive with Al Goodman, his orchestra and the Modern Choir replacing a community sing; Jack Oakie's replacing of Rupert Hughes; Al Jolson to take over Lifebuoy in place of Ken Murray and one or two others have been announced. Lever Brothers, manufacturers of Lifebuoy, may keep Murray for another product.

commercial to emanate from the network's Hollywood studios late this month. He has also been signed for a sustaining series on KFVB, Hollywood.

Laurence L. Cross has started his eighth year of broadcasting the morning *Crosscuts From the Log o' the Day* over NBC. He celebrated his seventh anniversary of that program last week. Southern Harmony Four, colored quartet, has also been on the program since its inauguration.

Wallace A. Gade has joined the Northern California Broadcasting System as announcer and commentator. He has the recorded *Magic Hour* concert program, heard over KQW, San Jose, and KJBS here, from 10 p.m. to midnight. Bill Fuller, KJBS announcer-writer-producer, directs and stages the annual Ad Club Christmas jinks on December 16. Carlton Coveny, KJBS sales manager, is the Ad Club's entertainment chairman.

Page Ponce de Leon

SAN JOSE, Calif., Dec. 5.—Minra, Inc., distributors of health foods and alkalizers, will sponsor Thursday night Townsend Plan talk. Contract is for six months, and idea is to keep the oldfolks healthy and happy until their \$200 per month comes along.

West Coast Notes; Stations On Hunt for New Announcers

LOS ANGELES, Dec. 5.—Reports have it that there is a shortage of radio announcers on the Coast and that unless the situation can be relieved locally soon it may be necessary to ship barkers in from the East. With three stations begging to hire announcers, several dozen auditions were held last week, with only one spieler passing muster. He is Jay Sims, formerly of the San Francisco NBC studios, and was signed by KFVB as he stepped from the audition mike. Dop Lee is reported also seeking several announcer replacements for their Mutual affiliation period, and the new Hearst California chain will also be in need of trained voices soon. The shortage has really got radio execs worried.

One of the prize musical plums of the year in radio goes to David Broekman, who was selected to baton the music on the *Amos 'n' Andy* minstrel shows when the team returns here for permanent residence December 21. Program goes minstrel Friday nights, with script for remaining four days following the old pattern.

José Mojica leaves here for South America after the first of the year to start on his eight-week Columbia Broadcasting contract from Buenos Aires, Chile and Peru. Deal calls for combined radio and personal appearances.

Radio and advertising executives in town from the East include Hugh Cowhan, traffic head; Bill Lewis, broadcast director, and Larry White, of the program department, all of CBS. They are here in connection with the KNX and KSFO, San Francisco, switch over to Columbia the first of the year. Myron Kirk, vice-

president of Ruthrauff & Ryan agency in charge of radio, is here for a few weeks to install Cecil Underwood as Hollywood manager of their new office and to see the Al Jolson-Rinso show off. Louis Dean, of the Campbell-Ewald agency, is looking over the Oldsmobile-Irvin Cobb show.

Danny Danker, head of the J. Walter Thompson local office, leaves this week for his annual New York visit of one month. . . . John Stillwell, commercial manager of WIRE, Indianapolis, here on wedding trip.

SAN FRANCISCO, Dec. 5.—KYA has signed the prize commercial of the month for these parts. It's the *Blue Ridge Mountain Boys*, hillbilly troupe, which hits the airwaves six nights weekly for one hour each night under sponsorship of Drug Trade Products. Contract placed thru Benson & Dall, Chicago. It's the biggest commercial signed by KYA in many moons. Troupe consists of "Shorty" Burke, "Squeak" McKinney, Bud McDonald, Jerry Turner and "Arkansaw."

Murder at Midnight, mystery thriller, authored by Ted Maxwell, is scheduled to go Coast to Coast via NBC shortly after January 1. Half-hour show, to network at 11:30 p.m. (PST), will be patterned after *Lights Out*, airwaved from the network's Chicago studios. That series was heard on the Coast from time to time, but was too gruesome for Western dialers, who set up a squawk resulting in *Lights Out* being turned out for real.

Tommy Harris, who tenored over NBC from here, has been signed for a new

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.

JAYSNOFF SISTERS

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

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.

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



Musical Director
ROXY THEATRE, N. Y.

JAN JRUBINI

in person
AND HIS
ROMANTIC
DANCE AND CONCERT ORCHESTRA
"MUSIC THAT THRILLS"
Direction MILLS ARTISTS, INC.

RUSS MORGAN

★
RINSO - LIFEBOUY
CBS TUES. 8:30 - 9 P. M.
rebroadcast 11:30 to 12 P. M.

★
"MUSIC IN THE
MORGAN MANNER" ★

JOSEF CHERNIAVSKY
"The Musical Cameraman"
presented by
1847 ROGER BROS.
Every Sunday
4:30 P. M. EST
Coast to Coast
NBC Red Network



Stations and People

Address All Communications to the New York Office

EARL R. STRANDBERG, formerly with CBS and KMOX, St. Louis, is now program director for Station KTAT, Fort Worth. Strandberg held the same position with KTAT in 1934. With the Fort Worth Frontier Centennial over, WOODY WOODFORD, ED STARNES and KEN DOUGLAS, who had charge of broadcasts from the Centennial grounds, are back at local radio stations. Douglas, announcer, and Woodford, chief technician, are at WBAP, and Starnes is back at Station KPJZ.

A BOOK on traffic problems and their relationship to commercial, program, publicity, continuity and engineering departments has been compiled by GEORGE ENGELTER, IBS traffic manager. GENE SHUMATE, Iowa network sports announcer, was lent to Central States Broadcasting Company to cover recent Oregon-Nebraska grid game via ticker for KFOR, KOIL and KFAB. REGGIE MARTIN, regular CBS spieler, was absent on his honeymoon.

WLS, Chicago, has added FRED PALMER, formerly manager of WBNS and WAUI, Columbus, O., to the production staff and CHARLES L. ACREE, formerly with WJBC, Bloomington, Ill., to the continuity force.

WFAS, White Plains, N. Y., as a member of the International Radio Club, will join in the good-will interchange programs December 17. Various stations will salute city of Miami, Fla., which will, in turn, salute other cities. Purpose is to cement good will between communities.

WFAS has a new German hour every Wednesday afternoon. BRUNO KLOHOKER is in charge of it. Ten sponsors have signed up.

DORRANCE D. RODERICK, El Paso (Tex.) publisher, has received the okeh of the Federal Communications Commission to inaugurate a new 100-watt at 1500 kc., full time. Only one other station in town, KTSM, upping its juice from 100 to 200 watts.

RALPH KANNA, announcer at WELI, New Haven, Conn., who has been on a leave of absence because of illness, will soon rejoin the staff. The Texas Cowboy, CRAE PATTERSON, and MARION REYNOLDS are now back on WELI, New Haven, Conn., after several months off the air. GEORGE CHRISTENSEN replaces TOM McCRAY, program director at WTIC, Hartford, as Jack the Inquisitor in the "Ask Me Another" game. LAURA CAUDET, long-time staff pianist at WTIC, Hartford, Conn., under the name of Renee Raie, is now doing vocals with various dance orchestras, recording for the World Broadcasting System under the name of Rita Roberts. GILBERT BAYEK, formerly with stations at Bangor, Me., and Boston, and CHARLES E. HAASER, formerly with the dramatic company at WDRC, Hartford, Conn., are the new announcers at WTAR, Waterbury, Conn.

FLORENCE BENDON back at WFIL, Philadelphia, joining JACK STECK to resume their Jack and Jill boy and girl act. Newly organized Little Theater Group in Philadelphia has WIP's PAULA MARKMANN, KYW's EDYTHE RODAY and WCAU's NORMAN SICKLE and JUNE KING. ERVA GILES, soprano; JESSIE TRYON, violinist, and STEPHEN ATKINSON, pianist, join talents at WFIL, Philadelphia, to provide the Mutual net with a *Petite Rhythm* sustainer.

Three of the four New Orleans radio stations report that while commercials continue to run well ahead of volume of this time a year ago, the 1936 peak seems to have passed at an unusually early date. The fourth station, WSMB, finds its schedule well filled with a 90 per cent maintenance of NBC programs and all local commercialized. WWL, city's most powerful outlet and CBS link, reports slight falling off in past two weeks, the business is still better than 20 per cent over a year ago. JIMMIE WILLSON, program director for WWL, New Orleans, is the father of a three-year-old girl. The Willsons adopted Barbara last week. Complaints continue to pour into studios of WREC, Memphis, CBS link, since station discarded Sunday afternoon Philharmonic for series of transcriptions. Dailies and faculties of schools have joined to bear pressure for return of feature to station. HARRY O'NEILL, general manager of Drug Trade Prod-

ucts, a big radio time taker, is spending a week in New Orleans with his wife as guest of CAPTAIN PRITCHARD of WWL. WSGN, Birmingham, went on the air this week with new transmitter and equipment. Station is giving away cash prizes for best essay on benefit of new reception. Station has one of few women managers in the country, EVELYN HICKS. STERLING HICKS is chief engineer and announcer staff consists of JOE FORD, LEE McARTHUR, BOB McRANEY and AL METCALF. GENE EDWARDS, former announcer of WSGN, Birmingham, has joined announcing staff of WJRD, Tuscaloosa.

BOB SHORT resigned as announcer at WCAE, Pittsburgh. WALT FRAMER, Pittsburgh commentator, moved his *Pittsburgh Backstage* program into the backstage of the Stanley Theater in that city, where it is being piped over WJAS. JOE TUCKER succeeded JACK CRADDOCK as sports announcer at WWSW, Pittsburgh.

KECA started a new program this week aimed at locals interested in their home town doings. Program, under wing of JOSE RODRIGUEZ and RAINE BENNET, will go in for town-crying of the smaller hamlets. FRANK WESTPHAL, formerly with CBS in Chicago, has signed as musical director for KEHE.

RALPH WORDEN, former radio editor of *The Cleveland News*, has been appointed director of WGAR's news programs. BEAVERLY DEAN, who handled publicity for WJAY, has also assumed this job for WHK, succeeding Worden. WAYNE WEST, hymn singing emcee of WHK, takes his singer a-caroling on streets, to hospitals and institutions until Christmas Day.

BULOVA MAY START

(Continued from page 7)
land; WJAR, Providence; WTAG, Worcester, and WTIC, Hartford. Verbal agreement among these stations allowed them to band together for the convenience of advertisers who desired to reach a distinct territory. At the turn of the new year, this chain of several years' standing will give way to Columbia's New England area split network that will comprise, mainly, WEEI, Boston; WORC, Worcester; WLBZ, Bangor; WPRO, Providence; WDRC, Hartford, and WMAS, Springfield. Commenting on the statement recently released by Viola & Furman, station representatives, that they were establishing a foreign language chain, which includes WCOP, Boston, Gerard H. Slattery, general manager of that station, denied his station is part and parcel to that idea. Burned because Viola & Furman classified the station into the setup without his consent, Slattery said in no uncertain terms that WCOP is not connected with any such hookup. WCOP is currently carrying two foreign shows from New York, the Alka Seltzer Italian show and the Kalwaryjskie Orchestra. The only connection that Viola & Furman have with WCOP is that they exclusively represent the station, said Slattery. Since it is an established fact that Arde Bulova, New York watch manufacturer and broadcaster, backed, financially, the late Joseph M. Kirby, president of the Massachusetts Broadcasting Corporation, operating WCOP, Slattery declined to recognize that Bulova's rumored plans for a network definitely included WCOP. Slattery said that situations were too indefinite to forecast any such matter. As it now stands, Slattery knows of no affiliation with Bulova. If Bulova's New England network does materialize, WNEW, New York station, of which Bulova is part owner, would be the outlet in that metropolis.

One Program, 10 Languages
CLEVELAND, Dec. 5.—In line with the nationality wave of programs being argued pro and con, the Bing Furniture Company, sponsoring Bing's International Cruise Ship programs, has gotten off to a good start. Seventeen nationalities will be listed in half-hour Sunday programs, music, instrumental and choral. With Ireland and England-Wales-and-Scotia under its belt, the cruise takes on Germania Voerwarts

Sunday, 40 mixed voices directed by J. Arthur Nusser. The Orion Male Chorus is the Scandinavian feature. The Russian Male Chorus, directed by Vladimir Prislowski; the Polish Quartet, the Bohemian Chorus, the Viennese Singers; the chorus of St. Stephen's Society, under Stephen Fuzy, representing Hungary; the United Ukrainian Choir, the Slovenian Chorus and an American night round out the list. It is slated to continue until well into February.

LITTLE THEATERS

(Continued from page 4)

of the best auditoriums and halls, charges a lower price, draws upon a large advertising department for posters and publicity and has no problem in obtaining stagehands, ushers, etc. Usual Federal Theater bookings, too, are arranged on a 50-50 basis, the house getting half the gross, as opposed to little theater bookings, which are managed on a straight-rent policy. In view of all these factors, little theaters which keep going out of stubbornness can't even afford a rehearsal hall.

Much of the personnel of little theaters, excluding those which have dropped out of the picture, have become a part of the New Theater League, comprised of the various Leftist organizations subsisting because they are linked with more or less permanent social bodies such as the trade unions, the Communist party, etc. Others have been absorbed by the Federal Theater itself, which is, in many instances, usurping the functions of the professional little theater for better or worse. Ultimate question of whether or not the project may develop such talent better than the little theater proper will depend to a large degree on the government's future policy concerning the FTP, particularly the possibility of the FTP becoming a bona fide subsidized national theater.

OPERA DATE

(Continued from page 4)

in Tuesday's audience and was introduced during intermission by Alexander Bevilacqua.

With Danilo Sciotti conducting and Anthony Stivanello as stage director, the Providence Orchestra in the pit and a chorus of amateurs (members of the New England Grand Opera Choral Society) backing up the principals, last night's performances were well done and well received. *Pagliacci* proved the better of the two, with Alba Camillucci, in the role of Nedda, showing a smooth and strong voice of good quality. Her long duet with Luigi Delle Molle (as Silvio) was especially excellent. Giuseppe Radaelli's tenor and histrionic talents gave excellence to the part of Canio and won the greatest applause of the evening, with Ciro De Ritis and Constante Sorvino likewise proving capable singers and actors.

Cavalleria brought to the stage Giuseppe Barsotti, a favorite with local audiences; Ann Manfredi and Harriet Eden, local singers, making their debut in principal roles and acquitting themselves commendably; Matilde Bastujli and Ciro De Ritis.

EIGHT STARTED

(Continued from page 4)

have cropped up during the week. Attorney-General Otto Kerner gave an informal opinion in which he stated that he considered movie theater drawings illegal lotteries. A demand was made by letter upon Kerner by Irving S. Roth, as president of the Lawyers' Legislative League of America, to seize for the State all cash prizes and to recover for the State all prizes won by theater patrons since prize drawings were established, pointing out that this is possible under the forfeiture provision of the State lottery laws.

In the meantime Attorney Harry Leviton has filed suit in the Municipal Court against the Roxy Theater here, stating that the theater refused to pay a prize of \$600 to his client, Mrs. Helen R. Petrik, when her number was drawn at one of the theater's recent prize drawings.

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Program Reviews

EST Unless Otherwise Indicated

"For Ladies Only"

Reviewed Tuesday, 2:30-3 p.m. Style—Vocalists and pianists. Sustaining on KYW, Philadelphia.

Station has rounded up its girl talent to tease the tubes with a musical tid-bit, all done in one gender. Even the announcer wears skirts. Initial shot proved that the girls can do a bang-up job, but a steady parade of canaries will tend to make this weekly stint a stop-gap proposition that will wind up on the shelf in short order. Mixing the specialties should make it socko.

Initial lineup had Carlile and London, twosome, at the keyboards; Bonnie Stuart, tops on the torch; Kitty Cooper, ditto on hot songs, and Rhona Lloyd at the bawl ballads; Tell Sisters, hot harmonizers, who pulled a fast one by bringing along a male git-box accompanist, and Edythe Roday, announcer, who broke it up nicely with a parody on a scene from Hamlet. ORO.

Sid Gary

Reviewed Sunday, 9:30-9:45 p.m. Style—Orchestra and vocalist. Sponsor—Howard Clothing Stores. Station—WMCA (New York).

Sid Gary, baritone, holds down the vocal position on this Sunday evening program with the Fenton Orchestra. Gary, possessing a pleasant baritone voice, sticks pretty close to sentimental numbers. His *Sweetheart, Let's Grow Old Together* and *Old Man River* were nicely done. Fenton's Ork did its chores competently.

Plugs for Howard Clothes well done and a relief from some of the blatant c. t. commercials for rival outfitters.

People's Panel

Reviewed Sunday, 10-10:45 p.m. Style—Symposium. Sustaining on WMCA (New York) (Inter-City network).

A carefully thought-out program of some social content and possessing genuine human interest values. M. E. Kriegel arranges the *People's Panel* and introduces the "jurors" to the audience.

Show caught was called *Prosecution and Crime*, and several members of a local district attorney's staff, an ex-State senator and a boys' club leader participated. Various crimes and criminals, causes of crime and the cures were discussed, Kriegel asking occasional questions.

Some speakers were obviously untrained but, in a program of this nature, this is an asset. A fade-out to an enactment of a crime discussed would have added punch to the show, particularly as it is a 45-minute program.

James J. Braddock

Reviewed Tuesday, 7:15-7:30 p.m. Style—Sketch. Sponsor—Tastyeast, Inc. Station—WJZ (NBC network).

Jimmy Braddock does well in his radio stint. He's not an actor and doesn't pretend to be, but talks like one might expect a heavyweight champ and former longshoreman to do. That unaffected, albeit crude, quality helps a lot. Braddock reveals a likable personality that should attract the males of various age brackets. His popularity, which has increased steadily since he became the heavyweight kingpin, will also help the program.

Sketch is a dramatization of his life by Jack Kofoid and Stella Unger. His boyhood was touched upon in the first show, with a bit of suspense ending the stanza. Braddock closed, talking about the proposed non-title fight with Joe Louis soon.

Script and acting well handled. But what Braddock should really do is take a sock at those long-winded plugs, a bit of ancient radio merchandising.

"Amos 'n' Andy Minstrel"

Reviewed Friday, 7-7:15 p.m. Style—Minstrel show. Sponsor—Pepsodent Company. Station—WEAF (NBC network).

So many radio traditions were shattered by adding a minstrel period to the A. and A. series that it's hard to list them all and probably not worth the effort. Important, tho, is the fact that if the following minstrel periods, to happen

every Friday night, are even half as good as the starter, listening will be a must, and radio's most remarkable act will collect not only a new audience but regain many listeners who undoubtedly drifted away.

Oldtimey enough, this first *Amos 'n' Andy* minstrel program, but thoroly entertaining, with a congenial, pleasant and warm atmosphere thruout. There was but one objection, the applause following every number or gag. Obviously, some applause is needed on the show because it is a minstrel affair, but too much made that one fault glare.

Frank Parker, as the first guest, tenored one number. Amos, too, "sang" a song, and he can come back any time he wants to repeat. There's a Vagabond male quartet that does a copy act of the Mills Brothers, but well, if that's a saving grace. Noble Cain's a Capella choir provided a fine male chorus and the NBC orchestra, conducted by Josef Galliccio, also came thru well. A. and A. were the endmen and Bill Hay, regular announcer on the serial, was interlocutor. Opening and closing spiels by Basil Loughrane.

And almost as startling as the idea of a minstrel on this radio landmark was the gagging of those Pepsodent commercials halfway thru. J. F.

"Hollywood Whispers"

Reviewed Monday, 7:30-7:45 p.m. Style—Film chatter. Sponsor—Dr. Strasska's Tooth Paste. Station—KHJ (Don Lee network).

George Fisher, who has been conducting a movie chatter period over the local airwaves for the past several years, switched several months ago from his sustaining spot on KFVB, where he was press agent, to this sponsored series over the Don Lee web. Change was for the better, since his KFVB affiliation confined his chatter and anecdotes to Warner Bros. personalities. His current series gives him the entire movie field to work with, and the result is an amusing, listenable 15 minutes.

Fisher chats in an even, pleasant voice, tells a story concisely. Unlike most Hollywood air-columnists, he doesn't try to impress listeners that he is "like that" with celebrities. Period has a \$500 cash and merchandise tieup on letters for best pictures. Don Lee will try to sell Fisher nationally when Lee-Mutual chain gets into operation soon. S. P.

"Court of Common Troubles"

Reviewed Saturday, 7:30-8 p.m. Style—Legal advice. Sustaining—WNAC (Boston) and the Yankee network.

John Shepard III, prexy of the Yankee Network, competes against himself within 24 hours with this *Court of Common Troubles*, a carbon copy of A. L. Alexander's *Good Will Court* NBC'd over WNAC, Hub Red affiliate, on Sundays at 8.

This is the first time in the history of staid Massachusetts law that prominent justices of a State noted for the conservative courts have agreed to take part in a radio presentation. Advice given during this broadcast is based upon Massachusetts law, not codified as

in other States. This is the one phase of the program that truly differs from Alexander's *Court*.

Charles S. Sullivan Jr., assistant corporation counsel of the city of Boston, acts as examiner, same role taken by Alexander. It is readily traceable that Sullivan has made a decided study of Alexander's presentation, so much so that at times one feels that Alexander is in Boston.

Bill O'Connell, announcer, gives a brief description of each case prior to Sullivan taking over the questioning. Last case of each week is left to be answered the following week. It appears that those who come before the mike have their spiel already typed. Jurists seem to have statute books open ready to read the "advice."

There is no real pathos or dramatics injected. Just ordinary, stoic emotions. None of the worldliness of that which is New York's. Should click, however, because of the already made audience interested in this type of program, particularly one that aids Massachusetts people. S. P.

"Presidents on Parade"

Reviewed Sunday, 11-11:30 p.m. Style—Historical drama. Sustaining on KMFC, Beverly Hills.

This new series of historical dramas by the Federal Theater Project, radio division, is by far the best live-talent dramatic show this station has ever offered. Current production has to do with the early political and love life of Abraham Lincoln. Drama portrays a hesitant, homely, unworldly Lincoln who attempts to submerge his unhandsome hulk by subjecting it to his own humorous comments. Piece is intelligently handled, especially in Abe's romantic scenes with Ann Rutledge, which are treated lightly and without gush.

All roles are played with depth and character by the FTP actors, tho Patrick McGeehan as Lincoln stands out in his characterization. Script by Eddie Lynn, who is also directing the 13-week Lincoln series, captures a fine spirit. S. P.

"Tiny Town Revue"

Reviewed Sunday, 10:30-11 a.m. Style—Review. Sponsor—Harold's, Inc. Station—WICC, Bridgeport. (Yankee Network).

A fast-moving revue of talented youngsters, emceed by Sime Neary, of the former standard vaudeville act of Sime Neary and the Lovenberg Sisters, who now conduct a dancing school in Bridgeport. Neary doesn't waste a moment, pacing one number right after another, and confines himself merely to introductions. Program consisted of songs and tap dancing, and in the middle of the program a miniature minstrel show, with endmen cracking a few jokes. Commercial plugs are rather long-winded and are done three times during the half-hour period by the station announcer. Listeners invited to send in votes for the most popular youngster, prizes being a party dress for the girl and a lumberjacket for the boy. Marshall Robinson is the piano accompanist. S. A. L.

Little German Band

Reviewed Wednesday, 6:30-7 p.m. Style—Music. Sponsor—Stag Brewing Company. Station—WWSW (Pittsburgh).

The Original Little German Band, a mighty popular outfit a couple of years

ago on a competitive Smoky City station, is announced as the featured attraction of this weekly half-hour created to sell beer. Band, in addition to playing German tunes, revives oldies. In this case, the boys staged an imaginary circus and invited the listeners to be kids again.

Short plugs for Stag beer were dished out by a staff announcer between the appearance of "acts." Characters identified as "Otto" and "Henie" lead the proceedings in typical German dialects and gags. S. H.

"Little Theater"

Reviewed Wednesday, 8:30-9 p.m. Style—Theater satire and community singing. Sponsor—Louis DeRoy & Brothers. Station—WWSW (Pittsburgh).

Another program piped from a neighborhood theater and solicits the co-operation of the audience. This one, in part, is a takeoff of *Saturday Night Party*, nucleus being the dramatization of a short sketch by a cast selected from the attending audience. Opener, *The Charge of the Light Brigade or Two Bits in the Meter*, was offered about midway of the program and was productive of loads of laughter. Each of the "actors" is gifted with an item from sponsor, a jewelry store. Opening and closing chapters of this feature are given over to community singing sessions, Johnny Mitchell, organist, furnishing the music, and Walter Frammer, emcee, leading the aggregation in song. Frammer also handles the drama burly capably.

Commercial plugs are few and brief. The most effective one was used during the progress of a community song. A stunt that should arouse some interest is the contest in search for the city's worst singer. Applicants are invited to submit letters explaining why they believe their singing voices to be that terrible. Most convincing letter writers will be invited to one of the programs to frighten the customers with their wares. S. H.

Adrian O'Brien

Reviewed Tuesday, 7:45-8 p.m. Style—Tenor. Sponsor—Community Dentists. Station—WNAC (Boston).

Adrian O'Brien, rated as a top tenor in Boston, comes back to the airwaves to be sponsored for the third consecutive year by Community Dentists after a season last summer at WLW, Cincinnati.

This twice-weekly Tuesday-Thursday dinner show is one of the four sponsored by Community Dentists over Hub stations. Roland Winter handles the show, altho O'Brien takes a hand at announcing some of his tunes.

In addition to piping *The Stars Weep, It's Here in My Arms* and *Gypsy Love Song*, O'Brien broke the Xmas tune season hereabouts and gave *Silent Night* its 1936 debut. Tho a true Irish singer, the lad comes thru with ballads, pop, waltz and such. Has healthy pipes that require proper mike balance. S. P.

Thrilling Detective Dramas

Reviewed Wednesday, 8:45-9 p.m. Style—Sketch. Sponsor—Finlay-Straus Jewelry Co. Station—WMCA.

Particular show caught, called *Lead Bullets*, was an episode in a serial and might have meant something to the regular fan. To the new listener, strictly in the dark stuff.

Story concerned a district attorney bent on cleaning up his city. Somebody tried to frame the arm of the law by using a comely lass as a plant to get him in a compromising position. D. a. gets hep just in time to nab a photographer taking pictures of the gimmicked poses. Real, elevating and entertaining stuff—nix. Acting is on a par with script. Little if any suspense was created.

Plugs were nicely handled.

WNEW Appoints Weed

NEW YORK, Dec. 5.—WNEW, New York, has named Weed & Company as its national sales representative. Firm, in addition to its out-of-town chores, will work with Herman Bess, sales manager of the station, in peddling to New York accounts. Station had no rep previously.

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, November 27, to Thursday, December 3, both dates inclusive.

It's De-Lovely (23).....	25	Night Is Young and You're So Beautiful	16
You Turned the Tables (22).....	25	When Did You Leave Heaven? (16).....	15
Chapel in the Moonlight (21).....	24	To Mary—With Love (14).....	14
I'll Sing You a Thousand Love Songs (27).....	24	Who Loves You? (18).....	14
There's Frost on the Moon.....	23	Pennies From Heaven.....	14
Did You Mean It?.....	21	You Do the Darnedest Things (13).....	12
I've Got You Under My Skin (17).....	21	There's Something in the Air (9).....	11
I'm in a Dancing Mood (17).....	20	Midnight Blue.....	11
Here's Love in Your Eye (18).....	19	Copper-Colored Gal (9).....	8
The Way You Look Tonight (16).....	18		

SHEET MUSIC BEST SELLERS will be found on page 15.

Air Briefs

By JERRY FRANKEN

ROCKWELL-O'KEEFE will add a flock of new acts to their string within the next month and have already started auditioning. Openings for acts, not only in radio but in night spots, are said to exceed the number of acts now under management. Trade also thinks the recent Fanchon & Marco-Consolidated band deal may have something to do with the move.

McCANN-ERICKSON staged an audition last week, using a dramatic cast and Frank Novak's Orchestra, for Liggett & Myers, ciggie rollers. Not thought to be for Chesterfield but for a cheaper brand. At NBC . . . Columbia Pictures is producing shorts of Gillette's community sing, with Milton Berle and Andy Sanella. . . . WOR will throw its annual Christmas Party after Christmas Day this year, on December 28, tying in with the MBS-Don Lee affiliation. This affair usually turns out to be the best of its kind in radio. . . . Frank Morgan, the film actor, will m. c. Dodge auto's new transcription series.

NAT WOLFF, former New York radio agent and producer who recently went with the H. N. Swanson agency on the Coast, is in New York, signing radio authors for both film and air work. His agency is going to concentrate on both fields, taking the slant that the picture players making radio guest appearances need material. They claim that the prices paid for those stars' scripts now are way below proper proportions and that with good writers the stars will do better radio shows. Swanson and Wolff are also working with other Coast agents to present complete script shows, especially written for particular players, to prospective sponsors. Radio writers may yet come out of the doghouse.

MORT LEWIS, the radio gag writer, recently had a piece about him in *The New York Post*, which carried a photo, too, displaying a fine head of hair. Lewis used reprints in a direct sales campaign, saying in his letter, "The

picture was taken before my forehead merged with the back of my neck." That crack drew him a job from McCann-Erickson—writing a comedy campaign for Vaseline hair oil. . . . Stations in various sections of the country are lifting the *Let's Visit* idea. . . . Phil Regan changed plans again and hops for the Coast December 16, guesting with Ted Hammerstein the eve of his departure. . . . Jack Ingersoll is WINS' new sports spieler, replacing Earl Harper. . . . Paul and Declma Hunt are back in New York working on WBNX. Have been down in Miami on WIOD. . . . Frim Sisters have been farmed out to KWK, St. Louis, by WOR for a couple of weeks.

THIS is the take-a-bow paragraph. Reports published here about Fred Allen dropping the amateurs; about Eno salts shifting to Benton & Bowles; about *Witch's Tale* resuming on WOR, were confirmed during the last week. . . . Lee Mortimer is now making radio tieups for *The Daily Mirror* and just closed for a spot on WNEW. . . . Frances Saunders is back singing on WMCA. . . . Jerry Cooper uses the name Jack Randolph on his wax series for Drene shampoo. He also started on NBC for the same account this week. . . . It's said Atlantic and Pacific Tea Company pays International News Service \$300 weekly for locating a hero for Kate Smith's show. . . . WNEW is trying to get an okeh to do a court broadcast series from Newark Traffic Court. . . . Jack Pearl's shows have improved vastly, while Rudy Vallee's program December 3 was a honey. Ed Wynn was grand.

ALTON COOK, *New York World-Telegram* radio columnist, recently agreed to become an honorary member of a gate-crashers club. Now all membership cards list Cook as "Honorary Vice-President." . . . To Harry Sosnik a renewal on the Edwin C. Hill Realsilk series, effective January 1. . . . Big Freddie Miller will turn actor in his next radio series, to be co-authored by Miller and Spencer Hare.

Chi Air Notes

By F. LANGDON MORGAN

THE Chicago Bar Association has a movement under way to organize a group of local bar associations in support of a national bar radio program, produced to dramatize the lawyer in action and to counteract, it says, the effect of the Good Will Court broadcasts. Mitchell Dawson, chairman of the public relations committee of the association, disclaims that they are out after the scalp of the Good Will Court, but says that it "exploits human misery for commercial purposes and misleads radio listeners, giving the impression that there is no free legal aid service for poor persons and undermines confidence in the courts whose judges lend themselves to the scheme." Action of the local bar association follows the antagonism of the American Bar Association and other legal and judicial people over this Sunday evening program.

PAT PETERSON, of the Maple City Four, is laid up with an infected jaw and has been temporarily replaced by Duane Carnes. . . . Joan Blaine has had her *Mary Martin* contract renewed and starts off her third year with the same show over the national networks. . . . Columbia's Midwestern network, controlled in WBBM's master control rooms, now has 24 stations on the circuit. . . . Frank Rand, CBS Midwestern publicity chief, made his debut in the show business in 1919 at the Palace Theater, New York, as a member of a singing octet. . . . Lum 'n' Abner are planning to move to Hollywood about January 15 and their broadcasts will come from there. . . . Their announcer, Carlton Brickert, and organist Dean Fosler will remain here. . . . Amos 'n' Andy leave for Palm Springs, Calif., right after New Year's for their third winter there. . . . In the recent broadcast direct from the scene of Chicago's "L" train disaster one of the announcers in a burst of excitement said: "Ladies and gentlemen, as nearly as we

can determine there have been only three people killed on this broadcast," which is the height of something or other in news broadcasting. . . . Cheri McKay, of the disbanded Merri-Macs, is now being heard over WBBM with a new male trio known as "Helen and the Three Notes." . . . Tom Casey, page boy of the local NBC studios, has been elevated to the position of junior announcer. . . . Freeman Gosden (Amos 'n' Andy) flew to Philadelphia last week-end to witness the Army-Navy pigskin clash. . . . Charles Lyon, NBC announcer, and his wife, the former Irene Ehredt, one time hostess at NBC's Chicago studios, celebrated their fourth wedding anniversary on December 3.

STATION WAAF is airing a unique program every Sunday afternoon featuring letters on the subject of "How I Met My Husband" and "How I Met My Wife." . . . The 30-minute show stars Geraldine Olvaney and Harry Eldersveld and is being written and produced by Eddie Simmons, program director of the station. . . . Bill Robson, producer of the "Sears—Then and Now" show, planned to New York immediately after this week's broadcast to ready his original script, "Rhythm of the Jute Mill," for production over CBS. . . . Burrige D. Butler, president of WLS, is wintering in Phoenix, Ariz., but it isn't just a vacation for him this year, since he has a newly acquired interest in Station KOY, Phoenix. . . . Jack Ross, of the NBC Ranch Boys, is having his tonsils removed. . . . WBBM tenor Jack Brooks and Mrs. Brooks (Helen Keppler, of the CBS music library) celebrated their first wedding anniversary last week. . . . Uncle Ezra has completed a book of his sayings and observations called "Howdy, Ev'vybody" after his familiar radio greeting over NBC. . . . Betty Lou Martin, senior receptionist of the WBBM studios, is back at her desk with her arm in a sling as

a result of a recent auto accident. . . . Tom Fildale, radio press agent, who made his debut as an actor last week on a Fibber McGee broadcast, is still waiting for other offers to appear as an actor.

HOLD MEETING

(Continued from page 3)

isting in London, legit theater not having had such a body since the departed Code Authority under the NRA; (5) consideration of other theater problems, notably those concerned with tickets.

Word of the decision of Trunk Lines, Inc., regarding the granting of concessions to traveling theatrical people has not yet been received.

Attending Wednesday's meeting were Frank Gillmore, Equity president; Paul N. Turner, Equity counsel; Dr. Henry Moskowitz, executive adviser to the League of New York Theaters, and Brock Pemberton and Marcus Heiman, of the League.

INTERNAL REVUE

(Continued from page 3)

New York Postmaster Albert Goldman. He urges more co-operation, however, particularly in the case of the unemployed, who have been somewhat negligent in sending in the forms.

Members of American Federation of Actors and Local 802, musicians' union, have already received the application blanks thru their respective organizations. Show people are urged not to delay further. If in doubt as to eligibility apply anyway.

FEDERAL THEATER

(Continued from page 3)

Federal Theater, a fact which explodes the rumor that the stagehands were planning to back the League of New York Theaters in its threatened beef against Federal Theater competition. According to James Brennan, international vice-president of IA in charge of WPA matters, his organization strings along with the argument that audiences attending project shows are those that do not patronize commercial theaters. To back this, Brennan cites a survey showing that 95 per cent of high-school students have never seen a legit show, but 100 per cent attend the movies.

IA's strategy is particularly understandable in view of the fact that out of 12,500 FTP workers thruout the country 2,500 are IA men. Of these, 600 are in New York. Accordingly, IA will probably use its resources to set in motion a powerful lobbying machine in Washington in order to obtain further funds for the diminishing WPA bank roll, which is running out. When Congress meets January 2 a bill will probably be introduced extending the life of the WPA.

Confidence of IA in its lobbying power is based on these facts: (1) it contributes \$60,000 to the Democratic National Campaign fund in the last election in the form of cash and use of sound trucks; (2) George E. Browne, president of IA, was a national Democratic committeeman and was recently elected vice-president of American Federation of Labor; (3) Louis Krouse, assistant to Browne, is understood to be very friendly with Frank Walker, a biggie in the Democratic party.

Meanwhile, William Farnsworth, first assistant to Mrs. Hallie Flanagan, national director, has just returned from the Coast and is conferring with IA and AFA officials. He admits he does not know where new project funds will come from.

Thursday Local 802, musicians, had a meeting airing its private beef against project dismissals, passing a resolution reminding Roosevelt of his promise to provide work for needy unemployed.

LOS ANGELES, Dec. 5.—In line with the 20 per cent operation cut for all WPA auxiliaries, J. Howard Miller, Western regional director, ordered curtailment of Federal Theater Project activities in this area. At the same time it was reported that a group of project actors had protested to Washington Miller's conduct of local theatrical administration and demanded an investigation.

Project pay roll slash will result in dismissal of 320 of the 1,600 persons employed and will become effective in two weeks, with a clipping of \$7,000 from the weekly \$35,000 personnel expense. It was felt by insiders that one or more of the lesser units will have to be dropped.

BOSTON, Dec. 5.—Officials of the Massachusetts Writers' Union beefed last

week concerning likely cut of 88 in the WPA writers, music, theater and other white-collar projects. Telegraph to President Roosevelt painted a cruel and morbid picture of the situation. Mayor Mansfield said he would do his utmost to obtain a modification of the decree. Dismissal of 763 workers is understood to be pending.

Some 9,524 persons within the past 27 weeks have left WPA voluntarily for private employment.

HOLLYWOOD, Dec. 5.—Local FTP's version of *Purple Is as Purple Does*, near *A Touch of Brimstone*, was successfully presented here Thanksgiving.

BOSTON, Dec. 7.—Local Federal Theater is scheduled to do a new comedy, *Life Is a Villain*.

SYRACUSE, Dec. 5.—WPA Variety road unit played the Civic Theater here December 3, 4 and 5. Unit has toured New York, Pennsylvania, New Jersey and the New England States. The local drama unit is soon expected to do *Broadway, It's a Wise Child and It Can't Happen Here*.

NEW ORLEANS, Dec. 5.—Local theater project here is rehearsing for joint presentation of *Christmas Carol* and *Maitre Pierre Patelin* at Jerusalem Temple on December 17-19.

Chalk Dust, originally planned for December, is now set for January.

RULING HITS

(Continued from page 3)

Springs, Okla. Lower court also held for Gantz.

Decision is said to pave the way for more than 5,000 theaters to stop payment to the owners of Bank Night and may lead to numerous suits to recover moneys paid the lessor of the plan. Emmett Thurmon, Bank Night attorney, said the company would continue to protect its right in the courts.

The court branded the Bank Night registration setup "a subterfuge to escape the stigma of being a lottery," and adds "if not within the literal definitions of these vices (lotteries) the plaintiff's plan and system is too closely akin to have the protection and assistance of a court of equity."

Thurmon laid the adverse decision to the failure of their Oklahoma attorney in preparing the original case. Charles U. Yaeger, president of the Bank Night company and originator of the plan, said he feels confident the decision will be reversed. Application for rehearing will be filed immediately, and if this fails appeal will be taken to the United States Supreme Court.

In the trial Gantz admitted he had been using the Bank Night system, but claimed there was no infringement involved, both courts agreeing with him.

FLESH CAMPAIGN

(Continued from page 4)

the same even tenor, the only dissenting voice being that of Selig Leise, Fusion ticket nominee for president of Local 802. He claims the campaign is hopeless and a waste of time and money.

Out-of-town reports coming in to Local 802 indicate unceasing support of the drive, some 20 localities being heard from recently. Latest city to set up a campaign committee is Milwaukee, which once had about 14 theaters using flesh but which is now completely without vaude.

PHILLY PLANS

(Continued from page 4)

The new performances which will have their premiere here are *The Prodigal Son*, with music to three chorals by Caesar Franck; *Home Like of the Gods*, music by Eric Satie (choreography for both ballets by Lasar Galpern, guest choreographer of the Philadelphia Ballet); *Romantic Variations*, music by Saint-Saens, choreography by Alex Dolinoff, and *Poeme*, by Ravel's *Pavane*, choreography by Catherine Littlefield, premiere danseuse.

The Philadelphia Ballet will also present the American premiere of Tchaikovsky's *Sleeping Beauty* before a Philadelphia Forum audience in January.

An interesting dance exhibition will take place on the arrival of Shan-Kar on February 15 at the Academy of Music. With him will arrive his troupe of Hindu dancers and musicians. During his absence in his native land he has prepared many novelties for his coming American tour. They will be novelties of presentation only, however, as the Hindu dance patterns have been substantially the same for hundreds of years.

Raps Use of Kids in Cafes

Pennsy Child Labor Assn. hits "exploitation" of kids by "social leeches"

PHILADELPHIA, Dec. 5.—Increasing use of kid entertainers in the smaller night spots and unethical practices of booking agents was hit by the Public Education and Child Labor Association of Pennsylvania in a report issued last week. Seen as a moral menace, the association charges that children, mostly of school age, are exploited by agents and "bookers" who obtain jobs in taprooms for them and then pocket most of the earnings.

"It seems incredible," the report states, "that adults should delight in the antics, songs and taps (frequently questionable in character) of these children. Even if we eliminate from consideration the economic exploitation of such minors we must face the realization that the chief function of their entertainment is to induce patrons to linger longer and consume more."

"Since the repeal of the 18th Amendment this new menace has spread so insidiously and so widely that nothing short of an aroused public opinion may hope to prevail against it."

"Cases reported by the association," says the current issue of the official organ of the association, "reveals beyond doubt that such employment constitutes a grave social disease." And then among cases cited it lists the following:

"Mrs. R.: Has children, 12, 8 and 6. Taken by mother every night in the week, including Sunday but excluding Monday (when children attend dancing school), from one taproom to another to entertain persons by dancing. On Sunday nights when the taprooms are closed by law they perform in various clubs. Their compensation comes in the form of tips—coins thrown on the stage. The mother counts on an average of at least \$20 a night."

"Self-styled booker: Gives children try-outs and puts them on for 'floor money.' Pockets the 'floor money,' giving the performers about \$1 for the evening work. Children are kept out until 2 or 3 in the morning. He works all the taprooms and cafes in a Philadelphia area and some in town."

"The entertainers are usually booked by independent operators having no tangible business location," the report charges. "These social leeches thrive upon the exploitation of their young charges, secure in the unthinking tolerance of the public to which they cater. This arrangement enables the restaurant or taproom proprietor to disclaim employment of such minors. Meanwhile he quietly forwards compensation for the entertainment service to the booking agent. Another dodge is resorted to by having the patrons throw tips on the stage."

The report points out that the Pennsylvania Department of Labor has kept a crew of trained investigators busy since last April. During this time 6,955 investigations of restaurants, taprooms and night clubs unearthed violations of either the women's or child labor law in 2,269 establishments, a 32.5 percentage. One out of every three establishments investigated violated one or both of these statutes. A similar probe of hotels revealed that of 1,261 investigations, violations were discovered in 200 cases or 15.8 per cent.

New Havana Night Club

HAVANA, Dec. 5.—Frank, Italian caterer, who ran the restaurant at Playa Beach, is opening a roadhouse on the central highway, about 15 miles from here. It is competition to the San Souci, old-time place on the same pike but a little further out.

New Club in Detroit

DETROIT, Dec. 5.—A new night club on Cass avenue is to be opened about December 10 by Peacock Alley, Inc. John Frazer, former owner of Oriole Terrace, is head of the company. Others connected with it are Leona Frazer and Sidney Fisher.

Patrons Give Better Show?

CHICAGO, Dec. 5.—New night club here advertised that, besides a regular floor show, guests would be invited to "create your own fun," by serving as master of ceremonies, singing or dancing. The Billboard representative visited the spot the third night of its opening to review the show and was informed that it had been dismissed the night before. Being neither a crooner nor a hooper, he paid for his drink and left hurriedly.

Boston Coppers Eye the Cafes

BOSTON, Dec. 5.—With the new regime of Police Commissioner Joseph F. Timilty inaugurated Thanksgiving Day following the ousting of Eugene M. McSweeney by Governor Curley, surprise police squads visited the night club belt Saturday night to check up on various spots.

The police, under the leadership of Captain James T. (Crime Buster) Sheehan and three sergeants of his recently organized "squad of untouchables," left headquarters at midnight for the tour. Other members of the squad, slicked out in evening wear, visited various clubs. Observed conditions and jotted notes in little black books. When Captain Sheehan started he found most of the places closed for the night.

Mexico Holds Up Performer Permits

EL PASO, Tex., Dec. 5.—Floor shows were resumed at Lobby Cafe, Juarez, Mexico, this week after 13 days' layoff when the Department of Labor, Mexico City, withheld passports for American entertainers. Operators of Club Tivoli hoped to resume shows soon. Meanwhile a show was idle here waiting for permits.

On the Lobby Cafe's opening bill were Rex and Betty Powers, Ann Dale, Don and Beverly Cantu, Dud Wright and Roberto Ulrich's Orchestra and Leo Rojo.

At Club Tivoli, Lou Lockett, emcee, and Armando Herrera, ork leader, doubled in a makeshift floor show, with Loyanne and Renard, ballroom team, held over for seven weeks in the gap.

Operators blamed political mixups in Mexico City for the delay, second in less than six months.

At N. Y. Rainbow Room

NEW YORK, Dec. 5.—New show going into the Radio City Rainbow Room December 9 for four weeks will feature Peggy Fears at a reported salary of \$1,500 per; Estelle and Leroy, direct from a run at the Paradise, and Edgar Bergen, to be held over from the current show.

Milly Monti, present headliner, has been signed by the films and will devote her time toward bettering her English. Hopes to be ready for her first picture in three months.

Morgan Into French Casino; First in CRA-FC Band Deal

NEW YORK, Dec. 5.—The deal whereby Consolidated Radio Artists will book bands into French Casino spots swings into effect when CRA bands open along with new French Casino shows December 23 here and December 28 in Chicago. Russ Morgan has been set by CRA to be the main band attraction at the French Casino here when the new *Folies Bergeres* comes in December 23, with CRA also setting the show band, along with the usual cocktail unit. The local casino has been using a WOR wire, but is expected to switch to an NBC wire for Morgan.

CRA is planning to put Joe Venuti's Band into the Terrace Room of the Morrison Hotel, Chicago, which reopens the 28th as the Casino Parisienne, under French Casino management. Venuti opened Wednesday at the Hotel Muehlebach, Kansas City, for a four-week run and options, but CRA hopes to be able to switch him to Chicago as feature of the opening casino show there. The Morrison Hotel had been using an NBC wire until MCA booked Ted Fio-Rito and brought a Mutual wire in. Now it appears definite that CRA will bring an NBC wire back for Venuti.

Boston Clubs Clip Salaries Before Big Holiday Splash

Saving dough now—but expected to splurge for holidays—nine key spots spending total of \$8,000 weekly for bands and talent—mostly out-of-town bookings

BOSTON, Dec. 5.—Night club budgets in Beantown are being given the once over by the shears prior to the Christmas and New Year blowoffs. This does not mean skeleton floor shows, however; yet the nitery treasuries for the next few weeks will save several thousands of dollars. Local night clubs using production floor shows here are Club Mayfair, Coconut Grove, Levaggi's Flamingo Room, Penthouse, Westminster Hotel Blue Room, Steuben Vienna Room, Brown Derby, French Casino and the Waterfront Club.

First Girl Band Booking

NEW YORK, Dec. 5.—Rita Rio and her Rhythm Girls open at the Governor Clinton Hotel here December 9, booked by CRA. Believed to be the first all-girl dance band to play a major local hotel.

Americans Click In London Spots

LONDON, Nov. 28.—Ambrose, noted English orchestra leader, is taking over Ciro's Club. International attractions will be booked.

Diamond Brothers, Americans, are featured at the Grosvenor House.

Darlene Walders, featured in *Let's Raise the Curtain* at the Victoria Palace, is also filling London club dates.

Eastern Brothers, Chinese acrobats; Frakson, magician, and Beate Bradna, acrobatic dancer, all hit solidly at the Savoy Hotel.

Carson Robison and his Pioneers, "hillbilly" act, are popular at the Berkeley Hotel.

Tex McLeod, cowboy monologist, is a riot with his new act in which he employs a snow-white horse and a miscellany of corking tricks and up-to-date and funny spiels.

Laura and Marie Carson headline at the Piccadilly. Also clicking heavily there are Gerlys and Lydia, comedy dancers.

The Wiere Brothers, novelty act, and Lydia and Joresco, dancers, are standouts at the Dorchester.

Russell Swann, American magician and monologist, and Chaz Chase, pantomimist, are show-stopping at the Trocadero. B. R.

Wilson Opens Pitts Offices

PITTSBURGH, Dec. 5.—Marty Nelson opened a booking office in the Cameo Building this week. Ray Schwan, his general manager, in charge of the office next month, when Nelson will leave for a rest cure in California.

New Orleans Work Is Better

NEW ORLEANS, Dec. 5.—Heaviest influx of winter visitors in many years as all hotels filled up to capacity finds local night clubs stepping up on talent and bands. Only one Class A spot here, the Blue Room of the Roosevelt, booking big-time acts and bands. Benny Meroff is drawing full houses nightly at the Roosevelt, altho Leon Prima's Shim Sham Club has a fine variety bill headlined by Erwin Lewis, emcee, and Chief White Cloud and wife, Juanita.

Clubs of the Vieux Carre (French Quarter) are adding new acts and picking up traveling bands.

The season's peak is soon at hand, with the races to be followed by the Mid-Winter Sports Festival Christmas week and the Mardi Gras season starting a few days later.

There is less complaint of the audition racket pulled last winter by several of the smaller Vieux Carre spots. Salaries have been raised and band leaders and emsees report much better than the low limits of \$5 to \$7.50 a week a year ago. Salaries are still a bit too low, however, and acts seeking a haven in this direction should think twice.

Washington, Pa., Fire

WASHINGTON, Pa., Dec. 5.—Club Maplewood here was destroyed by fire Tuesday. Operator J. B. Goldberg, of Sharon, estimated the loss about \$25,000. There were no injuries.

Night Club Reviews

COLLETTE and BARRY
Musical Comedy Dancers
Currently At The NIXON CAFE, Pittsburgh, Pa.

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

★
don LOPER
and
beth HAYES
"Inimitable dance stylists"
Currently MAYFAIR CLUB, Boston, Mass.
"A definite discovery among the younger teams. Have class, appearance, excellent costuming and original routines. Look like real comers and are certainly good enough for a rene."—Possibilities, Billboard, 11/7/36.



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Songs and Dances Well Seasoned.
Mgt. CHAS. V. YATES, 1560 BROADWAY

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

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ENRICA and NOVELLO
★
"DISTINCTIVE DANCERS."

★
MIACO
★
Prince of Magic
Per Dir. KEN LATER.

Grace Morgan
MUSICAL SATIRES
Address Communications Care of Billboard, New York.

Terrace Room, Hotel New Yorker, New York

This rectangular salon, richly upholstered, with restful lighting, mirrored columns and spacious dance floor, has become the stamping grounds of a cosmopolitan semi-swank patronage, a friendly, tasteful following that spells success for any spot.

Equally popular, and typifying to an iota the tenor of the room (mayhap vice versa), is Abe Lyman. Ending second week here, his band, a solid, well-modulated outfit of 16 men, plays music that's distinguished by its quality and not its unconventionality. Hardly ever invading the waltzes, tangos or rumbas, the requests, nevertheless, stretch sessions to twice their ordinary length. Sonny Schuyler lends excellent vocals in a corking baritone.

Heading the floor show talent is petite Connie Boswell. Her appealing voice, effortless rendition, the shrewd selection of numbers and superb arrangements are an unbeatable combination. She did *Bye, Bye, Baby*; *When Did You Leave Heaven?* and *Did I Remember?* Encored with *I Can't Give You Anything But Love*.

Two newcomers from the West Coast, Rose Blaine and Tiny Wolfe, besides sharing the vocals of the band with Schuyler, do short but delightful turns, singly and together, at straight and peppy vocals. Wolfe, a rotund youth, has a fair voice and a deliberate delivery, while Miss Blaine, blues singer, is a dynamic stuff seller.

Pierce and Harris, satirists of the dance, draw howls with their burlesqued grandeur that topples with misplanned handlings, manhandling and nonhandling. Their short bit of pendulum falls is sensational.

Additional dance music is supplied by Will Hollander's quartet and a vocalist. They stand up well despite the letdown. Succeeding Hollander are the Senators, a strolling trio of accordion, violin and guitar. These boys are near the top in their field and are called to do double duty, working in the convivial Manhattan Grillroom as well.

George Colson.

Club Esquire, Toronto

Plenty of publicity attracted top hats and lavishly gowned ladies to the debut of the new local spot, Club Esquire. Long before it opened it was sold out at \$7.50 per person, grossing \$16,000 the first two days.

Three bands were featured, Jimmie Namara's Marimba Band, Charles Kramer Orchestra and Russ Morgan, whose band was brought in for the opening. The

attractive floor show included Raye, Prince and Clark, Glover and Lamae, Harriet Carr, Jannette Hackett, Rollins and Masters, Frank McKinley and Linda Lee and Lewis Julian, the last two being featured with Morgan. A sparkling 12-girl chorus supplied by George Libby is to be a permanent feature and name bands and acts will be brought in. Show is being held four weeks.

Club Esquire is housed in the old Sunnyside Pavilion, which was closed for several years and has been thoroughly remodeled. William (Bill) Beasley, the promoter, has spent \$70,000, making it the show spot of Toronto, with two ballrooms, game rooms, Mirror Lounge and Musical Bar (no liquor is served). The main room, Valencia, seats about 700 and is vividly decorated in red, gold and blue, with red and white leather settes lining the walls against a background of indirect lighting. The Rumba Room, where Spanish music is played, seats about 300 and is a veritable Coconut Grove.

This new night club presents the ultimate in distinctive supper clubs and promises to become the gayest spot in town.
Arthur E. Woods.

1523 Club, Philadelphia

This one is another town house operating as a smart night nook, bonifaced by Ike Beifel and Teddy Trachton, adroit greeters in their own right. Ground floor has an ultra aura, with sumptuous furnishings and an open fireplace to boot. For forthright libationing, den has all the comforts of home except that a check follows the nightcap rather than thanks to the hostess.

It's one flight up for festivities, where an informal air prevails, yet with the same swank. Room is a duplex affair with a circular mahogany bar where lone eagles can sip and sigh and gaze. Divertissement is designed to meet the demands of those gadder-about-keeping milkmen's hours, and as such, is a devastating onslaught of songs and melodies that move along at a lively clip.

Emcee duties are in the keeping of Bubbles Shelby, who is ever fast on the comeback with an echo naive, and sells her pops to rousing returns. Lynda Ray, an optic-full with blond trimmings, starts the parade of hot canaries and her disposition of pops listens well.

Farrar Sisters, Jean and Jane, click with the Micawber-like lyrics. A charming and arresting duo that wits both optics and lobes, gals bring a consignment of charm to the show. Little Erny (Erny Dinticola), who plugs the ork waits with squeeze-box pushings, joins the floor offering for larynx unleasings, putting over the pops with a sock. Beth Miller, an engaging personality thrush,

"Cafe Operating Ain't Easy"

We dropped in on Nick Gazzabo last night. Nick is an old speak proprietor turned night club impresario. He knows the value of tender Brussel sprouts, but he also knows talent!

"Yes," said Nick, "we just got a new attraction. Never seen her before? She's Mile. Fou Fou, that dynamic French star. All right, all right, if you must know the truth, she's Mamie O'Rourke, who used to strip for Minsky's."

"You don't expect me to bill her as a burlesque woman, do you? When she plays Nick's New Montmartre she becomes a madammwazell. That gets 'em. The boys come around and want to know who's the new dame? And do I tell 'em? No sir! I says, 'Boys, find out for yourself. The madammwazell is a particular lady, she is.'"

"But seriously," says Nick, "talent is not so important if you got good food. Good food gets a steady patronage of people who don't mind seeing your show 20 times. But give them bum food and they complain about the show. I know!"

"Like my new girl line? Not so hot? Well, listen. They might not dance like high-class stars, but they can mix. They're such swell mixers I'm worried when it comes time to put the show on. The show takes 'em away from the bar and the tables. Why, I figured it out today. Each show must cost me around \$20 in drinks the girls would have promoted if they stuck to the customers."

"Of course, I could drop the shows, but the customers want to mix with the girls in the show. And without a show I ain't got no showgirls. Isn't that a helluva fix?"

"Say, I'm thinkin' of bringing in a snake dancer next week. Moe Markey, the agent, tells me she's terrific and he promises he won't take more than 10 per cent. But, to tell the truth, I'm a bit scared. This summer Moe sells me a couple of midgets. So one night I gets tight and drags them home with me and the wife almost throws a fit. I guess I'd better lay off snake dancers."

"Now if you'll excuse me a minute, I gotta see Joe, our new emcee. A drunk applauds him last night and right away he wants more dough. I tells him the drunk wasn't applauding him; he was just getting around to applauding the madammwazell. Not only that, but this emcee is already trying to make Flossie, our blues singer. Holy smoke, don't he know that Flossie is Moe Markey's wife? Or at least she yells at him like she was his wife."

"Have I got troubles!"
"Now if you'll excuse me again, I gotta see Joe and tell him to make sure he sings the one about *She Came Rolling Down the Mountain*. There's a party of school teachers over there and they want to hear something hot. See you again!"
P. D.

gives voice to the standard ones and those slightly naughty. Grace Manners, who completes the chattress contingent, was out on this trip.

Florence Hallman turns in a big job on the little Tom Thumb for the musical backup. Ork is a swiny-thingy affair that has become standardized in all the town's intimate haunts, a git, scratch and bull box, with Joe Frasano setting the temps.

First show grooved after the midnight hour, but with the talent roster on tap there is never a letdown. Oro.

Additional Night Club Reviews Appear on Page 19

TANIA and KIRSOFF
European Dance Artists In Their NEW, UNIQUE AND SENSATIONAL DANCE of the FORBIDDEN NECKLACE ("The Snake Dance")
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Club Chatter

Chicago:

HARRIS AND SHORE and Four Albee Sisters opened at the Congress Casino December 4. . . . ENRICO AND BRUNO MANGINI opened at the College Inn December 4. . . . FORD AND BARNES and Dorothy Blaine opened at the Club Ball-Bali December 7. . . . ARTURO AND EVELYNE have been held over at the same place. . . . PETER AND PEGGY MATTHEWS, Honey and Toddy and Peggy Walker opened at the Talk o' Town, Peoria, Ill., on December 7, booked by Marr & Clark. . . . CHAZ CHANEY and Judy Davis opened at the Marquette Club December 7. Emil Parra, Eleanor Leonard and Jean Gill have been held over. . . . DICK HUGHES, Celeste, Marion Miller, Lee Brown and Milly Erdman opened at the Liberty Inn December 7. . . . ELLEN KAYE, Rags Gallagher, Eddy Bates, Ann Sherman and Maria Sarie opened at the Blue Ribbon Casino, Milwaukee, December 8. . . . VELOZ AND YOLANDA open a two-week engagement at the Palmer House, Chicago, December 23. . . . HEINIE CRAMER, Chita, Bonnie Lee, LaCrosse Sisters and Joe Scagleone are at the Show Club.

Leon and Eddie's is probably the only one of the New York better type clubs using a full floor show during the luncheon hour. Uses a six-act show, booked thru David Stern, Tuesday to Sundays. No talking acts are used, incidentally. Apparently the patrons prefer to chatter unmolested.

West Coast:

CHARLIE CARTER, currently at the Biltmore, Los Angeles, signed for a Columbia Broadcasting program. . . . BROOKS AND WASHINGTON, colored entertainers, went into the El Mirador, Los Angeles. . . . GENE AUSTIN playing the Cherokee House, waiting for Sardi's to be rebuilt. . . . SKATZ POWELL, current at the Blue Room Supper Club, Los Angeles, being film tested. . . . GENE AUSTIN added to Joe Penner's CBS series.

JIMMY PARRISH and son, current at the Kalua, San Francisco, will reopen in Chicago after spending the holidays at home. . . . HENRY LEWIS opens at Meyer's Old Mission Country Club, Modesto, Calif.

JOHN AND EDNA TORRENCE have moved into Hotel St. Francis, San Francisco. Opened December 4 for four weeks. Return engagement.

Here and There:

GIVENS AND KAROL, dance satirists, have opened at the Westminster Hotel, Boston. . . . BELL AND GREY just finished playing clubs around Philly and New Jersey. . . . PAUL DEE has joined

Alexis Rulson. New act will be known as Rulson, Tamara and Dee. . . . ELTON AND GILRONE are at the Little Club, Canton, O. . . . ROLANDO AND VERDITTA, dancers, returned to New York last week from Milwaukee. Rolando has recovered completely from malaria, contracted when he played Kingston, Jamaica, night clubs recently. . . . PAUL MALL opens in Miami December 29 for four weeks, with options. . . . DIANE AND DUVAL, dancers, heading their own revue now for vaude and night spots. . . . MARGOT AND LIBBY ROBIN make their New York night club debut at the Park Central Hotel this week. . . . RAY AND NALDI, dancers, are set for the opening French Casino show at Morrison Hotel, Chicago, December 28. . . . BETTY AND DOROTHY GOULD are current at the Royal Frolics, Chicago.

Additional Club Chatter Appear on Page 27

Philly Musicians Elect

PHILADELPHIA, Dec. 5.—Election of officers for 1937 at the local musicians' union, Local 77, AFM, proved a landslide for the incumbent regime. Voting Thursday brought out more than 50 per cent of the membership for the hottest contest in the history of the union. For president, 1,092 cast their votes for A. Anthony Tomei, against 367 for Romeo Cella, a past prez. Similar overwhelming majorities were registered by Secretary A. Rex Riccardi over Glenn L. Coolidge, and by Treasurer Joseph Bossle Jr. over John Coloprete and William Mooney Jr. Terry E. Greenhalgh keeps his vice-president's post over Ed Z. Winkleman's opposition. Assistant Secretary Charles Saxton was unopposed for the nomination. A win for the Tomei ticket was complete with the election of Elmer L. Ziegler and Joseph Levy to the executive committee.

Arcadia Booking Names

PHILADELPHIA, Dec. 5. — Turn of heart by the management of the Arcadia International House finds the town's ace nitery sticking to a name-band policy. Hal Kemp holds forth currently, and an enlarged floor show with a lesser known band was set to follow. New setup has MCA bringing in Shep Fields for a New Year's Eve opening, marking his first local appearance.

Boom in Piano Business

PHILADELPHIA, Dec. 5.—Swing is on the upswing, at least as far as the piano biz is concerned. Shipment of key-boards in October reached highest volume for any month in 10 years. Unfilled orders for the black and whites also reached the highest point in more than a decade. For the first 10 months of the year more ivory boxes were shipped than in all 1935.

Musical Jekyll-Hyde

PHILADELPHIA, Dec. 5.—Vernon Duke returned to this city last week in a dual role. As Duke, he, with Ted Fetter, created much of the music for "The Show Is On." And as Vladimir Dukelski, he composed "Tragedian," the Paul Haakon ballet in the show. As Dukelski he has written some heavy symphonic stuff, his oratio "Epitaph" having been recently presented by the Boston Symphony Orchestra.

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JUAN PINEDA and his Spanish orchestra from Valencia, Spain, are in their 22d week at the Monte Cristo Cafe, Chicago.

BURT MOTLEY'S combo up from Florida for a stay at the Dude Ranch, Berwyn, Md.

DAVID NAEOLI and his Hawaiian string outfit into the Ambassador Hi-Hat, Washington, from Renault Tavern, Atlantic City. Replaces similar set headed by Charles Oponui, latter hopping to Book-Cadillac, Detroit.

CAB CALLOWAY made another short at the Vitaphone Studios, Brooklyn.

GEORGE CORSI and band have a year-round contract at the Club Riverside, Iron Mountains, Mich.

RAY C. HUMMEL and band have chosen the open road and are West Coast bound before doing the Midwest and Central States.

HARRY (TINY) HILL and ork are back at the Inglaterra Ballroom, Peoria, Ill., indefinitely.

JIMMY HART, now at the Wonder Bar Club, Midland, Pa., is scheduled for a tour of the Carolinas, Georgia and Virginia during January and February.

CHIC FARREL and band will open an indefinite engagement at the Shadyside Ballroom, Cleveland, New Year's Eve.

OZZIE NELSON'S Band is being held at the Hotel Lexington, New York, until March 6.

LEO REISMAN and orchestra go into the Waldorf-Astoria, New York, December 9, booked by MCA. Succeeding George Hamilton's Band.

The most novel reminder for early yuletide shopping brought to our attention this season is that of Basil Fomeen, band leader at the Ritz-Carlton, New York. He has written a new song entitled "Do Your Christmas Shopping Early," and he and his men never fail to play and sing it at every appearance. A good publicity stunt.

PHIL SILLMAN, from radio, opened an engagement last week at the Commodore Club, Detroit.

JAN GARBER, currently at the Los Angeles Ambassador, has signed with Brunswick Recording for the coming year. His band will make first recording in Hollywood December 10.

DUKE ELLINGTON'S Band has been booked into the Cotton Club, Culver City, Calif., to follow Ben Pollack. Duke gets a three-week minimum contract, with provisions for two more, contingent on Ellington doing picture work.

GUS ARNHEIM and orchestra will follow Glen Gray's Casa Loma Band at the Congress Casino, Chicago, December 18.

TOM GENTRY and Ambassadors, who just completed four weeks at the Claridge Hotel, Memphis, open at the Adolphus Hotel, Dallas, December 9 for four weeks.

THE PARAMOUNT, newest Philadelphia ballroom, unshutters with Johnny Leonard and his swing band.

CLARENCE FUHRMAN, musical director at WIP, Philadelphia, once again will play the annual South Jersey Charity Ball.

AFTER A SPELL at the Four Horsemen Club, Barney Zeeman is back at the 20th Century Club, Philadelphia.

NICKY De GEORGE'S Orchestra be-

gins a limited engagement at Walber's-on-the-Delaware, Essington, Pa.

BILLY DAVIS and orchestra are at and Ansac Club, New York.

Additional Bands and Orchestras Appear on Page 27

DON REDMAN
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8-in. dia., Printed Happy New Year, Gr., \$2.50
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Hats Printed Happy New Year, Per 100, \$3.50
Xtra Fancy Crepe Hats, Per 100, \$5.00
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Miniature Fancy Crepe Hats, 100, \$2.50
Miniature Xtra Fancy Hats, 100, \$3.50

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ROC Shakeup Has Campbell In Fishman's Job of Mgr.

NEW YORK, Dec. 5.—With the exit of Ed Fishman from Radio Orchestra Corporation, the rumor persisted that Frances Fishman, his 22-year-old sister, had been elevated to manager of the organization. This is denied by Miss Fishman, who says, however, that the job was offered her.

The new setup, besides Miss Fishman, includes Ralph S. Peer, president; Norman E. Campbell, replacing Fishman as manager, and Fred Robbins, R. H. Calvert, George Silver and Maryon Mayon on the staff.

Al Berkman Opens Office

PHILADELPHIA, Dec. 5.—Al Berkman, former sax tooter with Vincent Rizzo at the Hotel Adelphia and a wand-waver in his own right, is devoting all his time to music arranging, opening offices in the Earle Building here. Just returned from New York.

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Music News in New York City

E. H. Morris, head of the Music Publishers' Holding Company, accompanied by Rocco Vocco, of Remick's, hopped off to California last week. Will be away for about a fortnight or so.

This is another tale of a home boy making good in Tin Pan Alley. At any rate, John Redmond, quondam radio singer and comedian, who turned songwriter and teamed up with Lee David, has been made a member of ASCAP. Has been on the waiting list close to three years.

Bennie Alberts, one of the best known field men in the pop music industry, has resigned as professional manager of the Shuster-Miller Company. His previous job was with Feist, Inc., where he remained over 25 years.

What is believed to be an innovation in song arrangement is a double orchestration of a rumba bearing the title and *Spic and Spanish*. As a result, the composition may be played as originally written and again to meet the requirements of American consumption without destroying the beauty of either the

tempo or off beats which run thru the piece. Another feature of the American version is the elimination of certain Cuban instruments. E. B. Marks is the publisher.

Considerable faith has been placed in the success of a new song, *I'll Forsake All Others*, sponsored by the Isham Jones Company.

Joey Stool, manager of the Chicago branch of Crawford Music the past 10 years, has gone over to Harms, Inc., in the same city in a similar capacity.

Joe Morris and Archie Fletcher, of the Joe Morris Music Company, departed for Miami, Fla., last week. They are the first of the season of the exodus to the South among the pop publishers in the East. Business and vacation bent.

Clay Boland, composer of the score of the new University of Pennsylvania shows, goes under the personal management of Johnny O'Connor, guiding genius of the Fred Waring Orchestra. Boland is regarded as a comer and his songs are published by the Words & Music, Inc. The college offering, known as *Mask and Wig*, is slated to open at the New York Hippodrome January 9 next.

Helen Materson, private secretary to E. B. Marks, is recuperating at a local hospital from a major operation.

Twelve tunes from the Princeton Triangle Club's 48th annual production, *Take It Away*, will be published this month, according to announcement by Frank E. Taplin, leader of the orchestra.

Ed McCauley, Philadelphia representative for Robbins, becomes general manager for Robbins January 1. After a short stay in New York McCauley will establish headquarters in Hollywood.

Joe McCarthy, best known for his lyrics in *Irene*, *Rio Rita* and *Kid Boots*, is back in the fold again. This time with a vehicle for Gus and Leo Edwards, who are to head their own vaudeville unit in which they will introduce songs they have written in the past 25 years.

B. B.

Sheet-Music Leaders

(Week Ending December 5)

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.

- In the Chapel in the Moonlight (1)
- Fennies From Heaven (5)
- Way You Look Tonight (2)
- I'll Sing You a Thousand Love Songs (3)
- South Sea Island Magic (4)
- Organ Grinder's Swing (11)
- When Did You Leave Heaven? (7)
- It's De-Lovely (13)
- You Turned the Tables on Me (8)
- Did You Mean It? (6)
- A Fine Romance (9)
- I've Got You Under My Skin
- Midnight Blue (10)
- Me and the Moon (12)
- Talking Thru My Skin

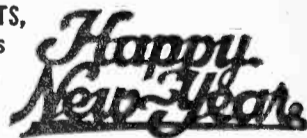
PHONOGRAPH RECORD best sellers will be found on page 77.

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| Serpentines, 1,000 rolls | \$1.25 |
| Snowballs, 1 1/2" in diameter | .75 per 100 |
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New Atlantic City Spot

ATLANTIC CITY, Dec. 5.—Hotel Ambassador has opened a new dine and dance spot, the Surf Room. Roger Kay provides music. No floor show, altho acts will be added for holiday week-ends.

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POSTERS - CARDS

Warner Awakens to Vaude As Help to Film Product

Spotty film schedule is reason—Philadelphia strike settlement near—plan flesh for Newark, Jersey City, Reading and Utica—Don Sherwood assists Harry Mayer

NEW YORK, Dec. 7.—With spotty film product on its schedule, Warner is awakening from its lethargy as regards vaude and is making plans for using considerable stage attractions to bolster film product in its houses. In addition to the firm's anxiety to settle the Philadelphia situation so that the houses there can return to flesh, Warner is also planning to use stage shows in Newark, Jersey City, Reading and Utica. An assistant, Don Sherwood, has been given Harry Mayer, Warner's vaude booker. Pittsburgh and Washington are on the books, as are York, Lancaster, Chester and Wilmington. The Philadelphia difficulty with the musicians, which resulted in a vaude shut-down in Warner houses there, is nearing settlement, now that the election of officers has been held by the Philadelphia musicians. With the strike settled flesh would return to the Earle and Fox there, as well as a dozen or so neighborhood houses that might go into two-day policies. Last season they were one-day stands.

Warner is understood negotiating to put vaude into the Brantford, Newark, and Stanley, Jersey City, for the holiday weeks. Reaction to the shows during those weeks would determine the future of the combo policy in those houses. Newark flesh situation is expected to be further strengthened by the early return to stage shows by the Paramount in that city.

Warner will return vaude to the Astor, Reading, Pa., December 25 as a full-week stand. First show will be an assembled all-girl layout including the Bon Johns, Marie and Ann Clark and Dorothy Crooker. Third show there will be the *NTG Revue*, with other big shows slated to follow.

Stanley, Utica, will most likely get flesh Christmas Day also, but it is expected that this will be a spot booking, with units and attractions going in spasmodically.

York, Lancaster, Chester and Wilmington are just Saturday stands, but Lancaster frequently gets units on two and three-day bookings. Around Christmas the four spots will go to Friday and Saturday flesh policies and on New Year's Eve the shows will rotate.

Sherwood joins Mayer at Warner after many years as local representative for Eddie Sherman, Philadelphia booker.

Frank Belmont Sets Acts For Bookings in Europe

NEW YORK, Dec. 7.—Frank Belmont has signed a number of acts for European engagements. Ann Pritchard and Jack Lord sail Saturday on the Rex to open December 22 at the Hotel De Paris, Monte Carlo, for four weeks, following with Savoy Hotel, London. They are also slated to go into Victoria Palace, London, a West End musical, and Alhambra, Paris.

Other acts slated to leave here soon, under Belmont's direction, are Ruth Daye; DeMay, Moore and Martin; Nathane and Sully, and Burnham, Harris and Scott. Retta Ray, who has been abroad since June, has been signed by Belmont for Kurt Robitschek's Victoria Palace, London.

Undergoes Operation

NEW YORK, Dec. 5.—Dave Ferguson, secretary of the Jewish Theatrical Guild, underwent a serious double-mastoid operation Wednesday at the Polyclinic Hospital here. Hospital reported this morning that he is making progress.

Gerber Unit Lines Up Time

NEW YORK, Dec. 7.—Alex Gerber's unit, *Great Centennial Follies*, has lined up a string of dates. It will play Nixon-Grand, Philadelphia, December 18 and follow with Howard, Washington, D. C., December 26; 125th Street Apollo here, January 1; Baltimore, January 8; Astor, Reading, January 15, and Stanley, Utica, January 21.

"Winter Garden Frolics"

LINCOLN, Neb., Dec. 7.—Ed Gardiner, girl-show producer on the Cushman Circuit, is taking out a second show next week. To be called *Winter Garden Frolics* and headlines Joe Christy.

Boston's 48 Gs on Cantor's Six Days

BOSTON, Dec. 5.—Eddie Cantor's unit finished the week at the RKO Keith Theater Wednesday night with a six-day gross of \$47,839, a new record for a 3,000-seat combo house. Booked on a \$15,000 guarantee against a 50-50 split, Cantor left the house with close to \$24,000 as his share. No Sunday stage show was given, the house grossing \$1,800 on that day with two pictures.

Daily receipts at the house during the Cantor stay were: Thursday, \$8,116; Friday, \$7,810; Saturday, \$8,503; Monday, \$7,885; Tuesday, \$7,700, and Wednesday, \$7,825. Unit comprised only six people in the cast. During the run, house used a bleacher section on stage seating 200. Opening price started at 65 cents.

RKO Trying Out Albany

NEW YORK, Dec. 7.—RKO will give vaude a tryout at the Palace, Albany, for four days starting New Year's Day. If policy clicks circuit will probably continue it.

"Swing" Unit in South

CHICAGO, Dec. 7.—Boyle Woolfolk's unit, *Swing, Baby, Swing*, opens Thursday at Ritz Theater, Barnesville, Ga., for a three-week trip around the A. C. Coles Circuit. Other time in South to follow. Show was recast since it started over several weeks ago and now contains Nixon and Sans, Ming and Toy, Three Ozark Sisters, Weber and Miles, Logan and Kennedy and a five-piece band.

Vaudeville Notes

JIMMY SAVO, now that *Bedtime for Ali Baba* failed to reach New York's legit field, will go into Boston for RKO December 24. Jimmy gags that he's working on a radio routine, that of juggling iron Indian clubs so that when he misses there'll be a sound. Rudy Vallee Ork has been booked by Loew thru Sam Lyons for Washington, opening December 25 for six days. A repeat since May.

Senor Wences will make a return engagement at the Roxy, New York, this Friday, going in for two weeks. Dave Apollon came into New York last week for a Warner short. Alex Gerber will go out to Chicago latter part of this month to line up bookings for his units. Jack DeSylva returns to Polly, Brooklyn, Thursday to produce the vaude shows there.

RADIO ROGUES have been booked for the Chicago, Chicago, by Morris office. Joe Morris, of Morris and Campbell, in Hollywood for first time in 10 years. Jack Benny has okehed plans for a personal appearance at Phoenix, Ariz., at the annual Christmas benefit for under-privileged children.

SIMON AGENCY has three acts in the current Roxy, New York, show and two in the show at the Radio City Music Hall. Louis Lipstone came into New York from Chicago on the week-end. Sophie Tucker will play the Oriental, Chicago, week of January 8, following the Mills Brothers. Paramount has booked Louis Armstrong and ork into Ohama New Year's week, follow-

Man Bites Dog

PITTSBURGH, Dec. 5.—Over 150 performers were entertained at the Vera Liebau Dance Studios Sunday by the Entertainment Managers' Association of Western Pennsylvania, organization of theatrical bookers. The acts made up the audience in this case, with the agents providing the entertainment.

Cushman Expects 30-Week Circuit

LINCOLN, Neb., Dec. 7.—Slowly expanding, the Wilbur Cushman Circuit will probably total 28 to 30 weeks by the first of the year. At present there are 16 weeks. Recent nods have been given by the Saenger Circuit to the extent of three and four weeks' time in Texas to start soon.

Cushman had early trouble with the boost of prices from \$150 to \$175 daily, a deterrent to smaller spots which formerly could float the price. Time was also shortened by clipping a goodly share of percentage dates.

Film Director Looks Upon Vaude as Film Talent Source

NEW YORK, Dec. 5.—Joe Santley, RKO-Radio Pictures director, revealed this week while here that film producers are now leaning to standard vaude acts in an effort to unearth new faces for screen musicals. He cited the film successes of the Ritz Brothers and Yacht Club Boys as examples of vaude's fertility.

Santley's next production, tentatively entitled *Young People*, will include Harriet Hilliard and Joe Penner.

Pittsburgh Stanley Ups Price

PITTSBURGH, Dec. 5.—Warner's Stanley Theater, which recently switched to a combination policy, upped its evening scale to 63 cents, a new all-time high for a local combo house. Theater, however, is getting only 54 cents of that amount, 9 cents being deducted for State and federal taxes.

New Milwaukee Office Opens

MILWAUKEE, Dec. 5.—New booking firm, United Booking Offices, with Lew Kane at the helm, has opened in the Wisconsin Theater Building here. Firm will book theaters, clubs, private parties and conventions.

A year's subscription for *The Billboard* makes a REAL Christmas gift.

One-Nighters Healthy Field

Morris Agency active in routing thru sticks—Ken Maynard plays 28 weeks

NEW YORK, Dec. 7.—Morris Agency is affording considerable playing time to attractions on one-night stands from Coast to Coast, the routing handled by Martin Wagner of that office. Ken Maynard, working the tour, is finishing 28 consecutive weeks of one-nighters, having been sent out in June. Other acts making this tour include Cabin Kids, Blackstone, Lester's Royal Midgets and Emerson's Mountaineers.

Maynard, film cowboy, covered the territory from California to Maine in the 28 weeks. He is finishing up in Texas and will return to the Coast for pictures, joining the Cole Bros.-Clyde Beatty Circuit in April.

Cabin Kids have been on the tour a long time already and will start December 13 on a 12-week tour of Fox Midwest one-nighters thru Oklahoma, Kansas and Missouri. They will follow with a tour thru the South, working right thru until May.

Blackstone will start on his tour of one-nighters following his current engagement at Pay's, Philadelphia. His tour will start in the South.

Lester's Royal Midgets, current at the Rialto, Poughkeepsie, have been out on the tour for some weeks now. They, too, are being routed for many weeks, carrying them from Coast to Coast. Emerson's Mountaineers, six men, go on their one-nighters tour after their week's stand next week in Washington, D. C.

The one-nighters tour takes in guaranteed and percentage dates, with acts averaging anywhere from \$100 a day to \$2,000 on the week.

Lou Wolfson Leaves Morris To Join MCA

NEW YORK, Dec. 7.—Lou Wolfson left the William Morris Agency last week to join Music Corporation of America. While J. C. Stein, head of MCA, revealed today that Wolfson will work in the American offices of the firm, it is reported that Wolfson will go into the new offices in London.

Wolfson was with the Morris Agency for about nine years, working in Paris, on the Coast and here. He majored in handling foreign bookings and was slated to join the Foster Agency abroad. It is expected that he will make a trip to Chicago soon and sails for London January 16.

Wheeling Theater-Ballroom Combo Nears Completion

WHEELING, W. Va., Dec. 7.—Million-dollar Capitol Theater, recently acquired by Wheeling Theaters, Inc., after a long litigation, is being rushed to completion for Christmas opening. Ballroom above the theater is completed and will open Thursday with Austin Wylie's NBC Orchestra. It will accommodate 1,500 dancers.

Legit, vaude and movies will be presented in the theater. House was formerly of the Warner chain but was originally built with Wheeling capital.

Det. Booker Adds 3 Houses

DETROIT, Dec. 7.—Lionel Kaye, of the Amusement Booking Service here, has added three new Michigan theaters. They are Mid-State, West Branch; Ideal, Claire, and State, Grayling. All are two-day stands. Kaye is also booking Cassidy Circuit in Michigan, including Michigan, Saginaw, split-week; Floric, Midland, two days; Strand, Alma, two days, and Kramer here, one day.

Gourfain Out of Met, Boston

BOSTON, Dec. 5.—Harry Gourfain is out of the Metropolitan Theater here as producer of stage shows. He held the job four years and will now resume vaude producing on his own. His spot at the Met has been given to Leo Morganstern, his assistant during recent months.

Loew's State, New York
(Reviewed Friday Evening, Dec. 4)

Harry Richman is back at Loew's wonder house, headlining a trim five-act layout that runs 64 minutes. Picture is *Valiant Is the Word for Carrie*. That's a good combo and business should be okeh, house getting a nice play at this third show opening day. Bill is good, except that the opening turn is weak. Closer, a novelty, probably would have been better in the hello frame, as it would have given the bill a strong start.

Virginia Bacon heads the opener, a flash in which she's aided by Falka Sisters and Blanche Lewis. Latter's work is turn's real interest. She's a good tap dancer, working the *William Tell* overture. Miss Bacon does okeh toe work that doesn't evoke much reaction and the Falka girls are different in their dance but not applause-getters.

Gali-Gali, Egyptian mystifier, peeps up the going with his excellent act. More of a night club turn, it's just as effective in a theater. With two audience members on stage, he pulls switch and palm tricks, using corks, tin and chicks as objects, very cleverly. Employs a nice running patter during the work. Went over well.

Stone and Lee found the going good also with their ever-amusing comedy turn. They're a smooth-working couple with a good stock of material, Stone letting cute Miss Lee take all the talking honors. He mugs up to her punch lines cleverly. Finish with trombone, piano and singing that gets them away good.

Vaude's expert song salesman, Richman, had the house with him all the way, and it took 20 minutes before he could get away. Had to encore many times in acknowledging the show-stopping applause. His singing is a theater treat any time, from standpoint of vocal talent as well as glamorous delivery. He varies act with amusing chatter while at the piano.

Honey Troupe, mixed sextet, provide a grand finish. Aerial gymnastics that are entirely different and at the same time punch-packed. Novelty in that the three girls do most of the shoulder-catching and also that the aerial tossing is accomplished by novel shifts that resemble an aerial football game. Audience applauded them heavily.

Ruby Zwerling and pit boys played the show well, as usual.

SIDNEY HARRIS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Dec. 3)
Music Hall should enjoy a good week, its current film being *Winter set*, the Maxwell Anderson prize-winning play.

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Stage show, another Russell Markert production, is not up to last week's standard. As beautiful as ever but lacks dash. Nat Karson, credited with settings, is doing remarkably well, his contributions adding greatly to the spectacular nature of the shows.

Current trimmings include Dick Leibert's worthy efforts at the console, the newsreel, December issue of *The March of Time* and, of course, the overture. Latter is grand, the selection being *Dance of the Hours* from *La Gioconda*.

Underground is the label for stage show, a subterranean fantasy. *A Diamond Mine* is first item, with special music and lyrics by Maurice Baron and Albert Stillman. Setting is this number's effectiveness. Glee club is only adequate in its singing of a weak special, with Robert Weede as soloist.

Diamonds follows. This, too, is weak, the ballet corps seemingly have difficulty with an intricate routine designed more to show the glittering headpieces of the girls than their usually grand dancing.

Chez Green Cellar, an apache item, is livelier. Novelty in that an adagio quartet performs the usual apache duties. Sylvia Manon Quartet does the adagio dancing, handling it expertly. Routine includes many daring tosses and the catches are skilled. House ork was off on accompaniment. Beatrice Joyce also works the number with excellent singing.

Pixie Palace is closer, dealing with elves and fairies of English folklore. Entails a grand setting and highlight is Picchiani Troupe for more aerial gymnastics. Group of seven do an excellent routine that caught on handily with the audience. Rest of number comprises the glee club and the Rockettes, latter serving another of their flawless precision routines.

Stage show ran 32 minutes.

SIDNEY HARRIS.

Palace, Chicago

(Reviewed Saturday Afternoon, Dec. 5)

"Fats" Waller and orchestra (14) heads the bill this week, surrounded by an array of colored talent and supported by two acts preceding his turn.

Waller's band is a typical Harlem instrumentation with brasses, that sometimes get too loud, predominating. Toward the end of the act there is entirely too much music of the same kind without a break, which tends to make it somewhat monotonous. A little routine would help greatly. The band starts off with *Around the Corner*, played hot and heavy, followed by *Until the Real Thing Comes Along*, with clowning by Waller.

The Three Lang Sisters did a tap routine to *Let's Dance* and then the trumpet and trombone players almost blew the audience out of their seats with the *Harlem Shuffle*. Marge Arnold, vocalist, was a hit with the singing of *A Darktown Lullaby*, *You Turned the Table on Me* and *Why Did You Leave Heaven?*, and Chuck and Chuckles cleaned up with their line of comedy and eccentric dancing, leaving the stage a hit. After this there were several orchestral numbers and Waller piano soloed with *Tea for Two*. All performers were on for the finale.

The Six Skating Marvels, girls, opened the show with a variety of roller-skating tricks that included feet and neck holds, double and triple spins, splits and the feature trick done by Lyda and Pauline, comprising a head-in one ankle break-away. Good hand.

Cookie Bowers held the second niche with his dialectic work, imitations and his very funny pantomime bits. Practically the same act he brings here ever so often, but a hit nevertheless.

F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, Dec. 4)

An excellent stage show at the Roxy this week in support of Universal's *The Luckiest Girl in the World*, starring Jane Wyatt, which needs all the help it can get. The stage layout has a couple of nice socks, and also contains one of the loveliest — and simplest — production numbers that this reporter has ever seen.

Chief applause-getters of the show were Paul Remos and his Wonder Mideets. Latter are two little fellows whose ability is marvelous. They do good dancing, including standout acro work; they do acrobatic routines with Remos that are honeys; some of the balancing is really terrific, and they hit

high with a perch act, no less, in which both little guys climb the pole, one of them playing a xylophone up in the air while the other stunts. In addition, Remos himself displays both ability and personality, letting his miniature performers take their full share of the credit, a pleasant and unusual procedure in acts of this type. It's a topnotch turn, this reporter's choice as the greatest midget act he's ever seen.

Only other straight act on the bill is Bob Hall, who scores, as ever, with his extemporaneous rhyming. The Gae Foster Girls, house troupe, open the show with a nice naval number, which blends into singing by Ben Yost and his 12 Collegians—singing that ends with a choral arrangement of Rachmaninoff's *Prelude* in C sharp major, no less. Center-spot production is a holdover from last week, featuring the excellent dancing of three young and clever teams: Beryl and Martinez, Jeanette and Kalan and Martin and Virginia. The standout production, mentioned above, closes the show. In it the Foster kids, in lovely costumes, do a flag drill before a blue cye. It's simple, but it's one of the loveliest and most effective productions seen hereabouts in years.

Ford Bond does, as usual, a swell job of offering newflashes and announcing the show. Eddie Paul, and his pit boys, also as usual, do nice musical accompaniment. House was fair the supper show opening day.

EUGENE BURR.

Fay's, Philadelphia

(Reviewed Friday Afternoon, Dec. 4)

The Great Blackstone has it all to himself this week. Not since the days of the late Thurston has a local house given the payees a bag of tricks for the stage offering. Blackstone's offering shows potential promises of filling the niche. Lack of production, however, keeps the entire bit out of the sock category; in other words, the eyes should be pleased as well as fooled.

Opening had Blackstone pulling shawls from a cardboard for his six girl assists dressed as senioritas, shawls later revealing some poultry and a turkey that struts like a peacock. Gals are next yanked out of a box to denote characters from a child's story book, Blackstone coming out last in a turtle cloak. Catches a couple of pigeons from mid-air and then displays the floating electric light globe, taking it down to the first few pews for the o. o. The inevitable escape cabinet comes next and then Blackstone clowns with a customer's watch, making it disappear only to turn up in a loaf of bread.

Bringing out his hope chest, Blackstone reveals that it contains lager, some of the lucky customers out front getting a free glass of beer. Following in rapid succession, has one of the gals walking thru a ribbon, another disappearing among a mess of auto tires and still another being shuttered in a box of electric lights.

For the "sawing the woman in half" Blackstone has a real circular buzz saw on view rather than the trick box. Follows with the disappearing canary and cage, bringing up two ladies from the audience to repeat it. Approximates Thurston with the floating lady trick, a bit of biz on tearing a ribbon and then has the "Lady in Red" do the disappearing at the pistol shot. A bit of sleight-of-hand with the cards and a finale with girls stepping out of the empty boxes and Blackstone changing places with one of the male assistants.

In toto it's swell folderol for the family trade and a well-filled house on deck had its fun while being fooled. Wednesday night was announced as "spook night," with doctors and nurses on hand for the weak-hearted. Even promised to keep an ambulance in front of the house, making for quick service in case of the emergency and swell ex-

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ploitation for the bill. Runs for the hour and pix keeps the spooky atmosphere intact, being *Mummy's Boys* (Radio).
ORO.

Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 4)

Vaudeville is back at this house after several weeks of unit shows and with it has returned the Dorothy Hild Ballet, which in the interim has been playing in a local hotel. Joan Marsh, movie star, heads the current bill.

Dorothy Hild Girls opened the show with a neat routine, followed by Ford, Marshall and Jones with a little singing and lots of fast tap dancing, accompanied by weird noises. The boys are very fast, particularly the little fellow, but a little less noise would make the turn more enjoyable. Two bows.

Joseph E. Howard, the good oldtimer, brought back pleasant memories of early Chicago musical comedy successes with his singing of *Hello, My Baby*; *Honey-moon*; *Good-By, My Lady Love*, during which he did a bit of cakewalking, and *I Wonder Who's Kissing Her Now*, leaving to a big hand.

Sully and Thomas held the next spot with a line of comedy talk, comedy business and dances and generally pleased. Dorothy Hild Ballet returned for an interesting number, nicely mounted and costumed.

Lowe, Hite and Stanley's act was split up. They made their first appearance here with a session of pantomime, comedy and knockabout bits cleverly arranged to accentuate the assorted sizes of the trio and drew a generous quota of laughs.

Joan Marsh, next-to-closing, started off with some talk that wasn't very well selected. Until she gets some dialog that

gets away from the assumption that every audience knows who she is, she will continue to miss with the public as she did this afternoon. But when she got down to singing they accepted her on her merits. She did *Isn't Love the Strangest Thing?*, *I Have You Under My Skin* and *Everytime I Look for You*. Two bows.

Finale had the Hild Girls on in beautiful costumes for a drum number; Stanley did a very good tap routine on a drum, and Lowe, Hite and Stanley, in military uniforms, did a clever tap number with the girls back again for the curtain.
F. LANGDON MORGAN.

125th Street, Apollo, N. Y.

(Reviewed Friday Evening, Dec. 4)

This Harlem spot continues to book bang-up shows week after week and apparently is doing very well. Current show, led by Mills Brothers and Ovie Alston and ork, packed upper and lower floors when caught. Line of 16 Harpers supply the background for production numbers and are capable in both hoofing and singing turns. Most ambitious effort is a number in which tuxedos are worn, with white shirts, shoes and gloves giving off a phosphorescent gleam when the lights are dimmed. Weird and showy bit.

Gina and Giano, ballroom team, appear twice and click well in their second turn, an adagio. Man handles the girl cleverly.

Bessie and Jackie, colored girls, come out twice in tap routines. Make a good appearance, wear nice costumes, have plenty of talent and should do well in most spots.

Comedy handled by Dusty Fletcher, George Wiltshire and Sandy Burns. Trio are great favorites here and socked in an insane asylum skit, a very screwy piece which the house loved.

Roy, Lee and Dunn, crack knockabout trio, combine rough stuff with gagged impersonations of screen stars and other hoke. Two sock in an eccentric drunk dance, following which all three score terrifically while dancing with dummies. Show-stop.

Ovie Alston's 14-piece ork is a clever swing outfit with many of the boys talented enough for solos. Ovie himself contributes a few fine bits on the cornet. Tunes were *What Did I Do To Be Black and Blue*, *Riding Around in the Rain*, *St. Louis Blues* and others. Begged off. Babe Mathews, torchy singer, appears here and elsewhere on the bill. A hot vocalist and hooper, Mathews is just the type for this kind of show.

Mills Brothers close, four singers and a fifth man playing a guitar. A marvelous outfit, their renditions sounding similar to an instrumental combination. Did five numbers, scoring particularly in *Rhythm Saved the World*, *Shoe Shine Boy*, *Pennies From Heaven* and *I Got Swing*. Beautiful stuff.

Pix was *Girl on the Front Page*.

PAUL ACKERMAN.

Capitol, Washington, D. C.

(Reviewed Friday Evening, Dec. 4)

Stage bill goes sepia currently, with Ethel Waters in featured spot. Collection of Harlem hoofers helps to make fast-moving and well-knit show, Lucky Millinder and Mills Blue Rhythm outfit giving out in blatant style and dishing several clever arrangements. Altho other turns do well enough, house is waiting for Waters, and she garners most of the palm pommeling. Business average this third opening-day show.

With band on stage at start Millinder intros Conway and Parks after first number, boys taking mike for *My Galveston Gal*, then breaking into low-down shuffling, truckin', etc., that goes well.

Chuck Richards offers pepped-up version of *Trees* with ork and returns later to do *Can't You Hear Me Calling, Caroline?* to background of barber-shop harmony by musicians who leave places to form group around Millinder, latter leading. Chap has acceptable set of tenor pipes and handles numbers well.

Coming on in conventional synchro tap stuff, Four Step Brothers really show what they have in torrid footwork. Combo goes to town as a unit and freres take spot in rotation for individual specialties that score all along the line.

Waters enters to good hand with novelty number, *It Takes a Good Woman*, getting big rise. Inquiry as to house preference follows this sing-recite bit, *Stormy Weather* getting call with pleasantly different arrangement being served up. *If That Isn't Love* is the well-received encore. Ork is behind mesh drop

for Waters' numbers, going very light on accompaniment, with piano only being used most of the time.

With leader Millinder hopping, hoofing, weaving all over stage, ork furnishes rhythm of the fast and loud variety, hot senders on clarinet and trumpet being featured with mike. Outfit bears down on two numbers penciled by members of band that are made to order. *Ride, Red, Ride* is a particularly wild and woolly item. Setup gives Phil Lampkin and pit boys a rest, but they take a fine hand for all-Irish overture.

Pix is Laurel and Hardy in *Our Relations*.
CHRIS MATHISEN.

Metropolitan, Boston

(Reviewed Friday Afternoon, Dec. 4)

Phil Baker brought his Good Gulf radio show to the Metropolitan this afternoon. Baker, a Hub lad, trots out on the stage, throwing smacks to the crowd amid ordinary applause. On his back, papoose-like, hangs an accordion. In turn he intros *Bottle*, all decked out in butler outfit; *Agnes Moorhead*, who makes her first stage appearance, with Beetle breaking in his invisible appearance by way of a verbal slap-comeback to Baker's gags. Ramble kibitzing between Baker, *Bottle* and Miss Moorhead result in well-played gags for hearty chuckling. Baker went to town with King Edward-Wally citations, and much joshing was made of Governor James M. Curley and his recent "job-firing" routine. Miss Moorhead dispensed with several professional bumps during her piece of business. Came on to radio's *Min of the Gumps* intro.

Opening had the line of 16 shapelies, costumed in silk hat, knee-breeches attire, doing a *Swank* terp, followed by a non-tring 10-minute session of sophisticated, distinctive and polite tap terp cleverly dished out by Pete, Peaches and Duke. The lads clicked to the turn with *A Furious Pace in Taps*.

From tableau, the line becomes alive and works a *Tales From the Vienna Woods* ballet. The Bernards and the Duvals, satirists of the modern dance, sock with a riotous routine. It's hoke that's okeh.

To much applause Ed Smalle's Seven G's clicked with a seven-minute session of tunes, including *I Feel a Song Coming On*, *Midnight Blue* and *Organ Grinder's Swing*. In the finale Baker gives with comic vocals as the Seven G's dish out *Piccolino*.

With ease and confidence Baker accordion-soloed nothing less than sock with Ravel's *Bolero*, aided nicely by Pete Bodge and the house ork.

Among other items Baker peels off snatches of mimic to Boake Carter, President Franklin D. Roosevelt and "Vulture" Winchell. He squeezed out several bars of the *Volga Boatman* on the accordion and with *Bottle* played several handies.

Presentation of the finale by Baker rates a nod. Entire show, clocked at 60 minutes, romped thru its chores nicely. *Hide Away Girl* (Paramount) is the picture. Biz fair.
SID PAINE.

and Denya, and singers, Monique Roland and Rene Paul.

Tranon bill is a regular songfest with Raquel Meller, Dreaan, Jane Stick and several other warblers. Novelty numbers are Miss Maekers, cute contortionist; Natoli, whistler; Jim Lone, ventriloquist, and the Elida Sisters, benders and lifters.

Good bill at Bobino, with American cyclist-comedian, Sam Barton; equilibrist, Two Schencks; dance duo, Willy Astor and Elvey; hooper, Pepino, and a bunch of singers, including Jean Tranchant, Suzy Solidor and Charles Fallot.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, December 4)

Midnight Revels, presented by and featuring Glen Dale, struck the audience's fancy here this week-end. Dale has a small but classy 48 minutes. It includes a heavy comedy dose, two acts making the necessary laugh ingredients: the Grant Family, four-people yokel turn, and the other, Morosco and Hayden, a raucous crossfire team. The Grants report twice, early and late in the show, while Morosco and Hayden hit it about midway.

Shirley Kent, Mary Guinn and Bob Shutta, all lookers, get away with the band as the curtain pulls in a dancing setto. Garb and steps are okeh. Juggling, which every one of these units seem to have, is provided by George La-Tour, specialist in billiard cues. His act's a little long, but it's in the part of the show which can stand it. The Grants, featuring some backyard adagio by ma and pa, rated strong reception.

At the orchestral pianos sit the Two Burzaid, Assyrian concert pianists, who come into the spotlight to give *Manhattan Serenade*. Dale, his only call for personal contribution other than emceeing, then does *Indian Love Call* and, if they like it, *Falling in Love With Someone*. They only liked one this show, he obviously being bothered with a raw throat.

Morosco and Hayden, hitting like a ton of bricks, barrage the audience with fast and loud talk. Morosco's pratt falls from a roller-skate start and general personal battering finish the act with a temperature. The dancing trio, Kent-Guinn-Shutta, step again and then
(See REVIEWS on page 32)

Biben Booking Philly Club

PHILADELPHIA, Dec. 7.—Harry Biben, local booker, will book the new Benny the Bum Club here, formerly the Piccadilly, which will open Christmas Day. He is also booking the Hollywood Theater, Atlantic City, three days, and Lyric, Allentown, operated by himself, a two-day stand.

Flesh for Providence

PROVIDENCE, R. I., Dec. 7.—RKO will reopen the Albee Theater here to stage shows December 31, playing the *Hollywood Hotel Revue* for a full week. House played its last flesh attraction in April.

Michigan Group's Flesh Plan

DETROIT, Dec. 5.—Plans are being made by the American Theater Science, Inc., Michigan organization designed to service theaters to make connections for servicing vaude and stage attractions to members. President of organization is James M. Minter.

Nick Lucas Unit

NEW YORK, Dec. 7.—Nick Lucas is heading a unit which will open December 24 for RKO in Troy and follow with Fay's, Philadelphia, week of January 8. Cast includes Mit Douglas, Milton Charleston, Renee LaMarr Trio, Grace DuFaye and Loretta Lane. Represented by Nick Agnetta, of Curtis & Allen office.

Fisher Gets Bridgeport

NEW YORK, Dec. 7.—Arthur Fisher will book the Lyric, Bridgeport, Conn., when it opens Christmas Day. A burlesque house using three acts on the full week and eight-act Sunday concerts. Fisher is also booking Sunday concerts at the Jacques, Waterbury, another burlesque house.

Pitts Union Wants Flesh

PITTSBURGH, Dec. 5.—Local musicians' union is planning to file a bill next month to permit a State-wide vote during the next general election on flesh entertainment on Sundays. At present only movies are legal on Sundays in this State. Clair Meeder, president of the union here, declares that he will enlist the aid of other unions.

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BUFFALO, N. Y.

POSTERS-CARDS

New Acts - Bands Reviews

Jeni Le Gon

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

Working in a revue presentation, Jeni Le Gon, colored miss, was spotted for dancing and singing both in solos and with the chorus.

Shapely and pretty, she has a pert personality that's more than enough to put her over with the customers. Her voice is not unusual, but as she practically restricted herself to personality songs, she did more than well. Her tap work possesses a cute style, with a loose, boyish freedom.

Tho not a solid smash at this showing, she displayed enough promise. If she harbors latent possibilities, in the right hands she should more than justify her claim to "the newest sepia sensation" in a very short time.

G. C.

Paul Martell and Band

Reviewed at the Arcadia Ballroom, New York City. Style—Dance band.

Instrumentation: Paul Martell, leader; Martin Epstein, Tony Antonelli and Anthony Martell, saxes; Eddie Yuneman and Frank Bruno, trumpets; Pete Salemi, trombone; Sam Rosen, drums; Rocco Torone, piano; Dick Kissinger, bass. Sax men double on clarinet; Paul Martell doubles on violin and piano accordion; vocals by Kissinger.

Now on his fourth year at this spot, this youthful leader and his nine men seem to have become a permanent fixture. A single hearing of this outfit dispels all doubt as to his meriting such popularity.

No matter what the type or style of dance music, this band has the happy faculty of producing the desired results without resorting to extreme arrangements or overinstrumentation. The fact that it plays to a discerning dance-hall crowd makes this ability the more striking. Without sensationalism, he remains a favorite. Style is sweet swing, featuring clarinets and muted brass, but withal getting all the lilt and beat necessary. The men play with all the freedom of well-trenched favorites but never lapse into carelessness.

Tangos and rumbas come in for prominent play, with the leader doing an excellent job on obligatos at these turns. Martell's soft straying from the melody, with accordion or fiddle, is a highlight and a contributing factor to the band's appeal. Kissinger, a roly-poly, supplies occasional comedy relief with frothy vocals.

At this catching the band featured the stompy rumba tentatively titled *Doin' the Goona-Goo* (by Joey Young, Fred Allert and Paul Martell). Band is not on air, but plans are practically set for WABC for the first of the year.

G. C.

Abe Lyman and Band

Reviewed at the Terrace Room, Hotel New Yorker, New York, December 3. Style—Dance band.

Instrumentation: Abe Lyman, leader; H. L. Keyes (also manager), Al Baker, Tom Macy and Jim Welton, saxes; Fred Ferguson, Horace Smith and Tom Thunen, trumpets; Warren Smith, trombone; Fulton McGrath, piano; Harry Podol, Al Rickey and Marty Gold, violins; Ted Powell, guitar; Gary Gillis, drums; Ed Landry, bass, and Sonny Schuyler, vocalist. Arrangements by Rickey and McGrath. Librarian, Ted Powell.

This perennial favorite of baton wielders, for many years a prominent figure of radio, stage, night clubs and hotel salons, holds sway at this popular hotel dining and dance spot. Popular with the about-townners to the point of hero-worship, this fellow knows how to dispel aloofness and radiate friendly intimacy.

His music sticks pretty close to standard, orthodox playing, without frilly instrumentations and novelty effects. Sweet obligato undercurrent by the saxes, alternating with the fiddles, and an occasional outburst of flair and hot swing, is the extent of his embellishments. The setup is unusually well balanced, producing solid, even rhythm, conducive to enjoyable, smooth dancing.

Sonny Schuyler, a young baritone of

excellent voice, carries the brunt of the vocalizing. Sharing the chores are the two new additions to the Lyman fold, Tiny Wolfe and Rose Blaine. These two also feature in the floor show.

Now in its second week, the band is expected to remain here rest of season. On the air with four commercials; namely, Lyons Tooth Powder, Kolynos Tooth Paste, Phillips Dental and Phillips Milk of Magnesia.

G. C.

Frank La Marr and Band

Reviewed at the Arcadia Ballroom, New York City. Style—Dance band.

Instrumentation: Frank La Marr, leader; Harold Keinz, Mickey Sabal and Dan Sapphire, saxes; Harvey Streiner and Chet Bruce, trumpets; Bob Negrin, trombone; Farnum Fox, bass; Jack Mayo, piano; Bill Waldron, drums. Saxes double on clarinets and flutes. Vocals by Sabal and Bruce.

This 10-piece outfit alternates with Paul Martell. Almost a counterpart of his confrere, La Marr goes in for hot licks and tricky instrumentation and plays up his brass section and hot clarinets. His music is vigorous and catchy, finding great favor and many adherents among this dance hall's frequenters, many of whom find an easily detected rhythm more suitable. Novelties, unusual arrangements and the heavier rumbas are favorite chores for the band. Vocals, supplied by Sabal and Bruce, act as safety valves by breaking up enthusiastic playing. As it is, this group provides the needed punch that Martell's bunch does not emphasize and proves a perfect complement to the other.

La Marr is in his seventh month here and broadcasts over NBC twice weekly.

G. C.

Frances Faye

Reviewed at the Yacht Club, New York. Style—Singing and piano. Time—Twelve minutes.

Miss Faye, who has been playing night spots for quite some time and has also taken guest shots on the radio, is a dynamic sing-shouter who accompanies herself on the baby piano.

A robust, hefty brunet gal, she pounds out hot rhythm like nobody's business. And how she doesn't break that piano is a mystery. Anyway, her delivery is the sort that compels attention in a

noisy club. No sweet and moaning stuff for her. Instead she almost shouts her songs, but at the same time she manages really to sing, displaying a good blues voice.

Offered *You Turned the Tables on Me*; then the rumba, *La Bomba*, from *The Big Broadcast of 1937*, followed by *Copper-Colored Gal* and, for an encore, *Za Zu Zaz* and the *Swing Song*.

A distinct personality, Miss Faye is perfect for intimate night clubs where lyrics and personality are more important than strict voice quality.

P. D.

Orchestrette Classique

Reviewed at the Carnegie Chamber Music Hall, New York. Style—Symphony all-women's orchestra.

Instrumentation: Hinda Barnett, concertmaster, and Anne Berger-Littman, Rose Kovar, Ilene Skolnik, Shirley Portnol, Marjorie Portugal, Lillian Rosenfield, Frieda Reisberg, Zena Scherer and Ida Schulman, violin; Susan Kessler, Isabella Leon-Goldenberg and Margaret Schilling-Rosov, violas; Martha Marden and Virginia Payton, cello; Marjorie Seymour Dugan and Carolyn Potter, double bass; Ruth Cabbage, flute; Lois Wann, oboe; Sylvia Kosofsky, Josephine La Prade and Beatrice Merlau, clarinet; Erika Kutzing, bassoon; Doris Schirmeister, trumpet; Helen Enser and Anne Brown, French horn; Persis Stannard, tympani; Julia Smith, piano, and Frederique Petrides, conductor.

This is the first major concert given by this new group, one of about a half-dozen all-women symphony orchestras in the country. At this showing the orchestra performed without the trumpet, piano and tympani, the selection of music making these instruments unnecessary. Offering a program of refreshing Bach and Schubert items, the orchestra made a deep impression with its earnest and meticulous playing. A youthful group, it should develop into a first-rate miniature symphony orchestra.

Conductor Miss Petrides is a personable blonde who makes an excellent conductor, while Lorna Wren, flutist, performed beautifully as principal assisting artist. Miss Barnett's violin work is superb.

The orchestra, obviously, has radio possibilities. Angle of symphonic jazz ought to be considered in order to make it even more salable to radio.

P. D.

Additional Night Club Reviews

New Chi Nitery Shows

CHICAGO, Dec. 5.—Three prominent Loop spots inaugurated new shows last week. First was the College Inn of the Hotel Sherman, which offered several outstanding novelties. One was Alphonse Berg, who in an incredibly short time creates fashionable gowns from lengths of cloth, using attractive models for his work. Another is Jerry and Turk, a "mean" mixed team of hot shufflers and torso tossers. Balance of the show is composed of hold-overs—the Calgary Brothers, in slapstick pantomime; Howard Nichols, hoop juggler; Rufe Davis, hillbilly entertainer, and Gertrude Hoffman, in new and daring routines. Roger Pryor and his band continue to furnish excellent music, and Harriet DeGoff sings with the band.

At the Continental Room of the Hotel Stevens Frankie Masters opened a rousing reception. Maurine and Norva, talented dance team, continue to headline the show. Florence Kope, specialty dancer, is an addition who presents several beautiful numbers. Donna Mae, a cute little miss with an excellent voice, and Albert Wiggins are featured vocalists with the band, and Frankie Masters himself sings several numbers pleasingly. Feature of the performance is Maurine and Norva's Royalty Rhythm dance, with Masters' Orchestra playing a special instrumental arrangement written by Lou Holzer and Milton Samuels to accompany the dance creation.

At the Walnut Room of the Bismarck Hotel the King's Jesters, with Marjorie Whitney, opened, and George Nelidoff presented one of his colorful shows.

New show at the Edgewater Beach Hotel's Marine Dining Room includes Jose and Dolores, Mexican character dancers, making their first appearance in this country; the Three Rixfords, acrobatics, and Harriet Smith's ensemble, with George Olsen's music.

Levaggi's Flamingo Room, Boston

Lou Walters booked his *Eye-Dears* of 1937 revue into Jack Levaggi's swank Back Bay spot and it's a pip. Not since Levaggi operated the Lido Venice, some six years ago, has any of his spots had floor shows.

Chic Kennedy, Ziegfeld gal, clicks as emcee, and does a comical four-character farmer's daughter turn, poking her face thru a screen to dramatize the act. Drew good laughs and applause.

Line of 11 gals is okeh in routines that include much formation and somersault work, an en masse waltz fan dance, a *Georgia* turn in cellophane-grass skirts, with the gals singling, doubling and quarteting.

Patricia Moran okehs with her eccentric tap terp, spiced with pirouettes, somers and other bits that drew the mitts together. Arthur Laval lends a lusty and sustaining baritone, clicking with *Without a Song*, and impersonating Lawrence Tibbett singing *Le Reve Pass*.

Fox and Ames, dance team, work seriously to put over their interpretation of Reggie Forsythe's *Serenade to a Wealthy Widow*, replete with a mourning wardrobe. They encore with another Forsythe number, *A Garden of Weed*.

Second appearance is a boy-meets-girl routine. Received appreciative applause.

Line also works a swell waltz tap, and works with Miss Kennedy as she warbles *Doing the New York*. For her second piece of business, besides shooting out well-placed gags, Miss Kennedy socks with her conception, in dialect-parody, of how a Hebe mother spels nursery rhymes. A howl.

Fifty-minute show was smooth and well received by the high-class clientele, mostly middle-aged. Max Selette, of the Lou Walters office, supervises the show. Sunday show is replaced by concert music. Spot seats around 200, with plenty of floor and band space. Rudy Bundy's 12-piece ork does a swell job. Nitery is wired for WNAC (Yankee Network) and WAAB (Colonial Network), New England distribution, nightly. Food and service excellent.

SID PAINE.

Via Lago, Chicago

This place, located in the thickly populated Wilson avenue district, has two distinctive features that no other cafe here has. One is an illuminated crystal-glass dance floor, which adds color and warmth to the room and the other is the Show-Bar spreading across one side wall. A series of hinged mirrors above the bar open (generally at the finale of the floor show) revealing the chorus in a few steps and a nude pose by one of the specialty dancers.

Stan Carter is back as emcee after a short absence, before which he played five months here. Besides announcing the acts and cracking wise he contributes a song, *Yes, Yes* further down on the bill. Carter is well liked here.

The Midge Taglee Girls (6) opened the show with a modernistic routine and came back later for a *Susi-Q* routine. Al Milton and his Instrumentalists, a bass viol, guitar, violin and accordion combination, with vocals, did *Shoe Shine Boy*, and Bert Moore, of the quartet, sang *Only a Rose*. The two McGlynn Sisters were on for a tap dance and Jackie Hamlin, blond and plump, proved a mistress of the blues, with a medley of old tunes based on *I'll Get By* and the singing of *The Glory of Love*. Miss Hamlin has a swell delivery, but her selections are a bit dated.

Ellsworth and Cordero did their *Rainbow Waltz* to the strains of *Beautiful Lady* and their gracefulness and dancography was a pleasure to witness. Sally Keith did an effective Oriental dance and posed above the Show-Bar for the finale.

Music for the show and dancing is furnished by a five-piece band under the direction of Jules Novit.

F. Langdon Morgan.

Latest Melotone and Vocalion Recordings

NEW YORK, Dec. 5.—Recent Melotone recordings are *What I Learned in College* with *Shake Your Dogs*, *Toot Toot Tootsie*, *Good Bye* and *You're Driving Me Crazy*, and *Life Is a Mighty Long Time* with *Back to My Mountain Home*.

Last two by the Prairie Ramblers, the others being by the Hoosier Hot Shots. New Vocalion recordings include *Mildred Bailey in For Sentimental Reasons* and *It's Love I'm After*, Dick Stable playing *What a Dummy Love Has Made of Me* and *Riffin' at the Ritz*, Joe Haymes playing *Should I* and *St. Louis Blues* and Louis Armstrong with *Indian Cradle Song* and *I'm a Ding Dong Daddy*.

Lincoln Casino Makes Dough

LINCOLN, Neb., Dec. 7.—Turnpike Casino, formerly a jinx spot, is now under management of R. H. Pauley and, with a consistent name-band policy, has not had a losing week since its start in April, 1936.

New Chicago Night Spot

CHICAGO, Dec. 5.—Martinique Cocktail Club, formerly the Louisiana Cafe, made its bow last week under management of M. Handwerker. Mary Donohue with a five-piece girl orchestra and a Hawaiian strolling duo the only entertainment. Floor show may be added later.

offered to so pitifully few of us, in order to drain the sour dregs distilled from warping moral rules.

The final piece is *Family Album*, a gay little musical with Godey's Book costumes, that becomes too, too cute for words as it seeks to satirize a Victorian family gathered to mourn father's death.

The entire company postures, primpes and prances thru a series of silly attitudes and sillier songs, the whole thing suggesting a spring-dance entertainment at Vassar. It presents Coward at his coyest.

The author-actor, etc., is much as usual in these last three of his short plays. Gertrude Lawrence, his co-star, however, does her best work of the repertory in *Still Life*, offering a touching, truly moving performance.

HENRY MILLER'S

Beginning Tuesday Evening, December 1, 1936

THE COUNTRY WIFE

Revival of the comedy by William Wycherley. Staged by Gilbert Miller. Settings designed by Oliver Messel.

Mr. Horner.....Roger Livesey
Quack.....George Carr
A Boy.....Raymond Johnson
Sir Jasper Fidget.....George Graham
Lady Fidget.....Irene Browne
Mrs. Dainty Fidget.....Edith Atwater
Mr. Harcourt.....Anthony Quayle
Mr. Dorilant.....Stephen Ker Appleby
Mr. Sparkish.....Louis Hector
Mr. Pinchwife.....Percy Waram
Mrs. Pinchwife.....Ruth Gordon
Alitheia (Sister of Pinchwife).....Helen Trenholme
Mrs. Squeamish.....Helena Pickard
Lucy (Alitheia's Maid).....Jane Vaughan
Old Lady Squeamish.....Violet Besson
A Parson.....Louis Dayton

Ladies in Exchange Scene: Frances Greet, Alice Thomson, Flora Campbell, Elizabeth Malloch, Katharine Embree, Gladys Griffith, Inge Hardison.

Footmen, Linkman and Gentlemen in Exchange Scene: Warren Reid, Donald Stevens, Roger Blankenship, Lewis Sealy, Salo Douday, Reginald Stanborough, David Gray, William Justus.

ACT I—Scene 1: Horner's Lodging. Scene 2: A Garden. Scene 3: Room in Pinchwife's House. Scene 4: A Garden. Scene 5: Bedroom in Pinchwife's House. Scene 6: A Garden. Scene 7: The New Exchange. ACT II—Scene 1: Alitheia's Dressing Room. Scene 2: Bedroom in Pinchwife's House. Scene 3: Horner's Lodging. Scene 4: Horner's Dressing Room. Scene 5: Room in Pinchwife's House. Scene 6: Horner's Dressing Room. Scene 7: Piazza of Covent Garden. Scene 8: Horner's Lodging.

Restoration comedy, which has hidden its bawdy luster beneath the dust of schoolbooks for, lo, these many years, returned to town Tuesday night when Gilbert Miller brought Wycherley's *The Country Wife* to Henry Miller's Theater.

New York has seen tentative revivals of Restoration rakes ere this. Congreve, whose lacquered wit glossed the rough, red edges of prevailing ribaldry, was established in the fastnesses of Greenwich Village a decade or so ago.

It is an encouraging sign, this re-entry into the theater—with a flourish, a bow and a leer—of the gallant gentlemen who thought the playhouse a platform for overpointed manners and love an exercise in intellectualized lubricity.

ing morality as an outworn cloak, scorning the importance placed upon carnality by the voodooism of the puritanical.

They had, you see, just emerged from the muffling fog of the Commonwealth, which was even more oppressive than the miasma centering around the name of the little fat lady of Windsor.

It is hardly news to report that Wycherley never achieved the glittering subtlety of Congreve, that his jests are often coarse and his humor unequivocally libidinous. But his is the wide-eyed childish innocence of laughter—laughter at those things that were later made into veiled, oppressive idols by moralistic prurientes.

Enough to say that the chief plotline concerns Mr. Pinchwife, an aging rake, who marries a country wench to avoid the cuckoldry else foisted upon him by a city wife and her rollicking gentlemen. Mr. Horner, wisest of the rake-hells, has spread a report concerning his own inability upon the tufted fields of love, and so has gained the affection of countless husbands and the entry to countless boudoirs.

Mr. Miller has provided a sparkling production, from which much of the original play has been cut to fit the time-needs of effete modern playgoers, who take their entertainment, like their wit, in small doses. Even so, however, the play drags slightly—ever so slightly—in the middle of the second of the two acts into which it has been divided.

Miss Gordon, in the title role, offers a felicitous and uproarious burlesque, appearing for a large part of the evening to be a diminutive cross between Alla Nazimova and Fannie Brice.

Roger Livesey does a splendidly mannered job as Horner, Louis Hector is an excellent Sparkish, and Percy Waram storms lustily thru the role of Pinchwife. And Mr. Miller has assembled a galaxy of ladies whose loveliness and charm are warranted to melt hearts even less susceptible than those of the Restoration blades.

The production of *The Country Wife* offers not only gayety but hope. Perhaps now we may expect plays by those others who led up to the height of Congreve; perhaps we may see *The Beau's Stratagem*, *The Recruiting Sergeant*, *She Would and She Would Not*, *The Man of Mode* and various others of the bright immoralities perpetrated by gallant, amorous gentlemen-playwrights of the day.

NATIONAL

Beginning Friday Evening, November 27, 1936

TONIGHT AT EIGHT-THIRTY (SECOND SERIES)

A series of nine short plays by Noel Coward, presented in three groups of three plays each. Some with songs, the words and music by Noel Coward. Directed by Noel Coward. Settings designed by G. E. Calthrop.

WE WERE DANCING

Ippaga.....Kenneth Carten
George Davies.....Edward Underdown
Eva Blake.....Moya Nugent
Louise Charteris.....Gertrude Lawrence
Karl Sandys.....Noel Coward
Clara Bethel.....Joyce Carey
Hubert Charteris.....Alan Webb
Major Blake.....Anthony Pelissier

Guests and Members of Country Club. Scene 1: Verandah of the Country Club at Samolo. Evening. Scene 2: The Same. Early Morning.

Time: The Present.

FUMED OAK

An Unpleasant Comedy in Two Scenes.

Doris Gow.....Gertrude Lawrence
Mrs. Rockett, Her Mother.....Joyce Carey
Elsie, Daughter of Doris and Henry Gow.....Moya Nugent
Henry Gow.....Noel Coward
The Action of the Play Passes in the Sitting Room of the Cows' House in South London.

Time: The Present. Scene 1: Morning. Scene 2: Evening.

SHADOW PLAY

A Play With Music

Lena.....Moya Nugent
Victoria Gayforth.....Gertrude Lawrence
Martha Cunningham.....Joyce Carey
Simon Gayforth.....Noel Coward
Hodge, Dresser.....Kenneth Carten
A Young Man.....Anthony Pelissier
Guy Cunningham.....Alan Webb
Sybil Heston.....Joan Swinstead
Michael Doyle.....Edward Underdown
The Action of the Play Begins and Ends in the Gayforths' House in Mayfair.

Time: The Present.

Noel Coward's cycle of nine short plays, lumped under the general title of *Tonight at Eight-Thirty*, is beginning to look like one of those books of parodies that were popular a decade or so ago.

The second dramatic triptych offered by the shining elf of sophistication (with himself as author, composer, lyricist, director, actor, singer, dancer and—indirectly—producer) does manage to include one item that lifts its head a bit above the glittering level of flawed rhinestones that mark the limits of the other plays.

Which brings us again to the idea of a compilation of previous plays "in the Noel Coward manner"—a manner which tends to make them the butt of parody, but hardly to increase their artistic success.

We Were Dancing is a thistledown interlude that details the emotional adventures of a couple meeting at a dance. They decide that this is the grand passion; they make plans to shake off all entangling alliance, to go away together with their love.

Fumed Oak tells of the final revolt of an overworked stallion of the middle classes. Rather, Henry Gow is simply a pack mule, beset by a cheap and nagging wife, an unpleasant, snivel-nosed daughter and a comic-strip caricature of a nagging mother-in-law.

out on them all after delivering himself of a farewell speech that lacks, simultaneously, all belief, honesty and effect. The whole thing bears a resemblance not only to Maugham's *The Breadwinner*, which happened to be the first to come to mind, but also to that vast heap of worm-turning literature that has tickled sentimentalists since man first decided to knuckle under no longer to the dinosaur.

The last piece, *Shadow Play*, does manage to set a pastel and sentimental mood that is charmingly maintained by the playing—but it also manages to make itself uncomfortably self-conscious at times, annoyingly precious and appallingly pat.

Coward plays in his usual smooth manner in all three plays, being at his best, along with Gertrude Lawrence, his co-star, in the last. As for Miss Lawrence, she very nearly perpetrates a fine performance as the nagging drab of *Fumed Oak*.

If this report seems unduly acidulous, it may be because your reporter bought a new puppy on the day he saw the show. The puppy seemed more intelligent and a good deal more sophisticated than Coward's plays.

GYPSY ROSE LEE
now appearing ZIEGFELD FOLLIES WINTER GARDEN, NEW YORK

MARVIN LAWLER
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Getting one of the biggest hands of the show is still another newcomer, a lad named Marvin Lawler.

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INTERNATIONAL STAR

of

RADIO SCREEN
STAGE CONCERT

Just completed a two-week record-breaking engagement at the Cervantes Theatre, New York City. Mr. Guizar

appeared in person and on the screen in his first Mexican talking picture entitled "ALLA EN EL RANCHO GRANDE," playing to over 50,000 people, a record crowd for the first appearance in person at the only Spanish theatre in the City of New York.

What the New York critics said about the picture:

N. Y. Times: Tito Guizar, a popular young Mexican tenor, does well as a ranch foreman. His acting is natural and his voice is heard to advantage in several modern folk songs.
—H. T. S.

N. Y. Daily Mirror: Tito Guizar is wowing them at an uptown theatre
—Nick Kenny.

Variety: Tito Guizar has the starring role . . . A glimpse of Guizar will probably recall his personal appearance and ether stuff, and suffice to show that in this film he's working in high gear. He is easy on the camera and the role of a gangly, tuneful ranch romeo is a perfect fit for him. More songs should have been allotted, however.
—Edga.

The Billboard: Tito Guizar, doing his singing and instrumental turn while being flashighted many times, scores one of the most terrific clicks seen in a long time. Not only possesses amazing talent, both vocally and instrumentally, but has looks and a sure-fire stage personality. Incorporated a quantity of comic interludes in his routine and had great difficulty in begging off. Outstanding turn.
—Paul Ackerman.

N. Y. Daily News: Flocks of admirers of Tito Guizar are crowding a New York theatre to see his first film, "ALLA EN EL RANCHO GRANDE"
—Ben Gross.

La Prensa, N. Y. City: Tito Guizar, protagonista principal en el papel de Jose Francisco, Alcanza alturas verdaderamente estelares. El publico enorme que acudio al Cervantes el jueves con el solo fin de contemplar en persona a Tito y oir su preciosa voz y verlo actuar en su primera pelicula estelar de largo metraje, tuvo sin duda una gratissima sorpresa.

"King of Hockey"

(WARNER)

TIME—56 minutes.
RELEASE DATE—December 19.
PLOT—This time it's hockey, but it's still the same old story. Gabby Dugan is the big gun of the Violets, but he gets himself penalized night after night so that he can talk to his gal from the penalty box. Naturally since he's been seen in the company of certain naughty gamblers he's suspected of selling out. In a brawl with a teammate he's socked on the head and goes blind, but like the strong, silent man that he is he suffers his affliction in silence. A youthful admirer convinces him to undergo an operation that restores his sight. He gets back on the team and wins the girl.
CAST—Dick Purcell, Anné Nagel, Marie Wilson, George E. Stone, Harry Davenport and others. No matter what they do it doesn't make much difference. Wilson, the white hope among Hollywood gal players so far as this reporter

is concerned, is wasted as usual.
DIRECTOR—Noel Smith. All he had to do was move the well-worn diamond, gridiron, ring, race track and cinder-path scenes and put them on the ice.
AUTHOR—Story and screen play by George Bricker. He ties a couple of skates under the mimeograph machine and lets it take its course.
COMMENT—You're not forced to see it.
APPEAL—Sports fans maybe.
EXPLOITATION—Hockey.

"Career Woman"

(20TH CENTURY-FOX)

TIME—77 minutes.
RELEASE DATE—December 18.
PLOT—Another crusading story that fizzles, this time directed against small-town juries and the great American practice of turning a murder trial into a county fair. Also a definite story tieup with the Maxwell case down south, wherein a gal murdered her father. Film shows a pa who holds his daughter under an iron hand, beating her at the slightest provocation. He finds her necking one night, there's a scuffle, and daughter smites pa with a hairbrush—whereat he falls dead. The career woman, a budding lady lawyer, undertakes the defense, greatly hampered by the circus efforts of a young attorney. They win out anyhow in the end, of course.
CAST—Claire Trevor, Michael Whalen, Isabel Jewell, Eric Linden, Virginia Field, Gene Lockhart, Edward S. Brophy, El Brendel, Guinn Williams, Sterling Holloway and others. General histrionic level is about nine fathoms deep for the leads but considerably better than that for the bit players.
DIRECTOR—Lewis Seiler. He turned an essentially promising story into a ridiculous hodgepodge, evidently in an effort to get it on the marquees before interest in the Maxwell trial dies out.
AUTHORS—Story by Gene Fowler and screen play by Lamar Trotti. You can't tell how many good ideas may have been in the original, but they certainly haven't been worked out on the screen.
COMMENT—As it stands, tripe.
APPEAL—Lower brackets.
EXPLOITATION—Veiled tieups with the Maxwell case.

"The Smartest Girl in Town"

(RADIO)

TIME—58 minutes.
RELEASE DATE—November 27.
PLOT—A photographer's model is convinced by her elder sister that she ought to marry a millionaire and nobody but. When she is posing for pictures on a millionaire's yacht the gentleman in question sees her, but wanting to be married not for his money, but for himself alone (is Laura Jean Libby around?), he poses as a model, too. He sets his own valet up as head of an advertising agency so that he and the girl can be hired for the same assignments and stops the lass from marrying an eccentric millionaire by pretending to try to commit suicide. They marry and then he tells her who he really is.
CAST—Gene Raymond, Ann Sothern, Helen Broderick, Eric Blore, Erik Rhodes, Harry Jans and others. Hard as Sothern and Raymond may be to take, their effect is mitigated by the grand comedy playing of Broderick and Blore. Also Rhodes.
DIRECTOR—Joseph Santley. He was determined to make it light if it killed him.
AUTHORS—Screen play by Viola Brothers Shore from a story by Muriel Sheck and H. S. Kraft. It must take an awful lot of Hollywood money to induce anybody to write such piffle.
COMMENT—Anyhow it shouldn't hurt you.
APPEAL—People who insist on going to the movies.
EXPLOITATION—Photographer's model and millionaire.

Reynolds, who loves Ossie Merrill, the opposing quarterback, who loves Flossie Taylor, a film star, who loves a fullback named, of all things, Dutch Schultz.

CAST—Tom Brown, Eleanore Whitney, Larry Crabbe, William Frawley, Bennie Baker, Nydia Westman and Priscilla Lawson. About what you'd expect, with the exception of Frawley, who, as the coach, gives an amusing performance.
DIRECTOR—Charles Barton. With the football shots taking up most of the interest, he didn't have to worry much.
AUTHORS—Screen play by Marguerite Roberts, from a story by Francis Wallace, Anyhow it's about football.
COMMENT—It's inevitable in the fall.
APPEAL—Football fans perhaps.
EXPLOITATION—The title.

"Once in a Blue Moon"

(PARAMOUNT)

TIME—74 minutes.
RELEASE DATE—Not given.
PLOT—Gabbo the Great, an itinerant and wistful little clown, has his circus wagon used for the escape of a family of aristocratic Russian refugees. He has various adventures, escaping unscathed between warring armies, but is finally jailed by the Reds—whereat armies of children organize to engineer the release of their beloved. He also has a dream princess, and the end of the picture has him walking out of her life, realizing that he's not wanted.
CAST—Jimmy Savo, Nikita Balieff, Cecilia Loftus, Whitney Bourne, Edwina Armstrong and others. Savo, the greatest living clown (Chaplin included) does marvelous, humorous, heart-breaking, lovely work, despite the shortcomings of story and production. An outstanding performance. The late Nikita Balieff is also excellent—and so is Cissy Loftus.

DIRECTORS—Ben Hecht and Charles MacArthur. They couldn't have known what they were doing.
AUTHORS—Ben Hecht and Charles MacArthur. Ditto.
COMMENT—A shame to waste Savo's glowing talents on such tripe. Picture was made three years ago and released only in a few third-run spots as an

(See MOTION PICTURE on page 32)

"Rose Bowl"

(PARAMOUNT)

TIME—80 minutes.
RELEASE DATE—October 30.
PLOT—Just another one of those football things, with puppy love and Alma Mater worked into a tea-cozy pattern. Green Ridge College, despite its lack of material and the tribulations of its coach, goes to the Rose Bowl and there manages to defeat vaunted Sierra. The inevitable college-love pattern is complicated by more than the usual number of ingredients: Paddy O'Reilly, quarterback of Green Ridge, loves Cheers

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Thru Sugar's Domino

A Night Club Philosopher Soliloquizes (Between Drinks)

LAST week most of the after-dark spots on and immediately off the Main Stem took a nose dive. There were as many theories advanced for the slump as there were wise guys voicing them. One theory was as good or as bad as the other. Which goes towards proving, more or less, the precariousness of a so-called business that depends on the spending of pleasure-seeking gentry. In one of the spots visited by Cartophilus the smart mob were unanimous in voicing the opinion that business was off because headliners were lacking. This was accepted as sound reasoning—until one of the crowd pointed out that last summer the spot was doing a terrific business during the hottest days with a fairly good, but by no means sensational, show and without big names. It was decided to forget about it and order another round of drinks.

ONE can understand why night spot operators are generally erratic fellows; even irresponsible. No sane business man, according to ordinary standards, would go of his own will into a business that involves a tremendous nut and which is as uncertain about grosses as the weather forecaster about his predictions in March. It is pretty well established, of course, that a good name brings business. But there is a vast difference between business that merely takes care of the name's pay check and business that represents a fair profit for the plunging operator. The night spot situation in New York—or at least that part of town in the Roaring Forties—is more precarious than any in the country. Those who know their Broadway will vouch for the sensationally high percentage of out-of-towners in the spots getting any kind of a play. These spots depend, therefore, on the human traffic brought into town by autos, busses, steamers, planes and trains. The traditionally provincial Broadway operator (more provincial in his way than Hiram Hayseed of Four Corners, Iowa) must needs be a worldly-wise sentinel on the outposts of a great city, scanning the horizon for signs and portents of weary travelers come to seek diversions in the catacombs of New York's night life.

In short, the ideal night spot operator of the Main Stem has to make his plans, lay out his budgets and stage his shows in accordance with the rarely decipherable whims of a floating population, guided in its choice of pleasure-seeking emporiums by the theme material of the screen, the price of wheat in Kansas, the steel tonnage in Pennsylvania, the cotton crop in Mississippi—and a thousand and one other factors not even remotely connected, apparently, with the trend in New York. The night spot industry on Broadway is therefore as foreign to the city that hugs it as the price of hot dogs in Coney Island to Park avenue's social whirl.

THE night club operator is constantly trying new ways and means of attracting new customers and keeping the old ones. For even with its dependence on a floating mass the night club mart on Broadway learns to respect certain basic laws of mass reaction. There are playboys from Kansas and Idaho and the Dakotas—the night club men have come to know—who frequent New York spots at weekly, monthly or quarterly intervals with the same proportionate regularity as localites who take their Broadway dips at week-end intervals. This is only one out of hundreds of angles that the boss of the average Broadway spot considers when planning a move. An interesting, sometimes exciting business—but as screwy as the lyrics of the Jimmy Durante in the raw before the day he was discovered by Hollywood and Billy (Little Man Had a Busy Day) Rose.

THE greatest asset of the night club a couple of years ago when it donned the cloak of respectability over its speakeasy nudeness was its intimacy. The masses flocked to the eat-drink-dine spots because it afforded them the feeling of relaxation they could not possibly experience to the fullest extent in a theater with cramped chairs and long drawn-out screen programs or acts. The masses liked the idea of nibbling food, sipping drinks and even chatting and smoking while music, singing and comedy held forth on an oval floor surrounded by tables.

PERHAPS the masses still feel that the strongest appeal of a night club is its intimacy and the informal nature of its entertainments. There is no way of telling with any degree of mathematical certainty. The night club operators who have removed much of the intimate touch from their places by using elevated floors, curtains and miniature stages are riding for a fall. They are bucking a tough proposition by trying to compete in architectural refinements with the prosenium: arch advantage of theaters. The occasional tableau in a night club show stands out better, perhaps, in a draped and elevated setting. But this advantage is not enough to balance the deleterious effect of lifting the formerly intimate floor show from its close proximity to the night clubbers.

Whether it's the blase rounder or the rubbernecking sightseer—or even the substantial stray who makes an occasional foray into night clubs to see what the thing is all about—any one of these is disappointed when night club shows compete or try with sad inadequacy to compete with the theater or screen in scenic effects. The average night club must keep within the bounds of intimacy or it is lost.

The French Casino can combine the theater and club technic because of its ideal construction and the breath-taking lavishness of its shows. But the French Casino is a hybrid form of amusement life. It is neither a revue theater nor a night club—but in many respects far better than both. We shall see what we shall see when the International Casino throws open its doors with Pierre Sandrini pulling the backstage strings. But until then the French Casino is the exception to every rule made by Broadway's court of black-robed phonies.

A FEW words about the effect of night club work on actors. . . . The actor used to be a species of man whose life was his own. Who did his part on the stage, talking picture lot or before the microphone and then went his way; except for benefits, tieups, department store appearances, hospital visitations, etc. But generally the actor was a soul unto himself. His private life was his own. His moods were his own. His code of social conduct was something for his intimates to revel in or swear at. Then came the tempting offers of night spots looking for names to sell their drinks and planked steaks. In the big spots it became necessary for the bright and particular stars to maintain poise, even temperament and other social virtues. When one works as close to an audience as performers in night clubs good points in social grace are magnified—and faults, too. Merely putting over a good show is no longer enough. The night club performer and even the ork leader must know how to handle the 57 varieties of hecklers; how to flatter the big spenders; how to carry on brilliant conversations with still sober guests of importance. The performer weighing an offer from a club must consider whether he likes the clientele, the conditions laid down by the spot manager in regard to mixing and many other factors that never enter into the case in theaters, broadcasting studios or movie lots. Many of the stage and screen gentry have found it necessary to forsake night club work because of their naturally retiring natures; others have missed out because of lack of poise and social grace. The night club field is tough on the actor's constitution; not easy, either, on his social stamina. Tex Gulnan is first beginning to be appreciated. Those who used to regard her as a phenomenon of passing interest in an interesting era are beginning to see that Tex was a young lady who could not only give it but who could take it even better.

CARTOPHILUS II.

The Broadway Beat

By GEORGE SPELVIN

BLEACHER seats in theaters are something new, but Charlie Koerner, Boston division manager for RKO, set up 200 bleachers on the stage of the Keith Theater there during the Eddie Cantor engagement. . . . In sellout concerts the same thing is done, only with chairs. . . . Mike Todd, Chicago producer, is in town ready to open a play he co-authored, *Call Me Ziggy*, January 15. . . . Kate Smith appeared on Ben Bernie's air program December 8, and he'll return the compliment by appearing on her program some time in March. . . . Henry Armetta, of the movies, is again being managed by Frank Orsatti, with Pat De Cicco losing out. . . . An old-time vaude agent who died recently penniless was buried when vaude folk chipped in to pay for the funeral—and an old will was dug up in his belongings made out in the days while he was in the dough that left a grand to one of the contributors to the funeral. . . . Captain Frank Hawks has been signed by Columbia pix to do a series of film shorts.

Paul Whiteman's concert Tuesday (1) with his own and the Philadelphia Orchestra played to a packed Hippodrome, with the boiled shirts almost hanging from the rafters. Sock numbers were done by Ray Middleton, Casper Reardon (harpist), some of the individual Whiteman men and Deems Taylor. Latter's program comments were productive of a flock of laughs thruout. The affair, despite the sellout, cost Whiteman money, since he wasn't paid, and he had to pay his own men. About \$13,000 was grossed, which was divided between the Philly Ork's pension fund and the new Museum of American Music up at Williams College. Plenty of showfolk were there, among the cognoscenti and bluebloods.

Seems that if you haven't got anything to do these days you start a new magazine: *Coronet*, *Life*, *Big Town*, the New York Central's mag giveaway and various others. . . . Numerology scored again when Dorothy Cleveland changed her first name to Dorothea—"for fame and fortune," she says. . . . Ed Sinclair hopped out to Providence Sunday to teach tap to the Rhode Island Teachers' Club. . . . Standish O'Neil says he hopes to produce *Make Me Beautiful* soon, with Anita Hendlin, former Para stock player, in the featured role. . . . Since everybody else seems to be striking, artists' models have now decided to stage a strike of their own. They're picketing the Art Students' League, demanding \$1 an hour minimum and warm and decent rooms. . . . Which breaks forever the illusion of *Artists and Models* (Shubert style). . . . The New York Women's Symphony Orchestra included 10 men when it played at Carnegie Hall Tuesday night; Antonia Brico, conductor, explained: "I am not a feminist; I am a musician." . . . But there are no reports as to the riding those 10 lads took after they left the hall. . . . The dachshunds in Miss Woolford's standout animal act that played the Roxy last week have to rest between shows; the pooches' short legs and heavy bodies make the routines much tougher for them than they'd be for ordinary bow-wows. . . . Incidentally, it is, so far as memory serves, the first time dachshunds have ever been trained for a show routine. . . . The four-a-day at the Roxy last week just about knocked them out—the human performers are, of course, expected to stand five and six shows a day on holiday week-ends.

Chicago Chat

By NAT GREEN

RANDOLPH STREET these days is taking on the complexion of the old bonanza years. Theaters, cafes, restaurants are crowded and the cash registers are playing a merry tune. Improved business conditions and conventions are the answer. Bonuses and raises are showing their effects in the amusement trade as in other lines, and indications point to the greatest holiday business in more than a decade. But there is one thing noticeable in the theaters. The houses that are putting on good shows are packed, but wherever there is a poor bill you will find plenty of empty seats. Some theater managers evidently have the idea that the public is still in the sucker class and will fall for anything that is sufficiently ballyhooed. But they are beginning to find such is not the case. The public knows a good show and it knows a bad one, and it requires more than a mere "name" to get results at the box office. That has been very definitely demonstrated lately in several instances.

We'd like to see Frank Smith, manager of the RKO Palace, allowed to pick his own vaude bills. He could do a much more satisfactory job than the boys sitting in the New York office are doing. This last week, for instance, the Eastern office handed the Palace another stereotyped revue, of which there have been entirely too many during the past year. *Glorified Follies* opened on Thanksgiving Day for a two-week run. It was yanked after eight days and a stage show headed by Fats Waller was hustled in. The Palace has been "revued" to death and it must be tough on John Joseph trying to dope out new superlatives to exploit the shows.

The search for something new and different to attract the public is always in progress, and it's a job that taxes the ingenuity of those delegated to keep the customers coming. One of the latest crazes is the "pearl search." That isn't just what it is called but fits sufficiently well for our purpose. Canned oysters, one to a can, are used as prizes for theater customers. The firm putting out the oysters guarantees that in each will be found a pearl worth anywhere from \$2 to \$50. The stunt was used recently in connection with the showing of the Warner Brothers' picture *The Isle of Fury*, which depicts something of the intriguing story of cultivated pearls. The Egyptian Theater, the Ogden Theater and the White City Ballroom, all in Ogden, Utah, used the pearls as an exploitation stunt and report says the stunt was quite effective.

The Auditorium Managers' Association met in Chicago a few days ago, some eight members being present and the session being under the supervision of James E. Darst, manager of the Municipal Auditorium, St. Louis. . . . Wallace Beery was in town for several days, here for the Sears, Roebuck broadcast. . . . Betty Mueller, dancer, back from an out-of-town engagement. . . . A New Year's Eve Frolic will be held in the Auditorium, with Ernie Young's Revue as the feature attraction. . . . Il Carro di Tespi presented here this week for the first time in America Carlo Goldoni's *The Liar* under the auspices of the Italy America Society. . . . Cecil De Mille stopped off in Chi for the local premiere of the picture *The Plainsman*. . . . Two of his associates, Bill Pine, formerly of B. & K., and Gladys Rosson, De Mille's secretary for 22 years, also were here for the preview.

Los Angeles To Check on Burly

LOS ANGELES, Dec. 5.—Following a hearing on indecency charges against 10 members of Burbank Theater troupe, raided several weeks ago, investigation of local burlesque shows was recommended by Municipal Judge James H. Pope. This edict to the probation department followed request of performers, so the court may determine whether Burbank show was any more "indecent" than others.

Defendants pleaded guilty and probation hearing was set for December 10. They are Jean Barton, Sherry Britton, Barbara Mayo, Mary Ainsley, Mrs. Ermaine Parker, Mrs. Mamie Reed, Ray Parsons, Donald Trent, "Slats" Taylor and Jack Greenman.

EILEEN HUBERT, chorine, jumped into principal Lee Laurel's spot one day last week, when the latter was out thru illness, at the Casino, Brooklyn. She did so well in scenes and strip besides her own dancing specialties that Max Rudnick has her slated for promotion.

Discovered For
Burlesk
BY
I. H. HERK and ABE and HAROLD MINSKY
LEA PERRIN



Strip-tease, mike singer and correct dresser. At the Gaiety, Broadway, New York. (Formerly "DARLING OF THE NITE CLUBS," Chicago.)
Forced to turn down a wonderful salaried offer for Europe because of my contract with Mr. Abe Minsky and Mr. I. H. Herk, with whom I have so far enjoyed a long run of 27 weeks. Offer was made by Helen Greasley and Henry Varna, Paris dance director and theatre operator, to be co-starred with Maurice Chevalier in his new revue to open in Paris. Also for a prior appearance at the Casino de Patee to start February 5, 1937. All via a 2-year contract. Posed recently for Bonwit-Teller in their latest costume creations. Also for some of Julian Harrison's murals outside the Cotton Club Building, New York.

Carrie's Radio Bow

PHILADELPHIA, Dec. 5.—Local radio listeners last Thursday afternoon had to look twice when they hit WDAS. Sex took a holiday, program marking the first time locally that a specialty dancer in burlesque was called upon to occupy an audience with bended ears rather than strained necks. When the signs at the Shubert Theater heralded the 12th week for Carrie Finnell, Harold Davis, program director at WDAS, turned the mike over to Miss Finnell.

Using fineries and flesh to fine advantage before the foots, telling radio about it called for expert handling. There was nary a mention of a strip or a tease. Rather one of those intimate fireside chats into the private life of a burly biggie. Smart repartee between Davis and Finnell revealed that a burlesque queen can be real off stage as on. No midnight snacks with gadder-about after the last show, Miss Finnell confessed that she spends all her spare time crocheting. Of course she gets "gobs of mail," but not all from sailors. Queried as to what branch of show biz she likes best, she stuck to her guns and preferred burlesque. At least for the next two years, for after that she plans to retire. "I've made my mind up and have enough to do it," she said.

Bijou, Philly, To Open for Holidays

PHILADELPHIA, Dec. 5.—Bijou Theater here, stock house operated by Issy Hirst, will go dark tonight. While there have been varied reports as to plans for the house, Hirst revealed that the closing is just for a few weeks to avoid the pre-Christmas slump. He intends reopening with burly Christmas Day.

Among the reports anent the Bijou were that the house would go into a straight picture policy and that it would be sold to the Minskys.

Young, Barger, Michaels And Appleby Visit N. Y.

NEW YORK, Dec. 7. — Out-of-town burly operators were here last week in large number. George Young, of Roxy, Cleveland, was in trying to get a concession from the Burlesque Artists' Association so that he could keep his house on the Indie Circuit. N. S. Barger, of Rialto, Chicago, was in town also.

Dewey Michaels and Lou Appleby, of the Metropolitan Circuit, were also in town, lining up performers and reported to be looking around to enlarge their circuit.

Montgomery, Brandeaux in N.Y.

NEW YORK, Dec. 5.—Max Wilner and Joe Weinstock have added to the production staffs of their respective Apollo and Republic theaters. Lester Montgomery joined the Wilner firm, while Paul Brandeaux was signed by Weinstock.

Issy Hirst to Miami

NEW YORK, Dec. 5.—Issy Hirst, head of the Independent Burlesk Circuit, will leave tomorrow for Miami. He will be away about 10 days, the trip announced as a vacation altho there is a report that Hirst is working out a business deal there.

Burly Briefs

Apollo, New York

(Reviewed Tuesday Evening, December 1)
Allen Gilbert's show at the Apollo this week is burlesque fare that is considerably better than average. Emphasis has been given to lavish production and beautiful costuming, with risque material toned down to proper limits. Result is a bill that is spicy enough, but which depends a great deal on more worth-while elements of production.

Comics are tried and true performers, McAllister and Fields, otherwise known as Stinky and Shorty, and Joey Fay. Jack Coyle, Milton Frome and Russell Trent straight, with Coyle and Frome doubling at singing with Danny Morton. Male lineup in general is capable in the sketches, socking particularly in a pawnbroker number and a bar routine. Tunes are as good as burlesque offers.

Teasers managed their routines with quite a degree of art, most of them satisfying without giving too much. Five in all, including Connie Fonslau,

Joan Dare, Peggy Reynolds, Margie Hart and Georgia Sothern. Techniques ranged from languorous to dynamic.

Three specialties on the bill, the Ivans, a ballroom team on for one number; Aunt Hattie, hefty colored gal, who sings, hoofs a bit and wows the fans with a strip, and Valerie Parks, beautiful and talented dancer, who does her turn in gilt. Inclusion of these performers adds needed variety to the ordinary burlesque show routine.

Line of girls varies in number, going as high as 16, not counting eight show-girls. Stepping is adequate and lasses are matched much better than ordinarily.
PAUL ACKERMAN.

Bijou, Philadelphia

(Reviewed Monday Afternoon, Nov. 30)
Bijou's offering is one of poorest this season. Even stripping contingent goes for naught, while comics struggle thru lines that are unfunny and unclean.
(See Burlesque Reviews opposite page)

Burlesque Reviews

MARION MORGAN opens December 10 as an added attraction with *Too Hot for Paris*, at the Casino, Toronto. Upon her return to Chicago she will probably open at a night club. . . . June St. Clair and Dorothy Dee have been booked to appear over the Independent Circuit by Milt Schuster. . . . June Rhoades closed at the Gaiety, Milwaukee, December 3. . . . Peaches Strange opened at the Garrick, St. Louis, December 4 as an added attraction. . . . Jerry McCauley will accompany her husband, Ray Steele, wrestler, to South Africa after a few weeks at the Rialto, Chicago. . . . Anna Mei Lee has been booked into the Roxy, Toronto, for the week of December 10 by Milton Schuster. . . . He also brought Zorita in from the Coast to open at the Palace, Buffalo, December 3. . . . Babe Cummings has closed at the Grand, Canton, O., and is opening at the Roxy, Toronto, December 10. . . . Yvette, muff dancer, is opening December 27 on the Independent Circuit, and Izez Graham is opening for them December 20, both booked by Milton Schuster. . . . LaRue Sisters replaced the Mack Sisters with the *Babes of Broadway*, which opened at the Rialto, Chicago, December 4. . . . Billy Hagan was a Chicago visitor last

week, coming from the Coast to visit his brother.

MARGIE HART closed last Thursday at Apollo, New York, and went on to St. Louis for a two-week engagement. . . . Jean Wade and Billy Bumps Mack are slated to go into Minsky's Oriental, New York, when it opens Christmas Day. . . . Nat Mortan's recent placements include Elaine Owen, Detroit, December 10; Dudley Douglas, Toronto, December 10; Jack O'Malley, Buffalo, December 17, and Dolores Weeks and Naomi Dusk, Metropolitan Circuit, December 24. Mortan also arranged with Max Rudnick to release Annette for two weeks so she can added attraction in Waterbury and Bridgeport, starting December 14. . . . Mary Woods rejoined sister, Virginia, Friday at the Irving Place, New York, having finished for Wilner. . . . June St. Claire returns to Apollo, New York, Friday after a long Chicago stay.

ELAINE OWEN, new stripping find, went to Toronto this week for rehearsals to open Thursday at National, Detroit, for Metropolitan Circuit. . . . Joe Kostell, formerly assistant manager at Gaiety, (See BURLY BRIEFS on opposite page)

U-Notes

By UNO

LEA PERRIN was the Gaiety, New York, principal propositioned by Helen Greasley and Henri Varna for a European engagement. The negotiations are pending because of her contract with Minsky-Herk, which does not expire until next September.

JERYL DEAN, Rudnick feature, also entertaining an offer for the Casino de Patee and Alcazar, Paris, made to her by Jack Daley, agent.

WALTER BROWN was guest of Leon and Tillie DeVoe at a turkey feast in Hildona Court, New York.

A year's subscription for The Billboard makes a REAL Christmas gift.

PAUL MARAKOFF, producer for Popkin & Ringers, raves about his fine cast, including Mimi Reed, Mary Ainsley, Ginger Sherry, Barbara Mayo, Ermaine Parker, Kitty Ellis, Sammy Weston, Sherry Britton, Dixie DeLane, Dot Far- (See U-NOTES on opposite page)

NADJA
Thanks for Eastern Offers. Expect to Return East Soon.
Now Appearing on the Coast for Popkin & Ringers.

The Essence of Tease-Tap Dancing.
MADGE CARMYLE
Ultra Nudes Modernistic
At STAR, Brooklyn, Indefinitely.

PROFESSIONAL CARDS

NEW TO BURLESK
Julian & Corinne Hall
In Dances As They Should Not Be Done.
With Red Hot, Indie Circuit, Indefinitely.
CONCHITA
The Mexican Spit-Fire In Character Dances.
BILLY FERBER
Singing—Juvenile—Straight—and Specialties
Reps.: PHIL ROSENBERG, East, and MILT SCHUSTER, West.

GLADYS FOX
I'M TRUCKIN' ON DOWN AT
MINSKY'S GAIETY & GOTHAM, N. Y. CITY.
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, N. Y. CITY, INDEF.

NADINE MARSHALL
THE SWEETHEART OF BURLESK

RITA (AGAR) LE ROY
In Her New STRIP SPRING STYLE SENSATION.

CHET ATLAND
TENOR-JUVENILE
DIRECTION FRANK BELMONT.

AGNES MURRAY
THE LATEST WOW OF A STRIP-TEASE.

THELMA KAY
STRIP AND TALKING ARTISTE.
New in the East.

TOMMY SEYMOUR
JUVENILE—STRAIGHT—BARITONE.
With "Vantasears" Co., En Route Indie Circ.

JIMMY CALVO
BARITONE—JUVENILE.

Tab Tattles

ARTHUR P. ALMOND, pianist, for the last several years with Cotton Watts in Knoxville and Chattanooga and who recently returned to his home in England, writes from the Land of Wallie and Eddie to say that he's extremely lonesome and anxious to hear from his old pals in the business. "I'm lonesome as hell here," Art pens, "and homesick to get back to the U. S. A. Prospects of my returning to the States look pretty slim, but I'm still hoping." Almond's permanent address is 23 Blundell Drive, Birkdale-Southport, Lancs., England. . . . Ed C. Paul, well known in tabdom and now managing the Logan Theater, Logan, O., postals that the house has just begun playing vaude and tabs one day a week, booked thru the Sun office. First in was Owen Bennett's new *Fads and Faces*, which Paul describes as "the best Bennett has ever offered." . . . Marvin Boone and Helen Taft, dance team, for the last six months with Lempi Pernu's *Girls in Radium*, are now working club dates out of Detroit. They were current last week at the Gloria Club, Columbus, O. . . . Eddie and Babe (Rosie) Mason, hibernating this winter in Easton, Md., jumped over to Ocean City, Md., recently for a visit with Mr. and Mrs. M. B. Howard, who are now making their home there. Howard was formerly associated with the Sun office.

STAN DAVIS and Martha lost all their belongings, including their dog, Taps, in the fire which destroyed the St. Nicholas Hotel, Kenton, O., last week. They were playing the Black Cat Night Club in that town. "My advice to all troupers," Stan pens, "is insure yourself against fire." Davis, well known in tab and rep circles, is now field representative for the Gus Sun Booking Exchange, working under Ernie Creech, with headquarters in Columbus, O. . . . Rusty Williams, b.-f. comic, and wife, Dot, closed last week with the Odell White Show in North Carolina and have gone to Florida to remain until March. The Williams kiddies, Wilma and Billie, will attend school in Florida. . . . Bobby Jones, emcee, well known to tabloiders, is now in his eighth week at the So-Ho Club, Springfield, O. . . . Don Capler, juggler, recently left Harrison Kimball's *Frisco Follies* to join the Howard Ross unit. . . . Tom Murray, formerly of the Four Monitors, is in Cincinnati, trying to line up quartet. . . . Lew and Kitty Green are making the coal-mining towns of Pennsylvania with a combination indoor circus, vaude revue and med show. They have labeled it Lew Green's *Golden Gift Show*. . . . Ned Haverly is in Springfield, O., after closing with the *Girls in Radium*. . . . Grand Opera House, Canton, O., playing traveling burlesque shows Friday, Saturday and Sunday, is considering installing a stock tab to fill the rest of the week. . . . Ralph Canton was in Cincy early last week trying to round up a couple of his pals who were painting the town red to take them back home to Uniontown, Pa., with him. Unsuccessful, he left Tuesday night for Franklin, O., to have a visit with Hazell Chamberlain before returning to Uniontown the next day.

Union City Request Is Denied by BAA

NEW YORK, Dec. 5.—Burlesque Artists' Association turned down the Hudson, Union City, on its request to waive extra pay for a midnight show in exchange for doing away with Saturday matinees. BAA notified Sam Cohn, of the theater, that the executive board unanimously agreed to this ruling.

BAA is also demanding midnight pay from Grand, Canton, a three-day house on the Independent Circuit. House played six shows on the three days, including the midnight performance, because in the jump from St. Louis the show did not arrive until 6 p.m. opening day.

Star, Brooklyn, Goes Union

NEW YORK, Dec. 7.—Star, Brooklyn, went 100 per cent union this week after a long battle with the union crafts. Reason for the switch is due to the Shubert-Teller Theater, which the Star operators have taken over. Shubert house goes on the Independent Circuit December 27 and would necessarily have to go union because of the other houses on the circuit.

Hurley Revives Stock Policy in Louisville

LOUISVILLE, Dec. 5.—Fred Hurley's Drury Lane Theater, which started off the season with a vaude presentation idea and which recently switched back to burlesque, using the Jack Kane shows, yesterday launched a burlesque stock policy.

In the initial cast are Dome Williams, Mack D. Ferguson, Frank Maley, Lillian Connors, Wava White and Harry Martin, with Sam Michaels, Harold Blodgett, Lee Howard and Kitty Swanson held over from the Kane attraction which finished the week here Thursday night.

Billy Simpson is musical director, and Jay McGee is producing the show. There are 16 girls in line.

BURLESQUE REVIEWS—

(Continued from opposite page)

Thanks to a variety act, production is pulled out of fire. When a tap-terp turn gets a bigger hand than an epidermis display perhaps that is the handwriting on the wall for burly impresarios.

Usual well-working choir wasn't hitting all cylinders on this sample. Looked like Frank Bryan was grooming another troupe for the Indie wheel. While the production flashes were many, it was the scenery rather than the stepping that did the selling, outstanding being the ballet, *Study in Lavender*, and the first act finale, *Wedding of Mr. and Mrs. Swing*.

House has cut down and only a trio doing the refined revealing, Sunny Nash, Olga Brace and Dianne. Miss Nash insists upon singing, others letting Stanley Simmons' swell off-stage yodeling make it count for most. First two are crude on the Corlo concept, with Dianne's cadenzas being the only ones up to snuff.

Comics, Sammy Smith and Ben Chasen, are potentially good, but are like radio clowns without a script. Betty Palmer is back at the house giving yeoman support in the flat skits. Stanley Simmons, show's singer, and Johnny Kane

are the male straights, lending able support.

The Martins and Ruth, seen around local night spots, is best bet of the bunch with solid stepology. A well-groomed trio, both sartorially and terpsichorally. Several of the girls step out of line for specialties, Tiny Duane and Fay Wray for a bit of piping, Violet Lewandos in a dancing school acro terp and Sugar Farrell adding a bit of a bump.

Pit crew, catching the down beat from Harry Dobkins, gives out rhythmically as usual and turn in a commendable job on the musical backup. Production, called *High Hat Hussies*, cut in two acts, running two and a quarter hours. Fair-ish biz when caught. ORO.

U-NOTES—

(Continued from opposite page)

ley, Jack Parsons, Bobby Tracy, Johnny Watson, Don Trent, Jack Greenman and "Slats" Taylor. Also pleased with costumes designed by Dick Staub, assisted by Robinette.

MIMI LYNNE, doing her audience number at the Republic, New York, spared a baldheaded customer a painful burn when she extinguished the live end of a cigar that fell on his pate as he tried to avoid the powder puff.

JOEY FAYE once more collaborated with Dave Freedman, this time in two scenes for the Bert Lahr-Beatrice Lillie musical, *The Show Is On*.

LORRIE LaMONT, with *Hindu Belles*, prizing a big rave about her talents in an article by Charles Pearson in a Reading, Pa., daily.

JOAN MARLO, promoted from show-girl six months ago at the National, Detoit, arrived in New York from the Bijou, Philly, and opened November 29 at the Eltinge as an acro-strip-tease principal.

BOB FERGUSON introduced a new comedy version of *The Invisible Man* at the Republic, New York, November 29.

Supported by Mary Murray, Mac Denison, Mimi Lynne and Dorothy Ahearn.

HELEN BARRY and Helen Santora, Eltinge, New York, showgirls, did a sister act by request at the Stork Club a few mornings ago.

MARY MARVIN and James X. Francis turkey dined Evelyn Myers, Ida Rose, Mitch Todd and other Irving Place, New York, friends in their apartment.

PAUL AND DOTTIE KANE, of the Star, Brooklyn, pleased with local police who returned Kaney, their white Spitz, which strayed away from the Kane domicile early Thanksgiving morning.

BURLY BRIEFS—

(Continued from opposite page)

New York, replaced Hughie Mack as manager of *Dizzy Dames*, Indie show. . . . Jo Ann Dare, at the Apollo, New York, has a sister, Sally Arlington, who succeeded Thelma Hane in the hat-check booth at Dempsey's. . . . William Hoening and Murray Cohen, Apollo, New York, concessioners, picked by Oscar Markovich for the Music Hall, Miami Beach. . . . Moe Costello, manager of Casino, Brooklyn, being treated for an infected finger. Babe King, of the Eltinge, New York, also suffering from infected finger. . . . Paul Kane, producer for the Raymonds, will double between the Star and Shubert-Teller, Brooklyn, latter opening December 27. . . . Claude Mathis into Oxford, Brooklyn, Friday, replacing Murray Lewis. Billy Elliott back into Oxford, placed by Tommy Levene. Latter booked Phyllis Vaughn into Minsky's Gotham, New York, also.

MARGARET KELLY, NTG lassie, was lured into burly by Issy Hirst to strip in the Bozo Snyder show on the Indie wheel. . . . Ann Valentine opened Friday at the Irving Place, New York. . . . Harry Rose back into Eltinge, New York, and Casino, Brooklyn, companies after a week's layoff due to teeth trouble. . . . Funeral services for Henri Kellar, straight, were held December 2 at St. Malachy's Church, New York, the BAA sending a floral piece and Tom Phillips attending. . . . Betty Morrison, in chorus at Werba's, Brooklyn, took ill on stage last week and was removed to King's County Hospital. . . . Diane Ray re-engaged for another six weeks by Minsky-Herk to start December 18. Before starting she'll take a brief vacation. . . . Eddie Kaplan is reported to be in the market to open a burly house. . . . Dyna Dell closed Wednesday in Toronto for Metropolitan Circuit and Nadine Marsh closed same day in Detroit.

NAUGHTY NAUGHTY opened Friday night at Gayety, Detroit. Billy Arlington headlines entirely new cast, which includes Diana Johnson and Jean Williams.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Dunlap Winds Up His Best Season

PLAINFIELD, N. J., Dec. 5.—With the close of the Plainfield Battle of the Champions European Walkathon, Ray (Pop) Dunlap winds up the most successful season he has ever enjoyed.

Dunlap operated three shows during the summer, one at Chester, Pa.; the second at Clifton, N. J., under the Quentin Roosevelt Post No. 8 of the American Legion, and the third here under the sponsorship of the Arbor Hose Company No. 1. Every location sent Dunlap away with letters lauding him on the fine manner in which the contests were conducted.

Last contest finished with Hughie Hendrixson and Mary Rock as the winners; Harry Hamby and Helen Tyne, second money; Joe Rock and Patsy Hobaugh, third-place winners, and Pee-Wee Collins and Pauline Boyd in fourth place. Last two couples battled it out with a steady sprint that lasted one hour and 54 minutes.

Dunlap organization will resume next May in a spot already contracted by R. M. (Dick) Edwards, general manager for Dunlap.

New outfit, including a new top, bleachers, modernistic interior and neon display for the front and main entrance has been contracted for, according to the management. Organization will be practically the same as the season just ended.

Austin, Minn., Show Draws

AUSTIN, Minn., Dec. 5.—Derby Show Exhibition at the Armory here has been drawing well. Show is being aired nightly over Station KROC, with Duff Davidson emceeding and Stella and her Derby Show Boys furnishing the music.

Included among the contestants are the winners of the recent Rochester, Minn., show. It has been announced that the wedding of Ann Barker and Harold Miller will take place Monday night.

Contestants remaining at this writing

are Jimmie and Jerry Horan, Roy and Millie Meyers, Ray Sanderson and Helen Baxter, Louis Nehring and Alice Barker, Harold Miller and Ann Barker, Henie Rink and Juanita Jarrett, Jack Kelly and Louise DuBois.

Brady Off to Good Start

ROME, Ga., Dec. 5.—King Brady Show got off to a good start here Wednesday with 40 couples, including some of the flashiest teams in the country. Despite inclement weather every day thus far, show has been drawing good crowds. Music for the show, which is located in the heart of the city, is being furnished by Ken Herren and his boys.

Rochester, Minn., Winners

ROCHESTER, Minn., Dec. 5.—Winners of the derby show, which closed here recently after 1,600 hours, were Roy Sanderson, of Peoria, Ill., and Alice Barker. Runners-up were Louise DuBois and Jimmie Horan. Both teams are now in the Derby Exhibition at the Armory, Austin, Minn.

NICK PAPPUS and Jack Murray, participants in the recent walkie in Rochester, Minn., letter from that city. Nick would like to hear from Mike Gouvas, Joe Rock and Vivian Kirk, while Jack would appreciate a line from Joe Rock and Jimmy and Gladys Hoffman via the Letter List.

BUDDY GANNON lines that he dropped out of the Rochester, Minn., derby at the 1,200-hour mark and is now emceeding the floor show, featuring contestants, at the Mether Hotel, Rochester. He would like to hear from Frenchie Boisjolie, Dottie Curl, Steve Stevens, Buddy Petty, Mabel Cooper, Woody Wilson, Dick Joseph and Bing Zapponi.

HIE HILL, after closing with the Dunlap walkie in Plainfield, N. J., is waiting in that city for another show. He would like to hear from Betty Riley, Ray C. Alvis, Joe Rock, Eddie Wright, Eddie O'Day and other friends.

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ATTENTION
BUDDIE STANLEY, DOROTHY WILLIAMS, or RUBY STANLEY, get in touch with the undersigned immediately, by wire or letter.
EVELYN ATKINSON
Barlum Hotel, Detroit, Mich.

AL PAINTER'S PORTLAND DERBY SHOW
Positively will open December 22d.
Opening was delayed to permit Eastern teams to reach Pacific Coast.
Topnotch teams who can entertain and sprint can still enter, staff completed. Wire **MICKEY THAYER** or **AL PAINTER**, Park Avenue Hotel, but do not come on without confirmation, Portland, Ore.

CONTESTANTS NOTICE
FROM MOON MULLINS
Watch next issue for
Opening of virgin spot down South, drawing power 100,000. Show will be sponsored and conducted in the usual Moon Mullins manner.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Billroy Comedians Fool the Skeptics

SAN ANTONIO, Dec. 5.—Billroy's Comedians, housed in an elaborate big top, breezed into this city Sunday in a drizzling rain that lasted all day.

Show set up on the San Pedro lot in a sea of mud and opened that night with an attendance that was a revelation to the skeptics who have been reading Tom Finch's letters in *The Billboard* and perhaps doubted their authenticity. Show played to approximately 5,000 people opening night. This was repeated Monday night.

Sid Lovett and crew had paved the way in a big-time circus manner. Radio hookup was highly pleasing and the show was enthusiastically received.

Manager Wehle extended courtesies to many showfolk and had as his special guests William (Bill) Smythe, of Station KMBC; Madge Ayres Simmons (Bob Burns' cousin Madge from Van Buren); B. C. McDonald and Bill Durante, of Tol Teeter's Orange Bros.' Circus.

Van Arnam's Barn Dance

JACKSONVILLE, Fla., Dec. 5.—Members of Van Arnam's Barn Dance have scattered considerably since show closed in Nahunta, Ga., November 14. Some members have married, some have gone home and some are in Jacksonville.

Van Arnam's partners, who owned the tent outfit, are going into the circus business, and the tent show is believed by some a thing of the past unless Van Arnam builds a new outfit. Billy O'Brien, however, believes the Van Arnam show will again be under canvas after the theater season.

Show opens its theater season December 29 at the Capitol, Atlanta. A trip thru Georgia, Florida and the Carolinas will follow. Rudy Hoff will be in charge of orchestra with the new show. Charles (Dome) Williams and Bill (Ezra) Hall will handle the comedy. The Old Homestead Quartet will feature Williams, Furgeson, O'Brien and Babcock; Bob and Madeline Driscoll will dance; Lyle and Virginia Dobby, the "Jeth and Lydia" act, will return with the double accordion number and other features will include the Kellogg Sisters, singers, and Sonny Jim Frances, Texas yodeler.

Ray Roberts will again have charge of the show in theaters, with Van Arnam doing the advance work.

Bun La Rue, Gouverneur, N. Y., orchestra leader, formerly with Van Arnam's Minstrels, has his orchestra in the George Washington Hotel here.

BILLY O'BRIEN.

Terrell Show Ends 18-Month Tent Trek

CINCINNATI, Dec. 5.—Billy Terrell's Stock Company closed in Southeastern Missouri November 21, winding up the biggest season the show has had since 1929, according to Manager Terrell. Show had several bad breaks this season, the big one being the loss of the entire equipment 12 weeks ago in a cyclone. Show had 10 big weeks, tho, with capacity biz practically every night, Terrell says.

Babe and Verne Malone recently purchased a sedan and are visiting with their parents in Wisconsin.

Terrell says he will purchase a new 80 with three 40s for the 1937 season. He also reports that he has a new idea for next season and that the show will be a one-nighter, playing only the larger spots.

Show opened at East Prairie, Mo., in 1935 and toured thru Arkansas, Texas, Oklahoma, Kansas and back into Missouri, making a total of 12,452 miles in 18 months.

CARL WHITE, former manager and pianist for the Cherry Sisters, is now thumping the ivories in a Cedar Rapids, Ia., beer emporium.

Rep Ripples

RICHARD L. ABBOTT, who formerly had out the Richard L. Abbott Players, with headquarters at Salina, Kan., and his new bride, the former Clayton Elizabeth Stephens, are now making Los Angeles their home. They both have appeared on stage and radio and are now fighting for screen recognition. Abbott is 27 and his bride 22.

CARL PARK closed with the Robert LaLonde unit in Warsaw, N. Y., November 28, and after a two-week engagement at the Hawaiian Club near Frederick, Md., will head for Springfield, Mo., to spend the holidays with his mother.

THE PAVAN SHOW, talking picture and vaude unit, closed its tent season in Ganado, Tex., November 26 and is now showing halls in the Lone Star State. Manager Louis Pavan states that the tent season just ended was one of the best he has ever enjoyed in Texas.

HARRY OWENS and wife, Mary Gaynor, are at their home in Arlington, Ill., where Harry has been getting in some hunting recently. Harry and Mary enjoyed visits recently from Mr. and Mrs. W. Kistenbroker and daughter, Betty June; Hub Adams, Del Hager, Charles Archer, Billy Remick and Dave and Hazel Reese.

DEE AND SARAH COOK, of Cook's Comedians, playing Southern Georgia, are having wardrobe made for a new show which they will launch about February 1. It will be a musical comedy one-nighter, carrying 30 people. Sarah is confined to her bed in Tifton, Ga., where she is recovering from a recent illness.

Fierst & McFall's "Nooze" Starts Well at Pitt Hotel

PITTSBURGH, Dec. 5.—Fierst & McFall production of *Snatched From the Nooze*, old-time melodrama penned by Hubert French, got off to a promising start at the Fort Pitt Hotel Op'ry House here Tuesday. Front of one of the hotel's banquet rooms has been converted into a typical music hall of the '80s, with a seating capacity provided for 500. Prices are 86 cents week nights, with \$1.14 on Saturdays. In addition to the regular performance specialties are offered between the acts as well as community singing sessions and dancing.

Cast includes Joe Woods, Josephine Kristoff, Jettie Taylor, Earl Tovey, Margaret Gibb, Leon Ward, Chalmers Stover, Eugene Kline, Stuart Adams, Bert Otto, Courtney Plynge, Helen Fletcher and Freeman Fox. Staff lists M. E. Fierst and Clyde McFall, producers; Isabelle Jones, stage director; Robert Gotti, scenic artist; Robert Wakefield, stage manager; Josephine Kristoff, costume designer; and Leon Ward, advertising representative. Ted Newlin and orchestra furnish the music, with Jettie Taylor leading the community singing.

Specialty acts include Bert Otto, old-time fire-eating offering; "Spark Plug" George, comedian, and Robert Louis, dancer.

Show is repeated nightly except Sundays. It is the plan of the producers to keep the project here indefinitely.

Sweet Dies in Auto Crash

HOT SPRINGS, Ark., Dec. 5.—George D. Sweet, who for many years operated his own repertoire company under canvas and in houses out of Storm Lake, Ia., was instantly killed in an auto crash near here this week. Sweet, who was one of the best known repertoire managers in the business, owned several apartment houses here and for the last several years made this his winter headquarters with Mrs. Sweet.

Bisbees Wind Up Run of 34 Weeks

UNION CITY, Tenn., Dec. 5.—Bisbee Comedians closed here last week after a 34-week season in Kentucky and Tennessee. Business was spotted, but on the whole the season was a fair one, Manager J. C. Bisbee reports. Show lost only one night in the 34 weeks. Show is transported on four trucks and two semi-trailers.

In the roster were J. C. Bisbee, owner-manager; Mary Bisbee, "Rube" Brasfield, Eleanor Brasfield, Clyde McWhirter, Gladys Aikens, Ted and Freda LaVelda, Al Martin, Dick Wolever, Howard Johnson, Zeke DeWitt; Mahala, the Magician; Eugene Bisbee, Leonard Aikens, Carl Belcher and H. C. Bartly.

Mr. and Mrs. Bisbee have purchased a new trailer and are visiting in Illinois before going to Florida for the winter. Rehearsals will start the latter part of March for the coming season.

Billroy Show Briefs

UVALDE, Tex., Dec. 5.—Our San Antonio engagement of four nights turned out fair despite the fact that weather conditions were anything but favorable. Location was no little distance from downtown business district, but enlightened via newspaper spreads and radio broadcasts twice daily, a number of natives managed to find their way out to our box office.

Among the many visitors to greet us in San Antonio were B. C. McDonald; Madge Ayres Simmons, cousin of the currently popular radio star and screen personality, Bob Burns; Honey Hank Harris, of tab fame; Klink Lemon, until recently of Brunk's Comedians, and many others well known in the profession.

If anybody has been wondering about the whereabouts of "One-Eye" Connolly, famed gate-crasher, this item will no doubt prove of interest. He turned up at one of our performances in San Antonio and, questioned in regards to his various exploits, asserted quite good-naturedly that "Billroy's was a push-over" for him.

Earl Mansberry, of the crew, and Francis Cooter, of the advance, are "in the Army now," having signed the necessary papers and passed their examinations during our San Antonio run. With these two former Billroyians in the service, we feel that Uncle Sam may now relax and consider his shores adequately protected.

Don and Della Palmer were back for a visit with us over the week-end, probably their last this season until we head for the barn. They state most emphatically that it will be impossible for them to spend Christmas back on the show with us, but—they're such good company—here's hoping!

JOHN D. FINCH.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 5.—Dan and Erstyn Benton, who recently closed with the Gordon circle, have joined the Wallace Bruce Players in Kansas.

Bob Brewer is said to be closing with the Eddie Wilson circle in Northern Iowa.

Mr. and Mrs. Frank Smith are visiting friends and relatives in Kankakee, Ill. The Smiths are making definite arrangements to launch a circle after the holidays in Southern territory.

Ginger Pearson (Barone), formerly with Paul Ash, and her daughter, Luana, joined her parents, Mr. and Mrs. Jack Pearson, here recently. Pearson party left here this week to motor to California for the winter. Pearsons were former managers of the Pearson-Gotchy Players, which toured the Midwest several years ago.

Keith and Edna Gingles, last summer with the Justus-Romain Players, are working a lyceum circuit in Minnesota, presenting the play *Along Came Juliet*.

C. B. Rice, veteran actor and showman and former secretary of the Heart of America Showmen's Club here, is ill in General Hospital.

Al Martin, musician and actor, after closing with Bisbee's Comedians in Tennessee, has joined the Goldenrod Showboat.

Harvey Brandon's Comedians are said to be doing good business on their Eastern Colorado merry-go-round.

J. B. Rotnour, who recently purchased a hotel at Richmond, Ill., has opened a tavern in the basement. Rotnour's rotary stock company is said to be doing good business over its Illinois route.

Wayne and Loretta Huff are visiting

Stock Notes

PAULA BAUERSMITH, stock actress, has been engaged for a leading role in *200 Were Chosen*, now running in New York.

FRANKLIN M. HELLER, formerly with the Carnegie Tech Players, Pittsburgh, has landed a role in the George S. Kaufmann-Moss Hart show, *You Can't Take It With You*, which opens on Broadway December 14.

SANFORD BICKART is spending this season in New York. He recently appeared on Broadway in the short-lived Mark Hellinger production of *Double Dummy*.

TED THOMPSON is on the Coast working in pictures. He recently appeared in minor roles in *China Clipper* and *The Big Broadcast of 1937*.

NANCY HAMILTON, Sewickley, Pa., actress and playwright, has landed a role in *Clare Booth Brokaw's Women*, which opened a pre-Broadway engagement in Philadelphia Monday (7).

Bruce Rinaldo Produces Own Bill for Fed. Unit

ERIE, Pa., Dec. 5.—Bruce Rinaldo, veteran stock and repertoire performer, recently took over the production of a musical show for the WPA, producing his own bill, *Romance of a Showboat*, which has since been playing thru Northwestern Pennsylvania. Cast, dancing chorus, ensemble and orchestra number 77 people.

Rinaldo is expecting to join Lorin J. Howard, State director of Federal Theater projects with headquarters in Philadelphia, soon for direction of a Federal unit. He was associated with Howard more than 30 years ago. Last season Rinaldo was with *The Playhouse* stock here and also broadcast a series of programs from WLEU.

Showfolk Gather for Turkey and Trimmings

JONESBORO, Ark., Dec. 5.—Showfolk gathered here at the Harris Camp Thanksgiving Day for turkey and all the trimmings. Dinner was served in the cook top of the Palace Picture Show.

Those present were Mr. and Mrs. G. W. Thomas, V. E. Thomas, Robert E. Thomas, Happy Bevins, Raphael McLain and daughter, Mary, all of the Community Players; Mr. and Mrs. Joe Morgan, Buster Morgan and Roy Bohon, of the Morgan & Son Show, and V. E. Price, manager of the Palace Talking Picture Show. Mr. and Mrs. Harris, camp owners, were guests of the showfolk.

Entertainment was furnished by the Community Players Cowboy Band and Happy Bevins, yodeling cowboy. A smoker and card game followed. Everyone present, however, took time off to cut the big money and express his desires for the next season.

Community Players had a two-week layoff here to have two trucks reconditioned, to install a new light plant and to add a new semi-trailer. Will open as soon as the work is completed in South Arkansas for a winter run and then swing north into Missouri in the spring.

Morgan Show will also reopen within the next 10 days.

Nothing definite as to the reopening of the Palace Show, Price reports.

friends and relatives in Dallas after the closing of Henry Brunk's Comedians.

Mr. and Mrs. Lawrence Deming closed with the Hal Stone Players this week.

Jimmie and Velda Lee Warren were village visitors recently en route to a Southern spot to spend the holidays with relatives.

Jimmie Murphy is said to be reopening a circle, with Sioux Falls, S. D., as the base.

Herbert Walters' Comedians, who were to play a theater in McKinney, Tex., for an indefinite run, are said to have had a disagreement with the stagehands and musicians, so the troupe will play the Texas city under a large tent.

Henry and Ruby Neal Players, circling in Colorado, has the following cast: Henry Neal, Ruby Neal, Don Muckle, Corinne Muckle and Dell Post.

Harry Dunbar's Comedians are playing three-night stands in Minnesota.

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Cash With Order—No C. O. D. Stock Tickets Any Assortment, \$12.50 for 100,000

10,000 .. \$5.00
20,000 .. 6.75
50,000 .. 9.75

Additional Club Chatter

New York City:

BITEA BEAKLEY, singer, made her supper club debut at the St. Regis last week. Discovered by Emil Coleman. . . . CARLOS AND MARCHAN, dance team, added to floor show at the Commodore Hotel. . . . SONI SHORE and Betty La Von are new at the Clover Club. . . . GALI-GALI closed a 14-week engagement at the Versailles, a record for that spot. . . . MARITA is the newest feature at the El Gaucho. . . . THEODORE AND DENESHA are in the fifth week at Murray's in Tuckahoe. Show includes John Giovanni and Buddy Walker. Paul Florenz replaced George Libby as producer. . . . BEA KALMUS to be held over indefinitely at the Brass Rail. . . . BILLIE TRASK is the new vocalist with Stabile at the Lincoln. . . . MURIEL SHERMAN was signed by Enoch Light as vocalist out of thousands of telephone auditioners. . . . HENE DAMUR, "European chanteuse," is a holiday feature at the Brass Rail. . . . ALAN FOSTER and Marilyn Gaynor are at the Round Room Cafe.

A new high in modesty or something is the Hotel McAlpin's announcement that it will tab its new singer as just plain singer and not as "song stylist," "Chanteuse" or anything fancy or meaningless. For which, thank Heaven. A spade is a spade, and a tricky title will not make a singer better.

Chicago Area:

BEATRICE GARDNER Sweethearts have been added to the current floor show at Von Thenen's. . . . VAN AND LEE opened at the Silver Cloud December 4, booked by Hal Lawrence. . . . MLEE, TONYA and Jay Jayson have joined the floor show at Harry's New York Cabaret. . . . YVETTE has opened an engagement at Club Minuet. . . . FLO WHITMAN closed at Von Thenen's December 6. . . . RAY RENOLDS, Dorothy Houghton, Ramona Hughes, Joy Kalese, Adele Rogers and Nessley and Norman opened at the Triangle Cafe, Forest Park, Ill., December 4. . . . CONNIE RENEE, Jack Housh, Sam Hass and Betty Tascott are playing the 5100 Club. . . . THE TWO EILEENS opened at the St. Paul Hotel, St. Paul, December 5. . . . JOHNNY PLATT has been held over at Von Thenen's. . . . VERA FERN held over again at the Congress. . . . TOD LIEBLING, in town for the holidays, next goes to New York for vaude and club jobs. Booked by Jack Pomeroy. . . . TERRY LAWTON opens at the Yacht Club December 9. . . . REX WEBER will return to the same spot December 23, following Gus Van's four-week stay. . . . SHIRLEY HELLER is at the Colony Club. . . . ARDEN AND HILLORY, Gilda Gay, Flo Chapin, Lea Roberts and Alfreda

Cook are at the Ball o' Fire. . . . FONDA AND ST. CLAIR, "Dancers of Distinction," are now in their third week at the Chez Ami, Buffalo. . . . WINGERT AND HEADLEY, now in their fifth week at Market Tavern, St. Louis, will return to the West Coast after the first of the year.

Magicians are becoming more and more popular in night clubs and other intimate gathering places, mainly because they can still mystify patrons even though working under their very noses. One of the neatest tricks is that of John Booth at the Mon Paris, New York, who, with an ordinary fish line and hook, in a flash produces a very live fish dangling from it.

Here and There:

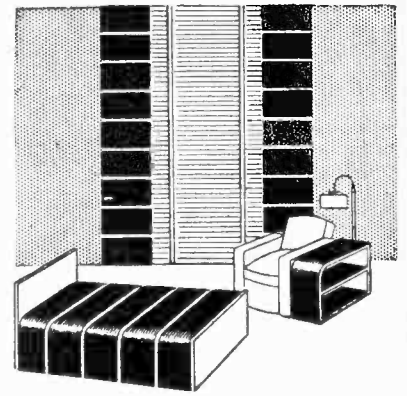
LOPER AND HAYES, dancers, have opened at the Pall Mall Room of the Raleigh, Washington. . . . ARTHUR BORAN to stay at the Adelphia, Philly, until the 24th. . . . ERNIE MACK now at the Hollyhock Gardens, Warren, O. . . . LESLIE SISTERS held over at Bob White's, Buffalo, until holidays. . . . WEBSTER HALL, Detroit, is featuring Ted and Mary Taft, Madelon Baker, Lynne Cole and Slim Branch and Bob Chester's Orchestra. . . . ENTERTAINMENT at The Chalet, Detroit, includes Earl, Fortune and Virginia Pope, Bertay Sisters and Bobby Cook. George Kavanagh and his orchestra furnish the music. . . . THE POWATON, Detroit, features Walsh and Barker, the Four Dancing Parisians and the Randall Sisters. Music supplied by Art Mooney's Rhythm Boys. . . . NORTHWOOD INN, Detroit, presents Nancy Welford, Ina Scott, Gene

Mona and Donella and Duana. Music by Russ Lyons.

PHIL SOLZNICK'S Wonder Bar, Detroit, is becoming a popular hangout. . . . ROSE DIVINE at Walter Grosse's, Detroit, promises to go places. . . . MONACO'S, Detroit, is preparing to resume full-week shows. . . . THE DAF-FODILLS are furnishing nutty entertainment at the Open Door, Detroit. . . . GWYNN AND CELETE, ballroom dancers, head the Avalon's floor show in Detroit. . . . PIRCHNER'S HOFBRAU, Detroit, completely redecorated, opens soon with Otto Braum as manager. . . . BARBARA KING has joined Ken Rasmussen's Band at the Park Lane Villa, Detroit, as vocalist. . . . KLAYTAN KIRBY and Evalyn De Gage are attractions at Lotus Garden, Detroit. . . . OLIVE WHITE opened at the Mayfair Casino, Cleveland, December 4 after a three-week stand in Warren, O. . . . THE FLYING WHEELS (Betty and Buddy Harmond) have just finished at the Gil-Nor Supper Club, Baltimore, and are slated for a return engagement at the Wonder Bar, that city.

BILLY AND BEVERLY BEMIS, youthful dancers, currently at the Biltmore Hotel, Los Angeles, open at the Chez Paree, Chicago, Christmas Day. William Morris office set the deal. . . . JUNE HART, accordionist and comedienne, after 19 weeks at Tate's Colonial Village, Peoria, Ill., and eight weeks at the Silver Cloud, Chicago, is in her third week at the Green Gables, Salina, Kan. . . . COOK AND BROWN, American hoofers, and Wieno Bravo and Goody, Cuban trio, are at Chez Ray Ventura in Paris.

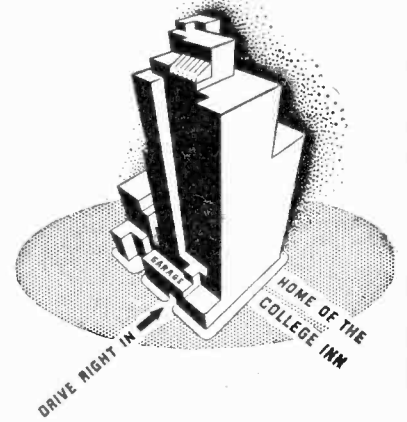
A booker "fined" a strong man act 25 cents on a \$2 date in a New York City night club last week. And the excuse was that the strong man failed to bring full equipment, including costly irons. What's the business coming to, anyway?



THESE NEW ROOMS
IN THE FASHION OF TOMORROW
HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO



Additional Bands and Orchestras

MILES CARTER ORCHESTRA, after a successful stay at Coral Gables, Lansing, Mich., begins a five-week engagement at Showboat Ballroom, St. Louis (13). Severson and Jones, comedy team, is featured. Band will etherize over KMOX and WIL from St. Louis.

A novelty conceived by Mario Braggiotti at the Pierre Hotel, New York, is the unique medley entitled "Songs of the Century," in which he has combined what are, in his opinion, the five most popular American dance hits from 1900 to the present day. These are "Whispering," "Dinah," "St. Louis Blues," "Frisolous Sai" and "Merry Widow Waltz." Not a bad selection.

LANG THOMPSON'S ORK, starring Lee Hale, is leaving Showboat Ballroom, St. Louis, December 12, terminating a six-month engagement. Band will tour until after the holidays, when it is slated to move into a hotel location.

FLOYD MILLS ORCHESTRA still playing Hotel Dupont, Wilmington, Del., and radioing each night over WDEL.

CHUCK BENNETT has replaced Franc Reynolds as vocalist with Ralph Webster's combo, now in its third week at Rainbow Gardens, Denver.

JOHNNY RODRIGO and orchestra are currently at the Buckhorn, Albuquerque, N. M.

ACE BRIGODE and his Virginians opened December 5 at the Trianon Ballroom, Cleveland. Appearing over WTAM and NBC network.

"It is possible," Ferde Grofe wants it known, "to stick to the main essence of music—melody—thru all this modern industrial riot." Grofe, you know, is the fellow to whom industry pays fat checks to portray the melodies inspired by our age. His last two works, "Milk" and "Wheels," convey the processes of collecting and distributing milk and the transition of wheeled vehicles, respectively. Grofe is one guy who can make money out of "highbrow" compositions.

JOE SANDERS and band are holding forth at the Hotel Claridge, Memphis. TOM GENTRY and Ambassadors, who completed a Memphis stay, have returned east.

LEONARD KELLAR and band proving a sensation at Peabody Hotel, Memphis. Band stars Dixie Dale, singer.

BOB FOSTER and band, now at Bob's Night Club near Ferriday, La., will open at Eola Hotel, Natchez, Miss., for Christmas week.

HAROLD NELSON and ork now playing engagement at Wind Mill Club, Delta Point, La.

JIMMY JOY and band playing one-nighters in Mississippi and Louisiana.

JOE VENUZI and band playing for Tri-States Automobile show in Memphis.

HERBIE HOLMES and band holding forth at Club Casino, Greenville, Miss.

RUDY BUNDY set indefinitely at Levaggi's, Boston, thru management of Charles Shribman, New York. In Hub for the first time, direct from the Indiana Roof, Indianapolis.

LEO REISMAN and ork have begun a four-week engagement at the Waldorf-Astoria, New York.

FRANKIE PRINDLE and band, now on tour, play the Jackson County Democrats' Victory Ball, Charlotte, Mich., December 10.

ART HERR and ork will shortly move to a location spot. Now playing one-nighters thruout Iowa and Illinois.

A new idea in music, called "Tymphonic Music," has been introduced by Dick Messner in New York. He used 10 tymphonies, a harp and an augmented violin section in a band of 18 men. This is believed to be the first time that tymphonies have been used wholesale for modern music. What are band leaders going to think of next?

THREE SENATORS, strollers, go out of the Hotel New Yorker, New York, December 12.

BENNY RESH is playing the Van Orman hotel chain. Now at the Orlando, Decatur, Ill.

HOWARD LEROY and band opened an indefinite run at the Hotel Jermyn, Scranton, Pa.

ALBERT KAVELIN'S engagement at the Blackstone, Chicago, has been extended for the entire season.

RITA RIO will have an NBC wire at the Governor Clinton, New York.

SULLY KENDIS replaced Maximilian Bergere at the Stork Club, New York, December 5. Booked by Meyer Davis.

AL HAMMET replaces Harold Jacobs as leader of the Australian Broadcasting Commission's Band. Jacobs is returning to England.

PAUL JOHNSON and orchestra landed an indefinite engagement at the new Bona Vista, Brockway, Pa.

SAMMY KAYE and orchestra held over again at Bill Green's, Pittsburgh. There for six months.

CARLTON HAUCK and band have opened at Sak's Night Club, Detroit.

HOWDY WEBB and his crew, formerly

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THE FILM WEEKLY AUSTRALIA

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Australian Office of THE BILLBOARD.

of the Italian Gardens, Pittsburgh, moved to the Villa Rosa, Johnstown, Pa.

FLEA MADDEN and orchestra landed an indefinite engagement at the Musicians' Relief Club, Pittsburgh.

LEON BELASCO and orchestra play at the Book-Cadillac, Detroit.

Vila Opens Havana Spot

HAVANA, Dec. 5.—Dan Vila opened a new spot on the site of his former Montmartre Club recently. New place is called the Rumba Club and is located in Vedado, at the corner of 23d and P streets. Floor show has Celinda, Spanish dancer; Electrica, rumba dancer, and two orchestras, one playing American dance music and the other Cuban songs and rumbas.



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The National, State and Local Tuberculosis Associations of the United States

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

GEORGE W. PUGHE, well and favorably known in Magicdom and for the last several years engaged in the endurance show field, where he now is one of the leading promoters, writes in to say that he and the little woman, Eddie, are at home in Fresno, Calif., for a month's vacation, prior to leaving for the South, where they open their season December 26. "Been so dang busy the last few years," George W. pens, "that I don't get time to pay all the attention to magic that I'd like to. Meet many of the boys along the line, tho. In the past year the following have visited the show at one time or another: Bill Dornfield, Max Terhune, S. S. Henry, Lockman, the old maestro Newmann, Hi Harris, Bill Baird, Joe Pesculic, Ben Badley and others I fail to recall. You can bet magi always receive a warm welcome around the show."

WE'D LIKE TO BUY certain magicians for what they're really worth and sell them for what they think they're worth. Or would that be profiteering?

QUEEN CITY MYSTICS, Assembly No. 11, SAM, presented their annual magic show to the public at the Union Gas and Electric Company Auditorium, Cincinnati, Friday night, December 4. A well-presented magic show drew nearly 400 paid admissions. On the bill were H. Adrian Smith, Providence; E. J. Moore, Newark, O.; Lyman H. Allen Jr., Leslie P. and Nina Guest, Lester Lake (Marvel), S. Gregory Miceli, J. Ronald Haines, John Braun, William Gresham and George and Glen McElroy. William M. Morgan Jr. did the emseeing.

BUD GWYNNE, son of and assistant to Jack Gwynne, was rushed to Good Samaritan Hospital, Dayton, O., for an emergency appendectomy during the act's recent engagement at the Colonial Theater there. His mother, Ann Apel Gwynne, remained with him in Dayton last week, while Jack and his two other assistants jumped to Detroit for an engagement. Ann and Bud will rejoin the show just as soon as the latter is able to leave the hospital. This was the first time Ann or Bud had ever missed a performance.

NOBODY IS perfect—not even the world's greatest magician.

OTIS MANNING, the "Magician Moderne," who has been working private club dates in Baltimore the last two weeks, opened Monday (7) at the Mayfair, Washington, for an indefinite run. From there he will jump into New York.

SILENT MORA, formerly of Pittsburgh, visited the Smoky City last week for the first time in almost 10 years. He has returned to Boston, where he is working this season.

MARVIN JENSEN, cigaret worker, has just concluded a two-week engagement at the Nixon Cafe, Pittsburgh. He doubled as emcee and scored with his novel magic cigaret dance.

FRYE THE ILLUSIONIST closes his present tour December 18 in Hamilton, O., and will go to the West Coast right after the first of the year to remain until spring.

HAVE YOU NOTICED how those mentalist bad boys, who made it tough for the legitimate worker by their unscrupulous practices, have tamed down since Uncle Sam made it uncomfortable for them? With their racket practices curbed and incapable of making a living in an ethical manner, most of them have dropped out of the picture altogether, much to the relief of those who make mentalism a business. Mentalism, when dispensed as entertainment, is an important part of show business: when used to mulct the ignorant and unsuspecting it takes its place alongside highway robbery.

MRS. HARRY HOUDINI states she will not reveal the secrets of her late husband's most noted tricks, such as "freezing a man alive" and the "Chinese torture cell." Neither stunt has been solved by other magicians.

FOURTH ANNUAL National Press Club Magic Show will be held December 11 in the auditorium of the news-

writers' rooms in Washington. Affair is under general chairmanship of Harry Baker, with a complete lineup marshaled from his ranks by Theodore T. Golden, president of the local assembly of SAM.

WHEN WILL some magicians learn that they can't hope to buy a \$100 trick for \$10?

BIRCH THE MAGICIAN and Company, playing thru Ohio for the last five weeks, made a big hit at Goodyear Hall, Akron, recently, where he appeared for an employers' group before one of the largest audiences he has played to in the Buckeye State. *The Akron Beacon Journal* and *The Times-Press* gave him lots of space, including art on his box escape. Birch declares that his Ohio tour is the most successful he has ever enjoyed.

DUNCAN THE MAGICIAN has been engaged by the McKelvey department store, Youngstown, O., to entertain the kiddies in a specially arranged magic theater. He presents a show every 15 minutes from 10 until 12 and from 1 until 5 daily. According to store executives, the magician stunt is proving one of the biggest draws in years.

BENEVOL, Lucile Robertson and the Davenport Brothers, magicians and illusionists, are at the Rex Cinema in Oran, Algeria.

CURRENT EDITION of *March of Time* includes a couple of shots showing Felix Herrmann (Herrmann, the Great), New Orleans magician, in action. He is associated with the New Orleans Federal Theater group.

IN OUR WANDERINGS we're often reminded of the cartoon of the tramp, with the caption which reads: "If you're so damn smart, why ain't you rich?"

VAN THE MAGICIAN and Company are playing schools and theaters in Western New York State. A number of new illusions have been added to the show.

LITTLE JOHNNY JONES, dapper Chi magish, opened November 30 at the Chez Ami, Buffalo, for a two-week stand. He is anxious to meet all the magic lads in that section.

MEL-ROY and the missus and their new daughter, Carolyn Wilberta, will spend the holidays in Los Angeles.

A year's subscription for *The Billboard* makes a REAL Christmas gift.

REGULAR MEETING of the Oakland Magic Circle held recently at the Hotel St. Marks, Oakland, Calif., proved one of the liveliest circle gatherings in recent months. Circle business was run thru in short order and a session of magic followed. Haskell was guest of honor and stopped the boys with his manipulations. Others who entertained were Ben Baylinton, Caro Miller, Glover, Carl Zamlock and George Austin. Many visitors were present.

WE KNOW of some magicians who should be praying that Santa Claus bring them a new bag of tricks.

GOLDINI, who recently finished work on a string of summer fairs and celebrations in the Pacific Northwest, was one of the features of the vaude bill headed by the Hilton Sisters at the Beacon Theater, Winnipeg, Man., last week. He plans to return to the States after a few club dates in that territory.

Knights of Magic In Annual Shindig

NEW YORK, Dec. 5.—Annual *Night of Magic*, attended by an audience of 400, was presented Sunday in the Grand Ballroom of the Hotel McAlpin by the Knights of Magic. Al Baker introduced the acts and in addition to his own paper-tear designs gave a few hilarious explanations of various tricks, notably the egg-in-the-bag turn.

Bill in general was excellent and moved along much better than last year's show. Those who appeared in



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

RAY MIDDLETON—handsome baritone who sang at Paul Whiteman's concert in New York last week. Assigned to an exceptionally difficult new piece, requiring not only voice but acting and dramatic ability as well, he showed he has what it takes. Combination of fine appearance with an excellent voice used to best advantage. A cinch for pix.

For LEGIT MUSICAL

VIRGINIA VERRILL—pretty brunet singer at the Paradise Restaurant, New York. Has developed a compelling singing style, handling special arrangements deftly and making the lyrics easy to understand. Now doing a sustaining radio program and should be picked up for a commercial. In addition, she's ready for a good revue spot.

MARIE HOLLIS—blond acrobatic dancer at the Paradise Restaurant.

New York. One of the best acro and control dancers around. Has marvelous control, is versatile and presents a varied program that holds the audience. Certainly ought to be able to hold down a revue spot.

For RADIO

FRANCES FAYE—dynamic pianist-singer, now at the Yacht Club, New York. Has done some picture work and several guest spots on the air. Has a strong personality and a vibrant blues voice, in addition to being able to pound hot rhythm out of a piano. An unusual blues singer.

For NIGHT SPOTS

SALICI PUPPETS—Highly entertaining Italian puppet show now appearing in vaude. Would be a decided sock for better-class night spots—the only spots that could handle this show, in view of the salary it commands. Does 24 minutes in vaude, but could easily be boiled down. Both interesting and entertaining.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

SAM REED, former minstrel comic, has left Pittsburgh to accept a position with the Federal Theater Project in Philadelphia. He will be in charge of a dramatic unit which is to play that territory. His wife accompanied him.

J. C. LINCOLN'S Minstrels closed November 21 and are now in winter quarters at Dothan, Ala. Show had a successful season, exhibiting in 10 States. Fifty-five people comprised the company, many of them having been with the show for years. J. W. Foster was general agent, with two billposters, making his seventh year with the show. H. S. Palmer states many improvements are in line for next season, including Pullman-style sleepers and a new 25-passenger bus.

"I AM TRYING to do something to keep the spark of minstrelsy aglow," cards Prof. Walter Brown Leonard from St. Petersburg, Fla., where he is vacationing with Mrs. Leonard. "Would like all old-time minstrel men and musicians over 50 years of age to send me a postal with date and place of birth; also date,

addition to Baker were Stihy Boscart, European artist working with cards, coins, flags and cigarets; Cooper and Sam, colored ventriloquist and dummy; Grace Andrews, genial blonde, who does Chinese ring and egg-in-bag tricks and socks, particularly with her hilarious tying of coats, dishes, etc., on to a helper from the audience; Al Flosso, whose material is a swell blending of comedy and magic; Isabel Hahn, who sang *When Did You Leave Heaven?* and *When a Lady Meets a Gentleman From the South*; Theodore Anneman, who calls his turn "mental magic," mystifies with card guessing and related items; Martin Barnett, youthful and talented sleight-of-hand worker with cards and cigarets, and Ah Ling Foy, Oriental turn, comprising various mouth tricks, Chinese ring work, etc. William S. Caesar supplied piano accompaniment thruout.

Committee for the entertainment included Jesse B. Hirsh, chairman, and Paul Cottlow, Murry Berke and Harry Bernstein. P. A.

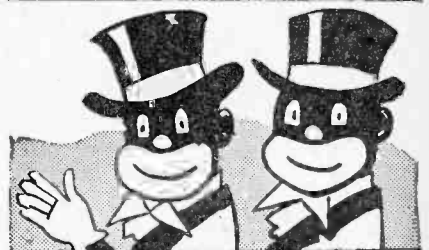
place and name of company with which they made their debuts." Leonard can be reached care of general delivery, St. Petersburg.

BOB MACK, old-time minstrel man and author of the song *We're All With You, Mr. Roosevelt*, is back on the boards with a WPA theater unit in the East.

JOE HAMILTON is presenting a minstrel revue at the Labor Temple, Camden, N. J., December 11. His daughter, Kay Hamilton, who has been appearing on Broadway the last three years, has promised to take part in the show.

AL TINT, the yodeling minstrel, worked the Industrial Home for the Blind, Chicago, Tuesday night, December 1, on the same bill with Amos and Andy, Gus Van, Fifi D'Orsay, Bill Thompson, and Tom, Dick and Harry.

ANNUAL NAZIR GROTTO Minstrels, Canton, O., sponsored each year by the Harmo-Nazirs, Grotto glee club, was presented at Lincoln High School Auditorium, Canton, November 27, before a capacity audience. Show again was under the direction of Robert Huford. Grotto orchestra, under the direction of Herman De Vol, provided the music. Offering this year was open to the public for the first time.



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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.

Says Theaters Getting Away From Show Biz

Phoenix, Ariz.
It seems that theater managers have tried everything to get business. Some years ago they ran "grocery nights," giving away everything from pork chops to a bar of soap. The reason I write this is to show that the managers are out of the theatrical business; instead of putting on an extra big bill, they resort to the giveaway stunt. They have turned theaters into gambling halls. The giveaways seem to be a hit with the public which clamors to get into the theaters on the nights the money prizes are given away. Theaters are getting away from show business. They have discarded flesh shows; the movies do not seem to pull 'em and the only resource to get business seems to be the giveaway night. Why don't theaters put roulette wheels and crap tables in the lobby and let the public gamble? The managers apparently do not intend to put back flesh shows as a means of drawing patronage.

C. J. WILLIAMS.

Answers Waring On Matter of Old-Time Jazz

Longbranch, Wash.
In a recent broadcast Fred Waring, in the course of his remarks, said: "No one knows anything about jazz." Possibly there is some history Waring does not know. As his statement was in the nature of a challenge, I believe it merits a reply, for perhaps someone does know something about jazz. In the '90s I was trouping with a medicine show which always closed with an afterpiece or blackface act. Some of these acts were adapted from old English farces; others, no doubt, were of later origin. As these acts were revised some were altered so that the comedy part might be done in blackface. This blackface character was sometimes given the name of Jasper or Hokum. The comedy was pure slapstick and was never regarded as anything else. I later saw these same acts produced in the variety theaters in the mining camps of the West and in the sawdust dumps of the Pacific Coast. Some of them were dressed up and appeared in big-time vaudeville, and I have caught glimpses of them in New York revues. Talking acts, trying new patter on a cold audience, would say in an aside to the boys in the pit: "They want the old Jasper" or "They want the old Hokum." This was often abbreviated to "the old Jasbo, the old jazz or the old hoke." The inference was that if they would resort to the slap-stick type of comedy they would please the audience but might sacrifice their professional standing. This was during the period that polite vaudeville was trying to conceal its origin. Thus the terms Jasper and hokum became generic names, typifying this particular brand of comedy. Who applied the name jazz to the first novelty bands? I do not know, nor is it important. Certain it is, however, that jazz and hoke were well-known words in variety and vaudeville before so-called jazz bands were heard of. Had the name hoke and hokum been given these bands it would have been just as appropriate. So much for the name and its origin; now where did the band criginate? Before the Spanish-American War, while trouping thru the Deep South with a rube show, a favorite pastime of trouper was visiting Negro dance halls. The attraction that drew them was the band. Nothing that could be staged could give even the faintest idea of them. The instrumentation varied greatly and seemed to depend on whatever instruments were obtainable. Banjo, guitar, tambourine, fiddle, sometimes a small organ or broken-down piano, valve-trombone and a battered cornet. There was no written music and the repertoire was limited. They were rugged individualists in the matter of tone and color and thoroughly regimented as to rhythm. To avoid the monotony of repeating a single tune, players of lead instruments would improvise and enlarge on the theme; mind you, these were no mechanical musicians. The results were fantastic and distorted variations. Un-

consciously they were employing an old idea in music—air and variation. On this same idea is based most of our modern dance music. What is a not chorus but a burlesque variation of a melody? The peculiar rhythm used was probably encouraged by the character of the dances. Years later I saw modern dances introduced in de luxe ballrooms which were closely related to the dances performed by Negro dancers in those Southern dance halls. These Negro players, with their natural love for the exaggerated and unusual, without technical knowledge of music or instruments, were beginning a new era in American music. I have seen the evolution of jazz presented by stage bands. It begins with the Dixieland five-piece band and ends with the splendid modern band. In my opinion the evolution begins too late. The Dixieland band was not the beginning; in fact, it was a refined and finished product as compared to the nondescript colored band of which it was a descendant. These earlier bands might have been properly called jazz bands, for they bore the same relation to legitimate bands that the old slapstick jazz comedy bore to legitimate comedy. And now jazz is to be called something else, just as variety changed its clothes and became vaudeville. Coming generations will neither know nor care from whence came the modern band. One thing will always be new in show business—the audience.

MYRON L. FROST.

Mansfield, O.
In the near future there will be a book published which without doubt will be very interesting reading. I refer to a history of contortion by Burns Kattenberg. It will be and should be eagerly sought by the public and especially by the circus fraternity. This country has produced some wonderful artists in the line of contortion and Mr. Kattenberg had plenty of material about which to write. In 1881, when I left the Great D'Aivini, I joined a medium-sized circus in Neu Ruppin, Germany. A strong man named Gustav Knoesing was part owner. He had with him a young nephew who had the promise of a great artist. Under the tutelage and training of his uncle in a few years he became the ace of all European contortionists. He was billed as "Karl Knoesing, the Schlangen Mensch (Human Serpent)," and he was a living enigma to the medical profession. Many times he was called upon to attend meetings of medical societies. He posed for them in the nude and they would study his anatomy and hear lectures on the subject. Before I left for this country in 1883 he was the headliner at the Wintergarten in Berlin at a large salary. He was a great back, front and side bender, besides being a wonderful legmania artist. But his career was not very long. He had to leave the field in 1891 because of illness. After his retirement the wonderful Marinelli was the topmost contortionist. I never had opportunity to witness his act. How long he was active as a performer I cannot say. But he entered the agency business and became, next to Richard Pitrot, the globe trotter, the best known international vaudeville agent of his time.

HARRY LAKOLA.

Dixon, Ill.
It has been 13 years since the little town of Dixon, Ill., with a population of 10,000, has had a big circus; however, we did have the 101 Ranch Show here in 1929. To show you how the big shows have dropped off in this community, I have a list of shows which have appeared here since 1900. They are Buffalo Bill's Wild West, July 27, 1901; Siebal Bros.' Dog and Pony Show, August 18, 1903; Otto Floto Dog and Pony Show, August 14, 1902; Ringling Bros., June 30, 1903; Barnum & Bailey, August 1, 1904; Gentry Bros., August 1, 1906; Chief Hales Hippodrome Shows, July 5, 1900; Gollmar Bros., May 2,

1906; Barnum & Bailey, August 13, 1907; John Robinson, May 24, 1907; Miller Bros.' 101 Ranch Wild West, May 12, 1908 (incidentally, this was the second city that the Miller show played on its first tour, having opened in Chicago, Rockford and then Dixon); John Robinson, June 28, 1910; Hagenbeck-Wallace, September 20, 1912; Al G. Barnes, July 14, 1913; Mighty Haag, May 26, 1913; Hagenbeck-Wallace, August 23, 1915; Coop-Lents Show, April 25-26, 1917 (Dixon was winter quarters for the show during the winter of 1916-17); Barnes Show, August 5, 1919; Sells-Floto, August 30, 1920; Rhoda Royal, August 25, 1921; James Patterson, May 20, 1922; Sells-Floto, September 5, 1923 (My first circus. Since then I haven't missed one.); Christy Bros., June 15, 1923; Gentry-Patterson, July 5, 1925; Robbins Bros., May 16, 1928; Cole Bros.' World Toured Circus, May 25, 1929; Miller Bros.' 101 Ranch Wild West, August 20, 1929; Robbins Bros., May 27, 1930 (last of the rail shows' visits); Downie Bros., September 5, 1932; Barnett Bros., August 2, 1933; Harrington's Nickel-Plate Circus, May 21, 1934; Schell Bros., July 18, 1934; Seils-Sterling, May 3, 1934; Sells-Sterling, May 14, 1936, and Russel Bros., July 13, 1936.

AYRES DAVIES.

Joplin, Mo.
I was shocked to read of the death of William J. Hilliar in *The Billboard*. Hilliar gave me my first lesson in magic in Columbus, Ga., while he was playing an engagement there with a street fair, featuring the Flying Linette. A number of magical feats I use on my program today are based upon the principles of Hilliar's teachings. I use his "Miser's Dream" in almost every one of my public performances. The entertainment world, as well as I, has lost a wonderful friend.

U. S. JONES.

Providence.
Have just finished reading J. Farrell Browne's letter in answer to mine of a few weeks ago. When such great headlines come to the front for those that are trying to bring back vaudeville without looking for free publicity, why shouldn't we stand behind them? When acts play a city they should talk up the return of vaudeville among the townspeople and business men, explaining to them their loss by not having flesh shows. Another suggestion, why not have the AFA get out a slogan button with "We Want Vaudeville" or "Bring Back Vaudeville." This would cause the people to ask questions which we of the theatrical profession could answer. Stagehands, musicians, forget the past troubles. Stick with the performer and help Rudy Vallee, Belle Baker, Sophie Tucker and others of the AFA to put over the flesh drive. Have spoken to several business men here and they are beginning to realize that pictures come in cans and leave the same way, while the performer spends at least part of his salary while in the city. Performers, don't quit, keep plugging.

LORA VALADON.

Chicago.
Once more I thought your readers would like some unwritten history. When, where and how did the famous DeRue Bros. Minstrels get started? Nearly 40 years ago I worked New York State. Billy DeRue and his first wife, May, a wonderful performer, worked for me, doing singles and doubles and Billy putting on the closing act. Sometimes he played his slide trombone, on which he was an artist. I also had a comedian, Harry Frank, and the Musical Ten Eycks, which gave me a fine hall show. Billy worked in hall for me about three seasons, then went under tent. Bobby DeRue was with the Diamond Bros.' Minstrel and when that closed he joined me. It was then I discovered my painless dental solution. I would get five people on the stage and would extract teeth, giving \$5 to anyone I hurt. Now that was 40 years ago. There are three DeRue brothers, Billy, Bobbie and Sol, a strong man and fancy balancer, who also worked for me. The name DeRue Minstrels is old. For years the boys' father had out the DeRue Family Minstrel, and after the boys left him he became a successful talker and

Tells About DeRue Bros. Minstrel Start

Dixon, Ill.
It has been 13 years since the little town of Dixon, Ill., with a population of 10,000, has had a big circus; however, we did have the 101 Ranch Show here in 1929. To show you how the big shows have dropped off in this community, I have a list of shows which have appeared here since 1900. They are Buffalo Bill's Wild West, July 27, 1901; Siebal Bros.' Dog and Pony Show, August 18, 1903; Otto Floto Dog and Pony Show, August 14, 1902; Ringling Bros., June 30, 1903; Barnum & Bailey, August 1, 1904; Gentry Bros., August 1, 1906; Chief Hales Hippodrome Shows, July 5, 1900; Gollmar Bros., May 2,

42d YEAR

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII. DECEMBER 12, 1936. No. 50

manager for Healy & Biglow in Canada. The DeRues were well liked. When I closed my tent show in Delhi, N. Y., the DeRue Bros.' Minstrels, with my Irish comedian, Harry Frank, as their advance man, went out in halls, playing all the towns they played while with my show. I left a good name, the boys made a good name and that is how the DeRue Bros.' Minstrels got started. Yes, I am well, strong and can do everything I did 40, 50 or 60 years ago. And may I add that we had amateur nights, too, 40 years ago. Good luck, good health to our dear *Billboard*.

DR. HARRY DE FOREST.

Saranac Lake

By JOHN C. LOUDEN

Melvin Fox celebrated another birthday last week. He is making excellent progress and is looking forward to a visit from his parents at Christmas.

Dr. Karl Fischel, superintendent of the NVA Lodge, left Saranac Lake for New York on business.

Herb Elder, who left the Lodge five months ago in fairly good condition, is back with a slight setback. He was on the staff of the distributing division of Warner Bros.

Pauline Turnicky responded successfully to the pneumothorax operation last week. Pauline is anxiously looking forward to Christmas, when she hopes her husband will be able to spend a few days with her.

Susan Dornbush has been appointed superintendent of nurses. She has been with us for nearly three years and is very popular with the patients.

Tony Anderson, manager of the Pontiac Theater here, has returned after a few days' vacation in New York.

Patients showing improvement and put on more exercise are Joseph Parker, Melvin Fox, John Louden, Jack Edwards, Max Pfeffer and Eddie Ross.

Helen O'Reilly, ex-NVA girl who stepped out and made good at the Hollywood Dress Shoppe here, had a little accident the other day when a window fell on her hand and bruised it considerably.

Write to those you know in Saranac Lake.

Henry L. Brunk Show Folds

ANSON, Tex., Dec. 5.—Henry L. Brunk Tent Show closed its season last Saturday night after a run of 54 weeks. Show played Texas, New Mexico, Colorado, Nebraska, Kansas and Oklahoma, with business reported as good. Glen D. Brunk, show's agent, deserves credit for picking a long string of choice spots. Show carried 30 people and a band and orchestra.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

- Burns, L. P., 10c
Clifford, Herbert, 25c
Evanis, Robert Lee, 15c
Faulkner, Evelyn, 36c
Frazier, J. G., 15c
Gray, Jas. V., 15c
Jackson, Murphy, 4c
Kane, Joe, 15c
Lamb, Wm. E., 12c
Lavan, Pauline, 6c
Matthews, Harry, 20c
Rosenberger, Bert, 8c
Schmidt, Walwyn, 18c
Stewart, Bobby (Express Pkg.)

Ladies' List

- Adams, Bettie
Adams, Fay
Adams, Jean
Adams, Kate
Adams, Peggy
Adams, Viola
Alberts, Mrs. Jennie
Allen, Mary Nell
Allen, Mickey
Allen, Mrs. Kate
Allen, Mrs. Iris Lilly
Allman, Mrs. Bertha
Almany, Mrs. Jessie
Ammons, Margaret
Anderson, Mrs. Geo.
Ann, Madam
Anthony, Mrs. Bessie
Anthony, Ramona
Anthony, Mrs. Walter
Archer, Marie
Arenz, Mrs. Lucy
Arley, Irene
Arley, Mrs. Willy
Armstrong, Betty
Arnides, Edna
Arnett, Hilda
Astaire, Marie
Atkinson, Mrs. Thomas
Auck, Edna
Badger, Mrs. Nellie
Bailey, Melba
Baldwin, Mrs. Florence
Barlow, Mrs. Erma
Barber, Babe
Barr, Helen
Barry, Mrs. Martha
Bartells, Mrs. Mabelle
Barton, Mrs. Mildred
Baur, Katherine
Baxter, Mrs. Mary
Bates, Mrs. Sarah
Bayne, Eleanor
Beach, Mildred
Beatty, Mrs. Joe
Beatty, Mrs. O. J.
Belote, Mrs. W. W.
Bender, Virginia
Bentum, Bench
Bepko, Princess
Bigalli, Nada
Billings, Mildred
Birney, Imogene
Bishop, Mrs. Fred
Blair, Mrs. Rivaly
Blake, Mrs. Etta
Louise
Boardman, Josephine
Boatwright, Lula
Bonner, Mrs. Arthur A.
Book, Marie
Bookman, Mrs. Russell
Booth, Harriet
Bouten, Mrs. Myrtle
Bowman, Mary E.
Boyd, Anna
Boyse, Billie
Bray, Mrs. Geo.
Bresk, Mrs. Frank
Brooks, Elizabeth
Brooks, Joie
Brooks, Mrs. G.
Brown, Charlene
Brown, Georgia
Brown, Helen K.
Brown, Mrs. D. E.
Brown, Mrs. Gilman
Brown, Mrs. Rose
Brown, Nina Utrop
Brown, Mrs. Pat
Brown, Ruth
Bryant, Mrs. Corel
Bryer, Mrs. Carrie
Buchanan, Joella
Bunch, Violet
Burke, Mrs. Mary
Burns, Mrs. Georgia
Burton, Mrs. Marie
Butler, Mavis
Callan, Irene
Campbell, Mrs. Henry
Campbell, Mrs. Pat
Campione, Josephine
Careon, Mrs. Etta
Carlo, Mrs. Beckie
Carlos, Mrs. Don
Carter, Mrs. Wray
Case, Mrs. Eddie
Caswell, Helen
Carter, Reba
Chacona, Patsy
Chalfant, Mrs. Lillian
Chambers, Mrs. Fay
Chandler, Ottella
Chaplin, Mildred
Chappell, Mrs. Ritta
Chase, Mrs. Janice M.
Chenette, Ethyl
LaGrande

- Frame, Mrs. Satis
Franklin, Marylyn
Franklin, Mrs. J. S.
Franks, Mrs. Abe
Freeman, Mrs. Roberta
Fritze, Mrs. Ruth
Fulkerson, Mrs. Flo
Gaines, Mrs. Annie
Gambin, Aimey
Gardner, Lillian
Gardner, Mrs. Fern
Garrick, Marie
Gaspard, Grace
Gatlin, Mrs. Joe
Geddis, Mrs. E. M.
Gehr, Mary
Gemmeno, Mrs. Elizabeth
Gentry, Lillian
Gilbert, Mrs. Reba
Glass, Myrtle
Glover, Mrs. Earnie
Glandy, Florence
Goldberg, Mrs. Chas.
Golden, Mrs. Joe
Golden, Pauline
Golden, Mrs. Richard Kay
Good, Mrs. Wm.
Goodrich, Mrs. Billie
Goodwin, Mrs. George E.
Gorden, Jean
Gorman, Mrs. Billie
Gormand, Mrs. Harry
Gosnell, Mrs. R. D.
Graham, Mrs. Francis
Grasnik, Mrs. Alex
Gravitt, Irene
Greenaway, Mrs. Melan
Gregg, Lenta M.
Gregory, Mrs. L. B.
Gresham, Lillian
Grey, Eugenia
Gross, Mrs. Joe
Groves, Mrs. Ed
Gustin, Harriet
Hager, Virginia
Haley, Mrs. Jerry
Hall, Mrs. Doc
Hamilton, Anna L.
Hamilton, Maxine
Hammond, Mrs. Earl
Hankinson, Mrs. E.
Hard, Mrs. Harold
Hardin, Mrs. Dave
Harrell, Mrs. L. H.
Harris, Dorothy
Harris, Rose Kress
Harrison Sisters
Hart, Mrs. B. C.
Hartman, Veron
Harvey, Leon
Hauze, Mrs. Helen
Haven, Mrs. Richard
Hawkins, Mrs. Ralph H.
Hawkins, Ruby
Hayes, Peggy
Henderson, Ione
Henderson, Mrs. M. J.
Henry, Mrs. F. A.
Hilton, Daisy & Violet
Hobsou Jr., Mrs. Homer D.
Hoffman, Mrs. Pete
Hooper, Mrs. Grace
Hope, Mrs. Jack
Housner, Mrs. Clara
Howard, Mrs. Lela
Howerton, Mrs. Mae
Hummel, Ruth
Humphries, Bert
Hunter, Babe
Hurd, Mrs. B.
Ingleston, Mrs. Ceola
Irene, Baby
Jackson, Mrs. Beryl Warner
Jackson, Erin
James, Jane
Janis, Elsie
Jardis, Marie
Jefferies, Mrs. Catherine
Jenkins, Polly
Jewel, Fern
John, Lula
Johnson, Mrs. W. J.
Jolley, Mrs. Al
Jones, Louise
Jones, Mrs. S. Miles
Jukes, Mrs. Louise
Karn, Gertrude
Katell, Mrs. Robert
Kaus, Mrs. Dimples
Kearns, Mrs. Jerry
Keeler, Irene
Kekai, Mrs. David
Kellar, Mrs. Jas.
Keller, Mrs. Richard
Kelley, Jean
Kelley, Mrs. Dorothy Baxter
Kelley, Mrs. Pat
Kelly, Mrs. Mae
Kennedy, Mrs. Jack
Kennedy, Mrs. Ma
Keola, Princess & Eddie
Kidder, Mrs. Mabelle
Killain, Helen
Kimball, Mrs. Blanch L.
Kimm, Miss V. C.

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Kimmel, Verne
King, Alma Helena
Kline, Mickey M.
Kline, Mrs. J.
Knight, Ina K.
Kovhuska, Marsha
LaGrove, Vernie
LaRue, Mrs. Mae
LaVern, Josetta
Laird, Mrs. Norma
Lamb, Bernice
Lambert, Mrs. Marion
Lamont, Kitty
Landaker, Mrs. H. C.
Lane, Mary
Lane, Mrs. J. D.
Langford, Olive
Lang, Helen
Langford, Mrs. P. D.
Larson, Betty
Laugston, Mrs. Alma
Layne, Doris
Lee, Jackie
Lehua, Princess Lei
LeMar, Joyce
Leon, Daisy
LeRoy, Eva M.
Lewis, Grace
Lime, Mrs. Pearl
Lime, Mrs. Luther
Loftus, Mrs. Helen
Loman, Mrs. Lula
Lounge, Madam
Lovell, Ray
Lovine, Madame
Lovitt, Mrs. T. J.
Luckett, Irene
McCutcheon, Irene
McCrary, Mrs. Hazel
McCutcheon, Mrs. J. O.
McGregor, Mrs. Mary
McGregor, Lillian
McHendricks, Mrs. Jewel
McIntire, Lucille
McLane, Mrs. Mos
McLemore, Delia
McNeil, Marie
McPherson, Mrs. E. C.
MacFarland, Wilma
Mack, Mrs. Ernestine
Madden, Alma
Magendanz, Alberta
Malawha, Madam
Manna, Mitzi
Mansfield, Mrs. Frank
Marble, May
Margolis, Mrs. May
Marie, Sweet
Martin, Catherine
Martin, Fern
Martin, June
Martin, Mrs. Viola
Maskev, Trixie
Mason, Joan
Mason, Judy
Mason, Nell
Matlock, Bertha
Mattieson, Mrs. Esther
Maurike, Mrs. Marn
May, Madame
Mayko, Madam
McGill, Gertrude
Melville, Mrs. Bertha
Melville, Mrs. Ralph
Mercy, Mrs. Dot
Mersing, Elaine
Meyers, Mrs. Ethel
Miller, Mrs. Jake
Mills, Mae
Mills, Mrs. Julia P.
Miner, Stella
Money, Marion H.
Montgomery, Mrs. Don
Moore, Maxie
Moore, Miss Frankie (Red)
Moore, Maxine
Moore, Mrs. Goldie
Moore, Mrs. Ruby
Morgan, Hila
Morgan, Kitty
Morley, Margaret
Morrow, Nellie
Morton, Mrs. L. O.
Moulton, Mrs. V. L.
Murphy, Jessie
Murphy, Mrs. Rosa
Murphy, Mrs. Warren
Murray, Mrs. Peggy
Muse, Bettie Belle
Myers, Gloria
Neal, Virginia
Newberry, Mrs. Freda
Newcourt, Mrs. Charlotte B.

- Barlow, Billy
Barnes, Maurice
Barnes, Chas.
Barnes, Floyd
Barnes, E. Markley
Barnes, Dr. W. F.
Barnett, Chester & Violet
Barnett & Schultz
Barnette, Eddie
Barnett, F. C.
Barr, Harley
Barrett, Fred
Barry, Geo.
Barry, L. M.
Bartok, Milton
Barton, Geo.
Barton, Jack
Barton, Allison
Barton, Walter
Basham, Lloyd
Bassinett, Claude
Bates, Carl
Bath, Hubby
Baughman, B. J.
Baughman, Jack
Baxter, Ray
Bayliss, Wm.
Bazinot, D. J.
Beach, Harry
Beard, Marshall E.
Beam, Billy & Mabel
Beasel, Floyd
Beatty, O. J.
Beaudant, Fred
Beaumont, Frank F.
Bedoe, John
Beede, Luman J.
Beggs, Geo.
Behm, Albert
Behne, Earl R.
Behne, Raymond
Belcher, Spearman
Belew, Max
Bell, Archie
Bell, Walter
Bel-Mar, John J.
Ben, Hamda
Benesh, Bertie
Beniam, Richard
Benjamin, Albert
Benham, Sammie
Bennett, Carl
Bennett, Freddie
Bennett, J. R.
Bennett, Russ
Bennington, R. L.
Bennett, Russ
Benson, Jack C.
Benton, Lewis A.
Bergen, Ben
Berghese, E. J.
Bernan, Sam
Berry, C. O.
Berry, L. M.
Berry Show
Bertrand, Joe
Berwer, Eugene
Besup, Louis
Best, Sam
Bestland, Harry
Bevely, John
Bevenger, Lester
Rev. Rev.
Bilders, Michael
Biggerstaff, Ernest
Bimbo, Pete
Binard, Barney
Birmingham, James L.
Biscow, Isador
Bistany, Leo M.
Black, Charles L.
Black, Morris
Black Bear, Specks
Blackie, Jack Ward
Blackstone, Joe
Blackwood, Wm.
Blair, Bill
Blair, H. L.
Blake, Boob
Blakely, Benton H.
Blanch, Geo. & Rosie
Bland, Richard
Bliss, Carl & Jimmie
Bliss, Red
Bloddie, Marvin W.
Blondell, Mysterious
Bloom, Oscar
Bloomings, Frank
Bloomsburg, Bill
Boers, Henry
Boers, Danny
Boles, Homer
Bolt, J.
Bond, Clark
Boone, Bill (Mad Dog)
Borden, Leon
Borders, Jack
Boso, Guy R.
Boswell, Frank
Bottorff, A. S.
Bouillon, Frenchy
Bowers, Sportie
Bowman, Steve
Bow, Jim W.
Boyd, H. M.
Boyd, J. J.
Boyd, Jimmie
Bozell, Billy
Brace, Mr. H. C.
Braden, E. B.
Braden, Francis
Bradford, T. W.
Bradshaw, H. O.
Bradshaw, James
Brady, Chic
Brady, Jack
Branan, Hobart
Braucroft, Fred
Brandt, Joe
Branholtz, Jake
Branson, J. T.
Braswell, Dub
Braver, A. M.
Braham, T.
Brazzell, Lonnie
Breland, Lue
Brenholtz, J.
Brent, L. H.
Brett, Tommie
Brewer, Don
Bridges, John
Briedy, Eddie
Bright, Joe
Brilbeck, Joseph
Britt, Bert
Britt, Tom
Brodell, Chas. D.
Brodrick, Geo. T.

Gentlemen's List

- Abbott, Robert E.
Abdizid, Hassan
Achillis, Jack
Acker, Ed
Ackerson, Davie
Acre, Walter
Adams, Frank
Adams, Herald
Adams, Herbert
Adams, Hubert W.
Adams, Ned
Adams, Paul
Adams, Peter & Altes
Adams, W. E.
Ademholt, Bill
Ademick, Eddie
Adkins, Minnie F.
Adkins, Tommie
Adler, August C.
Adler, Felix
Aeros, Cliff
Agee, John R.
Ahrens, Lelloy
Aldrige, Charlie
Alexander, Joseph
Ashley, Wm. E.
Alfred, Jack & June
Ali, Prof. Charles
Lazaro
Allen, Chas. X.
Allen, James H.
Allen, John
Allen, Merton
Allen, O. D.
Allen, Robert E.
Allen, H. E.
Allman, A. J.
Alvis, Ray C.
Amelas, Duke
Amerson, C. B.
Ames, Geo. L.
Amok, Chief
Amok, James
Anders, F. L.
Anderson, Al M.
Anderson, Dock
Anderson, Frank
Anderson Jr., Harley
Anderson, Jimmie
Anderson, John F.
Anderson, R. W.
Anderson, Stanley
Anderson, Tinnay (Lee)
Andrews, Frank
Andrews, John H.
Anfinger, H. L.
Annin, Ralph J.
Anthony, Bumpy
Anthony, W. W.
Appelgate, Jim
Applegate, Joe
Arbogen, Geo. C.
Arbuckle, Rex
Archer, Willard
Arden, Allen
Arenz, Sam
Arenz, Thomas
Armentrout, Willard
Arnte, Billy
Arthur, Bruce
Ashe, Earnest
Ashley, Charley W.
Ashley, Owens
Ashworth, Arthur L.
Astero, Manito
Atkins, Geo.
Atterbury, A. D.
Augustard, Arnt
Austin, Hot Shot
Austin, Jose
Ayers, Edward
Backenstoe, Lon
Baite, Eugene
Baker, Pop Corn
Baker, R. J.
Baker, Wm.
Balden, Luther
Baldy, Joe Sures
Ball, Red
Ballard, Jack
Ballman, Leo
Bammel, Clifford
Banks, Alfred
Banks, Claude
Barclay, R. E.
Bard, Clark
Barham, Calvin

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

December 12, 1936

BARNARD—Mrs. Ella, at her home in Oklahoma City November 19. Survived by three daughters, Ricca Hughes, Rexine Dare and Mrs. T. L. Ray.

BEALS—Wallace M., 55, superintendent of the Poultry Division of the Brockton (Mass.) Fair for the last 25 years, November 30 at his home in Avon, Mass. Survived by his widow and two daughters. Funeral services at his home December 3, with interment in Avon Cemetery.

BRANDOLS—Arthur M., musician, November 14 in Philadelphia. Brandols was a member of the American Federation of Musicians, Local 77. Widow survives.

BRIGHAM—Albert A., 69, former stage manager at Cummings, Shea's, Bijou and Whalom Park theaters, Fitchburg, Mass., and former manager of the Colonial Theater, Lowell, Mass., at his home in Fitchburg November 29. He was once stage manager of *The Beauty Doctor*, a road attraction, which was under the direction of Fred and Marie Hylands. Surviving are two daughters, Mrs. Gertrude O. Critchley and Mrs. Ruth Gardner, and one sister, Hattie Brigham. Burial in Woodlawn Cemetery, Clinton, Mass.

CRICK—William Throne, father of Stanley S. Crick, managing director of 20th Century-Fox in Australia, and Guy Crick, well-known Sydney (Australia) architect, in Sydney recently. Five other children and his widow survive.

IN MEMORY OF

Charles F. Curran

Who passed away December 15, 1935.

Rest In Peace.

Signed: MRS. CHARLES F. CURRAN, MRS. IRENE CURRAN BUTLER AND FAMILY.

DENIER—Maurice, French playwright, in Paris recently.

DORI-DEUTSCH—J., 69, former impresario of Sarah Bernhardt and Cleo de Merode and founder of the Cossacks of the Don Choir, in Vienna recently.

DUGGAN—Eugene, wife of Will Anderson, well-known producer, in Melbourne, Australia, recently. She was an old-time stage favorite.

EARL—Mrs. Lew, 68, widow of Lew Earl, former vaudevillian and at one time partner of Guy Perkins in a vaudeville agency under the name of Earl & Perkins, at her home in Chicago December 1 from complications. Survived by a sister. Interment at Muskegon, Mich.

FERRET—August, 82, former director of the Theater of Saigon and the Casinos of San Remo and Menton, in Paris recently.

GIURANNA—Mario, conductor of the San Carlos Opera House, Naples, Italy, November 30 at Naples after falling from the balcony of his home.

GODINO—Simplicio, 29-year-old "Siamese twin," at York Hospital, New York, December 5. Simplicio, who was surgically severed from the Filipino brother, Lucio, after the latter died of rheumatic fever November 24, had been recovering rapidly until a day before his death, when he took a turn for the worse. His ailment had been reported by doctors as cerebro-spinal meningitis.

GREEN—Fred W., 64, president of Ionia (Mich.) Free Fair, November 30 of heart trouble in Munising, Mich., as

William Merrigan Daly

William Merrigan Daly, NBC conductor and former Broadway musical comedy arranger, died of a heart attack at his home in New York December 4. He was 49.

Daly, who early in life was a musical prodigy, turned to literature in his 20s, but soon switched back to music. As a collaborator and arranger for Broadway shows, he worked with George Gershwin in "Our Nell"; Irving Berlin in "Hold Everything," and other hits. As a conductor he handled the baton in many Broadway successes, notably "Apple Blossoms," "Tip Toes," "Oh, Kay," "Funny Face" and "Strike Up the Band."

Daly's experience with NBC dated back to 1926, when the station was organized. Programs he conducted presented, among vocalists, Richard Crooks, Margaret Speaks, Lawrence Tibbett and Gladys Swarthout. In 1931 he was guest conductor of the New York Philharmonic Symphony Orchestra.

Daly is survived by his widow, Mrs. Elizabeth Harding Daly, and a daughter, Eileen. Burial in Boston.

December 12, 1936

Fort Worth November 19. Father is on the staff of Station KFJZ, that city.

A son to Mr. and Mrs. Melvin Thorsen in Los Angeles November 26. Father is film editor for Columbia Pictures.

A six-pound six-ounce son to Mr. and Mrs. Ruper Hunt in Santa Monica, Calif., November 30. Father is MGM publicist.

A daughter to Mr. and Mrs. Elmore Vincent in Los Angeles recently. Father broadcasts over KECA as Senator Fish-face.

A son to Mr. and Mrs. J. H. Duane at Mercy Hospital, Benton Harbor, Mich., November 29. Father formerly managed the Mabel R. Weer Shows.

To Mr. and Mrs. Al Kaufman at Frances Willard Hospital, Chicago, November 24 a daughter, Judith Carrol.

Divorces

George Marquis, magician, from Majel Marquis, nonprofessional, at Lima, O., November 28.

Olivia Green Ransom, screen actress known as Terry Marvin, from Lieut. Roy
(See DIVORCES on page 85)

EMA Holds Dance And Entertainment

NEW YORK, Dec. 5.—Second annual entertainment and dance of the Entertainment Managers' Association was held here Sunday at the A. W. A. Clubhouse on West 57th street. A record throng of 600, made up of club bookers, entertainers and guests, attended to pay tribute to a cause that aims "to establish mutual co-operation between entertainer and manager, to protect both and to eradicate or remedy any existing evils."

Chairman Nat Abramson presided over the festivities, laudably knitting together the gigantic bill of entertainment, aided by Carlton M. Hub, president of the society. Guest speakers were Ralph Whitehead, executive secretary of the American Federation of Actors; Commissioner of Licenses Paul Moss, and Bide Dudley, radio commentator.

Entertainers who volunteered their services for the evening included the Seiler Revue, Henny Youngman, Variety Boys, Four Charioteers, Dave Vine, Dave Kraft, Amelia Haviland, Pauline Alpert, B. G. Trio, Nat Brusiloff, Benay Venuta, the Barclays, Sid Gary, Eddie Lambert, the LaFonts, Edna Murphy, Alfred Kiggi, Mackey and Lavelle, Jack Arthur, Titus and George and Harry Shaw's Orchestra.

Texas Amusement Tax Makes Debut Xmas Day

AUSTIN, Tex., Dec. 5.—Texas has set aside Christmas Day for its debut in taxing admissions to all amusements. Movie houses are not subject to the levy unless admissions are over 50 cents. New tax is 1 cent on each 10 cents or fraction thereof and, in addition to expensive shows, applies to horse, dog, motorcycle and auto races and to dance halls, night clubs, skating rinks, road shows and circuses. First payments under this section are due January 25.

A big revenue is also expected to be collected by the comptroller's department thru the new tax of 20 per cent of value on bank nights. Tax does not only apply to this form of prize awarding, but also to prizes given by business concerns. Bank night tax became effective the first of this month, payments due December 25.

Court of appeals here recently held that bank night could be conducted in such manner as to be legal. Supreme Court has not passed on the question as yet.

Popular Grand Operas For Smaller Cities

CHICAGO, Dec. 5.—A group from the Chicago Civic Opera Company, under direction of Associated Attractions, a booking agency composed of Earl Kurtz and George Ferguson, heads of WLS Artists' Bureau, and Richard Bergen, of the Theater Booking Office, will be sent on a tour of the Northwest early in February. Company will number 50 people, with nine principals, a chorus of 20 and an orchestra of 18. Popular operas will be presented, such as *Carmen*, *Aida*, *Martha* and *Il Trovatore*. Productions will use scenery from the Chicago Civic Opera House.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

ABC Trio (El Chico) NYC, nc.
Abbott, Joan (Hollywood) NYC, nc.
Ace, Red (Club Ark) Dayton, O., nc.

B

Bacon, Faith (State-Lake) Chi, t.
Bacon, Virginia, Revue (State) NYC 7-10, t.
Banana Dancers (Cotton Club) NYC, h.

C

Caill & Stuart (Club Laurier) Lowell, Mass., nc.
California Varsity Eight (Riverside) Milwaukee, t.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; re-road house; re-restaurant; s-showboat; t-theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Carlay, Rachel (Zelli's) NYC, nc.
Carlos & Marchan (Commodore) NYC, h.
Carlyle, Betty & Sue (Le Mirage) NYC, nc.

Doris, Miss (Versailles) NYC, nc.
Dorne, Dorothea (Golden Pheasant) Jamestown, N. Y., nc.
Dorothy & King (College Inn) Chi, re.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Coriell Trio (Hipp.) Baltimore 7-10; (Fay) Phila 11-17.
Corlies & Palmer (Saddle & Cycle) Palm Springs, Calif., nc.

Fern, Vera (Congress) Chi, h.
Ferrier & Mona (Park Lane) NYC, h.
Fields, Benny (Chez Paree) Chi, nc.

Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.
Dale, Stephanie (Hollywood) NYC, re.
Daies, Jack (El Dorado) Detroit, nc.

Gae, Donna (Stevens) Chi, h.
Gaines, Leila (18 Club) NYC, nc.
Gainsworth, Marjorie (St. Moritz) NYC, h.

Glenn, Cinda (French Casino) NYC, nc.
Glory, June (Hi-Hat) Chi, nc.
Glynn Sisters (Times Square Club) Rochester, nc.

Hale Sisters (Clover) NYC, nc.
Hall, Frank (Village Casino) NYC, nc.
Hall, Jimmy (Waterfront) Boston, nc.

Glenn, Cinda (French Casino) NYC, nc.
Glory, June (Hi-Hat) Chi, nc.
Glynn Sisters (Times Square Club) Rochester, nc.
Goff, Jerry (Clover) NYC, nc.
Goll, Wanda (Vogue) NYC, nc.

R-B To Inaugurate Agricultural Experiment at Sarasota Quarters

SARASOTA, Fla., Dec. 5.—An agricultural experiment which may prove to be of the utmost financial importance to the Ringling-Barnum Circus will be inaugurated shortly at winter quarters here under direction of General Manager Sam W. Gumpertz.

Five acres of the 700-acre fenced tract that houses the show during the winter will be sown in timothy hay in an effort to determine the practicability of growing this crop on the vast Ringling holdings on the fertile Florida West Coast.

Altho the culture of timothy as a pay crop is unknown in Florida, a group of the nation's leading agronomists consulted by Mr. Gumpertz returned the verdict that the Florida plains offered great possibilities as timothy land. Soil composition and acidity are remarkably similar to that of the Carolinas, where this grass was first grown in America, they pointed out, and climatical conditions are even more propitious.

Ringling-Barnum stock is fed entirely on Grade A timothy, which at present is grown in commercial quantities only in the Midwest. The expense of shipping it from the growing country to the circus frequently triples the cost. If the five-acre experiment turns out favorably 375 acres of the winter quarters tract will be immediately planted in timothy, Mr. Gumpertz stated.

Shipments of wardrobe material to be used in making costumes for the show's new opening spectacle, *India*, have been received. Wardrobe Superintendent Lawrence Banchi and his staff will begin work on the costumes in the near future. *India* will, in the words of circus

Mix Not Likely To Go On Rail Next Season

LOS ANGELES, Dec. 5.—Tom Mix was recently visited by *The Billboard* correspondent at his home in Beverly Hills. Manager Dail Turney came in, having returned from a flying trip to Anniston, Ala., winter quarters.

Asking the pair as to show going on rails next season, Turney said that it was true that he and Mix had worked out plans to transform the show from truck to train. It had been planned to have constructed elongated runs that would permit the trucks to go on the train on own power. They said there was in the plan a pull-over team. Cutting out the house trailers would have been necessary, these being taken care of by the providing of usual sleepers.

It was stated that there would probably not be any great change in personnel, but that many new acts would be in the program. The change to rails would very likely not be made coming year.

Flags at Half-Mast For John Ringling

SARASOTA, Fla., Dec. 5.—Flags flew at half-mast Wednesday in Sarasota, winter quarters of the Ringling Bros. and Barnum & Bailey Circus, as citizens mourned the death of John Ringling in New York on Wednesday. He maintained a winter home in this city.

Officials said the show would continue in the hands of General Manager Sam W. Gumpertz, Mrs. Charles Ringling and Mrs. Richard Ringling.

Tiger Whisky

MARIANNA, Fla., Dec. 5.—Brownie Rogers, auditor with the Mighty Haag Shows, has a novel tiger-catching technique. En route to Alexandria, La., recently, the truck carrying the tiger cage overturned and the animal escaped. A well-armed countryside soon gathered to put an end to the Bengal's vacation, but Rogers requested the sheriff in charge to permit him to attempt to capture the tiger alive.

Locating the beast in a corn field, the cage was placed near by and the fearless Rogers proceeded to not only stalk the cat but actually chased it to the open cage and booted it inside. When asked for the secret of his success in such emergencies the redoubtable Rogers replied that he used no catnip but whisky. Rogers drank the whisky.

officials, be the most pretentious presentation ever attempted by the show.

Rudy Rudynoff, horse trainer, went into quarters with the Big Show and immediately started on a training program for some promising young stock recently acquired by the circus. Assisting him are Frank Asher and Gordon Orton.

The Loyal-Repenski troupe, the Walendas, the Rooneys, the Maschinos and Polidor left here recently to play winter engagements in Cuba. The Cuban expedition is under direction of Fred Bradna.

The Naitto troupe has settled in Sarasota for a few weeks of rest and practice before leaving for winter engagements in the North.

New Animals For Cole-Beatty

ROCHESTER, Ind., Dec. 5.—A cable from the Clyde Beattys, now vacationing in Germany, states they are having a splendid time, and that they will return about January 1. Several new menagerie animals and a number of cats, purchased by the trainer in Europe, will arrive at the Cole-Beatty quarters here in the course of a few weeks.

Mr. and Mrs. Jess Adkins have opened their new home, Fifth and Pontiac streets. Mr. and Mrs. Zack Terrell are spending a few weeks in New York on business and pleasure.

Rex de Rosselli has returned from a four-day lecture tour before Kiwanis and Rotary clubs. The subject was, of course, the circus. He plans to spend the winter at quarters, working out new spec numbers and costumes.

Mr. and Mrs. Ora O. Parks were winter-quarters visitors last week. Were en route from their home at Gas City, Ind., to Denver, Colo., where Ora will handle publicity for the Shrine Circus. His fine work in obtaining newspaper publicity for the Cole-Beatty show in Denver last season seems to make him a natural for the winter blast.

W. J. (Bill) Lester, contractor, was a visitor at quarters last week.

Purchase of 25 head of baggage stock was announced last Saturday thru Jack Morris, of Akron, Ind. The consignment consists of two matched teams of eights with others mixed. All are of good size, type and color.

Assistant Treasurer and Mrs. Harry Herreid are taking a two-week vacation at Hot Springs.

Capt. John Smith reports activity in the ring barn, with most of the stock working on new program.

The Zoeppe Family, Spanish equilibrists, and the Clarkonians plan to spend the winter here.

Albert Fleet, breaking six seals, recently received from the Pacific Coast, reports excellent progress. New and enlarged quarters have been completed to accommodate them.

Louisiana Declared Free of Cattle Tick

WASHINGTON, Dec. 5.—It was declared by the Bureau of Animal Husbandry December 1 that Louisiana was tick free and it ordered the quarantine against the State lifted. It was the 13th State in which the ban has been lifted since the cattle tick war was started 20 years ago in an original 15-State area.

The order affected 28,150 square miles in three States and released from quarantine the remaining 24 parishes in Louisiana, eight counties and parts of two other counties in Texas and two counties in Florida. The remaining quarantined areas are in Texas and Florida.

Counties in Florida still under quarantine are Orange, Osceola, Charlotte, Hendry and parts of Collier and Polk counties.

Counties in Texas still under quarantine are Shelby, Houston, Nacogdoches, San Augustine, Angelina, Sabine, Trinity, Polk, Tyler, Jasper, Newton, San Jacinto, Montgomery, Harris, parts of Brazoria and Galveston, Chambers, Jefferson, Orange, Liberty, Hardin, Webb, Duval, Zapata, Jim Hogg, Starr, parts of Hidalgo and Cameron.



MRS. W. F. (JACKIE) WILCOX, who has been on the advance of Seal Bros.' Circus for the last five years. She was contracting agent the past season.

Kay Has Good 33-Week Tour

Much new territory covered—two performances lost—plenty opposition

MIAMI, Fla., Dec. 5.—Kay Bros.' Circus closed a very successful season of 33 weeks at Folkston, Ga., November 23 and pulled into winter quarters here.

Much new territory was covered and the best of the old and in all places the show was warmly received. The show lost two performances, one due to rain and the other due to getting off lot so late it was impossible to make it. Many sellouts and straw houses were had.

Much opposition was encountered thru the New England States, but General Agent Frank Ketrov outmaneuvered them, and little harm was done. The route took show from Portsmouth, Va., up thru New England as far as the Canadian line and back again. For the trip thru the Southern country Manager William Ketrov strengthened both big show and concert. The Romig-Rooney riding act of six people was added to big show; SeeBee Hayworth and Marian Andrews, a vaude act, was added to concert; Manager Bob Ketrov increased Side Show with Roy Crews and his colored minstrel troupe, all of which helped in a marked degree.

Milt Robbins and wife had charge of Side Show with 10 acts and had a very successful season.

An enjoyable feature of closing day was the presentation by members of Kidd Bros.' Circus, composed of children on show, of a performance between shows in which much unknown talent was brought to light. The night performance took on a humoresque atmosphere by many of the performers ap-

(See KAY HAS GOOD on page 44)

Thanksgiving Day At R-B Quarters

SARASOTA, Fla., Dec. 5.—Two hundred members of the winter-quarters crew of Ringling-Barnum Circus sat down to a sumptuous feast in the quarters mess hall here on Thanksgiving Day. Joe Dan Miller, commissary superintendent, occupied the place of honor at head of the table and wielded the carving knife on 30 turkeys. His assistants officiated over the mashed potatoes, cranberry sauce, et cetera. Altho the Thanksgiving feast is an annual event at quarters, this year's gathering was the greatest in the show's history.

Another record for early season attendance was set at the quarters gate on Thanksgiving. A check at the official parking lot showed license plates from 32 States.

Good Season for Silver

PETERSBURG, Va., Dec. 5.—Silver Bros.' Circus closed 30-week season at Conway, N. C., November 21 and pulled into quarters here the following day. Show covered approximately 6,000 miles in five States. Three night performances were lost, due to weather conditions. Business was the best in many years. Show will be enlarged and improved for next year. Work at quarters will begin next month.

Wilkin With Mix Show

ANNISTON, Ala., Dec. 5.—Will Wilkin, formerly with Ringling-Barnum and other circuses, will be on press staff of Tom Mix Circus next season.

Show Observes Silence

NEW BRITAIN, Conn., Dec. 5.—In honor of John Ringling, who died in New York Wednesday, circus folk here for the Masonic Circus and the audience at Wednesday night's performance observed a minute of silence, halting all movements at the show at 9 p.m. for this purpose. Audience included Dexter Fellows, noted press agent, who worked for last 20 years with John Ringling.

Jumbo II Remains In Hall of Fame

ROCHESTER, Ind., Dec. 5.—Arrival here on November 28 of William L. Brown, assistant curator; C. S. East and W. M. Perygo, taxidermists, from the Museum of Natural History, Smithsonian Institution, Washington, assured Jumbo II, giant African elephant and featured attraction of the Cole-Beatty Circus, a permanent berth in the national hall of fame.

The big pachyderm died on Thanksgiving Day, as stated in *The Billboard* last week. Jumbo's age was given as 18 years. He came to the quarters here in December, 1934, from the Detroit Zoo. He was the only African elephant with any American circus in several years. Smithsonian representatives state that he will have a similar place in the museum, as no other beast of his kind is mounted there.

Remains shipped December 1 consisted of head, trunk and tusks and the four legs intact. The body-hide was removed in three sections with principal incision along the spine. The hide varied in thickness from one to four inches in different locations.

Main Show Closes 33-Week Season

MONTGOMERY, Ala., Dec. 5.—The Walter L. Main Circus moved into winter quarters on the old fairgrounds here November 30 after terminating a 33-week season at Livingston, Ala., last Saturday.

General Manager William Newton Jr. expects to spend most of the winter months here. He commented on the season as being good, bad and indifferent. Will start work at once on his plans for the betterment and enlargement of the show for the 1937 tour.

Walter L. Main and wife went to their home in Geneva, O.

Betsy Ross Gives Movie Pony to Shirley Temple

VAN NUYS, Calif., Dec. 5.—Betsy Ross has given her famous movie pony, Roan King II, to Shirley Temple. It is probable that it will be seen in some of her pictures. It has appeared in many pictures with Miss Ross. Miss Ross was with Seal Bros.' Circus the past season and the pony worked in the act. Has also played in vaudeville as a pickout pony.

The Ross company is wintering here and working in a few Western pictures in which Miss Ross is featured. Troupe will again be with a motorized circus next year. Includes J. King Ross, emcee and rider; Islay MacKenzie, menage; Gwen Marrs, sharpshooting; Pete Smith, ropes. Last season the Whipping Smiths were with the company.

Recent visitors here were Louis Arley, Oliver Sisters; Harry Ross, of Ross Bros. (playing vaude dates since his return from Australia); Scotty Brown, William Beery and George and Ida Chesworth.



With the Circus Fans

By THE RINGMASTER

CFA, Secretary,
 President, FRANK H. HARTLESS, W. M. BUCKINGHAM,
 2930 West Lake Street, Chicago, Ill. 11
 Thomas Bank, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor
 "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Dec. 5.—R. W. Schlotzhauer, of Boston, brother of Fred W. Schlotzhauer, CFA, of Oquawka, Ill., called on Clyde Beatty when the M. S. Saturnia docked at Boston on its way to Europe November 22 and spent half an hour with the animal trainer before sailing time.

Dr. William H. Mann, chairman of the James E. Cooper Top, CFA, of Washington, D. C., will leave shortly after first of the year for a trip around the world to gather specimens for the National Zoological Park, of which he is director.

W. L. (Bill) Montague, of West Hartford, Conn., attended the Masonic Indoor Circus at New Britain evening of November 30. The acts were furnished by George A. Hamid, Inc. It was an excellent dressed and well-balanced show of 12 acts. Fine music was furnished by home-town bandmen under the direction of Al Massey, circus band leader.

Harrison B. Waite, CFA, of Waco, Tex., writes that the last show he saw during last season was a small Mexican show known as "The Cuban Show," which limits its route to Texas only, catering to the Mexican population. It is a combination circus and vaude show and is quite unique. It played the lots there for about 10 days the first part of October and did good business. It came in unannounced and used no advertising whatsoever with the exception of a few handbills.

National President and Mrs. Hartless left Chicago December 6 for St. Louis and from there will go to Florida until after the holidays, then expect to spend remainder of the winter at San Antonio, Tex.

O. O. McIntyre in his syndicated column recently had a dandy paragraph about Karl K. Knecht, prominent Circus Fan and cartoonist for *The Evansville (Ind.) Courier*. Among other things McIntyre mentioned that Knecht knows hundreds of circus folk and never misses a circus in his State, also a distinguished characteristic of all his cartoons is a little elephant down in the right-hand corner.

Turnaway at Opening Of Santos & Artigas

HAVANA, Dec. 5.—The Santos & Artigas Circus opened to a turnaway house November 28 at the Marti Teatro. It was enthusiastically received and newspapers claimed it the best show ever to play here. It was booked and produced by Fred Bradna, equestrian director of Ringling-Barnum Circus, who has a host of friends in Havana, among them Colonel Baptista, the chief commander of the Cuban Army, and the French and American consuls. Santos & Artigas have rented the Marti for six weeks and then will tour the Island as in previous years.

The program: Loyal Sisters, Sig. Alphonse, Madame Marie, Polidor and Pepito, Justino Trio, Mlle. Jennie, Los Maschinos, the Rooneys, the Carlos, Chief Yellow Hawk, Loyal-Repenski Troupe and the Wallendas.

Paris Circus Notes

PARIS, Nov. 30.—The Amar Brothers have so far been unsuccessful in their efforts to obtain a permit to reopen their demountable circus arena in Paris, so are presenting many of their circus and animal acts at the Empire Music Hall, which they operate.

Present program at the Empire includes a big group of polar bears, presented by Amar Jr.; Liberty and high-school horses, by Jean Gautier; Ramon Prieto's bucking mule; Alvarez Brothers, trapeze; Boulicot and Recordier, clowns; Captain Tiebor's seals; Maisy and Brach, bike act; Holls Brothers, equilibrists, and Tay and Tys, comedy acrobatic act.

Sam Barton, American comedy cyclist, and Two Schencks, equilibrists, are at the Bobino. Two contortion numbers, Miss Maekers, and Elida Sisters, are at

Public Visits Mix Quarters

ANNISTON, Ala., Dec. 5.—Sunday, November 29, saw the opening of the Tom Mix Circus winter quarters here to the public for the first time. A small admission fee is charged and visitors are escorted thru the plant by guides.

Ideal weather brought hundreds of people from near-by cities, even as far as Birmingham, to have, in many instances, their first glimpse of a circus sheltered in spacious quarters for the winter months.

The familiar circus cry, "Peanuts and cracker-jack," greeted the ears of all comers, and the butchers did a nice business. The monkey house and the stall of Tony, Tom Mix's famous motion picture horse, were the center of attraction. Max Gruber's animals came in for a goodly share of adulation. Ted Metz's chimpanzee, Sally, attracted much attention.

In the saddle room, one in particular caught many eyes. Hands caressed its silver pommel and eyes marveled at the intricately fashioned leather work . . . the work of a master. It belonged to Colorado Cotton, a famous cowboy rider. He passed away in Chicago during the premiere of the Seils-Floto Circus in 1931. Tom Mix was starred with the circus that year. A silver plate on the back of the saddle carries this inscription: "Dear old 'Cotton,' you rode this saddle on many a rough one, but the good God has you sitting on an easy one now, if I know men or God."—TOM MIX.

Shaw in Charge

Gladstone M. Shaw is in charge of quarters. Among his staff are George Surtees, Robert Stevens, Bab Barton, Arthur Williams and Arthur Warner. Thirty men are now employed at quarters. The crew will be doubled after the first of the year when work will be started refurbishing the equipment.

Among recent visitors were Mr. and Mrs. R. B. Newman, of Evansville, Ind. Newman's hobby is photography. He spent a full day making pictures on the "lot."

Max Gruber recently returned from a trip to San Antonio. Robert Brown left for New Orleans last week for a brief vacation.

Macon, Ga., Briefs

MACON, Ga., Dec. 5.—Dinty Moore went to the showmen's convention in Chicago. Richard Scatterday, of Downie Brothers, has gone to New York City to spend the holidays. Allen Hauser, of Dinty Moore's forces, has gone to Tampa for a visit.

Eddie Jackson departed for Akron, O., to spend a few weeks with his mother and sister. Mickey and Georgia Lund have gone housekeeping in Macon for the winter. Corinne and Bert Dearo are living in Macon. Will play an indoor date in Anniston, Ala., for the Labor Union. Roy Leonhart will put on the clown numbers for the Labor Union show.

Franz Woska, formerly of Charlie Sparks' forces and now with Ringling-Barnum, spent several days in Macon on way to New York City. Polly Watkins, of Cole Bros.' Circus, is the guest of Mrs. Jessie Robinson at Central Hotel in Macon. Jack Bigger stopped for a night in Macon on way to Ringling quarters in Sarasota, Fla.

For the winter months Harry Mack, of Downie show, is entertaining at the Silver Dollar in Macon. Marion Shuford returned from a visit to her mother near Atlanta, Ga. Fred De Ivy has started the machine shops at the Downie quarters. The Butters Family left with the *Bird of Paradise* Company for the opening at West Point, Ga.

the Trianon. Three Marcellos, hand-to-hand balancers, are at the Petit Casino, and Rola Rola, novelty balancing act, is at the European.

The Pias, acrobats, and Jo Laurin, juggler, are at the Rex. Four Trojans, American tumblers, are at the Gaumont Palace.

Albert Fratellini, of the celeb clown trio, is ill. Being replaced at the Medrano by Victor Fratellini, son of one of the Fratellinis. Ernest Schumann, of Circus Schumann, in Copenhagen, is in Paris booking acts. The Codonas opening at the Cirque Medrano in Paris.

Showfolk at Hot Springs

HOT SPRINGS, Ark., Dec. 5.—Many circus folks are here. At the Majestic Hotel are Arthur Hopper, J. D. Newman, Fred Kilgore, Don Hanna, Harry Bert, Mickey Coughlin, Charles Katz, Cliff Thompson and F. B. (Bernie) Head.

At the Arlington Hotel are S. L. Cronin and Mr. and Mrs. Charles Sparks. At Waukesha Hotel is Eddie Trees and at Howe Hotel is Marvin Malman. At Home Hotel is "Irish" Deady, side-show ticket seller. Several days ago Jerry Plank, banner puller of Barnes Circus, after several weeks' stay, returned to Peru, Ind. At Broadway Hotel is George (Red) White. At the Army and Navy Hospital here is Dobby Hicks, butcher and all-around circus man, who left Seils-Sterling Circus some six weeks ago and has fully recovered from a bad attack of yellow jaundice.

Blackie Logan, who has been located on the only vacant piece of property on Central avenue with a shoe shining and pressing establishment, was forced to vacate the last part of November because of the erection of a two-story brick building. Blackie has a lease for quarters in the new building.

George Ryan, who has trouped with various circuses and who has made his home in Hot Springs for more than 25 years, left this week for Rochester, Minn., to get a checkup at Mayo Bros., where he has a friend that is a doctor there.

The Ohio Cigar Store is headquarters for circus folk in their spare time. The store handles *The Billboard*.

Mr. and Mrs. Bruce are in the city, also Mr. Sair, who formerly operated the Minneapolis Zoo. He is not only taking the baths, but is going to get admitted to the legal bar and perhaps build a home here and have some animals that he owns shipped down here to start an animal farm on the main highway into town.

John F. O'Connell Tribute

CINCINNATI, Dec. 5.—G. Y. Barber, of New York, sends the following regarding the late John F. O'Connell:

"Beverly Kelly in his recent beautiful tribute in *The Billboard* to John Francis O'Connell, late 24-hour man with Ringling-Barnum Circus, refers to 'That lot in Nashville, Tenn.'"

"I wonder how many who read that touching tribute knew just what those words really meant—'That lot in Nashville.' They meant more to O'Connell perhaps than to anyone else in this world."

"Last spring on opening night in Madison Square Garden Jack O'Connell and I were talking about old-time circus life. Jack grew sentimental. 'At Nashville,' he said, 'there is the most beautiful circus lot in the country, a green, grassy common with shady trees all around. When I make my last long 24-hour jump I'd like to lie down and rest forever right under the big top center ring on that lot in Nashville. It's the nearest place to heaven I know of down here. Then when the Big Show comes along I'll be right there along with the rest of the boys on Circus Day.'"

"If there ever was a real true honest-to-God circus trouper that man was O'Connell. He loved the circus and his whole warm-hearted personality was woven close around the Big Show."

"He has made his last long 24-hour jump, but whenever the Big Show pulls into Nashville and Curley Stewart and the pin men drive up to tape the lot in the early dawn I am sure they won't forget to take their hats off and stand

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silent just for a moment right there in the center ring in tribute to the memory of John Francis O'Connell, and I am also sure that they will feel Jack's spirit hovering close around the Big Show on that 'beautiful lot in Nashville, Tenn.'"

COLE BROS. - CLYDE BEATTY CIRCUS SIDESHOW PEOPLE ATTENTION

Correcting last week's ad. All people address Side-Show Manager, LOU C. DELMORE, 341 West 45th St., New York, N. Y. Except Colored Band and Minstrel Talent, who will address P. C. LOWERY, 2227 E. 103d St., Cleveland, Ohio.

CIRCUS FOR SALE

Small Show. Practically complete and ready to take to the road. 60x160 top, almost new; poles, rigging, etc. Seats, light plants, trucks, etc. Owner must sell on account of other business and will sacrifice to responsible buyer. Apply BOX NY-69, care *The Billboard*, 1564 Broadway, New York, N. Y.

Under the Marquee

By CIRCUS SOLLY

JIM CURRY, dancing clown, will be at Boggs & Buhl department store, Pittsburgh, until Christmas.

AL MASSEY handled the band as guest conductor for Masonic Circus, New Britain, Conn., week of November 30.

PEWEE and dog, Rex, are now working public schools in Jacksonville, Fla.

The last of the Ringling Bros.—John, answered the final call in New York City on December 2. He was one of the greatest circus men of all times.

HARRY BAUGH, with Kay Bros.' Circus this season, is back in Petersburg, Va., at Hotel Petersburg for the winter.

GOLDIA HAMPTON, who closed with Barnett Bros.' Circus, will winter at his home in West Point, Ga.

CHESTER ESPY, after closing circus season, went to Dallas and will spend the winter there.

JAKE J. DISCH, of Cudahy, Wis., saw three circuses the past season—Ringling-Barnum, Al G. Barnes and Seils-Sterling.

Nothing more disheartening around a circus than a protracted siege of rain.

LEONA CARTER, mentalist, in Ted Metz's Side Show with Tom Mix Circus, is now at home in Portland, Ore.

OTTO YEAGER, old-time circus musician now retired at Westerly, R. I., is spending winter at St. Petersburg, Fla.

HARRY J. MASON and family, who were with Kay Bros.' Circus, recently arrived in San Antonio.

FLYING WISHARDS claim they have no connections with the Performers' Consolidated Attractions' office as reported in these columns last week.

GEORGE WORMALD (Wombold) recently suffered a paralytic stroke on left side. He is at 1626 Powers street, Cincinnati, O.

Opposition is opposition, even tho it is a strawbery church social sponsored by the Ladies' Aid Society or the Boosters' Club.

VIOLA DeVOE, who had her circus animal act at Western fairs, is building a beautiful home on wheels. She will soon start theater dates.

BILLY HUDSON, clown, opened at the William Whitney Department Store, Albany, N. Y., November 27 for the holiday season.

JACK BARD and wife, of Oaklawn Beach, R. I., will soon leave in their new trailer for Florida. Bard will be with a new show next season.

GASCA FAMILY recently finished a year's contract with Polack Bros.' Circus and is now playing vaude dates on West Coast.

CHARLIE ROBINSON has finished a series of poses at the Dayton, O., Art Institute and is booked for Eden Art Institute in Cincinnati.

To be a successful general agent, you have to know just where to put your circus and at the right time.

BUMPSY ANTHONY and family spent a pleasant week fishing with their friends, Frank and Anna Loving, at Cromanton, Fla., then jumped to Norfolk, Va., to open with a stage revue.

TIGE HALE, trombonist, with Lewis Bros.' Circus all season and then joining Kay Bros.' Circus for remainder of year, is now in Mayfield, Ky., and will operate a large ballroom this winter.

JOHN DELMAR, clown, after closing with Russell Bros.' Circus, went to St. Louis and opened in Toyland in a department store November 20, his fourth year there. Will be there until Christmas.

D. B. KERR, of Melrose, Mass., saw the following shows this season: Ringling-Barnum, Bockus & Kilonis, Kay Bros., Tom Mix, Downie Bros. and Frank Buck.

Sheetage, sheetage, unnecessary sheetage around desolate and abandoned railroad yards is costing circus owners plenty. Get wise.

RED RUMBELL, Harold Dodd and Bob Marton, of Seils-Sterling Circus, are spending the winter in Los Angeles and all expect to be back with the show next year.

VIOLETTA ROOKS is with *Circus de Paree* Company, presenting head-balancing traps. Harry and Violetta are framing a double head-balancing novelty for coming season.

BOLDER LANDRY, who does a combination of gun and rope spinning, Australian whip cracking on slack wire, after playing New England fairs, returned to his home in Laconia, N. H., for the winter.

MRS. MADALINE WRIGHT, 1416 Jackson avenue, Toledo, O., thanks everyone with Dan Rice Circus, also friends of the late James (Jitney) Wright, for being so wonderful to her. She would be pleased to hear from all his friends.

Wanted: Billposters familiar with Elder & Jenks; who won't throw paper under bridges.

THREE KRESSELLS finished a successful fair season of 12 weeks at Dillon, S. C. Also played nine celebrations. Are now resting at Indianapolis. Kressells present novelty aerial and comedy gymnastic acts.

TUDOR SISTERS and Avery, with Eddie Keck, presented their two acts at the Evansville, Ind., Shrine Circus. Keck worked come-in and put on clown numbers. Are now playing vaude dates in and around Chicago.

SEVERAL CIRCUS people are connected with the Thatcher-Stanberry Productions, Inc.: Ray Blankenship, Art Miller and Bobby Burns. Organization has three large units, staging pre-Christmas parades in a number of cities thru the Middle West.

BOBBE AND DAN STEWART are vacationing at their mother's home in Columbus, O., having closed season as cooks with Kay Bros.' Circus. Will return to show's quarters at Miami, Fla., after the holidays.

FRED AND IRENE LEDGETT are wintering in Peru, Ind. Fred will direct and announce the Isis Temple Shrine Circus in Memorial Hall, Salina, Kan., after which the Ledgetts will play several Shrine dates under personal direction of Orrin Davenport.

DEXTER FELLOWS was grieved when he learned of the death of John Ringling. "It makes me feel old to think that John Ringling is the last of that great circle of circus people," said Dexter, who added: "Thru all the vicissitudes of circus life, I knew him intimately, very intimately, and our relations were always of the friendliest and the kindest sort." Dexter and wife are living in New Britain, Conn., this winter.

CORIELL TRIO are with *Circus de Paree* Company, doing acrobatic act, head jumps and head slides. Vernell is practicing head slide. When finished will make three members of Coriell family doing head slides. Olive Coriell will

enter Johns Hopkins Hospital, Baltimore, for minor operation. Zaza and Earl are attending school at Clover, S. C.

ZEEK LaMONT, clown cop of the Original LaMont troupe of clowns, has joined Higgins Circus Revue with Ed Schrader as partner. Are doing four acts in addition to general clowning. Recently played a Santa Claus parade with comedy Ford, "Slivers" Phillips doing the cab driver.

TOMMY COMSTOCK, calliope player, who closed recently after a year and a half with the Rice Circus, has returned to his home in Jackson, Mich., and joined the service department of the Michigan Pipe Organ Company. Will also play the dedications of several new organ installations this winter. He expects to be with the white tops again next year.

"SLIVERS" JOHNSON is spending winter months at New Waterford, near Youngstown, O. He plans to play several indoor dates until spring and will take out two Ford units for amusement parks in Eastern Ohio and the Middle West.

MARTINEZ ROZINA, wire performer, this season with Riddle's Circus Unit and recently with Christy Duo at indoor dates, has returned to his home at Fal-mouth, Mass., for a visit with his parents. Next season Rozina will be with one of the larger circuses, presenting act without use of balancing pole.

IN A RECENT issue it was stated that Mabel Stark had permanently retired from activity in the wild animal game. Altho she will not be with the Barnes show, she states that she is not retiring from animal work and will be very much in the limelight in 1937 with all new wardrobe and a new act.

AMONG ACTS at Shrine Circus, Evansville, Ind., were Will Hill's baby elephants, trained dogs and ponies; Billetti high-wire turn; Athleta, heel and toe; Mlle. Lorraine, traps and muscle grind; Ray Goode, wire; Tudor Sisters and Avery, comedy table and contortion; Flying Valentinos, flying return. Last named did their two-girl passing trick.

"BETTER KEEP a little water in your battery," letters L. Claude Myers from Caruthersville, Mo. It would seem that he had a terrific struggle with his jalopy trying to get it off the lot in West Plains, Mo., after closing there with Russell Bros.' Circus. In addition to having a dry battery, it further developed that the Myers auto had no gas. After installation of borrowed battery from Al Conners, application of petrol and towing supplied by Walter Jennier, car still refused to function. Despair furrowed the Myers brow and a garage mechanic was summoned, who got behind the wheel, released the free-wheeling gadget, touched the starter button and Eureka! "There was nothing wrong except with me," concludes Claude.

LOUIS E. (ROBA) COLLINS is back home again in Patterson, Mo., after four weeks in houses with Rolling Cloud's Variety Show. Accompanied by Harry Reader, former circus calliope player, Collins recently visited Jack Riddle at his farm in Poplar Bluff, Mo. Riddle has a new menage horse. Collins expects to go with a circus again next year.

FOLLOWING close of season of Russell Bros.' Circus November 8, Bill Antes, press agent, and wife enjoyed a 10 days'

15 Years Ago

(From The Billboard Dated December 10, 1921)

Fred Ledgett, equestrian director with the John Robinson Circus, was signed as whistle blower for the Nazir Grotto Indoor Circus in Canton, O. . . . Henry R. LaChance lettered from Ottawa, Ont., where he was wintering, that he would be back with the Hagenbeck-Wallace Circus for the 1922 season. . . . James M. Beach was wintering in Seneca Falls, N. Y., after closing the season as manager of Advertising Car No. 2 of the Rhoda Royal Circus.

Announced that William H. Kelleher, Gloucester, Mass., intended launching a 10-car show for the 1922 season. . . . Mr. and Mrs. Harry Bascom were wintering in Los Angeles after closing with the Sells-Floto Circus. . . . Lillian Lacy, of the Sells-Floto show, visited *The Billboard* Cincy office on her way to the Showmen's League Ball in Chicago. . . . Martine Lowande returned from a 20 months' stay in South America. He reported that biz was good with the Tony Lowande and the Shipp & Feltus shows.

William Odell wrote that he had been trouping for 48 years, riding for 35 years and officiating as equestrian director for the remainder. . . . Forepaugh White posted from Boston that he had caught a performance at Robinson's Military Elephants, which were playing at the Majestic Theater and making a big hit. . . . Charles A. Pheaney, 24-hour man with the Hagenbeck-Wallace Circus, died in Denver December 1. . . . A trainer with Hagenbeck's Circus in Berlin, Germany, was seriously injured when attacked by one of the six tigers he was working.

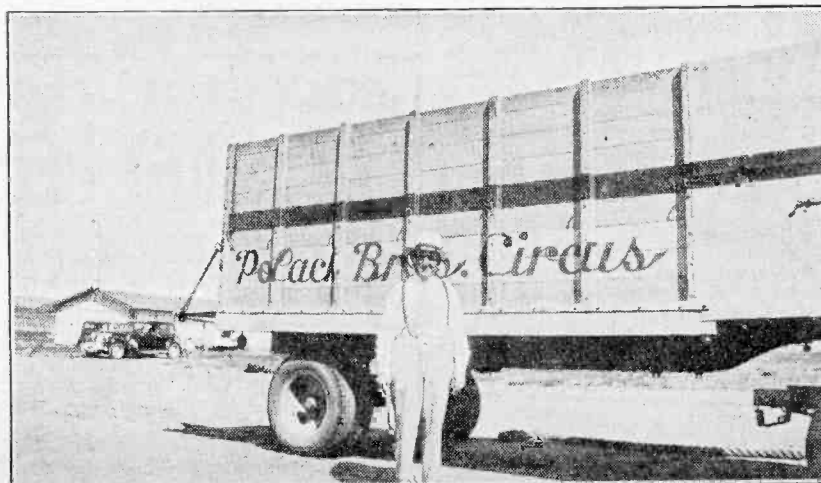
Clyde Ingalls, in charge of a party of circus performers, sailed on the Adriatic November 28 for London to fill an engagement with Bertram Mills' International Circus at the Olympia. Party consisted of Lillian Leitzel; the Siegrist-Silbon Troupe, including Mr. and Mrs. Silbon, Ruth Ferris, Florence Warren, Jack Hedder, Emily Silbon, Oscar Jordan, Senor Dias, Charles and Jimmy Silbon and Albert Sylvester; Merle Evans, musical director with R-B Circus; Jackson and McLaren, Australian woodchoppers; Nicholas Chevalo, loop-the-loop act. Ingalls carried a commission from Charles Ringling to book suitable attractions for the 1922 season with the Big Show. . . . Walter L. Main attended the annual banquet and ball of the Showmen's League of America for the first time. . . . Announced that the 1922 season would see a new circus on the road titled the James Patterson Trained Wild Animal Circus.

visit with Mr. and Mrs. C. W. Webb at winter quarters, Rolla, Mo., and en route home to Evansville, Wis., were overnight guests of Mr. and Mrs. Bob Fisher at Bloomington, Ill. They also were dinner guests there of Eldon Day, leaper, and his mother. Antes has resumed his duties as managing editor of *The Evansville Review* for the winter months.

A year's subscription for *The Billboard* makes a REAL Christmas gift.

FOUR ORTONS arrived in Capetown, South Africa, November 6 after a 14-day trip from Southampton, England, and on same day left for Johannesburg, a 1,000-mile jump. Opened season there the 11th and will be at New Empire Theater for a month. Twenty people are in the company, also a band. Yankee acts are Bobby Henshaw and company, Dave Seed, Jack Janis and Marjorie White, Senator Murphy and the Ortons. Their mother, Mrs. Miles Orton, 83, is with them.

CHUCK LANKFORD postals from Nashville, Tenn., where he is confined to a hospital, tho he says he is feeling fine and will be out in plenty of time to join a circus in the spring. "I agree with writer of recent article regarding Dee Aldrich," says Lankford, "and I hope those in a position to help Dee will do so at once. Was with Sam B. Dill Show when Aldrich was picked up." Friends wishing to correspond with Lankford can reach him at 1400 Litton avenue, Nashville.



IRV J. POLACK, manager of Polack Bros.' Circus, and one of his trucks. The circus is now playing indoors in the Southwest.

NAAPPB SPLITS ON BANQUET

Park Directors Decide To Hold Own Festivities Apart From SLA

Large attendance at conclave brings in many new faces and indicates upward trend in industry—exhibitors of rides and games report signing of many contracts

CHICAGO, Dec. 5.—In a meeting at the Hotel Sherman here Thursday night the board of directors of the National Association of Amusement Parks, Pools and Beaches went on record as being opposed to the policy followed this year of a combined banquet and ball with the Showmen's League of America. Both organizations held their annual conventions this week at the Sherman, and members of both bodies joined in festivities in the hotel's ballroom Wednesday evening. At its Thursday meeting, however, directors of the NAAPPB voted unanimously to hold their own ball next year, feature entertainment and music totally apart from the League's celebration earlier in the week.

Officials of the NAAPPB announced that the principal reason for deciding upon a change of policy was influenced by the fact that members of that organization are expected to indulge in strenuous business activities thruout the week both in the various meeting and discussion rooms and on the exhibition floor, and that they suffered a physical letdown at those events last Thursday and Friday with direct attribution to a strenuous night at the SLA-NAAPPB combination banquet which fell on Wednesday. Officials are convinced that it would be better for all concerned if park men celebrated in the ballroom Friday night, marking the close of their 1937 conclave.

To Continue Insurance

The 1936 meeting opened to old-time attendance figures on November 30. Registration clerks revealed that the four corners of the nation were represented by park men, pool men and beach men, and that many faces not seen in several years were once again very much in evidence, thereby indicating that business has not only improved immeasurably thruout the country, but also that there is renewed interest in the industries' official organization, the NAAPPB.

Not only did park, pool and beach operators attend in greatly increased numbers this year, but manufacturers and dealers of amusement devices displayed remarkable interest manifestation. George H. Cramer, Spillman Engineering Company, North Tonawanda, N. Y., and president of the American Recreational Equipment Association, stated yesterday that for the first time in years exhibitors of rides and games were signing plenty of contracts on the exhibition floor.

At the Wednesday business session of the NAAPPB members enthusiastically indorsed continuance of the public liability insurance plan, now open to all members. Further enthusiasm over the plan was evidenced when it was explained that in 1937 rates will be 10 per cent less than the 1936 manual rates as published by the National Bureau of Casualty and Surety Underwriters, or 10 per cent less than the 1937 rates yet to be published by that body, provided such rates are lower than 1936.

It was further announced that park owners will be able to insure the interests of their concessioners or other associated interests in park operation without the usual 25 per cent additional premium charge as made by their previous carrier. In other words, these rate reductions have represented substantial premium savings to all those who insured under the plan in 1936.

Darling on N. Y. Fair

Program of the day included a series of papers on the amusement park and concessioners' tax program, by C. M. Gerhart, Philadelphia Toboggan Company; F. A. Burkhardt, Central Park, Allentown, Pa., and S. Leland Jr., of Fred S. Janes & Company, Chicago. M. G. Harbula, Harbula Company, Wheaton, Ill., and Roy Staton, Springdale Amusement Park, Oklahoma City, discussed air conditioning and its trend and possibilities among amusement parks.

C. W. Fellows, president of Associated Indemnity Corporation, San Francisco, which underwrites the public liability (See NAAPPB on page 68)

Novel Spot In Guatemala

National Fair, a 22-acre amusement park, laid out—rides hauled by oxen

CHICAGO, Dec. 5.—A combined fairgrounds and amusement park is now in operation in Guatemala, Central America. It is the first modern American amusement park in that country, and because of that fact it has been widely publicized there. Known as the National Fair, the 22-acre enterprise was opened as a fair on November 15 and continued to operate as such for seven days. Since (See NOVEL SPOT on page 44)

Added Services to Members To Be a Set Policy of AREA

Additional membership is expected to be culmination of annual meeting in Chicago—credit committee to be revived—New York World's Fair body is appointed

CHICAGO, Dec. 5.—Annual meeting of the American Recreational Equipment Association, manufacturers and dealers' section of the National Association of Amusement Parks, Pools and Beaches, culminated chiefly in adopting a policy of offering added service to its members as a means to ultimately obtain much-needed additional membership. President George H. Cramer called the meeting to order on November 30 in the Hotel Sherman here and then proceeded to give the to all delegates of member companies. Harry C. Baker, president of the NAAPPB, and A. R. Hodge, secretary of the same organization, were introduced and welcomed to the session.



GEORGE H. CRAMER, North Tonawanda, N. Y., re-elected for a second term as president of the American Recreational Equipment Association at the annual meeting in conjunction with the NAAPPB national convention in the Hotel Sherman, Chicago, on November 28.



HARRY C. BAKER, New York, re-elected for a third term as president of the National Association of Amusement Parks, Pools and Beaches at the annual convention in the Hotel Sherman, Chicago, on November 28-December 4.

New Rides for Eastwood

DETROIT, Dec. 5.—M. McLain, of the Eastwood Coaster Company, operating at Eastwood Park, states that a new Merry-Go-Round and toboggan costing \$17,000 have been purchased for the park, also a new Loop-o-Plane and four new kiddie rides. The building at the park is also being enlarged.

Big Crowds See Exhibits

Visitors to NAAPPB display hall more than double number registered in '35

CHICAGO, Dec. 5.—Registration desk at the NAAPPB office revealed the fact that over 1,300 had attended the showing of amusement devices, products and services in the large exhibition hall of the Hotel Sherman during the convention. This registration is about 800 greater than last year.

A noticeably large increase in booths also proved definitely that the past profitable season for the amusement industry has given manufacturers and distributors of amusement products a more optimistic glance into the future. Last year the Exhibition Hall contained 60 booths, while the current show had 75.

Big increase in exhibit booths is in line with steady increases shown during the past three or four years and is very encouraging to the association management. Displays this year indicated definite progress in the improvement of all types of rides and other equipment and also in the attractiveness of display. Not only was the Exhibit Hall filled, but the entire mezzanine floor was also taken up by exhibits. Many of the manufacturers reported sales that were encouraging.

Helping to swell the big list of exhibitors this year were about 24 manufacturers of coin-operated devices or allied products. The types of devices chiefly shown by the coin-machine industry were bowling games, photo-electric target rifles, automatic phonographs and table games. These devices were recommended for many spots and special concessions in parks, etc. It was suggested that coin-operated amusement devices should be given a place in all outdoor amusement projects.

Booths and Reqs

Exhibits and their representatives included A. M. I. Distributing Company, Eugene S. Goebel, E. C. Steffens, E. E. Rullman, R. F. Goetzen, Theo Frystak; Ackley, Bradley & Day, Harry A. Ackley and wife, H. Bradley, Charles Ackley; Allan Herschell Company, John and William J. Wendler; American Paper Goods Company, A. E. Zegermacher, R. Gunderson, B. Blair, L. Carlson, Carl Johnson, C. O. Edgerly; Associated Indemnity Corporation, C. W. Fellows, E. E. Sawyer, Messrs. O'Brien and Jackson, Rae W. Dempsey; Automatic Novelty Company, Leon Gros, Herbert Hurwitz; Harry C. Baker, Inc., Harry C. Baker, Charles F. Keller Jr.; Bally Manufacturing Company, G. D. Maloney, Homer S. Williams, Ray Maloney, Jim Buckley, Herb Jones, B. W. Williams, John Crest, Nick Males, D. W. Price; Norman Bartlett, represented by himself and Mrs. Bartlett; William B. Berry Company, W. St. C. Jones; The Billboard, E. W. Evans, Roger S. Littleford Jr., William D. Littleford, Frank B. Joerling, A. C. Hartmann, Claude R. Ellis, William Judkins Hewitt, Clarence J. Latscha, Nat S. Green, G. H. Wellinghoff, Walter Hurd, Felix Blei, Helene Palmer, Florence Kaiser, Jack Sloan, Clifford Maurice Strom, F. Langdon Morgan, J. B. Smelker; Bisch-Rocco Amusement Company, William de L'horbe Jr., Walter H. Hinz, A. Bisch; H. V. Bright Company, H. V. Bright, H. E. Terry; Buckley Manufacturing Company, F. H. Parsons, W. W. Woollen, Miss Margaret Parsons, Anthony Biernat, John Buckley, C. B. Hale; Cagney Bros., Charles L. Cagney.

J. L. Campbell & Company, John L. Campbell; R. E. Chambers Company, R. E. Chambers, James T. Mitchell; Champion Lamp Works, A. V. Bonsey; Chicago Coin Corporation, Louis G. Koren, G. Wolberg, George Lewin, J. A. Janovsky, Samuel H. Gensburg, Edward E. Levin, Chicago Lock Company, E. U. LaFollette, O. Blohm, George Fox, W. C. Shinn; Chicago Roller Skate Company, B. Ware, L. P. Henrickson, Ralph Ware, E. J. Hamilton; Coin Machine Journal, J. A. Williams; Custer Specialty

(See BIG CROWDS on page 44)

The Pool Whirl

By NAT A. TOR

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

Post Mortem

They're still talking about the big doings in Chicago last week. And rightly so, for many important swim pool discussions were waged during the national convention, opinions and reports of which will be recorded in this column starting next week. In the meantime there is one bit of post mortem advice I'd like to give those who attended the confabs.

Largest attendance since 1928 was reported at both park and pool meetings and a great number of opinions were registered. The enthusiasm shown at all of the gatherings was swell. Now the customary thing is for one to forget all about the ideas he listened to at conventions just as soon as he arrives back in his own home town, but I do hope that this won't be the case after this convention.

Let's all resolve that we will follow thru and that we will at least consider and try out the ideas and theories we heard last week. In other words, let's all continue with the same enthusiasm that we displayed in Chicago. Then, and only then, will all in the swim pool fraternity benefit from the 1936 pool convention, which was all its advance ballyhoo predicted—bigger and better than ever!

Am I Mortified!

In last week's issue of *Billyboy* I printed in the column what I thought was an advance hint to Paul Huedepohl, of the Jantzen Swimming Association. I suggested to him that he run a style show each year at the convention of the following summer's bathing-suit styles. Imagine my surprise then when I learned that Paul had intended that all along, and that Friday's pool meeting included a talk from Paul concerning the latest aquatic fashions, followed by a style show. But when Paul says, "You are just one jump behind me, Nat A. Tor, old kid," I must complain, for constant readers of this department will recall that I mentioned the same idea a year or two ago.

Be that as it may, Paul Huedepohl is entitled to much praise for the swell show he staged. First the swim suits popular from 1868 to 1930 were shown and then the gals disrobed, revealing the new 1937 style. A great deal of publicity resulted, for all of the local dailies as well as the picture services took advantage of the occasion and photographed the styles for posterity or sumpin'. Incidentally, the Gertrude Hoffman girls from the College Inn of the Hotel Sherman were used as models.

With regard to the swim suit forecast I think Paul's final remarks at last Friday's pool meeting, at which he showed the display, cover everything. Paul said: "We believe that the point of minimum has been reached in the brevity of swimming apparel; at least, it cannot go farther, because 'nuthin' from nuthin' leaves nuthin'."

More power to Paul then for providing one of the outstanding portions of the recent convention. To keep the records straight, acknowledgment is due also to M. G. Monroe, stylist for the Jantzen Knitting Mills, Portland, Ore., for co-operating in the 1937 bathing suit style show.

It Can't Be Beaton

Slapstick swimming was the novelty recently introduced by Mary Beaton, for 18 years swim instructor to some of New York City's leading families, at her annual sports night at the Barbizon indoor pool, New York City. This comedy number by Austin Wetheral, who hit the water in every conceivable position not usually recommended by diving and swimming instructors, proves, said Miss Beaton, her contention that the relaxed human body is virtually unsinkable. Miss Beaton, who also holds the Royal Life-Saving Society of London award, also demonstrated graceful and trick swimming for the benefit of a large audience of her own alumnae and patrons of the pool.

In her work, Miss Beaton gives individual and class instruction in the various methods of swimming, diving, life saving, health exercises and reducing, and has devised her own system for graceful swimming, her swimming aesthetics being based on the theory that

swimming can be as graceful as dancing. Her demonstration last week included diving, water waltzing and fish swimming, arts which should induce even bathing beauties to try the water some time.

From the Mail Bag

Frank Cushing, known as the Flying Gob, a contestant in the recent high diving championships, writes from El Paso, Tex.: "I closed my water act with the State Fair Shows in El Paso, Tex. I am headed for the West Coast, where I will start work immediately on a new act, combining high-pole acrobatics and a high-diving act. I have secured the services of Miss Bailey, aerialist, and am building a new rigging which will be a 'knockout.'" All of which is swell news, considering that Frank Cushing didn't know the first thing about diving last spring when he first entered the high-diving tourney. Ken Blake, Chicago, took Frank under his wing and gave him his first diving job, and now he's doing good in his own right.

Postman Rings Again

A recent letter was received by this department concerning the controversy of pros versus amateur divers, which doesn't make sense. But a Nat A. Tor always takes a dare, and so here 'tis. It's from Charles (Zip) Lewellyn, of Morgantown, W. Va., and says: "I have been a reader of *The Billboard* for a long time. Your article speaking of amateur and professional divers got under my skin. In my estimation they are all a bunch of ham and eggheads. If you print this in the next issue you will hear from me later." Okeh, "Zip"; we all are waitin'.

C. C. Macdonald couldn't attend the convention because of "important matters" that required his attention in Texas. Norman Alexander seemed to think that hunting is good in the Lone Star State this time of the year.

Ernest Anderson made the convention for the first time, accompanied by his wife, and judging by the smiles they wore they were well pleased. They had to leave early, however, because Ern is now in the midst of a big job for Idora Park, Youngstown, O.

With the Zoos

LITTLE ROCK, Ark.—Fair Park Zoo officials announced the purchase recently of a leopard from the Memphis Zoo. It was also announced that the zoo has bought two automatic stokers to be installed in the monkey and lion houses. The 1937 program drawn up at the meeting of the Fair Park Zoological Society Board of Control called for the purchase of many more animals and birds in the coming year, a drive for new members and extensive building repairs and expansions. Henry G. Leiser is head of the committee in charge of the program.

HOUSTON.—Bids were received recently by the city council for the construction of a lion house in the Hermann Park Zoo. Award was given to contractor at a cost of \$10,700. The structure will be built of brick and chain link fabric on a space 42 by 120 feet. The building will comprise 24 cages with a lengthwise corridor dividing the two sides.

WASHINGTON—Representing the first unit completed under an \$880,000 construction program made possible thru PWA grant, an elaborate addition to the bird house has been opened by National Zoological Park here. Featuring indirect lighting and with plate glass replacing wire before the cages, the structure cost \$100,000. Huge panoramic cages occupy either end of the new wing, one having a pool and refrigeration for comfort of penguin colony while the other boasts a rock garden and waterfall, with background a painted tropical scene to make exhibits from the torrid zone feel at home. Visitors have displayed particular interest in the aquarium, which allows them to view the antics of diving birds. Dr. William M. Mann, superintendent, hopes that additions acquired on his forthcoming expedition to Sumatra will make the bird collection finest in country. Construction work is now being pressed on the new elephant and small mammal houses.

American Recreational Equipment Association

By R. S. UZZELL

CHICAGO—The fine exhibit which the Philadelphia Toboggan Company and Lusse Bros. made in the lobby of the Sherman Hotel here at our annual meeting presages much to the industry. It shows that a potential purchasing power now exists such as we have not seen since the crash. Further than this healthful index, it points the way and the advantages of exhibiting a ride under actual operating conditions. There it is; nothing left for the imagination. Ride it; operate a car yourself.

Imagine an annual meeting in a place large enough to have the devices and attractions all set up and ready for a demonstration. It is sure to come. How soon depends on the rate at which our country can come back and whether or not we can sustain a prosperous condition. We shall have a new set of conditions to meet. None of us yet know just what handicaps we shall have to meet in 1937. So we shall carry on by meeting situations as they arise and keep in mind the big show about which we have some very definite ideas. Each year shows more possibilities of making the ideal a reality.

Alive to the Times

The manufacturers very clearly show that they are alive to the trend of the times. Streamlines, more color artistically blended, with economy of production and safety as a first consideration seem to prevail.

The gloom purveyors really seem to be ashamed of themselves, but instead of acknowledging it they tell us that we are going too fast and should really not try to do much volume yet. Of course, we do not pay much attention to such talk.

Our annual meeting was the best in several years. We show more assets than ever before. Our treasurer's report reflects the facts that we are going to town. George H. Cramer was persuaded to succeed himself for another term. Fred Fansher is first vice-president; Wallace St. C. Jones, second vice-president; Harry C. Baker, treasurer; R. S. Uzzell, executive secretary. These, with John Wendler, Lee Eyerly, William Rabkin and Maurice Piesen, constitute the executive committee for 1937.

To Resume Bulletin

Now that we have money, the bulletins will be resumed and we shall get out our annual publication again. Each member will receive from us a refund on his booth rental, and the executive committee will be on the alert to protect our members everywhere it can. Much thought will have to be put on any proposed code for our industry.

A New York World's Fair committee, consisting of Harry C. Baker, W. F. Mangels, Maurice Piesen, R. S. Uzzell and William Rabkin, was appointed. It will endeavor to keep our members from foolishly bidding against each other. And to prevent the gangster from getting a contract to capitalize, take the people's money and then disappear. The exposition will endeavor, so we are told, to keep the unreliable from getting a contract at all. Perhaps we can help them. Your exposition committee will be an active one.

The credit committee must be revived. There is much to do. Old credit ratings are out of date. New ones must be made to do justice to our members and to our customers. This will represent a large outlay of time and patience. We expect to link up with some national agency to get local ratings when desired, and at a nominal rate. Soon we expect to get out sample contracts again that will guide you for a brief time in the various States.

Must Cater to Expos

We cannot do things without money. The volume of dues paid, together with our participation in the net results of the exhibit, now places us in a position to very greatly increase our services to our members and to the industry. We must serve to live, or rather we live to serve, and are determined to make a membership in the organization really worth while to each individual member.

The willingness of our members to cooperate in every possible way to revive the amusement parks is a spirit that is taking like a contagion. Trust us never

to desert the parks at any time, but we must also cater to the expositions else we would leave it an open field for foreign exploitation.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Coldest November here in some years whacked hard at amusement biz, most severely affecting the "semi-outdoor" phases of the trade, such as roadside stands and hot doggeries. Bert Block and his ork, well known around local beach spots, now making melodies up-State. About \$2,500,000 in Christmas Club money let out by Island banks, the largest sum in years. When he's ready for retirement Harry Richman will repose within the confines of his baronical estate at Bellmore.

We hear that the major circus industry has something up its sleeve in connection with the 1939 fair. Judge Downs tossed a gay party in Sunnyside and many Broadway figures crossed the river to be present. Since prohibition's repeal the number of applicants from Long Island for beer and liquor cabaret licenses effective only during the summer months has lessened.

French Casino, Hollywood and Leon and Eddie's, as well as other big Broadway niteries, are understood to be plotting things in collaboration with the 1939 fair. Half of the Jones Beach 75 life guards last summer were either college grads or attending colleges. Dick Bressler, former Long Island concession operator, now a New York City cop, attached to the West 135th street precinct in Harlem.

Golf links seem to be returning in favor around here after a lull in interest in the ancient Scottish pastime following the depress. Planned construction of a stadium in Hempstead by the Long Island State Park Commish would place the structure in competition with the Hempstead Stadium.

Si Flaherty, the promoter, around but not very active. And speaking of promoters, we hear that Charley Johnson, who handled the task successfully in past years, will again have the reins next summer at Dexter Park, Richmond Hill.

ROCKAWAY BEACH: Copper Andy Holtmeyer planning to leave shortly on his annual Miami jaunt. Pretty Mildred Vrabel, ex of the 'Walk, modeling in Manhattan, and from Broadway columns one learns she is Rudy Vallee's most favorite of feminine companions. J. L. Fox, the barrister, related to this correspondent that Al Jolson and Lou Holtz are the two riskiest and most courageous of the bettors at Aqueduct, wagering on the bangtails by the thousand. Harry Gurwitz is the pin-game king of this town. Buddy Keenan, owner of Keenan's Block, spending the winter in Manhattan.

Since Gladys Shaskin (Gladys Shelley of the stage) married that New Jersey movie mogul she no longer frequents this zone. Arverne Boulevard Theater was going to make a try of it thru the winter, but there wasn't enough biz to make it worth while. Al and Lee Rieser, localites, who are radio's best known piano pair, are regular 'Walk promenaders when they are not making music.

Stan Ross supervises the amateur night at the New Theater evenings, editing a Laurelton (L. I.) newspaper during the day. Extra precaution against fires being urged by the Rockaway Chamber of Commerce is pointed out as the only way to bring about a reduction in insurance rates, which at present are among the highest in the East.

LONG BEACH: Newest addition to this town is Nat Schwartz, erstwhile Far Rockawayite. Next year will be the best in years, is the general sentiment. Nassau County Fair hopes to do its greatest trade in more than 85 years of existence in 1939, reaping the advantages of the 1939 World Fair at Flushing. Execs are already making tentative plans for the occasion. Last summer Long Beach had as its No. 1 resident Jack Dempsey and garnered wholesale publicity as the result. This coming summer, if moguls can make it, they'll try to get Gypsy Rose Lee, of the *Follies*. But she must, they indicate, wear more clothes on the beach than she does on the stage. Many of the concession tribe in Miami, with the bulk of those who aren't planning to go soon.

A year's subscription for *The Billboard* makes a REAL Christmas gift.

"Generous"

CHICAGO, Dec. 5.—In rapping free-space grabbers at fairs, Retiring President Raymond A. Lee, St. Paul, secretary of Minnesota State Fair, remarked to delegates to the annual convention of the International Association of Fairs and Expositions: "I have in mind firms which generously offer to supply tractors to grade the race track during grand-stand performances and those which, having declined to buy commercial space direct from the fair, on the ground that it is worth nothing to them, will, with a minimum of encouragement, offer to supply furniture, refrigerators, stoves or other equipment for headquarters booths, often occupied without charge by a women's club or educational institution; provided, of course, that such articles may have glaringly displayed on them placards calling the public's attention to the fact that the equipment was loaned thru the courtesy of, say, Chisel, Chisel & Chiseler, Inc."

Plants Profit By Fed Funds

Millions allotted by government to fairs and expositions thruout country

CHICAGO, Dec. 5.—One of the most significant matters reviewed by the government relations committee at the 46th annual meeting of the International Association of Fairs and Expositions here in the Hotel Sherman on December 1 and 2 was a compilation read by Chairman Milton Danziger, assistant general manager of Eastern States Exposition, Springfield, Mass., showing the allotment of federal funds under the Public Works Administration and Works Progress Administration to fairs and expositions up to October 15, 1936.

"Under the Federal Emergency Administration of Public Works, commonly known as PWA, administered by Harold L. Ickes, administrator, \$1,227,827 has been allotted to four projects in four States for fair and exposition buildings. These are self-liquidating projects and therefore the money will be returned to the government with interest over a period of years," read the report.

"These projects are as follows: (1) City and county of San Francisco, Interna-

Governor Lehman Invites Participation of States

HARRISBURG, Pa., Dec. 5.—Governor George A. Earle of Pennsylvania has been invited by Governor Herbert H. Lehman of New York to have Pennsylvania participate in the New York World's Fair of 1939. Formal invitations of a similar nature have gone forward to the governors of all the other States.

In his letter of invitation Governor Lehman points out what New York State has already done and intends to do in taking full share in the exposition that is in process of construction on the Flushing meadow site in the boro of Queens and which is to represent an estimated total investment of \$125,000,000.

Zumbrot Officers Re-Elected

ZUMBROTA, Minn., Dec. 5.—This year's fair here was one of the most successful in the history of the Goodhue County Fair Association, with respect to attendance, receipts and entertainment. A neat profit was reported at meeting of the association November 23.

The same officers were re-elected except C. A. Erstad, who declined to serve another term on the board of directors. H. A. Von Wald was named as his successor. Officers are George Freeman, president; A. L. Ballard, vice-president; Lewis Scofield, secretary; Baldwin Reppe, treasurer. Directors: H. A. Von Wald, A. C. Schliep, A. L. Ballard, Henry Stehr, F. C. Marvin, H. E. Hanson, Henry Svee, Pedar Floan, Lewis Scofield.

Delegates to the convention of the Minnesota County Fairs Association are Scofield, Freeman and Von Wald.

IAFE FIELD THRIVES

Gratis Space Is Hit by Lee

Giveaway of this commodity is rapped by retiring head of IAFE in Chicago

CHICAGO, Dec. 5.—The folly of the loose gate at fairs and practice of giving free space in many instances were severely panned by Secretary Raymond A. Lee, Minnesota State Fair, St. Paul, in his address as retiring president of the International Association of Fairs and Expositions at the 46th annual meeting in the Hotel Sherman here on December 1.

In pointing out that fairs have two commodities to sell—tickets and space—he declared, in part:

"At a former meeting of this association I went down the line about the folly of giving away one of those commodities—tickets. And let me make this report regarding the 'Everybody Pays' plan at Minnesota State Fair. For four years it has been in effect without change. And the public, concessioners, exhibitors—yes, even those who were the most favored beneficiaries under the old pass evil—all have fallen into step and now unreservedly commend the continuance of the new, the more equitable system.

"Free" Services Offered

"Now as to space, particularly the giving away of space. It costs your fair many thousands of dollars to bring crowds into your grounds. Their attention, even for only a long enough period to read a billboard or a sky banner, is worth something to the concern that is advertising its wares by means of such billboard or banner. The opportunity of that business thus to publicize its goods is an asset of your fair, and the sale of that asset is a legitimate source of revenue for your institution.

"There is a growing tendency on the (See GRATIS SPACE on page 46)

With Delegates of IAFE in Chi

CHICAGO, Dec. 5.—A big year for fairs makes plenty of playfellows.

BUT IAFE got a president from Kansas—from Topeka, too!

FED funds put pep in many a struggling board.

THE boys are all for Uncle Sam to put more mazuma at disposal of his Office of Exhibits. J. W. Hiscox, as chief, is considered a big asset to fairdom.

MANY new faces were seen. Some not seen at all. As when O. M. Plummer, Portland, Ore., introduced three empty chairs as "my colleagues to my left." Those early sessions are tough.

SOME were not in their seats "for some reason or other," as Secretary Hemphill put it.

PERCY ABBOTT extended greetings from Canada in his own pleasing style. He's a regular.

AFFABLE President Jencks, from Topeka, had little to say about the Presidential election. "Cards were stacked all one way—against us this year. Governor Landon will be heard from again."

RAY LEE opened the Tuesday session, railroaded to St. Paul and returned for the banquet Wednesday night. Hurry call was about federal funds for Minnesota State Fair. Sum of \$100,000 allotted. Worth-while trip, eh what?

FAIRS are always among first to sense trend of the times. Auto trailer parking and servicing problem is causing head-scratching aplenty.

GENE IRWIN, of Illinois, loves a horse race like tabby does her milk.



MAURICE W. JENCKS, manager of Kansas Free Fair, Topeka, who was elected president of the International Association of Fairs and Expositions at the 46th annual meeting in the Hotel Sherman, Chicago, on December 1 and 2. He was advanced from the post of vice-president.

New Name for Dallas Expo Draws Press Fire

DALLAS, Dec. 5.—Greater Texas and Pan-American Exposition is the name to be given the fair which is to succeed Texas Centennial Exposition in Dallas in 1937.

Directors adopted the name on Thursday, but delayed naming a director-general and adopting budgets that executive staff members had submitted. Newspapers were the first to hint of ridicule at the name chosen. "G. T. & P.-A. E. Shortest Way To Write It" and "Newspaper Headline Writers Groaned When They Saw It" were some of the comments made in type.

A special committee was named to select a director-general.

LEO DAILEY, of that big little fair in Spencer, Ia., is a polished platform speaker as well as a humdinger fair sec.

RALPH AMMON, of Wisconsin, among the most studious of the State fair execs, gets to the real "innards" of a question. Or tries to, as evidenced in his post of classification chairman.

PATTY CONKLIN, of Showmen's League, All-Canadian Shows and Toronto midway contract fame, is always a popular visitor to IAFE deliberations.

AMONG oldtimers most effusively greeted was J. W. Russwurm, sec in Nashville. "Russ" has a rare wit that always brightens sessions.

HARRY FITTON, clean-cut and up-and-coming boss out at Midland Empire, Billings, Mont., didn't expect to be in the big town long enough to yearn again for the great open spaces.

DUKE MOLESWORTH, capable praise agent for Charley Green's Sedalia annual, was confabbing considerably, being as good a conversationalist as he is a writer.

"IT'S always up to a few people to do things in any community."—Leo Dailey. Yep, otherwise there'd be no fairs.

MILT DANZIGER, government relations chairman, surely has a grasp on what constitutes his duties. Also a hold on that job as good as Ralph Hemphill has on his.

AMONG the dignified members of the Past Presidents' Club seen in the offing were J. W. Russwurm, Frank D. Fuller, Charles A. Nash, W. R. Hirsch, Percy W. (See WITH DELEGATES on page 47)

Org Is Pepped By Biz of Year

Upswing reflected in bigger attendance and good reports at Chi convention

CHICAGO, Dec. 5.—By far the largest attended annual sessions of the International Association of Fairs and Expositions marked the 46th annual meeting in the Hotel Sherman here on December 1 and 2. Highlights were reports supplementing those which have appeared in *The Billboard*, indicating a great swing upward in the business of fairs. Disposition of auto trailers on fairgrounds came in for considerable discussion with a view to adopting some general rule for future parking and servicing the vehicles.

Maurice W. Jencks, manager of Kansas Free Fair, Topeka, was elected president, being elevated from the post of vice-president, upon nomination by Percy W. Abbott, managing director of Edmonton (Alta.) Exhibition, who remarked that he hoped his candidate "would fare better than another gentleman from Kansas who was candidate for another presidency." Ralph E. Ammon, manager of Wisconsin State Fair, Milwaukee, was elected vice-president upon nomination by Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass. Under custom of the association, this puts him in line for the presidency in 1937.

14th Year for Hemphill

Secretary-Treasurer Ralph T. Hemphill, secretary-manager of Oklahoma State Fair and Exposition, Oklahoma City, was re-elected upon nomination by Milton Danziger, assistant general manager of Eastern States Exposition, Springfield, Mass., Mr. Hemphill now beginning his 14th year in the post. Sid W. Johns, secretary of Saskatoon (Sask.) Exhibition, was elected to a vacant director's seat upon nomination by William R. Hirsch, secretary of State Fair of Louisiana, Shreveport.

Report on attendance showed that 135 delegates were present from 52 member fairs. Figures for the last two Chicago meetings are: 1933, 65 delegates from 25 fairs; 1935, 117 delegates from 45 fairs. Resolutions of thanks to those who aided in the gathering were adopted upon recommendation of the committee. Elwood A. Hughes, general manager of Canadian National Exhibition, Toronto, chairman; L. B. Herring Jr., secretary of South Texas State Fair, Beaumont, and Ernest S. Holmes, secretary of Utah State Fair, Salt Lake City.

Midway Crosses Up

Thirty-eight member fairs submitted figures in a table prepared by Mr. Hemphill and the summary showed by average— (See IAFE FIELD on page 47)

Fort Worth Manager's Sec Gets Trial as Pilot of Aud

FORT WORTH, Tex., Dec. 5.—Margaret Hall, secretary to City Manager G. D. Fairtrace, has been appointed manager and booking agent for the new civic auditorium here for a three months' trial period. The auditorium, just being completed, adjoins the Frontier Centennial buildings and new Coliseum.

First attraction is expected to be a two weeks' engagement of light operas, which will have Alexander Oumansky, ballet director, who created dances for the recent Frontier Centennial here, in charge. Brooks Costume Company, which furnished costumes for Frontier Centennial shows, is to furnish costumes for these light operas.

Unsuccessful candidates for manager-ship of new auditorium included Harry Connelley, who was public relations director for the Frontier Centennial, and four others. City council, backing the auditorium, at first was going to hire a manager at \$100 per week, but it decided to try Miss Hall.

IAFE FIELD

(Continued from page 45)

ages that 1936 attendance increased over 1935 by 6.8 per cent. Afternoon grand stand increased 15 per cent, night grand stand increased 13.2 per cent and carnival grosses increased 18.1 per cent.

Included in the report are Ak-Sar-Ben Stock Show, Omaha; American Royal Live-Stock Show, Kansas City, Mo.; Calgary (Alta.) Exhibition; California State Fair, Sacramento; Canadian National Exhibition, Toronto; Central Canada Exhibition, Ottawa, Ont.; Clay County Fair, Spencer, Ia.; Eastern States Exposition, Springfield, Mass.; Edmonton (Alta.) Exhibition; Exposition Provinciale, Quebec; Indiana State Fair, Indianapolis; Iowa (Mich.) Free Fair; Iowa State Fair, Des Moines; Kansas Free Fair, Topeka; Maryland State Fair, Timonium; Midland Empire Fair, Billings, Mont.; Minnesota State Fair, St. Paul; Mississippi Free State Fair, Jackson; Mississippi Valley Fair and Exposition, Davenport, Ia.; Missouri State Fair, Sedalia; National Dairy Show, Dallas; Nebraska State Fair, Lincoln; New York State Fair, Syracuse; North Dakota State Fair, Grand Forks; North Montana State Fair, Great Falls; Oklahoma Free Fair, Muskogee; Oklahoma State Fair and Exposition, Oklahoma City; Regina (Sask.) Exhibition; Saginaw (Mich.) Fair; South Dakota State Fair, Huron; Southeastern Fair, Atlanta; Southwestern Exposition and Fat Stock Show, Fort Worth, Tex.; Tennessee State Fair, Nashville; Tennessee Valley Fair, Knoxville; Cumberland (Md.) Fair; Tri-State Fair, Superior, Wis.; Tulsa (Okla.) Four-State Fair, and Wisconsin State Fair, Milwaukee.

Smith Talks for Baker

Space chiselers were rapped by President Lee at Tuesday's opening session, the retiring president counseling against giving free exhibit space and calling attention to successes by fairs in tightening gates against passes and to the four-year-old "Everybody Pays" plan in St. Paul. Mr. Hemphill reported a substantial cash balance in the treasury. O. M. Plummer, Portland, Ore., in an address on *Fairs' Relations With Breed Associations* deplored unethical practices and suggested punitive measures on the part of fairs.

George P. Smith Jr., Park and Beach Supply Company, Inc., New York, in the afternoon conveyed in a neat talk to IAFE the compliments of President Harry C. Baker. National Association of Amusement Parks, Pools and Beaches, meeting in another part of the hotel, Mr. Smith pinch-hitting for Mr. Baker, who because of NAAPPB convention business was unable to address the fair men at that particular time. H. J. Schwieter, its agricultural agent, told at length of the aid given fairs by agricultural extension work of the Illinois Central Railroad.

The problem of parking and servicing auto trailers at fairs having been mentioned, President Lee appointed as a special committee, A. R. Corey, secretary of Iowa State Fair, Des Moines, chairman; Frank D. Fuller, Mid-South Fair, Memphis, and Mr. Jencks to make some recommendations on the question.

Conklin Thanks Officials

In talking on *The Horse Race and the Afternoon Grand Stand* Secretary E. E. Irwin, Illinois State Fair, Springfield, declared afternoon grand stands cannot be successful without horse racing. But the public demands other entertainment, too, he added, and the ideal setup is presentation of a few good acts between heats rather than a longer program of mediocre attractions. R. D. (Duke) Molesworth, director of publicity of Missouri State Fair, Sedalia, in his talk on *Importance of Real Attractions and Publicity for Growing Fairs*, contended that these features can be made and are being made to pay out not only for their own departments but other departments of fairs.

J. W. (Patty) Conklin, retiring president of the Showmen's League of America, then happily felicitated the fair executives on behalf of the League, reporting a good year for that organization with 325 new members and being recipient of great aid from fairs in the charitable drives conducted under League auspices. Leo C. Dailey, secretary of Clay County Fair, Spencer, Ia., "World's Greatest County Fair," advised that fair boards work freely with chambers of commerce and other civic bodies. He declared that it is always up to a few in a community to take the lead and that this applies especially to fair activities. He remarked that rural people nowadays demand the best of acts

Fair Meetings

Wisconsin Association of Fairs, January 4-6, Hotel Plankinton, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 5, Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncie.

South Carolina Association of Fairs, January 8, Hotel Columbia, Columbia. J. A. Mitchell, secretary, Anderson.

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.

Western Canada Fairs Association, January 18-20, Fort Garry Hotel, Winnipeg, Man. Kieth Stewart, secretary, Portage La Prairie, Man.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Brunswick, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Michigan Association of Fairs, January 21 and 22, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Rocky Mountain Association of Fairs, January 25 and 26, Placer Hotel, Helena, Mont. Harold F. DePue, secretary, Great Falls, Mont.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Tennessee Association of Fairs, February 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Texas Association of Fairs, February 5 and 6, Baker Hotel, Dallas. R. W. Knight, secretary, Crockett.

New York State Association of County Agricultural Societies, February 16, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Hallie G. Root, acting secretary, Box 1505, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

and that the Spencer board buys a few good acts rather than a lengthy program of many poor ones. That attendance is drawn by attractions rather than exhibits was his contention and he declared that fairs get money for premiums thru crowds drawn by amusement features.

No Action on Trailers

Walter D. Jackson, secretary of Western Fair, London, Ont., on *Attitude of the Fair on Concessions*, advised that fair boards follow a code of honesty and good-business ethics in dealing with concessioners to avoid being responsible for any exploitation of the public by unscrupulous operators. Report of the

Hemphills Go to Altar Again

CHICAGO, Dec. 5.—An outstanding social event of convention week at the Hotel Sherman was the 25th wedding anniversary party given by Mr. and Mrs. Ralph T. Hemphill Sunday night in the penthouse on the Sherman roof.

The affair, put on in elaborate style, was attended by many of the leading fair and carnival men and their wives and lasted from early evening until almost daylight. There was feasting, music, dancing and entertainment in abundance. Following an hour's reception the guests assembled at the banquet table; then amid the strains of the wedding march the "bridal procession" marched in.

First came Mr. and Mrs. James Cunniff, followed by Ralph and Ada Hemphill and their daughter, Betty; Mr. and Mrs. M. H. Barnes, P. W. Abbott and Frank P. Duffield. As they stood at the head of the table P. W. Abbott played the role of the minister and asked the "contractual parties" the usual marriage questions, then pronounced them "still married."

He then introduced Frank Duffield, who, in long gray beard, appeared as a substitute for Father Time. He blessed the couple and proceeded to give them

classification committee was given by Chairman Ammon, who made numerous suggestions as to open and closed classes but who said he would attempt no general definite recommendations at this time. Report of millions of dollars allotted to fair plants by WPA and PWA was made by Chairman Danziger, public relations committee, which also called attention to probable copyright legislation and to working of the Social Security Act.

Before adjournment the special committee on trailers reported that it could not as yet agree upon any fixed policy for various fairs, inasmuch as local conditions would largely govern handling of the question. Boards with large plants and ample space want to encourage attendance of trailers, probably with free parking privileges, and other boards with cramped grounds feel that some reasonable charge should be made for parking and for electric current and possibly sanitary supervision. It was agreed that trouper's trailers, however, should be parked as located by fair officials and not allowed to "clutter up the grounds." The committee will hold over and have more definite recommendations next year, it was announced.

Many Attractions on Job

Some representatives of attractions addressed the convention and many more talked business with delegates in their hotel headquarters, which occupied numerous rooms on several floors. Among those present were Hankinson Speedways; J. Alex Sloan Auto Races; George A. Hamid, Inc.; Performers' Consolidated Attractions, Toby Wells, Bert Clinton; O. Henry Tent and Awning Company; Hudson Fireworks Display Company, A. D. Michele, Harry B. Lessinger; United Fireworks Manufacturing Company; Globe Poster Corporation; Triangle Poster Company; H. William Pollack Poster Print, H. William Pollack, William C. (Bill) Fleming; Sidney Belmont Fair Attractions; C. W. Hinck Thrill Attractions; Gus Sun Booking Exchange, Mr. and Mrs. Bob Shaw, W. C. Senior, Jammie Graves; Lucky Teter's Hell Drivers; Hartzler Public Address System; Guy Weadick; Western Attractions; Regalia Manufacturing Company; Thearle-Duffield Fireworks Company, Frank P. Duffield, Art Briese; Northwest Amusement Company, Jule Miller; Ernie Young Revues; Donaldson Lithographing Company, Walter Harvey, W. B. Bretznitz; Baker-Lockwood; Fulton Bag and Cotton Mills; Barnes-Carruthers Fair Booking Association.

WITH DELEGATES

(Continued from page 45)

Abbott, A. R. Corey, Elwood A. Hughes and Raymond A. Lee.

P. T. (PA) STRIEDER popped up twice during roll call. For Birmingham and for Tampa.

AH, THE LADIES! Mabel L. Stire, Ethel Murray Simonds and Mazie C. Stokes all lending a pleasing note and bringing up the brains average of the confab.

WALTER JACKSON has clear-headed ideas on how concessioners and games

should be handled. The public will be protected in London, Ont.

LEE SHELL is faithful in that sergeant at arms job wished on him some years ago. Says he has had it so long now that if he were to lose it he'd take the veil!

BILL HIRSCH, having quit tramping as carnival executive, can now relax with only the Louisiana State Fair job and six or seven others.

SID JOHNS, of far-off Saskatoon, now serving under two banners. Elected director of IAFE this week and prez of Canadian Association of Exhibitions on November 20 in Toronto.

QUITE a few pals of his old days as a benedict attended Ralph Hemphill's re-wedding.

CHI Chamber of Commerce didn't send anyone to welcome the IAFE this year. Wonder if it was because the boys met here last year, too?

HERE'S hoping Ray Lee's talk against free exhibit space will do as much good as his pass-evil agitation of the last few years!

COL. JIM TERRY, La Porte, Ind., was the first fair man if not the first individual to become a member of the Showmen's League after J. C. McCaffery was installed as president.

GUY WEADICK made several good contacts with fair secs and is now at work preparing for a series of rodeos. His wife (Florence LaDue) accompanied him on the trip. They left Chi shortly after noon on Thursday. Another rodeo director and Wild West showman at the meeting was Charles H. Tompkins. He and Guy spent several pleasant hours together.

Grand-Stand Shows

SMITH'S SUPERBA BAND closed its fair season November 7 at Rocky Mount, N. C., under the George A. Hamid banner. Smith reports the best fair season since 1929. Eleven fair dates were made in seven States after opening at the New York State Fair August 1. Band will be augmented to 18 people for 1937, according to Hugh M. Smith, general manager.

HINNIE MARCUM cards from Davenport, Ia., that he is with a Santa Claus Parade unit playing in Iowa, Illinois and Michigan. Marcum says he will be back with fairs in '37 doing his clown cop number.

A SATISFACTORY season is reported by the Three Famous Russells who recently completed seven weeks of October and November fairs. They will jump to Harlingen, Tex., for the mid-winter fair there, December 2-6, before winding up their season.

DONOHUE AND LA SALLE, after 12 weeks in the South working fairs for George Hamid, are on way to Chicago. Will play Shrine Circus in Denver for Orrin Davenport.

Fair Grounds

DUNGANNON, Va.—The Scott County Fair will again be held at Dungannon. Officers are W. H. Goan, president; O. B. Dingus, vice-president; W. F. C. Blackwell, treasurer; H. L. Stallard, secretary.

HARLINGEN, Tex. — Declaring that "the Valley is out of the depression," officials of the Valley Fair and Exposition expressed the opinion this week that all past records would be shattered when the 1936 edition of this widely heralded event comes to a close. Racing is a feature of the fair, with Bill Hames Shows on the midway.

ACTS WANTED

Meritorious Acts of every description for our 1937 Fairs. No Act too large or too small. Murand and Girton write.

J. C. MICHAELS ATTRACTIONS

3824 E. 9th St., Phone, Benton 6574, Kansas City, Mo.

ATTENTION ACTS

Can use a few more Sensational Features, also Animal Acts, Flying Act, High Act and good Comedy Acts for 1937 Fairs. Contact at once, give full details. WILLIAMS & LEE, 117 Mackubin St., St. Paul, Minn.

Real Attractions, Good Publicity More Than Pay Their Own Way

Address by R. D. (Duke) Molesworth, director of publicity of Missouri State Fair, Sedalia, on "Importance of Real Attractions and Publicity for Growing Fairs" delivered before the 46th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 1.

I am considerably flattered by Mr. Hemphill's invitation to address this body upon the two phases of fair operation which I consider are most directly responsible for creating and increasing annual attendance. I shall confine my statements to such as have been proved logical conclusions thru the experience of myself or of my various contemporaries. Assuming that all fairs were founded for the basic purpose of entertainment and enlightenment of all the people in their respective districts, everything concerning the material or altruistic success of any fair depends upon attendance. Any fair then having only a small portion of its potential public support is failing miserably to justify its existence.

By the reports over a period of years of many successful and some less successful fairs I am convinced that a carefully selected variety of real attractions, intensively advertised, will more nearly guarantee profitable attendance than will the activities of any other department. Your fair or our own may be fully subsidized, may have the greatest live stock, agricultural and industrial exhibits known. Yet if it does not have crowds it will lack public prestige, will be a financial failure and will accomplish exactly nothing. But a fair need only attract favorable crowds for a single season to become immediately a project worthy of public respect and consideration.

So if good attractions and favorable publicity will bring crowds, as has been shown on numerous occasions, both departments will more than pay their way. Often they will repay their own expense and much of the expense of other necessary departments of the fair.

Want Something Different

Suppose your fair was established as an agricultural institution! In no sense does that mean there should be no extraneous attractions. Wherever you are, not over 45 to 50 per cent of your attendance will be farmers and their families. Even if it were 100 per cent farmers you would still need attractions. Farmers might well attend a purely agricultural show, but their families and friends will probably be sadly absent. For farm families, like their urban neighbors, attend the fair hoping to see something different, something they cannot see at home. They can see live stock and agricultural products, sometimes very good ones, at home. Most of us—I would say all—must offer attractions of a higher quality than anything to be seen elsewhere in our neighborhood.

In Missouri that necessity is doubly certain because we are in a town of some 20,000 people, not far removed from Kansas City and St. Louis, both reached by our State chain of concrete highways, enabling almost everybody to see the finest stage talent by driving comfortably for an hour or two.

Altho a fair is primarily an outdoor show business, its attractions, every number of its entire program, must be of the highest professional type obtainable if we are to get the crowds and keep them coming.

Whatever its cost, publicity alone cannot hope to get a huge crowd, at least not more than once. Unless it is backed up by real attractions two-thirds of its cost has been utterly wasted. Two or three seasons of good shows and intense publicity will be necessary to counteract the effects of one poor show. But recent years have proved that really good shows, sometimes costing one-third of the total fair budget, can pay for themselves and make the fair a profit.

Features That Come First

The growing fair must improve year after year. I see it as an endless cycle: Bigger attractions, more widely publicized, bring bigger crowds each year; produce larger profits and bring more exhibits; allow more expansion and justify better attractions which, in turn, will bring still bigger crowds. But if you would grow quickly do not try to reverse the order and seek big exhibits and profitable concessions before you offer good attractions or spend effective

publicity budgets. It simply cannot be done that way.

Except for better attractions each year how else may we imagine that Harold DePue made North Montana State Fair bring more than 200,000 people to Great Falls in six days this year? He started from scratch, where only 90,000 people live within 150 miles of the grounds, only five or six years ago. Contrary to the apparent belief of a few fair managers, neither the price nor quantity of attractions is especially important, either in getting or increasing our crowds. Quality is important. No matter how hampering your budget, you cannot sacrifice quality in your grandstand shows. A really good act or show, regardless of cost, is always cheaper than a poor one. A certain fair recently thought they had a great show because they had 12 acts. In my opinion it would not have had a real show had it presented 25 acts of the type bought by its board. Yet for the price they paid they could have shown the most talented and costly unit production in the country.

Either as a publicity man or a fair manager I'd rather take my chances with the public on three outstanding acts or half a show than a full dozen of the type known in Hollywood and elsewhere as "lousy." Be it a rodeo, a thrill program, a stage revue or a bill of vaudeville acts, your presentation must be the tops in its line if your fair is to approach its potential support.

The source of your acts or from whom they are booked will have no bearing whatever upon their reception. If your agent's performers are not highly professional, talented people, they should not be permitted to work your stage at any price. Better pay them to sit in the dressing rooms or deal with another agent who can and will furnish what you need.

Relying on The Billboard

The producer of your presentation is likewise important to its success. If you would put your publicity man and yourselves behind the eight ball just book thru an agent who sells you three rotten acts to every good one, or what is worse, sells you name attractions and at the last minute sends you nonentities. Your board of directors can perform to better advantage, for they will be amateurs admittedly and the public will not be oversold. Nothing will so quickly eliminate your hope of increased attendance as the practice of advertising attractions which fail to appear.

Given a reliable agent, your committee need not preview every item of your show. We at Missouri have found *The Billboard's* reviews of various acts and shows to be accurate and reliable. I attend a few other fairs and Secretary Green is in position to attend a great many more, but we have successfully relied upon *The Billboard* for knowledge of turns which neither of us has seen work.

That publicity man is most confident of success who is able to announce a good midway, real exhibits and attractions which he knows will please the public. He is doubly happy if attractions are of sufficient variety to please all classes and he has an outstanding feature for every advertised day of his fair.

I've never forgotten a maxim of show

Big Dividends in Prosperity Followed Texas Celebrations

HOUSTON, Dec. 5.—So much for amount of receipts taken at various centennial celebrations in Texas such as Dallas, Fort Worth and Houston, but what about its reward to Texas' business.

Business leaders definitely say that big dividends in prosperity have followed the shows.

Department-store sales in the Southwest district of the Federal Reserve Bank led the entire nation since the exposition opened on June 6 of this year. Railway passenger traffic gained 25 to 35 per cent in the Southwest. Airplane statistics prove that passengers carried increased 20 per cent, while hotel business increased 35 per cent and bank debits in the Dallas reserve district, which comprises all of the Southwest, rose 25 per cent.

Not limited to Texas, Little Rock

business told me by a famous producer in London, Eng., 18 years ago, "People go where other people go." He declared, except for necessary quality of performance, a full opening house more than anything else would predict the success of a production.

Last year, after 34 years of seven-day shows and eight advertised fair days, we inaugurated an opening-day grandstand show. It did not make us rich, but did make some money and nearly broke our opening-day record. This, with our new 25-cent gate and almost total support of the Missouri press, caused us to smash several records during fair week, with a final gate about six times the attendance of the previous year. This year at the morning children's program an enormously increased number saw Secretary Green present a Shetland pony, saddle and bridle to a lucky youngster of 10. The afternoon showing of Hinck's Thrill Day program gave us a good increase for opening day despite 104 degrees of heat.

Several successful fairs report similar head-starts on their weeks, thru advance ticket sales or bargain opening days. Minnesota, as you know, has consistently built its opening attendance by advance sales of bargain "Key Day" combination tickets. Another example is Kansas Free Fair, selling out its grandstand opener at reduced prices before the fair opens.

Designing Publicity Budget

I believe the most effective publicity obtainable is the intangible sort, word-of-mouth advertising derived from public good will. Money cannot buy it, yet it costs nothing. It emanates naturally from the favorable impression made upon exhibitor, concessioner, performer and public by every member of the fair staff, from the manager down to the paper sticker who polices the grounds. Often ignored or neglected, no other form of publicity can spread so widely or produce such permanent results as this.

A survey of 18 major fairs, two of them obviously underpublicized, shows an average effective publicity budget to be about one-seventh of the total fair budget. In several very successful so-called smaller fairs publicity runs as high as 10 per cent of the total budget. Reports of Missouri State Fair since 1901 show annual attendance increased or decreased each year in almost identical proportion to the increase or decrease of attractions and publicity expenditures, virtually without respect to legislative appropriations or other financial items.

Whatever its size, the publicity budget should be so designed as to reach every class of potential visitors. In Missouri, with one of the largest and most active of press associations, I am thoroughly convinced of the worth of newspaper space as an advertising medium. A greater percentage of our budget is spent in newspapers than is spent by any other American fair. But fair advertising should not stop there by any means.

Our recent increases in display contracts, plus the addition or enlargement of other media, have shown gratifying results and are building surely toward still larger returns. Every legitimate medium should be used to some extent if we are to reach every person who is the assumed possessor of a quarter for his gate admission. The last two years we have increased our novelty advertising, radio announcements and highway billboards. We contemplate still further increases next year.

Winning Over the Press

The fair, insofar as possible, should pay for its publicity. But meager funds (See *Real Attractions* on opposite page)

Small Deficit For La. State

SHREVEPORT, La., Dec. 5.—With eight of the 10 days of the exposition period wet, cold and unseasonable, the Louisiana State Fair showed only a comparatively small deficit this year with a red figure of \$2,189.19, according to George Freeman, president. The exposition was outstanding in many respects with many new features added, the report said. Freeman's statement follows:

"Your 1936 State Fair was held from October 24 to November 2 and during this time eight days were wet, cold and unseasonable, and consequently our attendance was reduced. This weather condition was not local but extended over a greater portion of the South and all fairs in this Southern territory also suffered from it.

"The total receipts of the fair were \$73,260.65, and the expenses, \$77,249.84, making a deficit on the operation of \$3,389.19. Approximately \$1,800 of this is represented in permanent improvement, which it was necessary to make at this time and will be of use in future fairs. This loss of \$2,189.19 is very small when weather conditions are considered.

"The bad weather was doubly disappointing because with improved economic conditions, we had anticipated a greater attendance and had prepared the best fair we have ever held. The agricultural exhibits were outstanding and of unusual merit. The Rust cotton picker and the Dixie cotton chopper were outstanding in the large number of exhibits in the machinery department."

Since the close of the 1936 event, Secretary-Manager W. R. Hirsch has been busy winding up affairs of the fair and preparing the report to the directors.

St. Stephen Has Balance

ST. STEPHEN, N. B., Dec. 5.—At the annual meeting of the St. Stephen Exhibition Association, sponsoring the nearest Canadian yearly fair to the United States, it was revealed that altho \$2,000 had been expended during 1936 in repairs to the plant and improvements, a "substantial balance" was shown from the 1936 fair. The exact sum was not disclosed.

This fair plant is located on the Canada-U. S. line, and the fair pulls about 40 per cent of its patronage from the Maine side of the St. Croix River. At the election of officers, which closed the annual gathering, A. R. MacKenzie was re-elected president; S. D. Granville, vice-president; H. M. Groom, secretary; E. G. Beer, treasurer. The executive committee will consist of the named officers and A. A. Laffin, J. A. McAllister and R. E. Hyslop. An effort is being made to have the provincial government increase its annual grant to this fair on the ground that the additional money can be used to advantage for the farmers of the Canadian side of the boundary.

North Dakota Association Meeting To Be Held in Jan.

LANGDON, N. D., Dec. 5.—The North Dakota State Association of Fairs will hold its annual meeting and convention about the middle of January, Dick Forkner, Langdon, State president, announced.

The exact date of the two-day meeting will be announced following a conference in connection with the International Live-Stock Exposition in Chicago at which representatives from most State fair associations will work out a schedule so that the meetings will not conflict.

At a meeting of executives of the North Dakota Association held in Fargo, January was agreed upon as the month for the meeting. Attending were Dr. G. A. Ottinger, of Jamestown; H. L. Fink, of Minot; Frank Talcott, B. E. Groom, of Fargo and Forkner.

Dates for all fairs in the State during 1937 will be selected at the State meeting and contracts for free acts and carnivals will be signed.

Election of officers will conclude the sessions.

more than it cost as revealed in the definite trend upward in general business of the Southwest."

It proves the old Greek philosophy that the Olympic Games of those days were resorted to when prosperity lagged.

A national wholesaling house head: "The centennial was worth \$25,000,000

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

DATA on the Transcontinental Roller Derby of Leo A. Seltzer in Music Hall, Cincinnati, at close of the first week on December 2: Distance skated, 677 miles; six nights in six-hour grinds and one matinee and night in nine-hour grind. Team standings on number of points: First, Team No. 22, Ivy King, Toronto; Wes Aronson, Portland, Ore.; second, Gene Vizona, East Gary, Ind.; Joe Nygra, Potenz, Italy; third, Esther Runne, Boston; Johnny Rosasco, Chicago; fourth, Clara Scholl, Chicago; Joe Kleats, Indianapolis. The team sponsored by Norwood (Cincinnati) Rink, Hazel Roop, Columbus, O., and Tommy Atkinson, New York, was tied for fourth place until the sixth day, losing out in a spill on the seventh night. Fifteen of 17 teams remained in at end of the week. Armand J. Schaub, Cincinnati, roller fan, exhibition skater and former rink manager and operator, is observing workings of the derby and may write his impressions for next week's issue.

REX AND BETTY POWERS, skaters, are favorites at Lobby Cafe, Juarez, Old Mexico.

FRED MURREE, 76-year-old skater, better known as Bright Star, writes that he has just returned to his home in Red Lion, Pa., to prepare to fill a date at Jack Dalton's rink in Lancaster, Pa. Says he had a swell time in Western Pennsylvania with Joe Fuchs, manager of Diamond Square Roller Rink, Pittsburgh. While in Pittsburgh Murree was the guest of the Heinz Company and gave an exhibition in the firm's auditorium. Following day he showed in the Evans City, Pa., Rink. From Evans City he went to St. Vincent College, Latrobe, Pa. He was accompanied on the tour by the Flying Demons; Rita McCormick, tap dancer on skates; Nettie Waltenbaugh, dancer and singer; a chorus of 10 girls, and Buck and Betty, spectacular skating team. The most thrilling act was performed by Dorothy Bernecker, of Evans City, who coasted backwards down a 30-foot plank, turning and making a broad jump after reaching the floor. Murree says that cleanliness is the first thing noticed upon entering the Diamond Square Rink, which has music furnished by a band and loud-speaker system. His last stop was at Billy Carpenter's rink in Ohio. He says he will spend the holidays with his family and then begin a tour of New England. He challenges anyone within 15 years of his age to a contest.

"IT LOOKS as tho it is going to fall to the lot of the oldtimers to bring back exhibition skaters to the rinks," writes E. M. Mooar, Philadelphia. "Bright Star (Fred Murree), 76-year-old Indian, just completed a week's engagement in Diamond Rink, Pittsburgh, a one-night stand in Evans City (Pa.) Rink, besides appearing in a special exhibition for the Heinz Company while playing Diamond Rink. In addition he was booked for Billy Carpenter's rink and Cecil Milan's rink in Wheeling, W. Va., with Lancaster, Pa., following. Frank Vernon, another veteran, seems to be finding many engagements throughout the West and Southwest. This is as it should be, as it is the writer's opinion that the skating public is hungry for a change and has become tired of seeing flying acts, which are not always suitable for rinks. Diamond Rink, Pittsburgh, evidently is going in for novelty skating turns, as a bill recently received from there lists Flying Demons, a spec-

tacular roller-skating act; Rita McCormick, dancing star on wheels; Nettie Waltenbaugh, tap dancer and singer on roller skates; the Dancing on Wheels Diamond Square Roller Skating Revue, a chorus of 10 young ladies with Buck and Betty and Eddy and Paul. Such enterprise will undoubtedly swell the box-office returns as well as add new patrons. Chez Vous Rink, Philadelphia, celebrated its sixth anniversary on November 22 with a dance and repeat of the colorful skating ballet that recently appeared there in conjunction with a wedding on skates. In addition to the ballet, Niles and Nova demonstrated their new ballroom dance step on rollers. Efforts of Freddie Martin and others to install roller skating in the Olympics is making progress. Support of all roller rinks should be forthcoming. Also, skaters in general can be of great assistance. Pennsylvania rink men and skaters interested should address Alexander Baum, 1223 Ingram street, N. S., Pittsburgh, Pa., for details. It is to be regretted that, according to a letter received from the representative of a large Eastern State, he has encountered difficulties trying to get co-operation from various rinks. Unless these men see the light the championships of State in question will be carried on in the street and finals held in one of the largest public buildings in this country. The writer has corresponded and talked with numerous rink men all over the country in the past few years and received approval of the move, also expressing willingness to co-operate in case a move to the end was started. The opportunity is now at hand and we have three years to map a program that will put roller skating on a par with ice skating and put it on a solid basis, thereby benefiting all concerned. This is no overnight success and it will take considerable time and effort on the part of everyone concerned to achieve the goal set. Petty jealousy and nonsupport of previous attempts to achieve this proposed opportunity should be cast aside and an advance made with a solid front and this means every rink operator and skater who has the sport at heart must put his shoulder to the wheel. Remember, also, that the success of this movement means a prestige for roller skating, greater publicity as well as undoubted increase in box-office receipts. Many prominent roller skaters representing Philadelphia rinks were seen at the professional ice show at the Arena recently. All agree that the same results can be attained by roller skaters."

PALACE ROLLER RINK, oldest in Canton, O., has reopened for the winter under the management of T. S. Culp. It was for years known as Culp's Rink. Sessions are held Monday, Wednesday, Friday and Saturday nights. Tuesdays and Thursdays are available for private parties. Spot has been reconditioned.

WHIRLING WALKERS, fancy roller-skating team, has been scoring heavily with patrons of Eastern Ohio night clubs. They are current at the Little Hofbrau, Canton, O.

THE VERONAS, three-people skating act, are at the Cirque Medrano in Paris.

TWO ROLLWINDS (Harry Avers), roller skaters, are at the Casino Municipal in Nice, France.

KALAMAZOO, Mich., roller rink has just begun its third season under new management of Roy Swanson, who expresses himself as being elated with business since the opening. Swanson is conducting waltz and two-step classes, which he says adds to the skaters' enjoyment.

AFTER MUCH deliberation on the part of the Seidenstein Brothers, operators of the Rockaway Arena, Edgemere, L. I., it has been decided to initiate roller-skating. Spot was used the past summer for boxing and wrestling. If skating policy is introduced it will be a year-round proposition, it is said.

NEWSBOYS OF Greater Cincinnati were the guests of Leo Seltzer at his Transcontinental Roller Derby at Music Hall, Cincinnati, Monday night, November 30. Seltzer arranged a series of races for the news hawkers, with a radio being awarded the winner. Skates for the occasion were loaned by Edward J. Von Hagen, of the Norwood (O.) Rink. On the same night Seltzer and his associates also played host to the Norwood Rink officials and their friends. Norwood Rink sponsored Hazel Roop, Co-

lumbus, O., speed skater, and Tommy Atkinson, New York roller, in the Seltzer derby. Among the oldtimers spied at the Seltzer show last week were Steve Mulroy, Frank Bacon, Bert Bacon, "Pony Joe" Altman, Bud Springer and Earl Wehrman.

THE FLYING DEMONS, roller-skating trio, opened at the Union Grill, Pittsburgh, last week. Act is staging performances nightly.

Real Question

By FRED MARTIN

General Manager Arena Gardens Rink, Detroit

(Continued from last week)

To me it seems that these events could just as well have been held in some of the major rinks, resulting in unlimited publicity which would not have cost them anything, therefore making it possible for respective rinks to really benefit. That is not asking too much, considering the fact that we are all in the same business and to elevate this business we must give the younger generation co-operation and, to the best of my knowledge, this can only be accomplished thru unselfish motives on the part of everyone concerned.

Insofar as forming a managers' or rink operators' organization, I admit that I do not believe it possible due to the fact that there are too many in the business who are still operating with ideas of the "horse and buggy days." Regardless of whether we have an association, there is no doubt in my mind of our success if we co-operate with one another. So I want to ask each rink manager and operator to kindly get in touch with the skating representative in his State and see what can be done to further the progress of this wonderful and healthful sport, which, to me, is just as fine as any of the best athletic events which you find in all Olympics. Following is a list of the skating associations affiliated with the Amateur Skating Union: Illinois Western, Michigan Skating, Wisconsin Skating, North Western, Ohio, Pennsylvania, Western New York, Northern New York, Middle Atlantic, New England, Iowa and Pacific Coast.

We expect to hold a national amateur championship meet in Arena Gardens the latter part of March, 1937, and I hope to have one of the finest representations from all States in the Union. We are not going to let anything stand in our way of making this the greatest and finest amateur meet of all times, setting the pace for the rest of the U. S. A. to follow thru in years to come. That is my ultimate ambition, the goal towards which I have striven all my life and for which I desire no compensation other than to see roller skating at the top where it belongs.

REAL ATTRACTIONS

(Continued from opposite page)

have forced us to go after much free publicity and, with the assistance of press association officials and others, we have had little difficulty in obtaining wide support. Having been a newspaper editor or publisher several years, I am certain that personal contact means more than anything else in obtaining press co-operation. Hence I attend every State and sectional press meeting in Missouri. But I do not stand about begging editors to run my stuff. I have never asked anybody to run it. At first I sought the aid of press officials, lino-

type and paper salesmen, who see all publishers every month. They have assisted us enormously in winning newspapers to our cause.

The success of free publicity depends largely upon the news value of your releases. They should be of the type of news story which allows a reasonable excuse for mentioning the fair, the subtle type. I have bent my efforts toward the material I felt I, as an editor, would want to publish. Last year 92 per cent of our papers ran at least a portion of our regular releases, and this year we had numerous requests for specially written material in addition. Readable material, so well prepared as to obviate the necessity of further cutting or editing, is generally as good as published, especially if it is mailed to reach publishers at a time they are most likely to need copy. Publicity that plugs the name of the fair or the name of some act in every line is wastebasket material for any efficient editor.

Various stunt projects, literally forcing free publicity, have served us to advantage in localizing the State-wide appeal of our fair. The past two years we have utilized three such projects, official Miss Missouri beauty pageant, affiliated with the Miss America pageant held annually at Atlantic City; Parish Dairy Shows, in co-operation with the University of Missouri, with 10 preliminary district shows in three breeds, and the State-wide baking contest, locally sponsored by flour millers and newspapers.

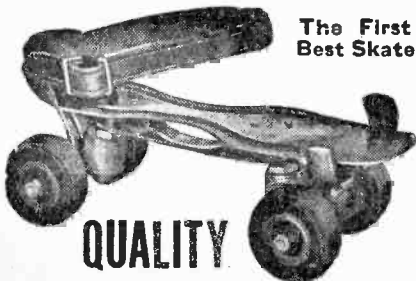
Carnival as an Asset

Each of these enlarges the scope of the State fair, creates enormous free publicity and builds good will for local sponsors as well as the fair. In the beauty shows and baking shows free publicity is heightened because the newspaper publisher is afforded opportunity for additional profit. In fact, we try to design our stunts with that view in mind. Altho possibly a score of similar projects might be worked out successfully, those mentioned are naturals in building favorable word-of-mouth advertising.

With the exception of this year's pony award on opening day we have never tried give-aways as an attendance builder. However, reports from many other fairs show a 100 per cent record of success for both cash and automobile attendance prizes and Missouri is contemplating automobile prizes for 1937. The more attendance-building projects we have, the more justified we will feel in spending more on display advertising, in which bigger space will attract many times the number of readers of a small space.

Altho not, in the accepted sense, an attraction or an advertisement, a high-class carnival is very definitely an attraction to a large proportion of the public beyond being a financial asset to any fair. If your carnival is a good one many phases of it may be used in your publicity with good results at your gate. And auto races have been with us a sure-fire attraction annually.

Every attraction, every other attendance builder, is made infinitely more effective by early booking and advance planning. Thus details may be worked out more smoothly and can be more widely utilized in preliminary publicity. And most important of all, you will come nearer getting your choice of events. All fair managers have plenty of troubles, so I'm told. Perhaps they will always have them. But my thought is that if proper care and consideration are given attractions and publicity departments and a reasonable amount of money spent on both at least half the troubles of your fair and ours will be dissolved into thin air.



RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skate Today

MEN'S LOW WHITE SHOES

MOUNTED ON

"CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

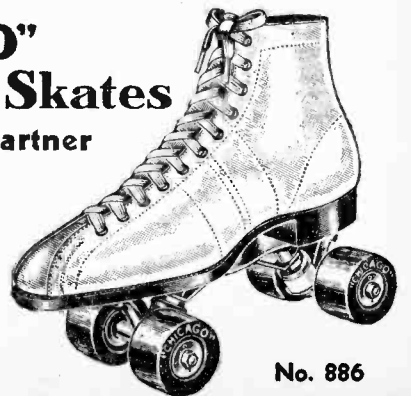
Racing Skates

Be In Style With Your Partner

A New Item That Is Going Over Big.

Display Them and Watch Your Sales Grow.

CHICAGO ROLLER SKATE CO.,
4427 W. LAKE ST., CHICAGO



ACA ADOPTS ITS BY-LAWS

Royal American Shows Awarded A Formidable Route of Big Fairs

CHICAGO, Dec. 5.—The Royal American Shows, represented by Carl J. Sedlmayr and Elmer Velare, announced here this week the closing of midway contracts for the following State fairs: Minnesota, St. Paul; Tennessee, Nashville; Alabama, Birmingham; Mississippi, Jackson; Louisiana, Shreveport, and the South Texas State Fair, Beaumont; Tri-State Fair, Superior, Wis., also the West Tennessee District Fair, Jackson, Tenn. These dates, according to Sedlmayr, of

the Royal American, were obtained prior to the fair and showmen's convention in this city and represent many repeat dates, some for several years in succession. Beaumont and Shreveport dates are considered as formidable additions to their route of previous years and bespeak high praise for the advancement of the Royal American Shows in the carnival world.

Sol's Liberty Shows Get Wis. Class A Fairs

CHICAGO, Dec. 5.—Sam Solomon announced during the meeting this week that he has been awarded the midway contract for the Class A circuit of Wisconsin fairs.

Sol's Liberty Shows, a motorized outfit, have played the Wisconsin fairs for a number of years and have established a reputation for merit.

Independent Midway for CNE

Hughes engages Conklin to book and manage Toronto Exhibition midway for '37

CHICAGO, Dec. 5.—J. W. (Patty) Conklin, one of the owners of the Conklin All-Canadian Shows, has been engaged by Elwood A. Hughes, managing director of the Canadian National Exhibition, Toronto, to direct the CNE midway in 1937.

This will be the first time in many years that the CNE has not had an organized carnival on the midway and it will be in the nature of an experiment. Hughes, however, says he is certain that it will prove successful. The midway in '37 will be made up of attractions independently bought and will be under the personal direction of Conklin.

Conklin is much elated over his selection to direct the midway of the largest fair on the American continent. His friends, too, are exceedingly pleased, and Patty was the recipient of hearty congratulations throughout the week.

For the past nine years the Rubin & Cherry Shows have played the CNE. Hughes paid them many compliments.

"We have been considering this move for several years," said Mr. Hughes. "Altho we have had probably the finest midway of any fair, we have felt the need for new, novel and outstanding attractions that are beyond the scope of the traveling carnivals. We feel confident that we can obtain the sort of shows we want and we expect to present some attractions that will prove outstanding."

Hennies Bros. Land Detroit

CHICAGO, Dec. 5.—At the fair men's convention here this week it was announced that R. L. Lohmar, general representative of Hennies Bros.' United Shows of America, had closed contracts for the Michigan State Fair, Detroit, thru George A. Prescott Jr., secretary of the fair board.

This statement follows much speculation as to what carnival would finally land this plum.

The United Shows of America have played this date in the past and will be back with their new edition of rides, shows and general carnival amusements for season 1937.

Frank Hughes Under Knife

EL PASO, Tex., Dec. 5.—Frank Hughes, concessioner with Great Western Shows, will undergo a serious thorocoplasty operation at the hands of Dr. Felix P. Miller soon. Sections of Hughes' ribs will be removed in a series of operations. Mrs. Hughes is in El Paso with her husband. They came here from the Fort Worth Frontier Days celebration.



JOHN W. WILSON, of Cetlin & Wilson Shows, newly elected president of American Carnivals Association.

Wilson Elected Pres. for 1937

Third annual of American Carnivals Association voted a success

CHICAGO, Dec. 5. — The American Carnivals Association, Inc., held its third annual meeting here in the Hotel Sherman Monday, Tuesday and Wednesday as per schedule. The purpose of this gathering was to review the ACA activities for the past year and to plan its program for the year of 1937.

The initial meeting commenced Monday night at 11 o'clock, with General Counsel Max Cohen presiding and secretary pro tem Harry Dunkle as recorder.

The roll call revealed the following show memberships represented: Beckmann & Gerety Shows, Conklin's All-Canadian Shows; Johnny J. Jones Exposition, Inc.; Mighty Sheesley Midway, Inc.; World of Mirth Shows, Cetlin & Wilson Shows, Inc.; Sol's Liberty Shows, Inc.; Strates Shows Corporation, Reid Greater Shows, Blue Ribbon Shows, Art Lewis Shows, Inc.; William Glick Exposition Shows, Inc.; O. C. Buck Expositions, Inc.; John Kilonis Shows, United Shows of Canada, Rubin & Cherry Exposition, Gooding Greater Shows, Dodson's World Fair Shows and Greater Exposition Shows.

Then came reading the minutes of the 1935 Chicago meeting and the annual report by the counselor, Cohen, which were approved. This was followed by reports of the officers and general discussions for the good of the association. Then a recess until the following afternoon.

Tuesday afternoon session was largely devoted to conferences by counselor with individual members of association. Those present: John D. Kilonis, Kilonis Shows; Oscar C. Bloom, Gold Medal Shows; Oscar C. Buck, O. C. Buck Shows; L. H. Cann, World of Mirth; Harry Dunkle, Cetlin & Wilson; L. E. Roth, Blue Ribbon Shows; James E. Strates and George S. Marr, Strates Shows; Floyd E. Gooding and James F. Murphy, Gooding Greater Shows; Felix Bley, Charles Cohen, I. Cetlin and John W. Wilson.

Election of Board and Officers

First on business program was reading and discussion of the by-laws as prepared by Max Cohen. They were approved as written with the exception of a slight change in one clause, after which followed the election of officers with the following board of directors: James W. Conklin, Art Lewis, James E. Strates, Harry Dunkle and Oscar C. Bloom.

Officers elected for the year 1937 are John W. Wilson, president; F. E. Gooding, first vice-president; John Francis, second vice-president; Art Lewis, honorary secretary-treasurer, and Max Cohen, active secretary-treasurer and general counsel.

At this point J. W. (Patty) Conklin introduced some of the showmen both from East and West.

The resolution thanking *The Billboard* was passed unanimously.

Then followed a general discussion of the Social Security Laws. Art Lewis then suggested that the general counselor prepare all the data that can be made available on the subject and that it be published in *The Billboard* about the middle of February. This was agreed and passed upon by the assembled members.

The subject of new memberships was debated and action taken in the appointment of the following membership committee: L. H. Cann, Oscar Bloom, George S. Marr, James F. Murphy, John Francis, Oscar C. Buck and Floyd Newell.

The subject of railroads was discussed at great length by several members, and demurrage charges, classifications of various transportation charges as affecting train, baggage and car moves of the first-class and second-class ticket divisions was placed in the hands of

(See ACA ADOPTS on page 61)

Beckmann & Gerety Shows Get The "Capital City" Fair Circuit

CHICAGO, Dec. 5.—Early in the week it was announced that the Beckmann & Gerety Shows had been awarded the midway contract for the Illinois State Fair, Springfield; Des Moines, Ia.; Lincoln, Neb.; Topeka and Hutchinson, Kan.; Oklahoma City and Muskogee, Okla.

Several other shows were in the field for the contract and Messrs. Beckmann and Gerety are extremely pleased at their success in obtaining this circuit of outstanding fairs.

The Beckmann & Gerety Shows, for years one of the leading carnival organizations of the country, have made many improvements in the past two years, introducing a number of new ideas in shows that have proved very popular. They state that the 1937 show will be far superior to anything they have presented in the past.

A year's subscription for *The Billboard* makes a REAL Christmas gift.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

POTTERSFIELD, Miss.,
Week ended December 5, 1936.

Dear Charlie:

Show is gradually working its way east to our long string of Florida fairs. The only big rail show still operating with no thought of closing. Before leaving for Chicago the bosses ordered a 40 per cent wage increase. Management realizes that it is difficult to hire troupers at this time of the year. A good many refused the raise saying, "It is impossible for one to eat up that much more brass and live."

No word at yet from the staff in Chicago. We don't know if we do or don't. We don't even know if they made it or not. Thru the various travelers' aids we traced General Agent Lum Trucklow as far north as Peoria. Will probably have outstanding news regarding their route for the next issue.

Now for a complaint. We feel as tho *The Billboard* has slighted our No. 2 show. The Gaff Bros.' 80-81 and 82 Big Shows haven't been mentioned in your columns for more than a year. Altho Ballyhoo Bros. are not the owners, they are indirectly interested in the show. We'll admit that on the week after *The Billboard* staff visited the show their press agent mentioned that the show carried 63 rides and 82 shows in his regular show story. Also that the week the show was under water he reported the best week of the season. This he had to do. Due to the fact that we had outbid another show for the date he had to let them know we profited by it. He also had to let the readers know that the show traded its wooden coaches for all new steel cars, which the railroad company immediately placed back into service. We feel that

he erred when he wrote the Gaff Bros. were entertained by the governor of the State in his mansion. It should have read the President in the White House.

Due to this lack of free publicity the show has been buried all this time. Fair secretaries, auspices heads and show people don't know whether the show is closed or still operating. The following are some notes we wish you would run regarding the show. All are true and sworn to on a stack of *Billboards* which contain other show stories:

Gaff Bros. (formerly known as the 80-81 and 82 Big Shows, now the 101-102 and 103 Big Shows) have reorganized and now is the greatest show of all time. The entire show is new from the ground up. Two hundred railroad cars (more than double length) are used in transporting equipment. Nothing but new rides, never before carried by any other show and which are all park thrillers, will be carried. Due to their size only 40 or 50 can be used. Carpet will be laid on the entire midway for the comfort of our patrons. Rows of chairs and benches on all sides of the midway will be provided as resting places for the crowds that tire from running from one bally to the other. Free ice water will be another feature.

MAJOR PRIVILEGE.

P.S.: Run the following ad and use a space large enough so it will be read: "Ballyhoo Bros. can place for 1937 season an outstanding feature show that is new in carnival circles. Must be different from anything ever before offered. The front and equipment should be massive and all new canvas demanded. To an attraction of this kind we will furnish a 20-foot box wagon that doesn't leak."

M. P.

"All Yes and No"—Goodman

Agreement reached to buy William Glick cars and other equipment for 1937

CHICAGO, Dec. 5.—A few weeks ago Max Goodman when asked for confirmation of a rumor that he would have his own carnival replied that his answer was "more yes than no." Later he said he would make a definite statement at the outdoor meetings here this week, and he has done just that. "You can now tell the world," said Max to a representative of *The Billboard* Thursday, "that instead of 'more yes than no,' my answer is 'all yes and no no.'"

The show is going to be on rails and 20 cars are to be used. Among the cars will be those of the William Glick Shows, an agreement having been made with Manager Glick this week for their purchase along with other equipment. Goodman aims to have nine rides, several shows and the usual line of concessions, all of the stores to be operated by the office. The title of the carnival has not yet been decided upon, but it will have the name of Goodman in it. The Glick show equipment is now in winter quarters at Raleigh, N. C.

Waters Attract Showfolk To Hot Springs Resort

HOT SPRINGS, Ark., Dec. 5.—Many show people are taking the waters at the famous Hot Springs, and Omar Wilson, manager of the Hale Bath House there, is being kept busy greeting them. Wilson is a member of the SLA.

Among recent visitors were Mr. and Mrs. Abe Weinstein, of the Ringling-Barnum Show; Mr. and Mrs. Doc Lightner, West Bros.' Shows; Mr. and Mrs. Louis Opsal, Whitey Pratt and wife, Ray Goldstone and wife, all of Crowley Shows; Mr. and Mrs. Slim Leesmon, of Strayer Shows; Bert W. Simpson, publicity man for Bill Brice-Barr Sisters, Frank Geer, Swede Ledbetter, R. B. (Durham Brownie) Gorner, R. W. (Zeke) Grenley with wife and son, Gene Seriver and wife, Johnny Fox, Al Ziedman, Harry Kahn and wife; Patsy Rosianna, wife and daughter; W. L. (Red Ace) Nichols, Johnny Rosianna, Joe Beaty and wife, Cy Pope and wife, C. L. McNeely, Buster Shannon and wife, J. L. Lauder and wife, Sammy Sullivan, "Pete the Greek" Roboff and many others.

Two Men Are Indicted for Slaying of Carnival Employee

SAVANNAH, Ga., Dec. 5.—Two white men whom police said were Stanley Scott and Merlin West have been indicted by the grand jury for the slaying of George Mack, colored employee of Dodson's World's Fair Shows, on November 14. Scott is being held in Zanesville, O., while West was arrested by Miami police.

Mack's body was found on a railroad siding, his skull badly fractured. He was identified by his employer, John M. Louis.

Roth Gets Fair Contracts For Blue Ribbon Shows

CHICAGO, Dec. 5.—L. E. Roth, representing the Blue Ribbon Shows at the fair and showmen's convention here this week, announced the booking of Clinton County Fair, Frankfort, Ind.; Du Quoin State Fair, Du Quoin, Ill.; Houston County Fair, Dothan, Ala., and Eikhart County Fair, Goshen, Ind. While here Roth placed orders for tents and banners for early delivery at the show's winter quarters.

Licenses Shooting Spots

AKRON, O., Dec. 5.—Shooting galleries in Akron operated for profit will have to pay the city an annual license hereafter and adequate safeguards must be thrown around their equipment and buildings, local council has decreed. An ordinance has been enacted providing for inspection of firearms by the police department at stated intervals. Numerous shooting galleries have sprung up in Akron recently, many of them having been launched by carnival concessioners who are spending the off-season here.



J. W. (PATTY) CONKLIN, of Conklin's All-Canadian Shows, as he appeared at the SLA pre-convention activities last week in a lifelike impersonation of the late and lamented Col. W. F. (Buffalo Bill) Cody, first president of the Showmen's League of America.

Conklin Recipient Of Beautiful Gift

CHICAGO, Dec. 5.—Refusing to run the third time for president of the Showmen's League of America, which would have meant elected without opposition. J. W. (Patty) Conklin, of (See CONKLIN RECIPIENT on page 58)

Convention Brevities

Two men greatly missed this year were John M. Sheesley and Joe Rogers. The "Captain," close friends said, was busy on some deals in the South. Joe's absence was due to serious trouble with his left arm, which he had broken in several places recently. He is at his apartment with the missus at Dallas.

Colonel Jim Terry has in his possession a contract with the New Johnny J. Jones Shows for the La Porte County Fair, La Porte, Ind. This will make the second year for Jones there.

Harry Dunkel and George Hirshberger purchased a Blue Goose (kiddie ride) from the Allan Herschell Company at the park men's exhibit and will have it with the Cetlin & Wilson Shows.

Harry Illions said his rides will again be with the Royal American Shows. Which means that the thought of having a carnival of his own in 1937 has been dropped.

Mr. and Mrs. Emil J. Zirbes, of the Fair Way Shows, made the meetings for the first time and enjoyed themselves immensely.

The magic carpet at the Sherman had to make way for a riding device—a Lusse Bros.' Skooter, a working exhibit. Nobody seemed to know how much "lobbying" was required to get this darby location.

Arthur E. Campfield said some mighty nice things about Ben Williams and expressed himself as regretting that Ben was not present.

Royal American room was called the "Bull Fight Room" while the house party of Beckmann & Gerety was titled the "Dog Fight Club Rooms" by Fred, Barney and Larry.

E. Lawrence Phillips, Walter A. White, J. C. Simpson and J. C. Tommy Thomas saw to it that there was never a dull moment in the "office" of the Johnny J. Jones Exposition.

Dee Lang and Elmer Brown attended to the visitors in large numbers at their Dee Lang Shows headquarters.

Orville and Harry Hennies and the redoubtable R. L. Lohmar made everyone who visited them feel that real Shreveport hospitality.

Harry S. Noyes was there and re-

McCaffery Is New SLA Head

Rogers moves up to first vice-presidency—Streibich is re-elected secretary

CHICAGO, Dec. 5.—J. C. McCaffery, widely known outdoor showman, is president of the Showmen's League of America for the year 1937. The annual election was held at the League rooms Monday. There was no contest, only one ticket being in the field. Other officers are: First vice-president, Joe Rogers; second vice-president, Frank P. Duffield; third vice-president, Frank Conklin; treasurer, A. L. Rossman; secretary, Joseph E. Streibich.

Elected to the board of governors were Jess Adkins, M. H. Barnes, Fred Beckmann, Jack Benjamin, Sam Bloom, Harry Brown, Ray Marsh Brydon, John R. Castle, Harry Coddington, E. Courtemanche, S. L. Cronin, Mel G. Dodson, M. J. Doolan, Charles H. Duffield, Lew Dufour, Max Goodman, Charles Goss, Nat S. Green, Rubin Gruberg, Charles R. Hall, E. Lawrence Phillips, O. W. Hennies, W. R. Hirsch, L. S. Hogan, Elwood A. Hughes, Al Horan, Harry A. Illions, Max Linderman, Rube Liebmann, John L. Lorman, Lew Keller, Tom Mix, Jimmy Morrissey, Jack Nelson, Harry Ross, John Reed, Dave Russell, Harry Russell, Carl J. Sedlmayr, Frank D. Shean, James C. Simpson, F. W. Sims, Tex Sherman, Rudolph Singer, Sam Solomon, R. L. Lohmar, Harry E. Thurston, Dr. Max Thorek, Mel Vaught, Elmer C. Velare.



J. C. McCAFFERY

Dixie Expo Shows in Mobile

MOBILE, Ala., Dec. 5.—Dixie Exposition Show, now playing lots, opened to good business here. Unit expects to remain out all winter and open here for the Mardi Gras.

Many Carnivals in France

PARIS, Nov. 30.—Annual winter street fair at Toulouse has 100 rides and concessions, including Auto and Water Skooters, menageries, shows, lotteries and games. Fifty rides and attractions, including two circuses, many rides and shows, are at the fair in Le Puy, with three menageries, several rides and shows at the street carnival in Bergerac.

Vicksburg, Miss., from which point he directs the interests of the Saenger Theaters Corporation. He revealed that he came from England in the early carnival days with the Bostock combination.

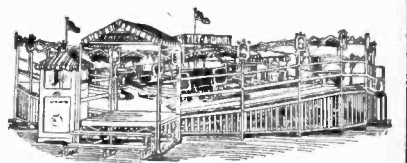
What room was my husband in? She never did find out. Show boys are funny like that.

Carl J. Sedlmayr, appears as a very forceful person in an easy-going manner.

P. T. Strieder was the "Big Chief" with all the feathers in the Royal American headquarters.

Rubin Gruberg said a man can never lose what he never had in the first place. Mrs. Gruberg looked as charming as ever.

"IT'S TOPS IN RIDES"



This New TLT-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.

CHARLIE T. GOSS

With STANDARD CHEVROLET COMPANY, EAST ST. LOUIS, ILL., World's Largest Distributors of Trucks and Automobiles to Shows and Show People

CHUCK SAUTER

Selling CHEVROLETS
Special Plan for Showmen. Now With SOUTHLAND MOTORS, INC., Miami, Fla.

ported several offers to general agent again. Other general agents noted were E. W. Weaver and Felix Bley. Elmer W. was busy for Gooding interests and Bley said he would probably announce his connection soon.

The *Billboard* room entertained some 2,000 visitors during the week, with E. Walter Evans, Nat Green, A. C. Hartmann and Claude R. Ellis on the greeting end. Old reliable Clint W. Finney was there with that smile that wins at all times.

Fredrick Weddleton's card read, in part: "There is no substitute for experience." Fredrick is an experienced outdoor showman who is now with the department of concessions for the 1939 Golden Gate International Exposition, San Francisco. So by this, here is one exposition that is going to have showmen connected with its plans and development.

Ballyhoo Bros. were there but not in person.

Max Linderman seemed to be fully alert to every move made in the jockeying for fair contracts. Many asked for Frank Bergen and Ralph W. Smith.

Al C. Beck said something about the Al C. Beck Trained Wild Animal Circus.

Curtis Velare was missed and would have been there had he not been so busy in winter quarters.

"Been looking for yeh all over this place." Meaning Mrs. Sherman's boarding house.

J. C. McCaffery seemed visibly affected when he heard the death of John Ringling. He referred to him as the leader in his line and one of the world's outstanding showmen.

William Carlton Fleming said not to forget to tell Santa Claus that he was at the convention. W. C. made a deal with a manicurist to do his nails at 10 cents a finger.

Mel H. Vaught got a wire from Dan Riley, who was in El Paso, Tex., about the lions he claimed J. George Loos wished on him. Mrs. Vaught was there in all charming manner. Quite a business woman of the State Fair Shows.

J. E. Manning, a former member of the Great Patterson Shows, was in from

SLA BANQUET RECORDS FALL

Largest Crowd in Organization's History Taxes Ballroom Capacity

Affair is one of magnificence thruout—prominent outdoor figures at the speakers' table—high-class entertainment provided—list of registrations

CHICAGO, Dec. 5.—Filling the Grand Ballroom of the Hotel Sherman to absolute capacity, the Showmen's League of America on Wednesday night staged its 24th annual banquet and ball to the largest attendance in the organization's history. The affair was one of magnificence thruout and reflects great credit upon Frank P. Duffield, chairman, and his aids, who worked untiringly to make it the success it was. The great ballroom was beautifully decorated for the occasion. A huge elephant, emblem of the league, and Canadian flags, was the background for the speakers' table. At the table were seated J. W. (Patty) Conklin, head of the league; J. C. McCaffery, president-elect; Rufus C. Dawes, president of A Century of Progress; Harry C. Baker, president of the NAAPPB; A. R. Hodge, secretary of the NAAPPB; Lincoln G. Dickey, director-general of the Great Lakes Exposition; Frederick Weddleton, of the Golden Gate International Exposition; William G. Morrissey, New York World's Fair; Allen D. Albert, past president Rotary International; J. Ed Brown, Pacific Coast Showmen's Association; Dr. Max Thorek, director American Hospital; Maurice W. Jencks, president International Association of Fairs and Expositions; Abner K. Kline, Heart of America Showmen's Club; Rev. J. O. Weaver, and F. Harold Van Orman, toastmaster.

Lew Diamond's orchestra furnished excellent music during the banquet and for the entertainment and dancing. The banquet was a sumptuous one, the menu consisting of tomato Voiga, Russian dressing, Melba toast, cream of fresh mushrooms, profitules, hearts of celery, jumbo mixed olives, sirloin steak maitre d'hotel, special baked potatoes, French string beans au beurre, Panama salad, Circus Ring College Inn cream, coffee and peppermints.

Following the dinner there was a fanfare of trumpets and into the ballroom marched a procession of grotesque figures, each carrying a huge letter lighted by sparklers, the whole forming the words "Welcome, Showmen." Toastmaster Van Orman next introduced those at the speakers' table, each of whom responded briefly. There followed an excellent entertainment program, after which the floor was cleared and there was dancing until the morning hours.

Prizes Awarded

During the course of the evening prizes offered in the membership drive were awarded. The Royal American Shows were awarded a gold life membership card in the league for the greatest number of new members secured by any show. They obtained 103 members. Elmer Velare accepted the award for the show. Harry Ross, who obtained 106 members, was awarded a gold life membership card for the greatest number secured by an individual. Sam Feinberg received an award donated by U. S. Tent & Awning Company for the concessioner bringing in the most new members. As he was not present, B. S. Gerety, of the Beckmann & Gerety Shows, accepted the award for him. Sam Solomon was awarded three banners offered by Nieman Eiseman for his work in the membership drive.

Outstanding Acts

The entertainment this year, while not as elaborate a bill as last year, was comprised of outstanding acts in their lines. Benny Fields found time to come over from the Chez Parce, where he is starring, to tell a few funny stories and gags and to sing the Crooner's Lullaby and Thanks a Million in the same manner that brought him back successfully over the comeback trail and again made a star of him. Was an easy hit. Jesse Crawford, master organist, at the console of a Hammond electric organ, eloquently played the Dance of the Blue Danube; Three o'Clock in the Morning, with chime effects, and closed with the expert playing of the finale from The Dance of the Hours to heavy applause. Frank Payne, from the Old Town Room of the Sherman Hotel, entertained with several impersonations that included

those of Boake Carter, Major Bowes, Fred Allen, Jack Benvv, Amos 'n' Andy and President Roosevelt, and altho hand-capped by the p. a. system not having enough volume to carry to the other end of the ballroom, he succeeded in rolling up a nice amount of hand-whacking.

Gianna Vanna, radio star, contributed Gypsy Lament, Neopolitan Street Song and an Irish ballad in a very fine soprano voice that was appreciated by the music lovers in the audience, and Sylvia Clark, petite NBC comedienne and former big-time vaudeville star, socked over several comedy songs and a comedy reading to nice results.

Frank Bennett's Singing Ensemble, 11 men and a woman, filled the hall with stirring vocal work. Attired in costumes of Old Heidelberg students, they contributed a marching song, Stein Song, Two Hearts in Three-Quarter Time, Land of My Sweet Romance, Old Heidelberg and Stout-Hearted Men and left to resounding applause.

Lew Diamond's Orchestra capably played the show besides furnishing the music during the banquet and later the toe-ticking tunes for the dancers.

Registrations

Those who filled out registration cards at the banquet included the following:

A
Mr. and Mrs. A. W. Abbott, Playland (New York); Mr. and Mrs. P. W. Abbott, Edmonton (Can.) Exhibition; Mr. and Mrs. Harry A. Ackley, Ackley, Bradley & Day; Rolland Ade, Newton County (Ind.) Fair; C. R. Adelberg, Stoner Manufacturing Corporation; Fred Ahrberg, Osage County (Okla.) Fair; Allen D. Albert, Rotary International; J. J. (Chick) Allen, Rubin & Cherry Shows; Mr. and Mrs. Carl Armhein, Springfield, Ill.; Mr. and Mrs. Ralph E. Ammon, Wisconsin State Fair; Arnold Aiman, Philadelphia Toboggan Company; Harold Ambler, Fred S. James & Company; Leslie G. Anderson, General Amusement Devices Corporation; Mrs. R. N. Anderson, Washington, D. C.; John R. and Dallis Julian Andrew, Illinois State Fair; Lorraine Antone, American Hospital; Joseph Archer, Archer Bros. Pennant Company; Bernard B. Arent and George Atkinson, Queen City Amusements; J. A. Armour, Chicago; T. V. Ashby, Jackson, Tenn.; Arthur Atherton, Johnny J. Jones Exposition; Robert Atterbury, Dakota City, Neb.; H. W. Avery, Kansas State Fair; Frank C. Ayres, Riverside Amusement Company; Charles MacKinnon Ackley, Ackley, Bradley & Day.

B
Mr. and Mrs. Jack Baillie and Mr. and Mrs. Ray Balzer, Dodson's World's Fair Shows; William C. Bailey, Minneapolis; C. G. (Pete) Baker, Oklahoma State Fair; Mr. and Mrs. George J. Baker, Playland (New York); Harry C., Harold E. and Jack H. Baker, Harry C. Baker, Inc.; Doug Baldwin, Minnesota and Alabama State fairs; George R. Ball, Edmonton (Can.) Exhibition; K. G. Barkoot, Barkoot Bros. Shows; Mr. and Mrs. M. H. Barnes, Barnes-Carruthers; Mr. and Mrs. Norman Bartlett, "Flying Turns"; D. L. Basinger, Cetlin & Wilson Shows; Mr. and Mrs. Harry J. and Mr. and Mrs. J. W. Batt, Pontchartrain Beach; Carl Beal, Herald-Argus (Ind.); C. L. Beares Sr., T. M. Harton Company; C. L. Beares Jr., West View Park; Mr. and Mrs. James L. Beatty, Indiana State Fair; Henry W. Beaudoin, Mid-South Fair; Al C. Beck, Seils-Sterling Circus; Mr. and Mrs. Fred Beckmann, Beckmann



FRANK P. DUFFIELD, who did a splendid job as chairman of the banquet and ball committee of the Showmen's League.

& Gerety Shows; Elsie Bell, Doolan's Rides; Lee, Lorraine and Harriette Belmont, Chicago; Sidney Belmont, Sidney Belmont Fair Attractions; Ann Bemstein, Royal American Shows; Jack Benjamin, Chicago; Paul Bennett and "Pegg" and "Bob" Bleekman, Wurlitzer; Jake and Lynn Bentler, Elk City, Okla.; M. Bernard, Philadelphia; Mr. and Mrs. Sunny Bernet, Globe Poster Corporation; Leo Berrington, Chicago; Mr. and Mrs. Joel H. Bixby, Oklahoma Free State Fair; Mr. and Mrs. Felix Bley, Demopolis, Ala.; Oscar and John O. Bloom, Gold Medal Shows; Cy Bond, Dodgem Corporation; Wayman Boyles, Lucky Teter and his Hell Drivers; Herold Bradley, Ackley, Bradley & Day; Ed Bramson, Greenspoon & Bramson, Inc.; M. B. Brantman, Charles Miller Amusement Company; A. Brazeau, Canadian National Railways; W. M. Breeze, Strates Shows; H. E. Bridges, Tulsa State Fair; Mr. and Mrs. Raymond Bromley, Lusse Bros.; Jean Brooke, Royal American Shows; J. Ed Brown, Pacific Coast Showmen's Association; Mr. and Mrs. A. M. Brown, Buckeye Lake Park (Ohio); Elmer Brown, Dee Lang Shows; Mrs. R. P. Brumleve, Ladies' Auxiliary, Showmen's League; Mr. and Mrs. Oscar C. Buck, O. C. Buck Expositions, Inc.; P. G., H. G., P. J., Helen and Rita Buckley, Buckley Manufacturing Company; "Bob" Buckley, Michigan State Fair; A. J. Buntin, Tour Wisconsin Club; Ben Burrows, Anderson Free Fair; Mr. and Mrs. F. W. Burrows, O. Henry Tent and Awning Company.

C

Cagney Bros., Leonardo, N. J.; Harry F. Caldwell, Indiana Board of Agriculture; Harry and Mrs. Alice Calvert, Beckmann & Gerety Shows; Mrs. Arthur Campfield, Baker-Lockwood; Mr. and Mrs. F. S. Campbell, Tri-State (Wis.) Fair; Mr. and Mrs. Harvey Cann, World of Mirth Shows; Mr. and Mrs. H. E. Carman, Mission Dry Corporation; Vic Carnares, Blue Ribbon Shows; Mr. and Mrs. Sharpe Carruthers, Barnes-Carruthers; Al Carsky, Royal American Shows; Mr. and Mrs. William Carsky, Casey Concession Company; I. Cetlin, Cetlin & Wilson Shows; Mrs. Ida Chase, Chicago; Alice Chedell, Cole Bros. Circus; Faire Chitwood, Conklin Shows; John H. Chutz, Chicago; A. Cinguini, American Doll and Toy Company; Fred W. Clapp, Excelsior Amusement Park (Minn.); Louis Clayer, Nieman Studios, Inc.; Mr. and Mrs. Wallace A. Cobb, World of Mirth Shows; Harry Coddington, Showmen's League; Eddie E. Coe, Johnny J. Jones Exposition; Max Cohen, American Carnivals Association, Inc.; Max H. Cohen, Crane Merchandise Company; "Young" Cohen, Chicago; Charles Cohen, Cetlin & Wilson Shows; Al R. Cohn, Conklin Shows; Robert F. Coleman, Robert F. Coleman, Inc.; John L. and Mr. and Mrs. Lewis A. Coleman, Riverside Amusement Park (Ind.); J. P. Colihan, Excelsior Amusement Park (Minn.); W. J. Collins, Graham Enterprises; Mr. and Mrs. Archie W. Colter, Riverside Amusement Park (Ind.); Mr. and Mrs. J. W. (Patty), Frank R. and Edythe Marie Conklin, Conklin Shows; George H. Cook, U. S. Department of Agriculture; Greta M. Cook, Chicago;

Bernice L. Cooperman, American Hospital; A. R. Corey, Iowa State Fair; Chris Cornalla, Showmen's League; C. W. Craft, William Glick Shows; Al A. Crane, Dodgem Corporation; Mottie Crosby, Ladies' Auxiliary, Showmen's League; J. Lee Cuddy, Johnny J. Jones Exposition; C. F. Curtiss, Iowa State Fair; I. Luzern Custer, Custer Specialty Company; Charles A. Curtis, Perey Turnstile Company; George H. Cramer, Spillman Engineering Corporation.

D
Lellita Dabney, Tulsa State Fair; T. Gordon Dalglish, Canadian National Exhibition; Milton Danziger, Eastern States Exposition; Frank W. Darling, Williamsburg, Va.; A. H. Dathe, Minnesota State Fair; John R. Davies, Philadelphia Toboggan Company; George Davis, Johnny J. Jones Exposition; Arthur H. Davis, Grand Trunk Railway; Sam B. Davis, Crescent City Smelting Company; Mr. and Mrs. Ross R. Davis, Spillman Engineering Corporation; Rufus C. Dawes, A Century of Progress; Matt M. Dawson, Wisconsin De Luxe Corporation; Francis L. Deane, Fulton Bag and Cotton Mills; B. W. DeBord, Illinois Department of Agriculture; Mr. and Mrs. F. Burton Derby, Lake Ariel Park and Beach (Pa.); H. A. Derenthal, Minnesota State Fair; Lincoln C. Dickey, Great Lakes Exposition; Mrs. Macey Dinkins, Mississippi State Fair; A. T. Dize, Dize Company; C. G. and Katie Dodson, Dodson Shows; Mrs. M. J. Donahue, Sol's Liberty Shows; James A. Donovan, Dodgem Corporation; M. J. Doolan, Doolan Rides; Dr. I. S. Dorton, Cleveland County Fair Association (N. C.); Frank Doyle, Chicago; Walter F. Driver, Chicago; E. F. Driver, Chicago; Mr. and Mrs. Charles G. Driver, O. Henry Tent and Awning Company; A. B. Drown, Grand Trunk-Canadian National Railways; Bertie V. Dubsky, Chicago; Florence Dudley, Jantzen Knitting Mills; Edward Duffy, Nieman Studios, Inc.; Lew Dufour, Dallas; Mr. and Mrs. Harry Duncan, Sol's Liberty Shows; Harry Dunkel, Cetlin & Wilson Shows; W. F. Durnil, Oklahoma Free State Fair; Lyndall Duval, U. S. Department of Agriculture.

E
Mr. and Mrs. Nate Eagle, Rubin & Cherry Shows; Isabel Easton, Gladco Service; J. W. Eberhardt, Kiddiland Company (Ohio); C. H. Egolf, Chicago; Simon Ehrlich, Louisiana State Fair; Leon S. Eisenmon, M. D., Forest Park, Ill.; Nieman Eisman, Nieman Studios, Inc.; Claude R. Ellis, The Billboard; P. N. J. A. Ernst, Showmen's League; Dick Espeland, Chicago; A. A. Eustaphieve, Robert F. Coleman, Inc.; E. Walter Evans, The Billboard; Mrs. Dorothy Evans, Chicago; Richard Evertsen, O. Henry Tent and Awning Company; George Elliott, Chicago.

Mr. and Mrs. Lee Eyerly and Jack V. Eyerly, Eyerly Aircraft Corporation.

F

Mr. and Mrs. Noble C. Fairly, Fairly-Martone Shows; Fred Fansher, New York; H. D. Faust, Tennessee Valley Fair; J. Feldman, Chicago; C. W. Fellows, Associated Indemnity Corporation; Richard D. Ferguson, Capitol Beach (Neb.); Mr. and Mrs. Al H. Fine, Sol's Liberty Shows; H. L. Finke, North Dakota State Fair; C. W. Finney, Aurora, Ill.; Carolyn F. Fitch, Ravenswood, Ind.; Ida Fitzcohen, Conklin Shows; John Paul Flanagan, Youngstown, O.; "Bill" Fleming, Happyland Shows, Inc.; Carl Fleming, Art Lewis Shows; W. C. Fleming, H. William Pollack Poster Print; E. E. Foehl, Willow Grove Park (Pa.); T. C. Foley, Conneaut Lake Park (Pa.); L. L. Foord, Dize Awning and Tent Company; C. Y. Foster, Indiana State Fair; T. A. Fowler, Fulton Bag and Cotton Mills; Elmer H. Fox, Waukesha Beach (Wis.); J. B. Francioni Jr., Louisiana State Fair; Mr. and Mrs. Abe Frankle, Riverview Park (Ia.); Mr. and Mrs. Frank D. Franklin, Knoxville, Tenn.; J. Z. Frazier, Illinois Department of Agriculture; B. W. and Mr. and Mrs. L. A. Frederick, Frederick Bros. Music Corporation; Harry J. Frost, Minnesota State Fair; Evelyn Fuhrmark, Chicago; Frank D. Fuller, Mid-South Fair (Tenn.); E. E. Frizell, Kansas State Fair; B. H. Fishman and Mrs. Birdie Fishman, Gerber & Glass.

Mr. and Mrs. John Francis, Greater Exposition Shows; Mrs. Abner Kline, Eyerly Aircraft Corporation.

G

J. W. and Mrs. Ann Galligan, Blue Ribbon Shows; Nate Gellman, Gellman

Bros.; Mr. and Mrs. Paul L. Gerber, Gerber & Glass; B. S. Gerety, Beckmann & Gerety Shows; C. M. Gerhart, Philadelphia Toboggan Company; Harry Gibbons, Chicago; Jack Gilbert, World of Mirth Shows; David Gillian, Gillian's Fun Deck; Sam and Freda Ginsburg, Bax Axe Fair (Mich.); Ted Girard, Champaign, Ill.; R. A. Glass, Chicago; M. H. Glass, Gerber & Glass; Ralph W. Glick, Robinson Concessions; William Glick, William Glick Exposition Shows, Inc.; Sam Gluskin, Royal American Shows; Charles and Mr. and Mrs. George E. Golding, Golding & Company; F. E. Gooding, Gooding Greater Shows; Max Goodman, Goodman Shows; Walter Goodwin, Walter Goodwin Attractions; Mrs. Henry Gordien, Television Shows; Mayme Gorges, Chicago; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Company; Jay Gould, Gould's Million-Dollar Spectacle Shows; Mr. and Mrs. Nat Green and Alice and Virginia Green, *The Billboard*; Mr. and Mrs. Charles W. Green, Missouri State Fair; Jack L. Greenspoon, Greenspoon Concession Company; Lou Greiner, Sandy Beach Park (Ohio); Ewing Griffin, West Tennessee District Fair; J. G. Griswold, Fred S. James & Company; Dorris Groday, *Take a Chance*; Iris Gron, Standard Amusement Company; Arnold B. Gurtler and Eli M. Gross, Elitch Gardens (Colo.); Mr. and Mrs. Rubin Gruber, Rubin & Cherry Exposition; Sam and Pauline Gurevitz, Chicago.

H

Oscar R. Haase, Tour Wisconsin Club; J. E. Hackman, Conneaut Lake Park (Pa.); W. B. Haefner, Enna Jettick Park (N. Y.); L. L. Pearl and Ruby Rae Hall, Hall Concessions; J. H. Halstead, Chicago; Mr. and Mrs. George Hamid, George A. Hamid, Inc.; Jean Hancock, Chicago; Josephine Hankinson, New York; Ralph A. Hankinson, Hankinson Speedways, Inc.; George E. Hanscom, Minnesota State Fair; W. J. Hansen, Waldameer Park (Pa.); A. O. Harris, Champaign, Ill.; Evelyn Harris, Hollywood; Joe C. Harris, Sims Shows; Mr. and Mrs. Frank H. Hartless, Circus Fans' Association; A. C. Hartmann, *The Billboard*; Otto Hauser, Hall's Concessions; Frank Joseph and Marle H. Hauss, Standard Chevrolet Company; H. R. Hawke, Capitol Beach Park (Neb.); D. O. Hawn, Cooper Bros.' Circus; Jack Heath, Chicago; Paul Heinze, Edgewater Park (Mich.); Lucille Parker Hemingway, C. W. Parker Amusement Company; Mr. and Mrs. Ralph T. Hemphill and Betty Jean Hemphill, Oklahoma State Fair; H. W. and Orville Hennies,

Hennies Bros.' Shows; Carl Elmer Henninger, Kennywood Park (Pa.); Mr. and Mrs. Louis Herman, Showmen's League; Mr. and Mrs. Maxie Herman, Conklin Shows; L. B. Herring Jr., South Texas State Fair; Mr. and Mrs. Floyd Hesse, Johnny J. Jones Exposition; William Judkins Hewitt, *The Billboard*; Phil H. and Ruby Heyde, Sol's Liberty Shows; C. W. Hinck, Minneapolis; George Hirschberg, Cetlin & Wilson Shows; W. R. Hirsch and Miss J. D. Hirsch, Louisiana State Fair; Mr. and Mrs. Max Hirsch, Chicago; Nat Hirsch, Hock Concessions; Joseph W. Hiscox, U. S. Department of Agriculture; Mr. and Mrs. Ed Hock and Evelyn Hock, Hock Amusement Company; Mr. and Mrs. Albert Hodgini and B. Hodgini, Chicago; L. Peasy Hoffman, Rubin & Cherry Exposition; L. S. Hogan and Kent Hosmer, Beckmann & Gerety Shows; Mr. and Mrs. William Herder, Canadian Pacific Railways; Mr. and Mrs. Buff Hottle, Dee Lang Shows; Denny E. Howard, Hennies Bros.' Shows; F. E. Hubbs, Mountain Park (Mass.); William B. Hubbs Jr., Broad Ripple Park (Ind.); Paul H. Huedepohl, Jantzen Beach (Ore.); Elwood A. Hughes, Canadian National Exhibition; A. J. Humke, Anderson, Ind.; H. J. Humphrey, Euclid Beach Park (O.); W. W. Hurd, *The Billboard*; Mrs. Rosa Hurt, Virginia State Fair; Argo Hutchinson, Coney Island (O.).

I

Mr. and Mrs. H. A. Illions and Jeanette Illions, Royal American Shows; Mr. and Mrs. E. E. Irwin, Illinois State Fair; Phil Isser, World of Mirth Shows.

J

Mrs. J. W. Jackson, L. L. Hall Concessions; Mrs. Richard Jackson, Jackson Midway Shows; W. D. Jackson, Western Fair (Can.); Bertel Jacobsen, Ward County N. W. Fair (N. D.); Mr. and Mrs. W. F. Jahnke, Saginaw Fair; Emmie Nelson Janick, Chicago; Stephen Janick Jr., *This Week in Chicago*; Mr. and Mrs. Maurice W. Jencks, Kansas Free Fair; A. M. Jens and Mildred James, Fred S. James & Company; S. T. Jessop and G. W. Johnson, U. S. Tent and Awning Company; F. B. Joerling, *The Billboard*; Ash Johnson, *Printed Word*; Elmer Johnson, Harry C. Baker, Inc.; Mabel Johnson, Evanston, Ill.; Mr. and Mrs. R. A. Jolly, Seccalum Park (O.); E. Paul Jones, Dallas; H. W. Jones, Strates Shows; W. St. C. Jones, William B. Berry Company; A. W. Joy, Riverside Amusement Company (Ind.); Mr. and Mrs. R. F. Judy, World of Mirth Shows. Mrs. Johnny J. Jones, Johnny J. Jones Exposition.

K

Ben F. Kagay, Chicago; Florence Kaiser, *The Billboard*; Richard S. Kaplan, American Carnivals Association; Mr. and Mrs. John W. Kapp Jr., Springfield, Ill.; H. E. Kardel, Eaton County 4-H Fair (Mich.); Streeter Karr, Philadelphia; Al Kaufman, Chicago; Terry Keaty, Chicago; Charles F. Keller Jr., Park and Beach Supply Company; Mr. and Mrs. Lew Keller, Casey Concessions; L. Clifton Kelley, State Fair Shows; F. E. Kelley and Mabel Humphrey Killaly, The Humphrey Company (Ohio); Mr. and Mrs. Jack Kenyon, Los Angeles; Mr. and Mrs. A. W. Ketchum, Forest Park Highlands (Mo.); F. G. Ketter, Columbus, O.; Mabelle Kidder, World of Mirth Shows; Mr. and Mrs. John D. Kilonis, J. D. Kilonis Shows; Frank Klingman, Brockton Fair; A. M. Kirk, Canadian National Railways; Claud Kirk, Gerber & Glass; Jack Klein, Barnes-Carruthers; Abner Kline, Eyerly Aircraft Corporation; Johnny, Manny and Dave Kline, New York; G. E. Kohn, Fulton Bag and Cotton Mills; Ben Kramer, Chicago; Aug. Krantz, North Dakota State Fair; Benjamin Krasner, Lakeside Park (Colo.); Sam Kravetz, Cetlin & Wilson Shows; Mr. and Mrs. F. Krewer, Dodson Shows; Edward Krome, Buckley Manufacturing Company.

L

Dave Lachman, Kansas City, Mo.; Donald Lacost, Gold Medal Shows; Marvin F. Laird, Blue Ribbon Shows; J. E. Lambie Jr., Euclid Beach Park (O.); Mr. and Mrs. Dee Lang, Dee Lang Shows; C. J. Latscha, *The Billboard*; Mr. and Mrs. Al Latto, Latto Amusement Company; George H. Lauerman, Lauerman Bros.; Mr. and Mrs. M. H. Lavine, Tri-State Fair (Wis.); Mr. and Mrs. Raymond A. Lee, Minnesota State Fair; Mrs. J. W. Lees, Ralph Hankinson Speedways; H. A. Lehrter, Chicago; Mrs. Myrtle Lehrter, Johnny J. Jones Exposition; John Lempert, Standard Amusement Company; Frederick E. Levere, Savin Rock Park Company (Conn.); Betty Levinson, Edison Warehouse, Inc.; Julius Y. Levinson, Levinson Radio Stores Company; Mr. and Mrs. S. J. Levy, Chicago; Art Lewis, Art Lewis Shows, Inc.; S. S. Lewis, York Fair; Louis Leonard, Chicago; Rube Liebman, Barnes-Carruthers; Mabel Litzelman, Sol's Liberty Shows; Jimmie E. Limbaugh, Beckmann & Gerety Shows; Max Linderman, World of Mirth Shows; William A. Lindemann, Minnesota State Fair; Edward R. Litsinger, U. S. Tent and Awning Company; Phil Little, Dallas; William D. and Roger S. Littleford Jr.,

The Billboard; Mr. and Mrs. J. H. Lloyd, Illinois Department of Agriculture; Mrs. Blanche Lochman, World of Mirth Shows; R. L. Lohmar, United Shows of America; Lucille Loiselle, Chicago; George F. Long, George F. Long & Company; George W. Long, Sea Breeze Park (N. Y.); J. George Loos, J. George Loos Shows; Ellwood C. Lorman, Chicago; Sammy L. Lover, Royal American Shows; John H. Lucas, Conneaut Lake (Pa.); Mabel Lupo, South Carolina State Fair; Mr. and Mrs. Joseph R. Lusse Jr., Mr. and Mrs. Raymond Lusse and Robert Lusse, Lusse Bros., Inc.; Theodore M. Loll, Waukesha Beach (Wis.).

M

J. C. McCaffery, Rubin & Cherry Exposition; H. J. Madden, Tennessee Valley Fair; A. Magid, Cleveland Merchandise and Novelty Company; Daniel J. Mahoney, Rex Novelty Company; Irving Malitz, Chicago; Jeanne Malone, Rubin & Cherry Exposition; H. Mamsch, Chicago; F. H. Manning, Kansas State Fair; Mr. and Mrs. F. L. Mannix and Mrs. Frank L. Mannix, Flint, Mich.; W. C. Manrow, Elkhart County Fair (Ind.); Fred L. Markey, Dodgem Corporation; Mrs. M. Maroney, Glen Echo Park (Md.); Mr. and Mrs. Steve Maroney, Seaside Park (D. C.); Mr. and Mrs. Art Martin, Hennies Bros.' Shows; C. W. L. Martin, Chicago; Tony Martone, Ruth Martone and Alice Melville, Fairly-Martone Shows; Mrs. Marguerite Mathias, Chicago; B. H. Mathis, Warren Tank Car Company; Jean Matson and W. L. Meller, Baker-Lockwood; Mr. and Mrs. Bernie Mendelson, O. Henry Tent and Awning Company; C. A. Mercler, New York; Frank Miles, B. & M. Amusement Company; Cleora, Dorothy E. and George J. Miller, Chicago; Cedric Ted Miller, Strates Shows; Mr. and Mrs. Morris Miller, Miller Bros.' Shows; R. D. (Duke) Molesworth, Missouri State Fair; J. T. Monsour, Louisiana State Fair; James K. Monteith, University City, Mo.; C. A. Moore, Hutchinson, Minn.; Robert H. Moore, Hankinson Speedways; Dr. William Moore, Raleigh, N. C.; F. Langdon Morgan, *The Billboard*; Charles R. Morris, Indiana Board of Agriculture; Paul C. Morris, Playland (N. Y.); Jimmy Morrissey, U. S. Tent and Awning Company; William G. Morrissey, New York World's Fair; Robert M. Morse, La Porte County Fair (Ind.); Mr. and Mrs. A. E. Moyle, Texas Centennial; W. W. Muar, Roseland Park (N. Y.); Mr. and Mrs. John Mulder, Grand Rapids, Mich.; Mr. and Mrs. J. P. Mullen and Frances Mullen, Iowa State Fair; Edward Murphy, Chicago; Joe Murphy, Chicago; J. F. Murphy, F. E. Gooding (See SLA BANQUET on page 56)



TWENTY-FOURTH ANNUAL BANQUET AND BALL of the Showmen's League of America held in the Grand Ballroom of the Hotel Sherman, Chicago, Wednesday night, December 2.

Midway Confab

By THE MIXER

TIME WILL TELL.—What?

CHRISTMAS spirit is in the air.

WHY BE a whittler—or a piddler? Have an objective.

SOME do not advertise because they have no idea of staying in business.

RUMOR has it that Louis Ringold will take out the Rizner Shows next season.

HONOR AND CHERISH the profession of outdoor entertainment if that is your field. Those who do are successful.

HAVE you read all the carnival picture books?

WHAT is a "regular" feller and what makes him a "good" guy?

THE LATE William J. Hilliar is credited with having discovered the latent talents of Starr DeBelle.

PLEASE! Double space typewriter copy submitted for publication.

WHEN he was a small boy he got "wid it" and has been "wid it" ever since. What a fascinating business.

THE ONE who discovers how mistakes are made will do pretty well for himself and the world.—"The Onion."

IF YOUSE guys cannot be gentlemen it is best that you keep from talking so much.—Waddley Wif.

IRENE BURNS, wife of Jack Burns, is working clubs and stags in and around Denver.

JUST TO REMEMBER: The downtrodden are those with the modest mien and inferiority complex, yet highly efficient and talented.

JOE BARILLO recently arrived in Denver from the Coast looking for a Christmas location.

SAM GOODMAN, corn game operator, is reported to have passed sixth in a civil service examination.

DID YOU ever have a feller say "Let me take your fountain pen" and then have him actually do it?

DR. R. GARFIELD has opened a restaurant in Long Beach, Calif. He reports a swell season with the Glick Shows.

DICK COLLINS apparently has not been idle while in England. Look at the attractions he has booked for America for season 1937.

THE MODERN WAY: Look after the sick and distressed and leave the **WELL ALONE**—they can shift for themselves.

RALPH FORSYTHE, after a tour of the South, has closed his rides with Mel Vaught Shows at El Paso, Tex., and is now wintering in Fort Collins, Colo.

MAX LEVINE, owner of Western Novelty Company, Denver, recently returned there from a trip to Los Angeles and San Diego.

THOSE who do not sign letters or post-cards appear as highly indifferent to their own interests.—Soapy Glue.

SPEEDY HENRY cards from Tampa, Fla., that he will winter in that section. He also advises that he will again be with Dick Best next year.

HEARD on the front of a "wild-man" show. "Big Chief Awautomee is going to eat up Little Chief Awautomee." But he never did to this very day.

THE CAVE MAN is gone. Some hefty modern female must have given him the final sock and put him out of the limelight.—Tilly Few Clothes.

HAROLD LAUGHLAN cards from Houston, Tex.: "Closed season at Turkey Trot, Chero. Now pitching until after Christmas."

J. J. STEBLAR cards from Miami, Fla.: "Motored here with the family recently. Just purchased a new 1937

Hayes trailer de luxe. Will winter here until February."

LIST the care and upkeep of the human body as a sacred obligation. Some do not know that there is such a celebration as "Wash your face week."—Soapy Glue.

JOE ANNA WRIGHT cards from Hamilton, Ga.: "Closed season in Chase City, Va., with Kaus Shows. Worked in annex for L. H. Harrell's Side Show. Had a good season and no kicks."

LUDY KAESER cards from New Orleans: "Closed with Gold Medal Shows at Lake Charles, La. Now playing guitar with Melody Ramblers here and broadcasting daily over Station WDSU."

LET'S DUMP this talker trash on the ash pile for season 1937: "By my watch for three minutes the admission will be 10 cents." This is both bosh and bunk combined.—"The Onion."

WE WILL have all cartoon style banners on our Fake Show. T. W. (Slim) Kelly once had a show with cartoon banners. It was not a fake show, either, but two very large and healthy fat gals.



JOHN H. MARKS, Eastern carnival operator and owner of the Marks Shows, who plans to make his 1937 season reveal the same advancement that his organization of the past season did over the previous ones.

F. E. ALDERSON cards from Hinton, W. Va., that he has just signed a contract with Baylor Exposition Shows to again have his Chairplane and Tilt-a-Whirl with that organization in 1937.

WHEN IN doubt as to what next to do many enter the carnival business. It is strange they do not realize that it requires long and trying experiences before the business can be mastered.

NOTES FROM West's World's Wonder Shows by Frank La Barr: "Show closed its 1936 season after 32 weeks on the road. Plans call for the unit to be a 25-car affair next season."

C. R. JEWELL, veteran trouper, after closing his second consecutive season with L. D. Powers' shooting gallery on the Strates Shows, is driving a cab in Tampa, Fla.

JACK BURNS, who recently closed his show with Intermountain Shows at Trinidad, Colo., went to Denver, where he stored in the same winter quarters as last year.

IT APPEARS that all the men attending the Chicago meetings were properly introduced to a tailor. As for the women, bless them, they looked beautiful. They certainly did patronize their couturiers (men dressmakers) and couturieres (women dressmakers). Then some.

BILLIE AND BETTY TIMBERLAKE, after a two-year absence from the road, have just contracted to appear with the

Dee Lang Shows in 1937. They have a new single pit attraction.

EARL C. HALL and the missus, connected with the F. H. Bee Shows for the last four years, write from Santa Ana, Calif.: "Sorry to learn of the death of Mrs. Emma Anderson. We'll miss her."

RAY GLAUM, who closed with the R. H. Work Shows at the Charleston (S. C.) Colored Fair, recently joined the Georgia Amusement Company with his Ray-Nell Show at Lumber City, Ga., for the winter.

THE GREATEST fault with the press agents is that they do not demand the necessary information for their department. If some of them would do as much to give the show publicity as they do themselves, they could become more valuable to the organization they represent.

ROSINA RAYMOND cards from Baltimore, Md., that she has been finding it difficult to forget the road after calling it quits. She is at present working in Baltimore.

R. J. WHILE letters in to ask: "Remember when Tubby Snyder had the Cosmopolitan Shows and he put the entire show under one big top and could not find a lot large enough for the top? When A. B. Miller Shows had the Street Parade carrying 60 head of stock?"

DOC WILLSE cards from Fort Pierce, Fla.: "Closed a successful season with my side show and museum on the Blue Ribbon Shows and am wintering here. Will return to the Blue Ribbon Shows in 1937.

FRED E. WHARTON letters from McAllen, Tex.: "The missus and I have just arrived home from a profitable season with concessions on the T. J. Tidwell Shows and are harvesting our citrus fruit crop, which looks to be good, both in quality and quantity."

ROBERT T. STILES after a long season with carnivals and circuses is spending the winter with the District Industrial Food Shows and Exposition. He says the show is booked until early in 1937. He will return to the road again next summer.

YOU don't tell us that you have an Athletic Show! Well, well, they should at least be Physical Culture Arenas. Look at the beautiful girl athletes who would be willing to work. This kind of a show can be made one of class and distinction on carnival midways. Some do not care for modern things. So what?

RALPH R. MILLER, carnival and general amusement purveyor, cards from Mexico City, D. F., Mexico: "Arrived here last Saturday. Saw several circuses and

BIG ELI Semi-Trailers

Built to stand the hard knocks of the tough moving jobs. Write for additional information.

ELI BRIDGE COMPANY
Builders,
Wolcott & Case, JACKSONVILLE, ILL.

THE NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springville, Erie Co., N. Y.

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, Fans, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 236.
Heavy Convention Walking Canes.
Dark Mahogany Finish.
Price Per Gross, \$21.00.

CANES

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

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19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

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"World's Newest Ride Sensation"

Ride Can Be Seen in Operation at Funland Park, 7th Ave. and 24th St., Miami, Fla.
We are now accepting orders for Spring Delivery.
No Agents—No Jobbers.

Address all communications to
EYERLY AIRCRAFT CORPORATION
Salem, Oregon.
ABNER K. KLINE, Factory Representative.

DON'T HIBERNATE

Lord's Prayer Engraved on Penny — BEST money-maker all year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mails.

"BLUE DOT" STAMP COMPANY,
124 East Larned Street,
Detroit, Mich.
(Est. 1928.)

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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.

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HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAFFER.

H.M. Pollack Poster Print

BUFFALO, N.Y.

POSTERS-CARDS

carnivals on way thru this country to the big city."

TO REMEMBER: Walter Davis, Roy Ludington, W. H. (Bill) Rice, W. J. (Doc) Allman, W. C. Finney, Lee A. Sullivan, Percy Martin; Harry, Mark and Sammy Witt; Louis Isler, Lillian and Edna Drake, Edward Arlington, C. Frank Hafley and Namy Salih.

HAPPY ATWOOD writes that he is again playing the part of Santa Claus at the Hudson Store in Detroit and it marks his 24th year in that role. According to Happy, Billy Barlow, known as Prince Karan, is being featured as a mentalist on the Famous Players Time in Canada.

HARRY BERNSTEIN cards from Hot Springs, Ark.: "Confined to bed with a serious illness here at the Levi Memorial Hospital. Was with Max Goodman for the last five years until August of this year when I joined Landes Shows and finished the season with Sam Gordon, of Beckmann & Gerety Shows. Would appreciate hearing from all my friends."

JOSEPH J. FREDERICK letters from Detroit: "Have been painting and repairing my penny arcade machines here at my winter quarters. Just took delivery on several machines and a large size top. All canvas will be new for next season. Construction on something completely new and different in show fronts will begin shortly after the holidays. Season was the best in six years for me."

HARRY JANSEN (Dante, the magician) had a great idea once for an independent carnival show. It was his idea to have it pit-show style, with all "fakes" and to title it the Big Fake Show. All for comedy. Jansen was once in the carnival field with James T. Clyde's World at Home and Johnny J. Jones Exposition. Now this master showman is a world-toured and famous exponent of the magicians' art. A leader. His early carnival training did much to spur on his later day achievements.

T. A. WELCH letters from Anderson, S. C.: "Just closed with Johnny J. Jones Exposition. This year marked my best season. Already have my pony track booked with them for next season, with my dad, who is 62 years old, again in charge. Other duties will keep me off the road. Must add a word for Walter White, who extended us every courtesy he could to make the season a success."

W. G. MAGNUSON, after closing with Bill Chalkais' Odditorium on the Snapp Greater Shows, is again wintering at his old stamping grounds, Rockford, Ill., where he is trying to rid himself of malaria which he brought back from the Sunny South. He infos that Jimmy Williams, ventriloquist, and F. A. Nicholas, magician, with the same organization, dropped off at Peoria, Ill., where they will play clubs and schools.

A. F. SCHRIMSCHER in a visit to the Cincinnati office of *The Billboard* last week infod that he and the family are spending several weeks in this city before going to Florida to join the Blue Ribbon Shows for the winter fairs with his frozen custard and dog track units. He reports a good season with the L. J. Heth Shows and adds that the Eastern and Southern fairs were the best in years. Schrimmscher says that Walter Brown, manager of unit number two, has already gone to Miami in order to get an earlier start for the 1937 season.

THE AMERICAN CARNIVAL of today is a vast and important division of the outdoor amusement industry. It gives employment to tens of thousands and spends millions of dollars annually. Its features, coupled with expositions, exhibitions, fairs and celebrations, places upon it the obligation to entertain at least one-half of the entire population of the North American continent. Yet there are many who decry its popularity as entertainment for the masses. To this minority element we say—"Read your newspapers and magazines."

DON C. MACIVER, magician and lecturer, who just closed his season as manager of the Circus Side Show with the J. J. Page Shows, is now in Tunnelton, W. Va., where he is preparing a winter novelty show to be presented at schools and theaters. He reports a successful and pleasant season under the Page banner and has already been contracted to return in 1937, when he will have a new Temple of Mystery Show and Motion Picture Monkey Theater besides managing the Circus Side Show. He also infos that the Gande Family left for Augusta, Ga., immediately after completing the season.

THE 42D ANNUAL AMUSEMENT REVIEW AND HOLIDAY GREETING NUMBER of *The Billboard* will be dated DECEMBER 26. First forms go to press THURSDAY, DECEMBER 17. Last forms SATURDAY, DECEMBER 19. Kindly have all copy desired for special positions reach *The Billboard*, Cincinnati office, THURSDAY, DECEMBER 17. Many timely items and news stories have to be left out on account of late arrival. *The Billboard* is ever and always in the making. There really is such a thing—as a DEADLINE!

They have been booked to play school and theater engagements there. They, too, will return to the Page organization next year.

THE GENERAL AGENT of a carnival belongs in advance and not back with the show. There is a class of special agents in the business who think they should take over the management as soon as the train or trucks arrive. They simply do not know their position. If they would pay more attention to advance details and not so much to their personal exaltation they could be of more value to those they represent. There are many details overlooked by advance representatives that should be attended to and turned in to the managers when the show gets in, or before in the case of the general agent, such as full list of the names of the committee auspices, positions and names of all town or city officials; titles of all newspapers, whether weekly, semi-weekly or daily, that are to be used by the carnival in every town to be played and just as soon as the contract is signed. Exact location of the lot and names of the owner or owners. Name of the water, light and power companies and the names of the executives of each department. Names of the local hauling companies and addresses. All the above with street and telephone numbers. Every bit of information required by the manager should be sent in with the signed contracts for every "still" date, celebration or fair.

HENRY HEYN takes his typewriter to task with the following: Amusement seekers of Canada have much in common with those of the States in regard to outdoor pleasures. Good neighbors indeed.

Warehouses full of midway equipment are just silent sentinels thruout the long winter months, an interesting contrast to the center of gayety that radiates like magic when the show is again transformed into a midway to charm thrill lovers once more who seek variety in amusements.

Most amusing argument I heard this year was by two apparently smart trouperers. The one had a firm conviction that when it's Monday noon in Chicago it's Tuesday noon in New York. Hey! Call the teacher.

A manager said this fall: "Next year I will have a kind of first-aid place on the grounds." Not bad either, because mashed fingers, bumps and bruises are sometimes frequent on moving days.

Seems as tho some little shows are outlasting those in sunny Southern California. Those in the South Central States are still out. Out of the barn, yes, and out of other things, too. Eh, what?

Mr. Showman, when you give a committee exclusive check on collecting of tickets at shows and rides you are giving them something they are not entitled to have. Too many of them profess to be holler than thou and assume that "We shall not trust you with our 15 per cent, but you must trust us with your 85 per cent. A misdeal.

Southwestern Convention To Be Held at El Paso

EL PASO, Tex., Dec. 5.—Southwestern Showmen's convention will be held here December 30, it was announced this week. Invitations have been sent to more than 4,000 showmen in the West and Southwest.

Verne Newcombe, now lining up events and attractions for the Southwestern Sun Carnival, is in charge of arrangements. He is being assisted by Don Brashear, E. A. Comstock and Fred (Happy) Myers.

A banquet at Fred Borland's Lobby Cafe in Juarez, Old Mexico, across the Rio Grande, has been scheduled, with a ball slated to follow.

American Carnivals Association, Inc.

By MAX COHEN

CHICAGO, Dec. 5.—The third annual meeting of the association has just come to a close and one cannot but be seriously impressed with the unusual enthusiasm displayed by all who attended the four sessions.

We pause to note that everyone in attendance was saddened by the passing of John Ringling, who, altho strictly speaking was not a carnival man, was nevertheless an outdoor showman whom all outdoor showmen loved and revered.

The first session of the annual meeting disclosed that nearly three-fourths of our entire show membership was represented, besides a considerable number of persons who were interested in the activities of the association. After reading and approval of the minutes of the 1935 Chicago meeting, we then presented our report on the activities of the association for the past year. Altho the report was quite lengthy and consumed upwards of two hours to deliver, we were told that the membership appreciated knowing in full detail what has been accomplished by the association during the past year. This was followed by a detailed discussion of the new Social Security Law and its application to carnival shows, after which the meeting adjourned until Tuesday afternoon.

The afternoon session on Tuesday was devoted to an informal discussion of individual problems with individual show owners.

The evening session on Tuesday was featured by the adoption of a code of by-laws for the association and the election of officers for the ensuing year. With the exception of a minor change to render them less understandable, the by-laws were adopted exactly as presented.

Election of a board of directors for 1937 resulted in the following being named to serve in that capacity: James W. Conklin, of Conklin's All-Canadian Shows; Arthur Lewis, of Art Lewis Shows, Inc.; James E. Strates, of Strates Shows Corporation; Harry Dunkel, of Cetlin & Wilson Shows, and Oscar Bloom, of Gold Medal Shows.

Officers elected for 1937 are John W. Wilson (Cetlin & Wilson Shows), president; Floyd E. Gooding (Gooding Greater Shows), first vice-president; John Francis (Greater Exposition Shows), second vice-president; Arthur Lewis (Art Lewis Shows), secretary-treasurer, and Max Cohen, general counsel-secretary-treasurer.

A resolution was adopted unanimously expressing the appreciation of the entire membership for the space devoted to its activities by *The Billboard*, particularly to the space granted to this weekly column.

Plans for a comprehensive and intensive membership campaign were discussed and the following committee was appointed to take charge of the matter: L. Harvey Cann, World of Mirth Shows; Oscar Bloom, Gold Medal Shows; George S. Marr, Strates Shows; James F. Murphy, John Francis, Greater Exposition Shows; Oscar Buck, O. C. Buck Expositions, Inc., and Floyd Newell, Mighty Sheesley Midway, Inc.

Considerable discussion was had and general conferences were conducted on such subjects of importance as transportation, motor vehicle insurance, workmen's compensation insurance, group life insurance and the dissemination of propaganda favorable to the industry.

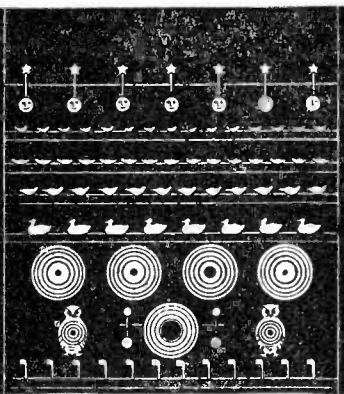
A resolution was unanimously adopted by all present which provides that the membership during the coming year will carry on all paper, lithographs, publicity and publications the legend "Member A. C. A."

The annual meeting came to its finale on Wednesday afternoon with a meeting of the new board of directors and officers, in which plans for the up-building and growth of the association and various problems of the industry were discussed.

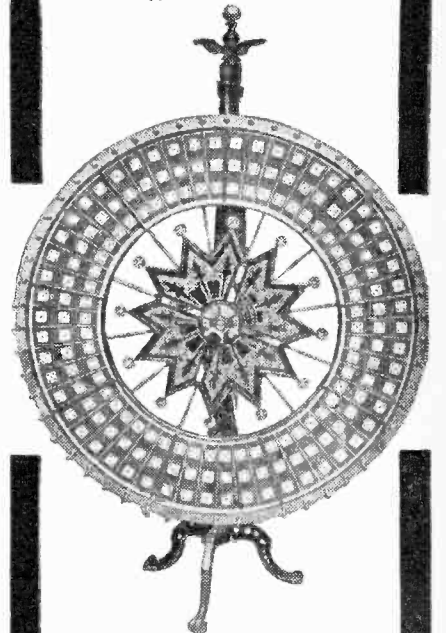
All in all, everyone seemed impressed with the outcome of the meetings, and all with whom we have discussed the subject expressed as their opinion that the association is on the right track and were enthusiastic in behalf of its future.

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Rely on Evans 44 Years' Experience for the Best Amusement Equipment.



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IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for All Makes.



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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.

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of All Kinds

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WANTED

SOUTHWEST SUN CARNIVAL

EL PASO, TEX.,
December 28-January 3.
CONCESSIONS OF ALL KINDS
X Sold on Ball Games and Candy Floss. ALL SHOWS OPEN except Girl and Sideshow. Wire or write
VERNE NEWCOMBE,
Suite 202-3 Cotton Exch. Bldg., El Paso, Tex.
LOCATION ON DOWNTOWN STREETS,
HEART OF CITY.

FREAKS SIDE SHOW ACTS

I can offer outstanding FREAKS and Working Acts steady work all winter and season 1937. Museum and Florida fairs all winter. Salary sure every week. Make it reasonable for winter, including meals.

Wire or Write L. B. (BARNEY) LAMB
419 Main Street, Jacksonville, Fla.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Dec. 5.—A week of many pleasant social activities came to a close with the installation and open house December 3. President Patty Conklin received final reports from his various committees and discharged each with an expression of sincere thanks. Vice-President Jack Nelson, who is retiring, received a remembrance from the boys, as did that live-wire worker from Canada, Neil Webb. Past President Levy attended to introduction of the newly elected officers.

Visitors galore all week long, this being one of the banner gatherings of all time. Seems that each year attendance increases, and after being once here they all pledge not to miss it in the future. Attendance at the 24th annual Banquet and Ball surpassed all previous records and it looks as if it will be hard to find a place large enough for this affair in the future. Chairman Frank P. Duffield sure did himself proud and received many compliments for his hard work.

Some of the highlights at the meeting were C. J. Sedlmayr, E. C. Velare, John A. Francis, J. George Loos, L. E. Roth, Oscar Bloom, Morris Lipsky, Eddie Coe, Joseph Sty, George Paige, J. Ed Brown, Lew Dufour, Fred Beckmann, L. S. Hogan, B. S. Gerety, W. R. Hirsch, Nate Miller, Kent Hosmer, Louis Herman, Canadian counsel; Neil Webb, Canadian secretary; Frank R. Conklin, Frank P. Duffield, Joseph Allen, Donald La Cast, Sam Gluskin, John F. McTighe, George Lauerman, Jack Wilson, Lew Keller, Edward A. Hock, Patty Conklin, George Pappas, Joe Harris, James P. Sullivan, Ray Balzer, Frank Gainer, James A. Terry, Frank D. Shean and many others.

The annual report as presented by the finance committee was a pleasant surprise and many a fine compliment was heard as the financial result of the year's work was read. Awards in the annual Cemetery Fund Drive were won by A. R. Cohn; K. Dehachi, of Brooklyn, and Leo Renzelberg, of Chicago.

Jerry Kokn and M. H. Smith were here and greeted by many of their friends, as were also Charlie Goss, Frank Joerling, Dave Lachman, Jack Ruback, Dave Lachman, Jimmie Simpson, Buddy Pad-dock, E. Lawrence Phillips, Harry A. Illions, Nat D. Rodgers, Orville and Harry Hennies, Noble Fairly, A. Obadal, Tony Martone, A. C. Hartmann and E. W. Evans.

C. J. Sedlmayr has been selected to handle affairs of the 1937 Cemetery Fund Drive; everyone feels confident that President J. C. McCaffery has made a wise selection and that great results will be forthcoming.

LADIES' AUXILIARY

The ladies gathered for their annual installation dinner in their rooms at the Hotel Sherman December 3. Mrs. Al Wagner officiated as installation officer, a duty which she handled to perfection and in a very impressive manner. Rose Page sang the entry song as the ceremony opened, accompanied by Princess Naomi.

New officers installed were: President, Mrs. Lew Keller; first vice-president, Mrs. Bob Brumleve; second vice-presi-

dent, Mrs. James Chase; third vice-president, Mrs. H. J. Ernst; secretary, Cora Yeldham; treasurer, Edith Streibich. This is Mrs. Keller's third consecutive year as head of the organization. This event came at the end of the annual open house week, which proved more interesting than that of any former year. A number of new members were added to the roster and the Auxiliary is going ahead by leaps and bounds.

The honored guest of the evening was Walter F. Driver, who delivered a very interesting address and closed by making a donation of \$100 to the ladies. Other interesting speakers were Mesdames Noble Fairly, Frank D. Shean, Ruth Martone, Abner K. Kline, Absaure, John Francis, and Attorney Roy Baker.

Participants in the repast were Mesdames Meta H. Eyerly, Martha Kenyon, Jane Van Winkle, Helen Brainerd Smith, Margaret Haney, A. L. Miller, Roy Baker, Jack Baillie, Singleton, Martha Crosby, Myrtle Oakes, Alice Chedell, Mel H. Vaught, Myrtle Jackson, Al Wagner, Al Latto, J. Latto, William Carsky, Selma Kordin, Lucille Pope, A. Miller, Cleora Helmer, Jean Howard, Rose Page, Pauline Dorf, J. Francis, Maude Geller, Lillian Duncan, Charles G. Driver, Fred Burrows, B. Simons, Mary Vitale, Minnie Murdo; Misses Marion Ward, Elsie Bell, Princess Naomi, Pearl McGlynn, Clara Harker; Roy Baker, Chief Red Wing, Virginia Kline and Mrs. B. A. Mendelson.

At the close of the affair President Keller made presentation of suitable gifts to her various co-officers. Floral decorations thru courtesy of E. Courtemanche. Flashlight photo by Kaufman & Fabry. Zirkel & Dubrosky donated a nice fur piece, from which the ladies derived a nice sum by raffle. This is the beginning of a winter season of many social activities.

A year's subscription for The Billboard makes a REAL Christmas gift.

Museums

Address Communications to Cincinnati Office

World's Fair Museum

Opening spot, El Dorado, Ark. Location, block from square. Weather, rain Monday, then cold. Business, fair.

Inclement weather on opening day slightly dampened the ardor of the personnel, yet got off to a flying start, with all acts clicking smoothly. The building was newly painted white, lending an attractive background to the many drapes, lights, flags and pennants. F. W. Miller, manager, is still planning additional decorations.

Chef Joe Brown has cooked his way into the hearts of everyone. One whole week gone and everyone pleased with the meals.

Roster: F. W. Miller, general manager; Mrs. F. W. Miller, assistant manager and treasurer; J. C. McGowan, secretary; Dave La Mont, general agent; William Sylvan, business manager; Eddie Von Schoen, lecturer. Mr. and Mrs. Ward, mental act; Bobo and Kiki, the monkey children; Bob Martin, human pin-cushion; Lou-Louette; Baby Lee, fat girl; Prine Le Roi, iron eyelids; Captain Nelson, sword swallowing; Alfred Green, the alligator boy; Alma Madden, sword box; Hario and Mario, knife throwers; Major Pox, world's smallest clown. Annex: Susie the Elephant-Skin Girl, with Julius Kuehnel doing the lecturing. Joe Brown handles the culinary arrangements, with Jack Davenport as helper. On the front door, Tom Crum, Bill Dell and doorman Charley Nelson.

J. C. MCGOWAN.

Walsh in Lexington, Ky.

LEXINGTON, Ky., Dec. 5.—Jack Walsh's Traveling Museum has set up here on Main street under American Legion sponsorship. Walsh says he plans soon to feature a rare freak in the form of a live elephant boy.

Crane and Le Mont Opened Traveling Museum

LITTLE ROCK, Ark., Dec. 5.—Crane & La Mont Museum opened in North Little Rock. David La Mont and Sid Crane, owners and managers, feature the

15 Years Ago

(From The Billboard Dated
December 10, 1921)

The eighth annual banquet and ball of the Showmen's League of America in Chicago eclipsed all previous events of its kind in brilliancy, attendance, interest, features, entertainment and menu. President Edward F. Carruthers and Mrs. W. D. Hildreth led the grand march, while scores of outdoor show world notables took part in the festivities. . . . After a strenuous season of 22 weeks the McMahon Shows were safely housed for the winter months at Nebraska City, Neb. . . . World's Standard Shows had just completed arrangements to have more than 15 paid attractions to grace their midway in 1922.

The 1921 season's last chapter in the chronicles of the Greater Sheesley Shows was written when that caravan closed at San Diego, Calif., and went into winter quarters there. . . . Messrs. Zeidman and Pollie, owners of the Zeidman & Pollie Exposition Shows, played host to the members of their organization at a turkey dinner in Bishopville, S. C., before jumping into Nitro, W. Va., where they wintered. . . . Gloth's Greater Shows were playing county fair dates in Florida before invading Suffolk, Va., to ready the show for the 1922 season.

Nip Butts had just purchased the paraphernalia and title of the All-American Shows. Organization was wintering in Temple, Okla. . . . A. B. Miller Greater Shows concluded their 13th annual tour after a season of 38 weeks and went into winter quarters in Sumter, S. C. . . . In an effort to unearth something new and novel in the way of riding devices for the 1922 season Johnny J.

(See 15 YEARS AGO on page 65)

Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Dec. 5.—The last meeting of the club was well attended. Visiting members and showmen on their way to Chicago stopped over and a great time was had by all. A very interesting meeting and a great deal of business of the club was taken care of. Refreshments were served, with compliments of Brother Jack Ruback, the next president of the club.

The membership drive has caused as much interest in this club as anything it has ever had. However, the last week has made no great changes in the standing: Harry Altshuler, first; Jake Brizendine, second; Orville Hennies, third, and Toney Martone in fourth place.

Word has been received from Jake Brizendine that he is working hard and expects to win first place at the close of the drive, which is December 31.

Members of the club who attended the Chicago banquet and ball were Mr. and Mrs. R. E. Haney, Mr. and Mrs. Harry Duncan, George Howk, Ed Strassburg, Ellis White, Jack Ruback and Mr. and Mrs. Toney Martone.

Letter from President Castle states he is going to stay in California for a week or two and then return to Kansas City. Mr. and Mrs. Castle are enjoying the best of health and resting up for the holidays.

Ellis White, who has been assisting Harry Duncan with the sale of tickets for the banquet and ball, goes to the hospital soon for an operation. He will be missed during the holidays.

Recipients of new cards this week were (See HEART OF AMERICA on page 64)

WANTED

Colored Girls and Musicians for Mid-Winter Fairs and Season of 1937 on Royal American Shows. Nice looking, light brownskin Girls for Chorus. Swing Musicians, TRUMPET, BASS VIOLIN, Drums. Must real. Sleeping car accommodations and board. Salary sure. Write or wire

LEON CLAXTON

Care ROYAL AMERICAN SHOWS, Tampa, Fla.
SHOW OPENS JANUARY 8th.

Season 1937

Season 1937

O. J. BACH SHOWS

Now booking Rides, Shows, Concessions, Free Act. Billposter with car, Band, Ride Foreman. Address BOX 292, Ormond, Fla.

MIDGET WANTED

SEASON 1937

For Smallest Mother in World Show. State size and weight and lowest for long season. Send photo. Must be good entertainer.
W. H. COSLEMON, Box 154, Essington, Pa.

NORTHWESTERN SHOWS

Organized in 1912, a Quarter Century of Continuous Existence.

For our 1937 season, opening in April in the vicinity of Detroit, we can place legitimate Concessions and Shows of all kinds; very reasonable rates. Will book a double Loop-o-Plane, late model Chairplane and Tilt-a-Whirl.

Concessions and Shows, address **LOUIS J. BERGER**. Rides (Also Ride Help for Company-Owned Rides), Address **F. L. FLACK**.

NORTHWESTERN SHOWS, General Offices, 36 East Woodbridge Street, Detroit, Mich.

WONDERLAND MUSEUM WANTS

Outstanding Freaks, Curiosities, Strange People, Working Acts, STRONG ATTRACTION TO FEATURE, Mentalist, Pin Heads, Real Fat Girl, Strong Window Feature, Musical Act, Sword Swallower, Punch and Judy, Strong Man or Woman, Oriental Dancers, Great Cravito, AMOK, Kaniska, Edna Price. Sam Golden, write or wire. Experienced show agent with car. Address

WONDERLAND MUSEUM

HARRY FITZGERALD, Mgr., EXCHANGE HOTEL,
MONTGOMERY, ALA.

WESTLAKE'S CONGRESS OF WONDERS

FEATURING "FIFI," SHEEP-HEADED GIRL.

NOTE—A Clean Organized Side-Show at Liberty for Coming Season.

XMAS GREETINGS to SOL'S LIBERTY SHOWS

For Last Season's Success, and to CAD HILL, whose Banners Made That Success Possible.
ROSE, "FIFI" WESTLAKE, P. C. S. A., Los Angeles, Calif.

**THERE ARE "SCORES" of REASONS
Why YOU SHOULD
BE A MEMBER OF**

Showmen's League of America

165 W. Madison St., Chicago

It is the oldest organization of outdoor showmen in America, conducted by showmen for showmen in the outdoor show world.

Worcester Event Realizes Profit

WORCESTER, Mass., Dec. 5.—In observance of its 15th anniversary year, the St. Margaret Mary parish presented a festival in Municipal Memorial Auditorium here November 26-28. Tagged a \$12,000 presentation, the event netted a profit of several thousand dollars for its sponsors. It was said to be the largest affair ever presented under local auspices.

Featured on the program was a George A. Hamid, Inc., show which received appreciative applause for the manner of presentation and caliber of acts, which included the Flying Flemings, Roberta's Circus, Aunt Jemima and her Pancakers, Ullaine Malloy, Comedy Mule Number; Decardos, teeterboard and barrel jumping; Dr. Bernard's Elephants, Randow's Elephants, Randow's Comedy Boxing Bit and Reynolds' Skaters.

Other features included the giving away of three automobiles, with each purchaser of a season ticket (at \$1 and good for three days) being awarded three shares, one in each car. Sufficient gasoline for 5,000 miles of driving was also awarded the winners. A series of contests, which included baby beauty contests, oldest living couple married the greatest number of years, oldest man in Worcester and others were staged, with suitable prizes being awarded.

Event was held in an endeavor to assist in the parish's anniversary celebration and to liquidate the church's indebtedness.

Frank Wirth Has Good Opening at Syracuse

SYRACUSE, Dec. 5.—Zero weather and Frank Wirth's Tigris Shrine Circus opened simultaneously to great success. The weather man dished out the first cold spell of the season, which did not affect the attendance at the State Armory on opening day. Crippled children and orphans as the guests of Mr. Wirth braved the cold, as did the more fortunate school children who crowded the spacious Armory to capacity.

Notwithstanding that the three daily and three Sunday papers have trimmed all publicity, they let down the bars in a manner that made everyone here circus minded.

With the death of Lucio Godino, one of the Siamese Twins, the Gibbs Siamese Twins were rushed into the program and received great attention.

Indoor Show for Elizabeth

ELIZABETH, N. J., Dec. 5.—This city's first indoor circus will soon be held in the State Armory here. Event, which will be of one week duration, is being sponsored by the Legion Post. Entertainment will include 20 circus acts, with Stan Reed handling the promotion end.

An automobile will be given away as an added attraction.

WANTED

For GIANT THREE-DAY CARNIVAL AND CELEBRATION December 31-January 1 and 2. Free Acts and Concessions. Will book complete Carnival. All must be clean and legitimate. Address all communications to H. H. BURRIS, Secy., American Warriors Amusement Co., 408 E. Walnut St., Des Moines, Ia.

WANT

3 Independent Rides and 3 Shows, Including Girls. Carnival Four-County Firemen's Convention Catasauqua, Pa., Week of June 14, 1937. Address WILLIAM E. DOUGHERTY, Secy., American Street, Catasauqua, Pa.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Ravenna Legion Circus in Click

RAVENNA, O., Dec. 5.—Society Circus, under Legion sponsorship, which concluded a four-day engagement at the ONG Armory November 28, was one of the most successful indoor events held here in many years. Despite two nights of cold weather, which curtailed attendance somewhat, patronage on the whole was highly satisfactory. Eddie Karen, here two weeks in advance and assisted by Mrs. Malloy, has some good tieups with merchants and sold a swell line of banners. Arrangements and merchants gifts for the public wedding which featured the Friday night performance were handled by Mrs. Malloy. Major Seth Sloan and other city official participated in the ceremonies.

Featured acts on the entertainment program, which was provided by the Jack Malloy Circus unit, included Barney and Jimmy, comedy acrobats; Ruth and Jack, Roman rings; Johnny Orteri, singing midget cowboy; Jimmy with trained dogs; Slivers Johnson and his slap-shoe novelty; Myrtle Menke, swinging ladder; Tinker Toy and his Pals, a smooth performing group of dogs with a pony, which was worked by Jack Malloy; Barney Aranson, tight wire; Nancy Darnell, trapeze and muscle grind.

Performance ran slightly more than an hour, with Eddie Karen doing an acceptable job of announcing. Jack Mulane, with novelties, and Art Hill, mouse game, were among concessioners present.

King Reid Shows Draw 'Em At Bennington, Vt., Event

BENNINGTON, Vt., Dec. 5.—Elks' Mardi Gras and Merchants' Exposition, held November 24-28 in the Bennington Armory here, drew large crowds, with attendance picking up each night. Show received high praise from every angle. Merchants reported record results from exhibits and displays and the event surpassed in class anything ever before attempted here.

Celebration was well handled by King Reid Shows, with a strong array of talent getting much credit for the draw. Acts included Captain William Meehan's Dogs, Four Algerians, Hurley's Royal Hussars, Three Whirling Aces, Banjo-leers Radio Revue, Al Farrell & Company, Ray and Louise Palmer, the Glamorous Miss Carde, Jakey Small's Harlem Frolics, De Marlo & Marlette, Harry Hart's Virginians, Dapper Dick King, Paul Smith's Juvenile Revue and Elaine LeClaire.

A PROPOSED colored celebration of the Texas Centennial is being planned in San Antonio by a well-known amusement executive and prominent Negroes of the city. With an estimated 18,000 Negroes to draw from in the city and augmented by surrounding territory, event is beginning to catch the interest of showfolk in this vicinity.

Russell Bros.' Circus At Clarksdale, Miss.

CLARKSDALE, Miss., Dec. 5.—Local merchants sponsored two performances of get-together acts of Russell Bros.' Circus here today as a free Christmas show. Russell Bros.' group closed its regular season several weeks ago but 10 selected acts were presented. Show played on the courthouse lawn to establish a precedent in that Clarksdale witnessed its first outdoor circus.

Shorts

VILLAGES OF THE WORLD and All-National Exposition, scheduled for December 3-13, at Convention Hall, Detroit, has been postponed indefinitely.

AT THE fourth annual State Center (Ia.) Farm and Home Institute, formerly known as the Corn and Colt Show, C. E. Daubert will present the De Lofto Troupe in acrobatic acts and musical specialties and Maxine Bowman, contortionist, reports Bert Merrill, of the sponsoring State Center Commercial Club.

DALE MILLER, press director for Texas Centennial Exposition, Dallas, has been named to serve as a judge at the Citrus Style Show, an annual feature of Texas Citrus Fiesta, said Mrs. Tom Sammons Jr., chairman of the committee in charge of the show. Event is to be held soon in Mission, Tex.

BIRMINGHAM, Ala., took on a carnival dress as the city joined in opening of a big Christmas Carnival, sponsored by the Carnival Association, a civic body, with Hugh Starns in charge. Bailey Waller, old-time circus clown, is in charge of pageants. Event is patterned after the New Orleans Mardi Gras.

JACK TETER'S Orchestra and a fur show were features of Milwaukee's eight-day auto show which closed November 28. Exhibit drew a record attendance of 110,307, some 4,000 more than last year. Fourteen 15-minute broadcasts by the "Auto Show Reporter" over WTMJ was an added feature.

LOUIS DIETZ, who spent the past season with Seal Bros.' Circus, and Willard Hall, veteran showman, recently promoted an indoor fair under Fraternal Order of Eagles sponsorship at Brooksville, Ind. They report that the event was well patronized and that they have two similar affairs lined up for Ohio, which are to be presented soon.

CONKLIN RECIPIENT

(Continued from page 51)

Vancouver and Hamilton, Can., was the surprised recipient of a beautiful and costly present when he retired from office this week.

The gift was in appreciation of his tireless efforts in behalf of the International association of outdoor showmen. It is a big bronze elephant with trunk raised and in long stride. This is the emblem of the Showmen's League of America. To find it the committee selected to choose a present for Conklin had a long search.

The elephant is mounted on a pedestal of Italian onyx and weighs enough to tire any man carrying it very far. In addition Mr. Conklin received a big picture of himself made up as "Buffalo Bill." The picture was taken from a bill advertising the Buffalo Bill Show on its European tour.

HELP This Department by Telling Committees About It.

Philadelphia

PHILADELPHIA, Dec. 5.—Annual Joyland Christmas Show of the 69th street section opened here Thanksgiving Day to good business. Show this year is again under direction of Harry Hunt and consists of the following attractions: Pony rides, several miniature rides, Punch and Judy. Circus ring has Aerial Smalls; Leo and Rose Kern, ground act; Welby Cooke, dogs and ponies; George Demot, juggling clown, and Edward Hunt, clown numbers.

Tex Conroy returned to city after two seasons with Carl J. Lauther. He is doing clown numbers in a department store.

Mr. and Mrs. George Moore, of the Art Lewis Shows, spent a few days in the city after a swell season.

Baby Lillian Jeanette, who was a visitor during the week, closed a most successful season with Cetlin & Wilson Shows.

Ben Riley, who has been inside lecturer at the South Street Museum, left for Paterson, N. J., where he will manage a museum.

Harry McCloskey, old-time showman, accompanied by his wife, was in the city for several days after a successful season.

South Street Museum continues to have excellent business. Bill this week consists of Sunny Ratcliffe's Colored Revue of six people; Musical Johnson, playing novelty instruments; Captain Sig, tattooed man; Bob Leverage, mechanical man; electric-chair demonstration, and Mme. Verona, mentalist. Girls in the annex are Rose Stanford, Billie Sparks and Phyllis Taylor.

Eighth Street Museum attractions this week are Billy Taylor, magic and escape; Zoro, drawing pictures with his feet; J. C. Woodards, accordionist; Mysteria and Spidora, illusions; Poses Plastique and Princess Zelda, mentalist. In the annex are dancing girls and Mary Morris. Business good.

Jack Grimes Does Stunts For Pacific Coast Showmen

LOS ANGELES, Dec. 5.—Jack Grimes, chairman of the 15th Annual Charity Eanquet and Ball, put on his first flash of the Pacific Coast Showmen's Association a little sooner than was expected. Grimes had previously arranged with the noted Bunny Dryden, world-traveled high-wire artist, to walk a wire 140 feet in the air. The wire was to be stretched above two open courts of the Biltmore here. This was set for December 9. However, when a crew appeared atop the Biltmore December 2 stringing wire and getting the rigging set it attracted a great deal of attention.

When Bunny appeared on the wire such a crowd gathered that it became necessary to call out several extra policemen to handle the mob. Newsreel and camera men from three studios rushed to the scene and took a number of pictures. The crowd, however, became so large and unruly that Police Chief Davis ordered Dryden and his crew down. Altho the affair was not prearranged, the PCSA realized a great break in publicity from the stunt. Dryden, incidentally, goes on the air Saturday night on the Shell Chateau hour over NBC national hookup with Edward Everett Horton.

Happy Days Shows

Week ended November 21. Auspices, P. T. A. Location, Ball Park. Pay gate. Weather, cold. Business, none.

Fine exhibits and good committee in Atmore, Ala., but when the season is over there is no sense in trying to prolong it. Florida and Opp, Ala., dates were canceled, and shows, rides, etc., moved into winter quarters in a new concrete building on Bell street, Montgomery, Ala. Show will open here next year. Dr. Joe J. Fontana and Toby Renfro left for Atlanta to spend the holidays. Mr. and Mrs. Al Fine went to the Chicago meeting, then Indiana and Illinois to book fairs. L. E. and Mrs. Albert Heth to Mexico City, Mex., on business and vacation; the writer, George Walker and Ben Tosh, remain in winter quarters to re-build rides, new show fronts, etc. George Kelly to St. Louis until February; Colonel and Mrs. Dedrick to Florida for a needed vacation; Mr. and Mrs. Jack Murray to Valdosta, Ga. Several new ideas in lighting effects will be worked out in winter quarters. Henry H. Heth, George Spaulding and Joe Sparks all departed for New Orleans to join the Hansen Shows and see the Mardi Gras.

FLOYD R. HETH.

DO YOU NEED MONEY?

Does your organization need that last-minute pull for that welfare, sick, benefit or other fund total? Make it sure-fire by calling on us for your circus, variety show, revue, pageant or whatever you have in mind. Complete units and productions in every category, with aid on ticket sales, organizing, etc. If it's sensational, we have it. Scouts now in Europe sending over attractions.

GEORGE A. HAMID, Inc.

1560 B'WAY
NEW YORK,
N. Y.



CHARLES VAGABOND and His Tone Control Orchestra...

FAST DANCE BAND—Any size. Doubles, Vocal...

FOUR OR FIVE-PIECE Swing Band—Modern ar-

WELL ORGANIZED 9-Piece Orchestra, composed

4-PIECE, ALL MEN Entertaining Night Club or

WILSON'S DOG ACT—CLOWN AND MICKEY

AT LIBERTY

CIRCUS AND CARNIVAL

EIGHT WORKING DOGS, THREE PONIES, ONE

FOUR HIGH-CLASS ACTS — DOGS, PONY,

THE "HOLIDAY GREETINGS NUMBER" OF THE

WILSON'S DOG ACT—CLOWN AND MICKEY

AT LIBERTY

DRAMATIC ARTISTS

SINGLE MAN FOR LEADS OR GENERAL BUSI-

THE "HOLIDAY GREETINGS NUMBER" OF THE

AT LIBERTY

MISCELLANEOUS

VOCALIST-BARITONE, AGE 23, RELIABLE,

LECTURER WITH YEARS OF EXPERIENCE IN

THE "HOLIDAY GREETINGS NUMBER" OF THE

ASPIRING RADIO Script Humorist wants position

NELLIE KING'S beautiful Musical Act, George

AT LIBERTY

MUSICIANS

FIRST ALTO DOUBLING CLARINET—TONE,

FLUTIST—BAND, VAUDEVILLE, SYMPHONY,

LADY STRING BASS — PROFESSIONAL, EX-

VIOLINIST DOUBLING VIOLA. FULLY EX-

TROMBONIST — MAKE GOOD ANYWHERE;

3d SAX, ALTO, BARITONE, CLARINET, AR-

THE "HOLIDAY GREETINGS NUMBER" OF THE

A-1 DRUMMER—Burlesque, vaudeville theatre or

FINE TROMBONIST wants job with good band.

AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSIONS—

HIGGINS CIRCUS REVUE—

THE "HOLIDAY GREETINGS NUMBER" OF THE

CHARLES LA CROIX—High-class Novelty Tra-

THREE-ACT COMBINATION Swinging, Balancing

AT LIBERTY

PIANO PLAYERS

EXPERIENCED PIANIST—READ, TRANPOSE,

MODERN NIGHT CLUB PIANIST, age 27, eight

THE "HOLIDAY GREETINGS NUMBER" OF THE

MUSICAL TEAM, available to open December 21st.

ACA ADOPTS:—

(Continued from page 50) Counsel Max Cohen for future handling

As to truck insurance Cohen was in-

Workmen's Compensation Insurance

This subject came in for wide discus-

Cohen brought up the subject of hav-

Art Lewis came in at this point with

Gooding made several suggestions for

Tuesday Afternoon Meeting

Daily Program of Third Annual Meeting

MONDAY, NOVEMBER 30, 11 P.M.

TUESDAY, DECEMBER 1, 2 P.M.

TUESDAY, SECOND SESSION, 11 P.M.

Discussion of association policies.

WEDNESDAY, DECEMBER 2, 2 P.M.

Members of the Association

Beckmann & Gerety's World's Best

Sidelights

Floyd E. Gooding voiced the opinion

PIANIST—Twelve years' experience, concert, pit,

PIANIST—Double Calliopes, would like to join

AT LIBERTY

SINGERS

BARITONE VOCALIST—RADIO, STAGE, OR-

THE "HOLIDAY GREETINGS NUMBER" OF THE

AT LIBERTY

VAUDEVILLE ARTISTS

ON ACCOUNT OF SHOW CLOSING, NOVELTY

THE "HOLIDAY GREETINGS NUMBER" OF THE

AT LIBERTY—Team, Lady, 28, attractive, ver-

AT LIBERTY—Medicine Team, Man and Wife.

AT LIBERTY—Lady Singer, Dancer and Talker,

PUNCH AND JUDY—Strictly first class, excellent

SKETCH TEAM for med. Man, Comedy, Straight.

SOCK SINGLE BICYCLE ACT—Great Act on

have one of his units set up in some

L. Harvey Cann, general representative

Patty Conklin said before the body

John Francis said little, but what he

Max Linderman looked in on the meet-

Louis J. Berger With Northwestern Shows

DETROIT, Dec. 5.—Louis J. Berger will

They plan to open in the Detroit area

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Demand for Home Appliances Heavy

Gains in the sales of home appliances and mechanical domestic aids this year, ranging from 11 per cent to as high as 100 per cent and in some instances establishing an all-time record, are disclosed in a nation-wide survey just completed. The increase has been accompanied and aided by a gain of more than 500,000 in the number of American homes wired for electricity, the survey shows.

The women of America in their efforts to brighten up and better utilize their homes are responsible for tremendous sales gains in numerous smaller appliances such as toasters, clocks, waffle irons, lamps, electric mixers, fans, room heaters, curling irons and the like.

The survey also revealed a record-breaking demand in 1936 for major household appliances such as refrigerators, ranges, water heaters, electric and gasoline washing machines, domestic stokers and water softeners. Likewise radio sets showed great sales gains with replacement sets, battery sets and mid-gut sets for use as a second receiver, augmenting the fast-moving home console model demand.

Philly Wholesale Activity Continues Its Upward Trend

PHILADELPHIA, Dec. 5.—Wholesale activity in this area continued its broad upward trend last week in spite of irregularity in the retail division. All major indices made substantial gains over the corresponding week in 1935, and most of them also registered increases over the previous week. Sharp weather and the opening of the Christmas buying season brought crowds to the stores, bringing the total for this area as a whole to at least 10 per cent higher than at the same time last year.

Sharp price advances claimed the attention of the wholesale trade and manufacturing fields during the week. In spite of the fact that quotations have been edging up since last spring, the increases in some divisions were described as the broadest in years. Rising raw material quotations, wage advances and the general willingness to pay premiums for spot goods in a tight market are given as the reasons behind each markup.

Detroit Area Retail Sales Up 25 Per Cent

DETROIT, Dec. 5.—Dun & Bradstreet, Inc., in reporting on local commercial conditions, points out that special Thanksgiving promotional events on Friday and Saturday were exceptionally well attended, as shopping crowds were the heaviest so far this year.

The sharp bulge in sales for the week-end lifted the week's total to a point 25 per cent above the same week of 1935—one of the widest margins recorded for the year to date.

The wave of buying spread to nearly all lines, as there were few items that did not show increases. Christmas shopping was begun in earnest and many stores report that the sale of toys is already fully 100 per cent ahead of this time last year. Gift merchandise, particularly quality lines, is in good demand.

In line with the fast pace of retail activity, wholesale volume also increased its margin over 1935 this week. Distribution was about 25 per cent higher, with reorders heavy and in some cases impossible of fulfillment, as wholesalers in turn were waiting for shipments from manufacturers. Among the leading lines were electrical appliances, sportswear and goods, automobile winter accessories, jewelry, heating equipment, toys, dinner ware and furniture.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

I AM RELIABLY INFORMED THAT the upward trend of prices in most premium merchandise has been stopped and that most articles seem to have reached top quotations for the time being—that the reason why comparatively little Christmas merchandise was seen upon the streets before Thanksgiving is to be found in the continued absence of curb workers in other localities—that work clothes, overalls especially, are making a good sales item this year in suburban districts for house-to-house selling—that auction selling took an upswing late in November and that most auction pitches were very busy—that canvassers are doing a surprisingly good business with rubber seats for office chairs in office buildings, because men become more conscious of the need of good dressing—that men's dress accessories make good sales articles all around this year and that there will be plenty of novelties in the accessory lines early next year—that ladies' black handbags are going out after an unusually long run of popularity and that the smaller bags are selling more readily than large-sized ones.

That quite a number of men who worked the Southern circuit and Texas fairs this summer are looking around New York and will give it a try-out before Christmas—that they will stay during the winter, business permitting, but that some wish they were back in the country where the sun shines and where customers are less sophisticated—that turtles with decorated backs keep on selling and that the vogue for them apparently will continue, altho it has lasted already a couple of years—that chess is drawing large crowds of players and kibitzers, but that other board games are taking time off, at least in some New York places.

That pencils, with a flashlight attached to it, are still a novelty in many places and can be sold easily—that little ice crushers to sell at \$1 or less are making a hit in the bigger towns—that mirror-backed clocks are a sensation wherever they are shown, altho they are a higher priced item than what generally sells in game promotions—that ice cream fudge is getting most of the sales amongst novelty sweets and is coming back big wherever offered—that glass table lamps for foyers and living rooms attract attention in rural sections, but that the crowd will not pay more than \$1—that mechanical toys will lead thru next summer.

That Tex, the bead artist, is giving the big town the once over with bead wrist bands, belts and bangles. The setup includes a large stock of finished goods and a demonstration which collects interested crowds thru the day—that the indoor pitches see a fair activity during the greater part of the day, but could do more business even at that—that the cold snap in November made many curb operators wish they were near a warm stove, even if some of them are doing better business than might have been expected under the conditions—that Homburg hats will sell next spring, as will a variety of low wide-brimmed felt hats that were tried out several years ago but somehow just failed to make good—that women's hair-curlers are making an exceptional good demonstration item and that a combination of a waving lotion and two curlers makes the best setup for the purpose—that fancy imitation jewelry promises to make a big hit next summer.

Don't miss the novelty announcements in *The Billboard* early next month. There will be a great number of them. Some real big ones.

Christmas Biz Will Aid Industry in Many Ways

The tradition of Christmas gift giving will not only provide employment for thousands of special demonstrators, counter workers and agents but will enable the wholesale merchandise industry to wind up the year 1936 on its biggest volume of sales in six years. The immensity of the turnover in merchandise expected during the Christmas period is reflected in estimates indicating that as high as four billions will be spent in carrying out the time-honored holiday tradition.

A considerable factor in this sales bulge will be the distribution of some \$312,000,000 in Christmas fund checks during the early weeks of December.

Perhaps most pleasing is the fact that holiday buying is one type of trade which is partial to no particular line of goods. Leather goods or jewelry—house furnishings or auto accessories—wearing

apparel or whatnot—it makes no difference, for every make and manner of merchandise, so long as it can be utilized for gift purposes for man or woman, boy or girl, is in demand.

That swollen Christmas orders this year will have a most beneficial effect on the country for months to come is the logical prediction of many leaders in the industry. It is explained that practically every channel of distribution will require heavy replacements of merchandise following the holiday period and the result will be to stimulate industry for weeks ahead.

In addition, the yuletide season, with its tremendous demand for more avenues of merchandise distribution, gives an opportunity to many outdoor workers to find profitable indoor locations during much of the off season.

Prairie Provinces Retail Sales Up

Retail sales in the Prairie provinces—Manitoba, Saskatchewan and Alberta—for 1935 totaled almost \$385,000,000, an increase of 6 per cent over 1934 and 16 per cent higher than the amount recorded in 1933, according to the Dominion Bureau of Statistics. The index of sales for 1935 stands at 69.4 on the base 1930 equals 100, indicating that the value of retail trade was still 30 per cent

below the level of the base year. Relative improvement over 1934 was about equal for each of the three provinces.

Consistent with the results for other sections, the greatest improvements in 1935 over 1934 in the Prairie provinces was reported by automotive establishments, house furnishing dealers and dealers in hardware or other building supplies. Much smaller gains were re-

Christmas Buying Near 1929 Level

WASHINGTON, Dec. 5.—A substantial increase in Christmas buying, amounting to at least a 15 per cent rise over last year and closely approaching 1929 level, is indicated by reports from major cities in all sections of the country, according to an announcement by Secretary of Commerce Roper. Upswing is being noted particularly in so-called "luxury" lines, the trade summary declared.

"The general uptrend of business, more widespread employment and better prices obtained by farmers have been major factors in stimulating this holiday trade to the highest levels in several years," the Commerce head said, recognizing "the unprecedented distribution of corporation funds thru bonuses and extra dividends" as playing an important part.

With report dealing principally with department-store indices, improvement in turnover of higher priced apparel, radios, automobiles and other substantial cost items were reported from New York, Philadelphia, Detroit, Chicago, Denver, Memphis, Pittsburgh, Atlanta, Boston and Washington.

Shortage Looms On Heavy Toys

PHILADELPHIA, Dec. 5.—A shortage of heavy toys, including wheel goods and the popular metal-construction playthings, is in the making, merchandisers report.

Reorders will find a tight delivery situation, particularly on bicycles. Deliveries on most toy items continue slow. Leading manufacturers in many cases are completely sold up and will be unable to handle any more business in time for the holiday period. Dolls are now coming to the front strongly. Models, including the tunituplet junior movie star and diaper doll, are expected to repeat their success of a year ago. Despite increased output of these types this year shortages were seen likely.

In spite of the looming shortage manufacturers estimate \$215,000,000 of Christmas toys will be sold in the United States this year, as compared to \$200,000,000 in 1935.

Recorded by food stores, country general stores and the general merchandise group of stores, which kind of establishments experienced a smaller reduction in business during the depression years. Aggregate sales of the automotive group of establishments as a whole, including the business of motor vehicle dealers, garages, service stations, etc., showed an increase of 18 per cent. The furniture and household group was up by 13 per cent, while the building materials group was up by 8 per cent. Grocery and combination store sales increased by 4 per cent; country general store sales gained 3 per cent, and department store sales were greater by 3 per cent.

Short Week Fails To Halt Retail Buying

Thanksgiving holiday reduced the number of shopping days in the week, but this slight delay failed to check the steady improvement registered since the first of November. Friday and Saturday brought larger crowds to the counters, and the week closed with a satisfactory improvement over the preceding week.

Buying improvement is being made in all lines and buying in the luxury lines is showing marked gains. Sales in such heavy lines as refrigerators, stoves and radios made marked advances during the week. The beginning of the real Christmas buying aided materially in improving last week's showing. It is also apparent that threats of higher prices in the near future on many lines are causing many dealers to carry unusually heavy stocks.

SERV - A - LITE

Sensational Performance, Style and Appeal.



Attached to any car in 5 minutes without tools. Press a magic button and a lighted cigarette pops out!

up! 24 million car owners are ready customers. LIST PRICE... \$2.45

TELE MOTOR CORPORATION, 260 Fifth Ave. New York, N. Y.

NEW STYLE SINGLE BLADES ON ATTRACTIVE DISPLAY CARD.

- 20 Packs Cellophaned, 4 for 10c—Per Card 65c
Snappy XMAS CARDS With Envelopes—100 for \$1.00. Sample Ass't. 25c Prepaid.
XMAS CARDS, Boxed. Steel-Die Engraved. 10 Cards & Envelopes. Doz., Boxed... \$1.20
WREATHS Doz. 18c
21-XMAS CARDS and Envelopes. Doz. Boxes... \$2.10
Beautifully Trimmed WREATHS Doz. 35c
SIDELINE GOODS Gross... 75c
Include Postage on All Orders Except Samples.

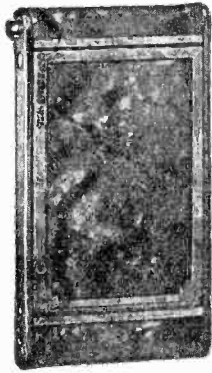
CHAMPION SPECIALTY CO. 814-Q Central Street, Kansas City, Mo.

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.

Complete New Compact Line

Probably the largest assortment of compacts now being offered to the trade is carried by W. J. Dennis. Eight complete nationally advertised lines adorn the shelves of this up-and-coming supply house.



Compacts sell anywhere from 30 cents to \$2 wholesale. The latest addition to the line is the new low-priced double compact line by Girey. They are finished in a new glossy material involving the use of a transparent smooth coating over a variety of different colored and designed bases.

The case and inside rouge and powder containers are trimmed in brass. W. J. Dennis, as usual with all his merchandise, has actually tested these compacts in digger and rotary machines. He was more than satisfied with the results.

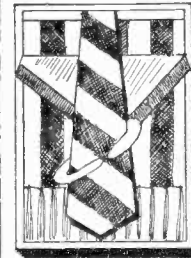
copied from an expensive model. Watch is set with 36 sparkling imitation diamonds and looks like a hundred-dollar number, altho the price is very inexpensive.

Coaster-Sweater Combination

Socks, tights, galoshes or step-ins for your whisky sours or gin fizzes is the aim of Coverknit, Inc., in the application of a knitted sweater and coaster combination for drinking glasses. Hotels are adopting the knitted jackets as a mark of attention to the comfort of guests. Called Jacs, they eliminate the uncomfortable moisture that develops on the sides of glasses and, fitting closely over the bottom, prevent drips and act as coasters.

Bright stripes and gay plaids in which the Jacs are made make them both decorative and practical, proving excellent gift items. The Hi-Jacs, made of lastex and duren, and the Lo-Jacs, of lastex and rayon, are both washable and color fast.

One of the more recent developments of the line has been Baby-Jacs, fitting closely over the nursing bottle and keeping the milk from chilling, while reducing danger in the event of breakage. (See NEW ITEMS on page 64)



TIE, SCARF and HANDKERCHIEF COMBINATION

No. 102—\$1.00 The Big 3 for Big Sample Set Profits. Attractive good quality Tie with Woolie Scarf and Gross Sets.

large Men's Silk Handkerchief. Each Set Color Harmonized. Packed Set to Individual Gift Box. We've been swamped with orders for these. The Finest Combination Value Ever Offered at Remarkably Low Prices. 25% with Order, Bal. C. O. D., Plus Postage.

FALL CATALOG READY. Ties—Scarves—Great Values. WRITE FOR IT TODAY. CONTINENTAL MERCANTILE CO 414 B'WAY NEW YORK, DEPT 10 N. Y.



JWELED PENDANT WATCH with Brooch—\$6.00

containing about 50 Fac-simile Round and Baquette Diamonds. Brilliant Flash. In Lots of 6. Each... Samples, 50c Extra.

25% Deposit, Balance C. O. D. Send for Latest List. FRANK POLLAK 86 Bowery, NEW YORK CITY

DIAMOND WRIST WATCH

With 36 Sparkling Fac-simile Diamonds. Latest Vogue in Ladies' Jeweled Wrist Watches. Copied From \$100 Model. In 1/2-Dozen Lots. Each \$4.25

WALTHAM 16 Size—15 Jewels, R. B. movements, fitted in new chrom-cases. Complete with chain to match. Special Price. Lots of 3, ea. \$3.50 25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.

PILGRIM WATCH COMPANY, 161 Canal St., New York City.

Cordless Electric Iron

A new cordless electric iron forever puts an end to the inconvenience and tangle of the cord iron, that part of ironing which is so pesky and bothersome to all women. The heat is regulated from the base of the stand connecting it to the electric light socket at the rate of 120 degrees a minute and constantly keeps the iron at just the right temperature automatically. No current can enter the iron while it is in use, thus giving absolute safety from shocks and electrical burns. Because it uses only the correct amount of current at all times there is a real selling point in its year-round saving in current—a saving of as much as 50 per cent over ordinary irons, it is claimed by the maker, Beach Appliance Company. The items is one of quality thruout and it presents exceptional money-making opportunities to sales people, both men and women. The cordless iron is also adaptable for premium and prize purposes of many sorts.

Kutztown Bath Ensembles

Designed for premium use are the new chenille bath ensembles, consisting of rug and seat cover in a new package design. Both the rug and seat cover are in varying shades of light and dark green and black, in most attractive designs that harmonize with any bathroom color scheme. The soft chenille is most pleasing to the touch and the pieces are easily washed. Colors are fast and fadeproof. The price is surprisingly low and the gift-type package makes the ensemble easy to handle and equally as attractive. Kutztown Textile Mills, Inc., the maker, states that the sets are becoming more popular every day and that few items within their price range present a stronger appeal to the housewife.

Miniature Burglar, Fire Alarm

The new burglar and fire alarm just introduced to the trade by General Alarm Company is a device claimed to perform startling things in spite of the fact that it is small and compact in size. It is easily installed and fool-proof in operation. When the alarm is set off a loud horn clamors and at the same time a bright floodlight is turned on, scaring intruders or warning of fire, as the case may be. A large market for the invention is to be found in factories, shops, warehouses, stores, farms, etc. It is low in price, yet offers the agent a nice percentage of profit.

"Diamond" Wrist Watch

To take advantage of the forthcoming holiday season and school graduations new novelty jewelry is coming into the market. Pilgrim Watch Company has introduced a new ladies' wrist watch

Pitch These For Fast Sales GET YOUR SHARE OF THE HOLIDAY PROFITS

Mechanical Hula Dancer with Rayon Skirt. Has powerful Spring. When wound up the doll shimmies. Each in a Box. 6 1/2" Size. B40N139—PER GROSS 10.00 9" Size. B40N76—PER GROSS 21.00

Mechanical Pecking Bird. 1 3/4" over all, with long felt tail. Bright colors. Each in Box. B40N75—Per Gross, 9.00 Mechanical Indian on Horse. 5" overall. Strong Spring Motor. B40N74—Per Gross, 9.00 Mechanical Cowboy with Lariat. Per Gross, 9.00 B40N41— Mechanical Scottie and Spaniel Dogs. Made of metal covered with cloth. Glass Eyes. 1 Dozen Assorted in Box. B40N13—Per Gross, 21.00

N. SHURE CO. Adams and Wells Sts. CHICAGO

Something NEW - FUN HOUSE

SOMETHING DIFFERENT GOOD MONEY MAKER FAST PLAY

50 Boxes, Full of JOKES AND TRICKS. Boxes Numbered 1 to 50. Sells out in hour. Any spot good for three or four. Easy to handle. Cut top off, ready to go.

6 DEALS, \$21.00; 12 DEALS, \$39.00. SAMPLE DEAL, \$4.00.

Cash with order. Get that XMAS Bank Roll now. Send order to A. B. C. NOVELTY HOUSE 625 West Main Street, Fort Wayne, Ind.

A RADIO Especially Designed for Trailers Operates 6-volt No "B" batteries and 110 AC line. Excellent tone, economical operation. Representatives wanted. Address TRAILERADIO, 3007 12th Ave., S., Minneapolis, Minn.

LET ME SEND YOU THIS TAILORED SUIT AND PAY YOU UP TO \$10 IN A DAY

Amazing new idea! Wear this splendid suit and I'll pay for it if you'll follow my easy plans and qualify. Choose suit from fine wools, tailored to your measure. Just show it to your friends. Make up to \$10 in a day—easy—representing big nationally-known tailoring house. No experience needed. ACTUAL SAMPLES FREE! Write today for details of sensational new plan and actual samples. SEND NO MONEY. H. J. GRAVES, Pres. STONE-FIELD CORP., 1300 W. Harrison, Dept. M-717, Chicago.

OH BOY! RED HOT FAST SELLERS. COMIC HOT XMAS CARDS. COMIC SPICY XMAS GIFTS. SAND CARDS. SHIMMIE DANCERS. CARTOON BOOKS, FAST SELLING NOVELTIES, JOKES, TRICKS, etc. In my Catalogue and Spec. Bulletins you will find over 2,000 FAST GELT GETTERS. Send 10c for Literature or \$1 for 50 different Samples of Jokes, Tricks, etc., and Catalogues. NO FREE Catalogues. Your buck refunded if not satisfied. T. R. PAYNE, 25 Cardinal Pl., New York.

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

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.
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

ACTION!
CLIMBING MONKEYS



8 1/2" Climbing Monkey. By pulling strings he climbs up and down. Action Toy! Real Flash! Many Bright Colors! Packed two doz. to shipping box. No less sold. 2 Doz. Box, \$1.50. 6 Boxes (1 Gross Pieces), \$8.50.

Best Sellers at Lowest Prices

No. 322—Fur Monkey. Dozen, 40c; Gross, \$4.00.

No. 500—Running Turtle. Each in Box. Doz., 45c; Gro., \$5.00.

No. 145—Genuine Luxaphones. Dozen, 40c; Gross, \$4.20.

No. 219—Genuine Oak Mickey Toss Ups. Doz., 40c; Gro., \$4.25.

No. 3900—Pop Eye Inflated Toys. Doz., 75c; Gro., \$8.50.

No. 1936—Giant "V" Whistling Birds. 3-Dozen Box, 80c; Gross, \$2.60.

WRITE FOR FREE CATALOG.
25% Deposit on All Orders.

THE TIPP NOVELTY CO.,
Tippecanoe City, O.

NOTES from SUPPLY HOUSES

Al Howard Resler, associated with the Reskrem Silver Manufacturing Company and the National Badge and Emblem Manufacturing Company, has left on an extended business and pleasure trip to Cuba. Samuel Resler, general manager of the Silver and Badge companies, will be assisted by Aldo A. Bondante, also associated with the firm. Bondante will act in the capacity of assistant manager. Firms are well known thruout the United States; also export to Canada, South America, China and Japan. Their new 1937 catalog will be ready for distribution the early part of next year.

Company manufactures leather goods, assembles pen and pencil sets and acts as distributor for several other kinds of novelties, including playing cards, diaries and autograph books. They distribute their merchandise thru premium dealers, novelty stores and drug stores.

Blossom Doll Company reports some very nice Christmas business on the three new dolls it has just introduced; namely, the Pinky Panky, Apache and Topsy-Turvy.

The dolls are fabric, have hand-painted feature faces and are exceptionally good for Christmas gifts and New Year favors.

Ben Maisel tells us that quite a few salesboard operators are using them in conjunction with their holiday deals.

Gardner & Company, one of the world's largest manufacturers of salesboards, announce their new 144-page salesboard catalog, all in color. It is reported to be the largest and most beautiful catalog ever published in the salesboard industry and is the result of an ever-increasing patronage.

Gardner line consists of a comprehensive selection of candy, cigaret, cash, trade, cutout and plain boards for every type of merchandise. Gardner service extends from Coast to Coast and from the Great Lakes to the Gulf of Mexico. New Gardner catalog is replete with new and interesting ideas from cover to cover, every one designed to appeal to players and to give the wholesaler and retailer a liberal profit. A catalog may be had upon request.

HARRISBURG, Pa., Dec. 5.—A Department of Labor and Industry report submitted to Secretary Bashore by Gertrude R. Emory, director of the Bureau of Women and Children, takes the paper novelty industry to task as an output of sweatshop labor. That the crepe-paper hats which add to the carnival spirit of a crowd sell for 10 cents a gross was indicated as an exploitation of human labor. Survey was made at the request of Governor Earle to secure legislation setting minimum wage and hour scales for Pennsylvania industries.

NEW ITEMS

(Continued from page 63)

It comes in six color combinations, including white, pink and blue and Mother Goose characters. Another development has been merchandising of a package known as the Jacs Hostess Set, including a Shaker-Jac, four Lo and four Hi-Jacs, in harmonizing colors.

HEART OF AMERICA

(Continued from page 57)

Roy Roberts, Macon E. Willis, J. Ray Tarpy and Harry Rittmaster.

Col. Dan MacGugin, who is still confined to his room here at the Coates House, is getting along nicely. Mrs. Hattie Howk, confined to the Menorah Hospital for three weeks, has just returned home and is doing well.

Tommy Cook, who has been ill for several days and is stopping at the Coates House, is on the road to recovery. George Duvall and his wife stopped here to visit for several days. Mrs. Roy Marr left to visit her folks at Vermillion, Kan.

H. Schreiber, better known as Hinnie, has opened a new store. Hinnie has for a partner A. Bruno, and both men are well known in the show business and both are members of the HASC.

LADIES' AUXILIARY

The Ladies' Auxiliary had their social meeting on Friday, as it was agreed last year to have every other meeting a social one. A short business session was held before the members began to play cards. President Juanita Strassburg presided and several committees were appointed to take charge of the holiday activities. Mrs. Irene Lachman was greeted as this was her first meeting. She had been down south. When Etta Smith read the different standings of the members in the membership race it was known that Dorothy Hennies continues to lead, with Rely Castle and Hattie Howk running close behind. It was then voted to close the membership drive for this year December 29 so that the number could be counted and the prize awarded at the annual luncheon December 31. A letter from the Ladies' Auxiliary of the Showmen's League of America was read inviting the members to attend their annual dinner and installation of officers in Chicago December 3. About 10 members expected to be present after a count was taken of those going to Chicago.

The president urged the ladies to bring in their donations for the rummage sale, which is to be held December 12. She asked them for their articles for the Bazaar, to be held December 17 and 18.

A very pleasant social evening was then held, after which coffee and sandwiches were served. The sandwiches were donated by Mrs. C. W. Parker, Gertrude Allen and Vivian Wilcox.

Greater Exposition Shows Close Season

MADISON, Ill., Dec. 5.—Greater Exposition Shows closed their season November 9 at Indianola, Miss. Season was the best in the last six years, both for the show and the attaches. Opening in Granite City, Ill., April 11, show played Illinois, Indiana, Wisconsin and Mississippi. Longest jump was the 500-mile run home. There were only three losing weeks played all season, but the weather could be blamed for this.

Included among those leaving at close of the season were L. L. Hall, Milwaukee and then Florida; Eddie Davis, Miami; Louis Kaplan, Chicago; Ray Keith and wife, St. Joe, Mo.; J. Crawford Francis, Clearwater, Fla.; Mrs. H. W. Smith, Waco, Tex., to visit with her mother. Emil Schoenberger left for St. Louis, where he plans to open a novelty store. Tom Scully, Philadelphia; Goldie and Mrs. Lamont, Texas; Checkers Mizner and Bob Hargrove, Hot Springs, Ark.; Mrs. C. L. Noren, Minnesota; Mrs. Lee Perkins, Walnut Grove, Minn.; Tom Blinn, Missouri.

Peewee and Lola Thomas are at home in St. Louis. Whitey Emerson is visiting with homefolks in Athabasca Landing, Canada, for the first time in several years. A. McFarland has gone to Houston for a few days' visit with the Christy Bros.' Circus, but will return shortly to winter quarters. Sam Benjamin is on the job, but says he will spend the holidays in Clay Center, Kan. Ellis Scott, human billiard ball, has secured a winter's engagement in St. Louis. Red Draper made a trip to Grenada, Miss., but is expected back soon as the coal trucks have begun work. At the present writing eight trucks are working.

Winter quarters have been established in Madison, Ill. Work will start in quarters about the middle of January. Everything will be repainted and some of the rides stored for the past three years will be overhauled and made ready to go on the road. The Octopus purchased by Mr. Francis at Shreveport will be delivered in February. Reported by H. W. Smith, for the show.

Styled by



MIAMI BERK MDSE

1 JEWEL LADIES LINK OR CORD BRACELET IN BOX \$3.75

SAMPLE 50c EXTRA CATL. ON REQUEST 145W45 St. NYC.

"AUTO JOKER or WHIZ BANG"

For New Year's Eve. A joke that gives unusual thrill and excitement. It is nationally known.

"THE FUN OF THE CENTURY."

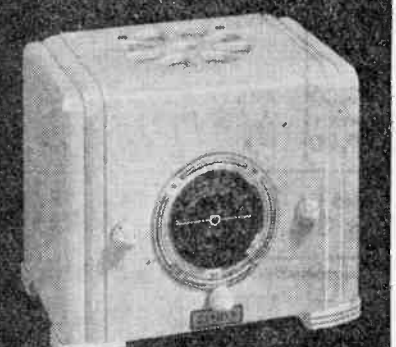
Beware of imitations; the original made here. Registered U. S. Patent Office. Write, wire or call for particulars. **ILLINOIS FIREWORKS COMPANY, INC.,** Danville, Ill. Box 792.

BINGO

Midget Cards, 3,000 Set, \$6.00; 500, \$1.00. Heavy Table Cards, \$3.00 per 100, with numbers. Lap Boards, \$4.00; Thin Cards, \$1.25. Automatic Cago Shaker, \$7.50. Paper Markers, 10c 100. **HILLSIDE MFG. CO.,** 189 Eddy Street, Providence, R. I.

Xmas Handkerchiefs

LADIES'—3 to Box—29c Seller, \$1.50 for 12 Boxes. 3 to Box—49c Seller, \$2.25 for 12 Boxes. MEN'S—3 to Box—49c Seller, \$2.40 for 12 Boxes. 3 to Box—59c Seller, \$3.25 for 12 Boxes. 25% Deposit, Balance C. O. D. **HANDKERCHIEFS,** B-12, 3. W. 29th St., New York City.



Most Sensational Deal /Of Today

BREGSTONE'S IVORY RADIO

Colored 5 Tubes AC-DC

with R C A Licensed Tubes

SALES BOARD DEAL

HURRY! HURRY!

WE'RE SWAMPED WITH ORDERS

Short Wave for Police Calls, Amateur, Aviation, etc. Dynamic Speaker. Illuminated 4-Color Airplane Dial. Self-Contained Aerial. Size: 9 1/2 x 8 x 6 1/2. Weight, 9 Lbs. R. M. A. Guarantee.

1200-Hole RADIO Salesboard (Dble. Jack Pot) Takes In \$60.00 Total Pay-Out (Cigarettes, Radio, and Board Cost) 17.35

PROFIT \$42.65

FREE! 1937 Catalog Latest Radio Models.

J. M. BREGSTONE & CO.
538 S. CLARK ST. CHICAGO, ILL.

A STRIKING BEAUTY!
\$10.48 Lots of 2 or more. Sample, \$10.85. With Special 1200-Hole Radio Salesboard, \$2.37 Additional. Rush \$2.00 Deposit, Balance C. O. D.

THE BEST RADIO BUY TODAY

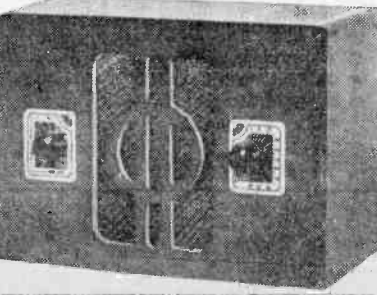
- MODEL SIXTY SIX.
- Four RCA Licensed Tubes.
- Super Chromatic Speaker.
- Dual Pilot Lights.
- New Merchandise.
- No Surplus.
- Works on A, C, or D. C.
- Size: 7 1/2 x 10 x 5 1/2.
- Will Tune from 550-1600 K. C.
- Built-In Aerial. No Ground Required.
- Packed in Air Cushion Carton.
- Order Today. 20% Deposit, Bal. C. O. D.

\$5.25 LOTS OF 6

\$5.65 SAMPLES

\$4.95 LOTS OF 24

PHENIX TRADING CO., 120 E. 26th St., N.Y.C.



ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 16 Size Watches. In New White Cases. 7-Jewel, 16 Size Elgin and Waltham, \$2.75. Flash Carnival Watches that do not run, 50c each. Send for Price List.

Your Money Back if Not Satisfied.

CRESCENT CITY SMELTING CO., Old Gold and Silver Buyers and Refiners, 113 N. Broadway, St. Louis, Mo.

Big Premium Item!



MODEL AF Univex

No. B101 EACH 69c

Case is made of Metal, Crystal Finish; may be had in assorted colors. Very compactly constructed—size closed, 3 1/2 x 2 x 1 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

GREAT XMAS SALE

WHILE THEY LAST! MEN'S WRIST WATCHES—Assorted Shapes; 10 1/2 Ligne, 10K Rolled Gold Plate Case. 6 Jewels, Each \$3.50 15 Jewels, Each 4.50

DUEBER HAMPDEN WRIST WATCHES—7-J., \$3.00; 15-J., \$3.75.

LADIES' GENUINE DIAMOND RINGS—10 Karat Solid Gold. \$3.50 and Up; 14 Karat, \$4.50 and Up.

ELGIN & WALTHAM—18 Size Railroad Model Case, 7-Jewel, Hunting Movement, Each, \$2.00 15-Jewel, \$2.50; 17-Jewel, \$2.75.

SPECIAL PRICES FOR QUANTITY USERS
Sample 50c Extra.
25% Deposit, Balance C. O. D. Send for Catalog.

N. SEIDMAN
173 Canal Street, NEW YORK, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

OAK BRAND HY-TEX BALLOONS

HOLIDAY SPECIALS

Cash in during the Christmas holidays with Oak's special prints and novelties. Oak offers a grand variety of Santa Claus and New Year prints — and Santa Claus Toss-ups in two popular styles.

For Sale by the Leading Jobbers.



The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

RAINBOW AND CRYSTAL JEWELRY

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AUTOMATIC STROPPER

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Big Illustrated Catalog FREE.

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Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

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

PITCHMEN

by **BILL BAKER**

(Cincinnati Office)

REPORTS DRIFTING . . . in from all sections of the country indicate that boys working the emblems and novelties' at the football classics have been doing a bigger business this season than any time since 1929. Biggest scores were made at the gates of the games played in the larger cities.

TOMMY JOHNS . . . is reported to be working spots in Michigan and doing okeh with the sheet.

TWO PARKING LOTS . . . are open to pitchmen at Dayton, O., while General Motors there has been paying bonuses and biz is reported to be A-1. Billy Lockhart, with lavender seeds, is working a doorway and waiting for the big Christmas rush with his novelties. Jim Carrigan was seen in town, and Ken Reynolds, the wire worker, is holding forth on Jefferson street with a new working flash and sporting a new housecar.

HUSTLER'S TIP: Immediately after the termination of the holiday season indoor demonstrators as well as outdoor pitchmen can keep that hard-earned bank roll intact and still add more leaves by promoting contests in merchants' windows with the ball-flute, ball-and-paddle board and the yo-yo tops. Any progressive merchant will gladly have the local boys and girls in his windows, for it will not only pay him dividends on the percentage but also attract attention to his other merchandise.

HARRY CORRY . . . is working out of a new sport model Chevy. Harry has had an exceptionally good season on the Hennies Bros.' Shows with his jam pitch.

RAPPAPORT . . . has been clicking with his animal show, getting the subs for the sports periodicals.

ROSS ELIJAH . . . has been getting some heavy money at the late fairs and shows with the paper.

JACK ATLAR . . . is working Kentucky with the sheet and will head for his home in Rock Island, Ill., soon to spend a few weeks after the holidays. Jack has been clicking.

DR. ED MAXEY . . . is heading for Florida to spend the winter.

TAKE INVENTORY of yourself before you berate a tip. Have you got the punch in your talk that makes buyers—or are you a flop?

H. L. CRUMPTON . . . cards from Birmingham, Ala., that he is about to enter into the coupon-selling field and plans to work pens and pencils for the holidays. He already has booked two stores with powder and perfume to good results. He says that he is anxious to read pipes from Slim Rhodes, Ray Redding and Ethel Hart. He further advises that everything looks good around Birmingham and opines that all the big wage increases should be a boon to Pitchdom.

J. (PENCIL) WARD . . . links from Buffalo under date of November 28: "Just picked up the Christmas issue and let me say it's good stuff. Thanks, Barnard. My luck hasn't been so hot here. Jack O'Leary is located in a store here with one of the best fountain-pen flashes I've ever seen. He's still the same old Jack, never too busy to say 'hello.' Al Spetch and Shorty McDonald are also here. Jack's missus also has a swell jewelry flash in the same store Jack is working. Am leaving for parts east.

SUCCESSFULLY covincing pitchmen do miss—but seldom.

"IT LOOKS LIKE . . . a new day for the pitchman, too," blasts Harry F. Gilliam from Kansas City, Mo. "The 36th annual Auto Show just closing here was held in the new \$6,500,000 Municipal Auditorium and about 14 pitchmen were allowed to operate.

Nearly all the boys were off the nut by the first Sunday night. They got two big Saturdays and Sundays, and the show was a grand success from all angles. Included in the lineup were Bob Wilson, Teddy Goldstine and his brother, Daddy Landerman, Fat Flynn, James P. Lewis and the missus, Bert Rhoda, Miss Rhoda, Irish Davidson, C. R. McKenzie, Bill Rogers and Cliff Mayer. They are a splendid group of workers and are wearing broad smiles today with the exception of Windy Lewis, Pennsylvania Dutchman, who seems all hot and bothered about having to work so hard to keep the stores in stock. He says he was eternally busy lifting C. O. D.'s and moving in plaster in a wholesale way for the scales. The Goldstine boys and Jimmy Lewis go into a local department store for the holidays."

"STILL ALIVE . . . and working health food here," pencils Jack Darling from Poplar Bluff, Mo. "Am heading south, however. Saw that oldtimer, Scotty Sullivan, pitching from a new Ford in Cape Girardeau recently to a good pass out. Johnnie Hick, Doc Howard and Floyd Johnston, send in some pipes."

DR. GEORGE M. REED . . . cards from Columbus, O.: "Just read the Christmas Special and it's a humdinger. Wish all the boys would read 'Pitchmen Are Super Salesmen.'" W. G. Barnard certainly tells the truth and the sooner the boys wake up to the fact that our business is not a racket we'll all be better off. Louis Whitman and the missus and Professor Taylor were on the East Market here with me for a few days. Hubert Hull, why don't you write for your mail? Walter Byers, clean-cut showman and pitchman, who is working on High street here, told the writer that the past fair season was the best he experienced in the last five years."

REMEMBER THAT there is plenty of work to be had and money to be made right after the holiday season. The live-wire indoor as well as outdoor pitchmen and demonstrators can arrange for spots in the dairy, builders, food, auto, household, home and fashion shows. Arrange for your spot early and start in the spring with last summer's bank roll still intact.

DOC SILVERS . . . shoots from Los Angeles: "Closed my Indian Fun Show in Dyersville, Ia., November 7 and it sure turned out to be a real spot. While playing McGregor, Ia., the week previous, we had the Lew Henderson Show as visitors. At Dyersville, the Roy World Company visited us. Both shows looked as tho they had a wonderful season. Immediately after closing, we went into Chicago and viewed the auto show there. Then on to Los Angeles, but stopped off at Dallas to visit the exposition. It certainly was a real one, even when we arrived there. Plan to stay here until after the Rose Bowl game and Flower Show. Then to our old stamping grounds, Miami Beach. Roster of the show the past season included the Davenport Family, Jack O. Bell, Grace Brennen Bell, Leon Wilkinson, Bob Kelley, Dick Thompson, Jessie Egan Silvers and myself."

A REAL CHRISTMAS present for pitchmen: One real red spot before the big event.

MORRIS KAHNTROFF . . . flicks one in from Guntersville, Ala.: "Sparks and I have just arrived here

INSTEAD of lying around hotel lobbies and cutting up jackpots pitchmen could greatly enhance their bank rolls by organizing in groups of three or even six and equally divide the expense of a store-room in the busy business districts and keep working all winter, regardless of the weather.

A store neatly trimmed with educational, entertaining or what have you signs in the window with a neat platform to work from will attract the tips. A pitchman working in the window would assure a capacity crowd.

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.

SAV-A-RUN

THE MOST AMAZING DISCOVERY OF THE AGE!
Prevents Runs, Breaks, Snags, Rips in Silk Hosiery and Lingerie. Doubles their life. Saves millions of dollars for women. SAV-A-RUN makes garments Rain Proof and Spot Proof.

ABSOLUTELY GUARANTEED!
One package treats 12 pair of hosiery—Retail for only 25c.

IMPORTANT—Due to tremendous demand, we find it necessary to request 10c for Sample. Send coin or stamps for full-sized Package and other sensational money-making opportunities paying up to 250% PROFIT.

HOME NECESSITIES CO.
124 West 58th St. (Dept. B-2), N. Y. C.

**God bless my friends.
If I have any enemies
God bless them, too.
I wish you all a
Merry Christmas and a
Happy New Year.**

SID SIDENBERG

A HOT TIP TO LIVE WIRES

Every Man Buys a Hot Tip Welding, Brazing, Soldering and Cutting Tool. Hooks to Storage Battery or Light Socket. Give one-minute demonstration, pocket the dollars. Retail \$2.00. Your Price \$12.00 per Dozen; Sample \$2.00, free with quantity orders.

HOT TIP COMBINATION TOOL,
Trenton, Mich.

SALESMEN Something New!
SELL WILLARD'S "BLIND ROBINS"
(Carded Herring)

To Taverns, Stores, Etc. Sample Card, 80c; 2 Cards or More, 50c Card. Also Salted Nuts, Cheese Popcorn, Bar Smacks, Etc. Free List of Other Fast Sellers. Write or Wire at Once.

WILLARD PRODUCTS CO., Dept. A, Moline, Ill.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.

ARGO PEN-PENCIL CO., Inc.
206 Broadway, NEW YORK CITY.

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover. Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flash, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.**

ATTENTION

Novelty and concession men, a new seller or give away for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5c, to you 1 1/2c each. They set on a paper easel. Sample 10c.

DAVE MARKUS
600 Blue Island Ave., Chicago, Ill.

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A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

MEDICINE MEN

Send 50 cents for our dry HERB AND IRON COMPOUND CONCENTRATE. Enough to make sixteen 8-oz. bottles of tonic. Labels furnished. A scientific preparation that really repeats. A trial order will convince you.

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676 Mission St., San Francisco, Cal.
30 South Wells St., Chicago, Ill.

after a long hop from Corpus Christi, Tex. This Sparks is an A-1 pitcher and has been doing okeh."

BE CAREFUL that you don't put yourself in a position that will make you go up an alley, fire a shot and come back and tell the folks Santa committed suicide. If anything will make a Merry Christmas for a pitcher it's increased energy.

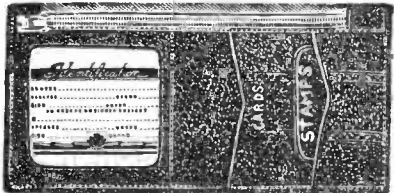
"JUST ARRIVED HOME . . . after closing a successful seven weeks' engagement with the Famous Alabama Minstrels, November 14, in Waco, Tex." scribbles Happy O'Curran from Gentry, Ark., under date of November 23. "Saw Doc Fleming in Portland, Ark., recently and he said his bank roll would stand a hard winter. Also ran into J. P. Simpson, of med fame, in Montrose, Ark. He has a nifty truck and housecar. How about a pipe, Doc M. A. Hathaway? I plan to do nothing but hunt squirrels and quail and read *The Billboard* until spring. While in Waco, Tex., I visited the Tate-Lax lab people and found them to be real folks. Also found some good spots down there and may work them next year. Would like to read some pipes from Jack Dillon, Doc Tom Smith, Harry and Daisy De Grace, Red Hutchinson and Billy and Mabel Beam."

DOC E. J. FRANKLIN . . . cracks that he is now at his home in Murat, Va. He reports that the season was not so hot for him, but says he noticed that Robert Noel, Doc Eling and a few others did okeh. He warns the boys to be careful about Virginia. It's closed tight.

PLUNGER FILLER VAC



STOCK UP FOR CHRISTMAS. 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.



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.

Write for 32-Page Jewelry Catalog containing Best Selling Holiday Items.
HARRY PAKULA & CO.,
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SLYDE-ON TIE
Reg. U. S. Patent Office.
"A Perfect Knot in a Jiffy."
With the New and Improved Original Patented Soft Knotted SLYDE-ON TIE. NO ELASTIC BANDS. Newest Xmas Patterns.
\$2.50 Doz.
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BOULEVARD GRAVATS
22 W. 21st, New York,
Distributors
For Further Particulars Write
SLYDE-ON NECKWEAR CO.
32 S. Third St. Philadelphia, Pa.

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.
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SLIP-NOT TIES
NEW FALL LINE. Silk-Lined—Jacquard Figures—Stripes, Plaids, Solid Colors. Fast 50c Seller. Send for Sample Doz. \$2.50 Postpaid. Money refunded if not satisfied.
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Display these Glorified Artists' Models and watch the trade flock for them. High quality candy combined with eye-catching novelty makes this deal a real money-making sales board item.

COSTS YOU \$8.95 You get a flashy 400 hole Salesboard, 2 large size 1 1/2 pound boxes of High Grade Quality Chocolates, 24 1 lb. boxes of Glorified Artists' Models Candy.
TAKES IN \$18.00 Last punch in each section is FREE, making a total of 40 free punches and giving added appeal that sells board in record time.

Terms: 1/3 Deposit With Order, Balance C. O. D.
YOU GET \$9.05 CLEAR PROFIT
★★ ANOTHER SENSATIONAL VALUE ★★
YES! ONLY \$8.45 R. C. A. Lic. 5 TUBE MONARCH RADIO



Size: 9x7 1/2 x6 in.
SAMPLE \$8.95. Rush \$2.00 deposit with order, balance C. O. D., f. o. b. Chicago. Purchase price refunded within 5 days if not absolutely satisfied. Send 10c for sample push-card, photo and plan. Give Radios away FREE and make \$10.00 on every deal. Ivory, Green, Orchid or Blue, 35c Extra.

Here is a REAL Radio and Push Card Deal. \$16.95 value Monarch 5 Tube AC-DC R. C. A. licensed set. *Beautiful walnut finish cabinet. *Oversize super dynamic speaker. *4 color illuminated airplane dial. *Standard broadcasts, police calls and amateur stations. *5 tubes, including 1 latest type Metal Tube. ONE YEAR GUARANTEE.

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Save Time and Money
IMMEDIATE DELIVERY
LOOK-COMPARE-LOOK!
Strictly First Quality Men's Fancy Hosiery, \$1.10. Case of 30 Dozen, 90c. Seconds of above number, 60 Dozen Case, 80c.
Genuine 50c Number, Beautiful Clocked Silk Sock, 12 Doz. Case, \$25.00; Per Doz. \$2.30.
RAYON Platted First Quality, 12 Dozen Case, \$12.00; Per Dozen, \$1.45. Seconds same number, 12 Dozen, \$10.00; Thirds, \$7.50. Mics-Plates and Thirds of better numbers, 30 Dozen Cases, \$18.00.
Irregulars of 50c, Plain Colors, Men's Socks, 12 Dozen Case, \$22.80; Per Dozen, \$2.15.
NECKWEAR MADE ESPECIALLY FOR U. QUALITY, PLUS FLASH.
Read-Tied Four-in-Hands, Gross Lots, \$24.00; Per Dozen, \$2.25.
Silks at \$1.00, \$1.25, \$1.50, \$1.75 Dozen In Gross Lots. Add 25c for smaller quantities. Satisfaction guaranteed or money back.
C. O. D. orders 25% with order.
SOUTHERN MDSE. CO., Chesterfield, S. C.

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We carry Shoe Laces and Findings only, Guaranteeing Lowest Prices, Perfect Merchandise and Prompt Delivery.
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Get our Cork Plunger, the cream of them all! \$22.50 per gross. Sample prepaid, 25c.
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THE SEASON'S LATEST SMASH HIT SELLER
No. B15J49—Set to retail at 50c, in three colors, red, green, orchid. **\$3.92** Per Dozen
No. B15J50—Set to retail at \$1.00, beautiful tinsel pearls, in blue, green, red and brown. Per doz. **7.65**
This is hot new item not in our catalog. Order from this ad. Prices net.

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HERE IS YOUR ITEM! Every Customer has Reordered!
No. 3800—MECHANICAL SANTA CLAUS. Our Exclusive. Operates like a clock. Works ten minutes with one wind-up. **\$10.50** DOZEN, 90c. GROSS.
OTHER SPECIALS
No. 474—MECHANICAL HULA HAWAIIAN DANCER. Special size. Height, 7 1/2 inches. Shakes and Shim Shams. **\$11.50** DOZEN, \$1.00. GROSS.
No. 716—BLACK RUNNING MICE. Sparking Eyes. **\$3.50** Cheville Ears and Tail. GROSS.
No. 404—SHELL RUNNING TURTLE. Operates same as Mice. Very Flashy Item. DOZEN, 40c. GROSS. **\$4.20**
No. 5242—MECHANICAL DOG WITH SHOE. Dog Holding Shoe in Mouth. Very Good Seller. DOZEN, \$1.80. GROSS **\$21.00**
No. 7171—LARGE FUR JUMPING DOG, with Bulb **\$6.75** DOZEN 60c. GROSS.

Many Other Hot Items. Send for Free Demonstration Lists or \$1.00 for Sample Line. 25% Deposit With Order. Wire Deposit—Orders Shipped Same Day Received.
GOLDFARB NOVELTY CO., 20 W. 23rd St., or 116 Park Row NEW YORK CITY

ALLEN SAFETY HAIR CUTTER

TRIMS HAIR, SAFELY, QUICKLY
Wanted by everyone. Easy to operate. Just comb hair down with trimmer attachment; leaves no steps or grooves; trims evenly—also does a neat neck trimming job. Men and women everywhere are delighted with it. Use also for trimming children's hair. SAFE, SANITARY. ALLEN HAIR CUTTER ATTACHMENT also includes a regular shaving razor equipment and two fine, steel blades—same handle used for both attachments. Allen Hair Cutter Attachment is simple to use. Attractively packed. A good seller at the EXCEPTIONALLY LOW PRICE OF 50 CENTS COMPLETE. Get started at once and make Real Money. SAMPLE ORDER OF THREE COMPLETE OUTFITS FOR \$1.00. Postpaid. Cash with order. EVERYBODY NEEDS ONE—So Get Going, Agents and Dealers.
F-I-S-K PRODUCTS Dept. 165 — 2720 Broadway, N. Y. C.



IT'S BANKER PENS AGAIN

Plungers, Vacuums, Combinations, Stream Line and Bullet Shapes. All fitted with the Silvery looking Pen Points. It's all in the Pen Point.
DEMONSTRATORS—Xmas Pitch Package. \$24 Gro. (Free Holly Boxes). Sample by Mail, 25c.
JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

\$1.00 STARTS YOU IN BUSINESS
NEW DORMA KNOT TIES
NEW FALL HOLIDAY LINE—Sells for 50c. Plaids, Stripes, Jacquards, Solid Colors. Cost You **\$2.25** Doz.; Sample Doz., \$2.35, Postpaid.
DORMA TIES, Ready-Made Knots—Holds Shape Lifetime. NEW FALL HOLIDAY LINE. Sells for 50c. 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.

Hartmann's Broadcast

THE census population of the United States on April 1, 1930, was 122,755,046, whereas on July 1, 1936, it was estimated by the Bureau of the Census, Washington, D. C., to be 128,429,000.

Table with columns: Division and State, Census Population Apr. 1, '30, Estimated Population July 1, '36. Rows include NEW ENGLAND, MIDDLE ATLANTIC, E. NORTH CENTRAL, W. NORTH CENTRAL, SOUTH ATLANTIC, E. SOUTH CENTRAL, W. SOUTH CENTRAL, MOUNTAIN, and PACIFIC.

more or less insulting and the owner decided the show must be a poor one anyway, so he yelled down the steps from his bedroom that the rent was \$100 per day, plus a certain number of tickets, and there was to be no argument.

The result was that the show the agent represented paid the price, and every circus that has since played the town has paid exactly \$90 more than the owner thought the lot was worth, plus the tickets, just because the smart agent didn't find it convenient to respect a gentleman who wanted to play fair with him.

Hager says F. W. Hannum, owner of Eustis Drug Company, Eustis, Fla., was the lot man and will vouch for the story.

The next big outdoor social functions are those of the Heart of America Showmen's Club and Pacific Coast Showmen's Association. They promise to be hummers also.

FIRST impressions are not always lasting impressions, but first impressions are first impressions, if you know what we mean, and as such, if unfavorable, can do much harm before corrected.

The letterhead is the medium thru which the average business house makes its first impression on a prospective customer. A poorly designed, badly printed, inadequate letterhead creates an impression of unreliability that is difficult to erase, no matter what is said in the body of the letter, and often as not serves to keep customers away rather than to attract them.

Harry J. Batt, Ponchartrain Park, New Orleans; Edward L. Schott, Coney Island, Cincinnati, and John L. Coleman, Company, Houston, Tex., and Fred W. Pearce, Detroit, discussed handicaps to overcome in both hot and cold weather problems existing at all plants, regardless of geographic location.

A very interesting discussion of using outstanding name bands in park ballrooms was conducted by Arnold B. Gurtler, Elitch Gardens, Denver; Arch E. Clair, Norumbega Park, Auburndale, Mass., and Paul H. Huedepohl, Jantzen Park, Portland, Ore.

What park owners and operators expect from ride manufacturers and the co-operation that should exist between the two was handled by several men, including A. B. McSwigan, Kennywood Park, Pittsburgh; E. E. Foehl, Willow Grove Park, Philadelphia; Norman Bartlett, North Tonawanda, N. Y., and R. S. Uzzell, Uzzell Company, New York City, secretary of the AREA.

Nat A. Owings, Skidmore & Owings Company, Chicago, and formerly director of concessions at A Century of Progress, read a study of modern lighting for parks, pools, beaches and expositions.

Otto Teegan, Scott & Teegen, New York, and formerly supervisor of paint at A Century of Progress, presented a like story of his experiences at the Chicago expo. Road and walk coverings for parks and fairs was handled by Richard McClean, Chicago, and problems confronting restaurants in parks was handled by F. W. A. Moeller, Waldameer Beach Park, Erie, Pa.

Charles F. Keller, Park Beach Supply Company, New York, gave his ideas on whether small rides should be under cover and if the return justifies the investment.

Harry J. Batt, Ponchartrain Park, New Orleans; Edward L. Schott, Coney Island, Cincinnati, and John L. Coleman,

Edward L. Schott, three-year terms. Also earlier in the week Norman Bartlett's suggestion that the NAAPPB and AREA pass a joint resolution in regard to the New York World's Fair and the Golden Gate International Exposition suggesting that they adopt the policy if not the slogan of "The World's Greatest and the World's Cleanest Amusement Area" was passed by popular vote.

Registrations Doubled At the final session yesterday President Harry C. Baker called the meeting to order and presented the newly elected officers.

Program session of the NAAPPB was followed by the program of the swimming-pool division, presided over by Harry A. Ackley, of Pittsburgh.

At the close of the latter program President Baker announced that registration figures showed more than a 100 per cent increase over last year, 1,300 recorded this year as against 500 in 1935.

Awards committee announced that F. A. Burkhardt had been awarded top honors for his talk delivered on Thursday.

John Logan Campbell, of Baltimore, Md., received the Pratt award for individual service to the industry during the past year.

After receiving the award Campbell stated that, altho he deeply appreciated the recognition, he believed that too much credit for developing the liability insurance system thruout the park and allied fields could not be given to President Harry C. Baker and N. S. Alexander, chairman of the insurance committee for the NAAPPB.

Program of the afternoon session consisted chiefly of the reading of papers and discussions of subjects of vital importance to the industry.

In the absence of George A. Hamid, who left Thursday afternoon for New York en route to Europe, the secretary read Hamid's assignment, Should Amusement Parks Own and Operate Their Own Amusement Games?

Hamid's paper was followed by one by Harvey Carr, editor of The Coin Machine Journal, dealing with coin-controlled amusement games and devices in amusement parks.

J. E. Lambie, of Euclid Beach Park, Cleveland, and Dudley H. Scott, also of Euclid Beach, scored with their discussion of the effect centennial expositions have on near-by parks, pools and beaches.

Among the other interesting discussions was the rap at retail fireworks dispensers who present fireworks displays of inferior value and sell firecrackers to the kid trade.

The members did not find fault with large, legitimately operated fireworks displays and their effect on amusement parks on Fourth of July.

Pool Session

Harry Ackley then took over the chair for the swimming-pool division meeting. Subjects that were discussed by the group consisted of Admission Prices—Are You Charging a Fair Price?, Method of Developing the Swimming Lesson Income, Methods of Fostering Attendance by Children; Pool Sediment Cleaning Devices, Including Use of Diving Helmets; Elimination of Algae, 24-Hour Operation of Filter Plants vs. 8- or 10-Hour Shut-downs; Under-Water Illumination of Deep Ends of Diving Pools, Under-Water Illumination of Swimming Pools Now in Operation; Sterilization of Sand Beaches, Pools, Deck and Locker Rooms; The Decline of Night Swimming Business and Reasons Thereof; Are Swimming Meets, Water Carnivals and Aquatic Shows Worth While and Profitable?; Renovating Swimming Pools With Paints, Etc.; Barring Sand Beach Areas From Pool Areas, Bathing Costumes of the Future for Men and Women, Co-Operation Amongst Local Competitive Pool and Beach Operations, Combating the So-Called "Athlete's Foot" Bogey, Automatic Sterilization of Pools vs. Hand Method.

Harry Baker Re-Elected

At the Thursday evening directors' meeting Harry C. Baker, New York, was re-elected president of the NAAPPB; A. W. Ketchum, first vice-president; J. E. Lambie Jr., second vice-president; Fred L. Markey, third vice-president; A. R. Hodge, secretary; Nat S. Green, treasurer, and A. L. Filograsso, assistant treasurer.

Directors elected by NAAPPB assemblage earlier in the week include Abe Frankle, Frank W. Darling, Roy Staton, H. P. Smeck, Paul H. Huedepohl, for one-year terms; N. S. Alexander, A. W. Ketchum, Herbert F. O'Malley, Leonard B. Schloss, Harry C. Baker and George A. Hamid, two-year terms; Arnold B. Gurtler, J. E. Lambie Jr., Richard F. Lusse, A. B. McSwigan, Fred W. Pearce and

of quality, confidence and stability which attracts customers."

The above is reprinted from Highlights and Shadows (published each month by The Courier-Journal of Louisville, Ky.) in the hope that it might serve as a hint to those carnivals and other shows which are weak on the letterhead end.

NAAPPB

(Continued from page 42)

insurance plan currently used by NAAPPB members, reported results of the plan's first year; N. S. Alexander, Woodside Park, Philadelphia, reported on 1936 activities of the plan as chairman of the special liability insurance committee appointed at the convention last year.

And the present situation of the insurance policies available to showmen was discussed at length by John Logan Campbell, Baltimore.

Thursday's session was devoted entirely to reading of papers in the ballroom and, altho attendance was light, the subjects were unusually interesting and valuable to park men.

Highlight of the program was Frank W. Darling's very vivid discussion of progress being made on the 1939 World's Fair in New York City and what part the NAAPPB will have in the midway activity.

Mr. Darling gave a comprehensive picture of the fair situation as it exists and commented on changes that will possibly take place before the event actually opens on April 30, 1939.

Mr. Darling's paper will be reprinted in The Billboard in a forthcoming issue.

Roy Staton; E. L. Crain, Sylvan Beach



THE IMMEDIATE FAMILY of John Ringling arriving to attend services at Funeral Chapel of Campbell in New York City December 4. Left to right: Marjorie Ringling, niece; Mrs. Ida Ringling North, sister, and Henry W. R. North, nephew of John Ringling and son of Mrs. North.

more or less insulting and the owner decided the show must be a poor one anyway, so he yelled down the steps from his bedroom that the rent was \$100 per day, plus a certain number of tickets, and there was to be no argument.

The result was that the show the agent represented paid the price, and every circus that has since played the town has paid exactly \$90 more than the owner thought the lot was worth, plus the tickets, just because the smart agent didn't find it convenient to respect a gentleman who wanted to play fair with him.

Hager says F. W. Hannum, owner of Eustis Drug Company, Eustis, Fla., was the lot man and will vouch for the story.

The next big outdoor social functions are those of the Heart of America Showmen's Club and Pacific Coast Showmen's Association. They promise to be hummers also.

FIRST impressions are not always lasting impressions, but first impressions are first impressions, if you know what we mean, and as such, if unfavorable, can do much harm before corrected.

The letterhead is the medium thru which the average business house makes its first impression on a prospective customer. A poorly designed, badly printed, inadequate letterhead creates an impression of unreliability that is difficult to erase, no matter what is said in the body of the letter, and often as not serves to keep customers away rather than to attract them.

Harry J. Batt, Ponchartrain Park, New Orleans; Edward L. Schott, Coney Island, Cincinnati, and John L. Coleman,

Company, Houston, Tex., and Fred W. Pearce, Detroit, discussed handicaps to overcome in both hot and cold weather problems existing at all plants, regardless of geographic location.

A very interesting discussion of using outstanding name bands in park ballrooms was conducted by Arnold B. Gurtler, Elitch Gardens, Denver; Arch E. Clair, Norumbega Park, Auburndale, Mass., and Paul H. Huedepohl, Jantzen Park, Portland, Ore.

What park owners and operators expect from ride manufacturers and the co-operation that should exist between the two was handled by several men, including A. B. McSwigan, Kennywood Park, Pittsburgh; E. E. Foehl, Willow Grove Park, Philadelphia; Norman Bartlett, North Tonawanda, N. Y., and R. S. Uzzell, Uzzell Company, New York City, secretary of the AREA.

Nat A. Owings, Skidmore & Owings Company, Chicago, and formerly director of concessions at A Century of Progress, read a study of modern lighting for parks, pools, beaches and expositions.

Otto Teegan, Scott & Teegen, New York, and formerly supervisor of paint at A Century of Progress, presented a like story of his experiences at the Chicago expo. Road and walk coverings for parks and fairs was handled by Richard McClean, Chicago, and problems confronting restaurants in parks was handled by F. W. A. Moeller, Waldameer Beach Park, Erie, Pa.

Charles F. Keller, Park Beach Supply Company, New York, gave his ideas on whether small rides should be under cover and if the return justifies the investment.

Harry J. Batt, Ponchartrain Park, New Orleans; Edward L. Schott, Coney Island, Cincinnati, and John L. Coleman,

Registrations Doubled

At the final session yesterday President Harry C. Baker called the meeting to order and presented the newly elected officers.

Program session of the NAAPPB was followed by the program of the swimming-pool division, presided over by Harry A. Ackley, of Pittsburgh.

At the close of the latter program President Baker announced that registration figures showed more than a 100 per cent increase over last year, 1,300 recorded this year as against 500 in 1935.

GREAT SUTTON SHOWS America's Cleanest Carnival. Want to sell exclusive for coming season on cook house and corn game. Will furnish tents and fronts for any good show. F. M. SUTTON OSCEOLA, ARK.

METROPOLITAN SHOWS WANT Corn Game Studio and all legitimate Concessions. All winter's work in Florida, Fairs and Celebrations. Write SAM LAWRENCE, Manager, 10 Days Auburndale, Fla.

Notes From the Crossroads

By NAT GREEN

AN ALL-PERVADING spirit of optimism was apparent at the conventions of fair, park and show people that closed Friday at the Hotel Sherman. Even the professional crepe hangers forgot their usual dismal outlook on life and admitted that there is still a sun in the heavens and real opportunities for success for the fellow who has the stuff in him to win it. Nor was the optimism displayed the kind born of wishing. It was based on substantial evidences of business recovery as shown in a resumption of activities in every line during the past year and the preparations being made for still further expansion in 1937.

It was a grand and glorious feeling once more to see everyone so happy and so enthusiastic over plans for the new show season. There was not the over-confidence that might be expected, but rather a tendency to proceed with due care yet to be prepared to cash in on what undoubtedly will be a banner season. The fair men are planning many improvements in their plants. The parks are adding new attractions—something they have needed for many years. The carnivals are adding to their rides and doping out new and better shows. Altogether it looks as if the new year will see more substantial improvements made in these various lines than for many years past.

We would like to lay a substantial bet that it will be a long time before the Showmen's League of America again chooses a politician as toastmaster for the banquet and ball. Politicians have their place and some of them are worth listening to, but most of them like the sound of their own voice so well that they bore their audiences with an endless flow of puerile patter. At the speakers' table at the banquet and ball there was gathered a fine representative group of men, each of whom could have delivered a worth-while message to the audience. But the major part of the time was taken up by the toastmaster in endless, flamboyant introductions that in many instances were delivered in such fashion as to belittle the men introduced and left them with little time and less inclination to say anything. The program committee doubtless was too polite to express an opinion, but the Crossroads mugg has no such inhibition, believing that there are times when politeness ceases to be a virtue. Because of the inordinately long introductions the evening's program schedule was entirely upset, necessitating numerous changes, delaying the presentation of the entertainment and causing the audience to become impatient and restless. Many of the toastmaster's remarks and at least one story were entirely out of line for the occasion and caused many unfavorable comments. The principal speaker of the evening was done a grave injustice by having to speak after the crowd had become so restless that they would not "stay put." The program committee was entirely blameless for the unfortunate situation. Without a doubt future committees will adopt the plan formerly in effect—that of having a toastmaster who will merely introduce,

briefly, those at the speakers' table and have each take a bow.

The Patty Conklin party at the Showmen's League was a gala affair to which the story in last issue did not do full justice, for which we have to blame the rush of convention work. . . . W. J. and Allen Lester, father and son circus team workers, slipped into town and out again. . . . J. D. Newman and Harry Bert have hied themselves to Hot Springs, where Art Hopper and others of the boys are drinking that goshawful water. . . . Doug Baldwin, of the Minnesota State Fair, is now a member of the Showmen's League. . . . Mr. and Mrs. Nell Webb, of the Conklin All-Canadian Shows, visited the NBC studios and saw the *Mary Marlin* broadcast. . . . Everyone is well pleased with the selection of J. C. McCaffery as president of the SLA and predict he will make a capable executive. . . . Mr. and Mrs. Lee Shell (he's on the Minnesota fair board) celebrated their 31st wedding anniversary Sunday, November 29. . . . More than the usual number of circus men were noticed around the conventions. . . . Among the circle boys were "Bill" Lindemann, "Bob" Hickey, Al Beck, R. O. Scatterday, Homer Hobson, Dennis Curtis, Mack Heller, John Robinson IV and others. . . . Al Rossman and his aids deserve a lot of credit for the splendid program turned out for the SLA banquet and ball. . . . The attractive gold cover carried a fine picture of Col. W. F. Cody and the entire program was beautifully gotten up. . . . It also carried some \$1,400 worth of ads to swell the League's Cemetery Fund. . . . Gene Morgan, feature writer on *The Daily News*, wrote a fine story of the conventions which *The News* carried thru all its editions. . . . A real vet of the carnival game attended this year's doings—K. G. Barkoot, who started in the game in 1898. . . . The picture of the camel on Camel cigarets was taken from a camel in Barkoot's Streets of Cairo.

Showmen's League Installation Garners Overflow Attendance

CHICAGO, Dec. 5.—One of the biggest meetings on record in the Showmen's League of America was that of Thursday night, when the officers for the ensuing year were installed. Four times it was necessary to bring in extra chairs to accommodate some latecomers.

Charles G. Driver acted as chaplain and invoked the Divine blessing. Then the Lodge stood silent for a moment as a tribute to the memory of Warren C. (Candy) Clark, an old-time circus man who was buried in Showmen's Rest earlier in the week.

Several prospective members were in the room, the courtesy being extended because some were from out of town and would not be able to attend a meeting for a long time after they are elected.

Secretary Joseph Streibich reported receipt of a picture of the late Herbert A. Kline, sent to the League by his widow. He said it would be placed on the wall of the Lodge room. President-Elect James C. McCaffery reported for the membership committee that 362 new members were elected during the year just closed. This is the record for the administration of President J. W. (Patty) Conklin, which later presidents will have a hard time to equal.

Frank P. Duffield, chairman of the finance committee, read a statement showing the affairs of the League are in most excellent shape. Harry Coddington, long chairman of the sick and relief committee, reported none in the hospital, the only one in his care being Col. Fred J. Owens, who is at home.

Former President Edward A. Hock, of the cemetery committee, quoted figures given him by Woodlawn Cemetery for space for 147 graves, which space lies next to Showmen's Rest. The body recommended to the board of governors that the extra plot be acquired. Former President Sam J. Levy had nothing to report for the amusement committee, offering the work done as proof of his committee's interest in the League.

Jack Benjamin made a favorable report on the house committee. Jack has held this post some time to the satisfaction of all concerned. J. Eddie Brown, of the Pacific Coast Showmen's Association, then entered the room. He was escorted to the presiding officers' table. Michael J. Doolan, of the ways and means committee, declared his committee functioning 100 per cent. In the absence of Nat S. Green, chairman of the press committee, Al Rossman reviewed the work done by this body.

The banquet and ball committee reported it has not finished its audit, but that it would return a substantial sum from the entertainment. Rossman reported this year the program for the banquet and ball carried 54 ads, whereas a year ago there were only 10. Maxie Brantman briefly reviewed the story of the annual memorial service at the Hotel Sherman and at Woodlawn Rest. Treasurer Lew Keller said he waited for the annual audit before making his final report. Secretary Streibich read 35 applications to apply on the year 1936 and five that go in on the coming year.

The League then adjourned for the Penny Parade, after which President Conklin thanked all his committees, the body, and especially First Vice-President Jack Nelson and Neil Webb, the League Canadian secretary, for their especially fine work. After a short final address he turned the gavel over to Past Presi-

dent Sam J. Levy to induct the incoming officers. Then President J. C. McCaffery, Second Vice-President Al Rossman and Secretary Joe Streibich were introduced in turn and seated. First Vice-President Joe Rogers is in Dallas, Tex., and could not attend. The assembled crowd remained standing until the officers were seated. President McCaffery replied to Levy, but his remarks were brief. He had promised not to talk too much. In turn the new officers spoke briefly. Many out-of-town members were called on for remarks, but most of them showed or feigned stage fright. President McCaffery pleased the crowd by stating he would continue the practice of keeping 'the bread basket' full. He then named his committees for the coming year. Chairmen of the committees are: Cemetery Drive, Carl J. Sedlmayr; membership, James C. Simpson; chaplain, Charles G. Driver; tyler, Michael J. Doolan; counsel, Morris Kaplan; Canadian counsel, Louis Herman; physician, Dr. Max Thorek; finance, Fred Kressman; relief, Harry Coddington; ways and means, M. J. Doolan; funerals, E. Courtemanche; house, Jack Benjamin; cemetery, Edward A. Hock; press, Nat S. Green, and entertainment, Sam J. Levy. Then he created some new committees, the effort being to reach more thoroughly into the show world to spread the glory of the Showmen's League of America. These committees and their chairmen are: Circus, H. A. Lehrter; exhibitions, Frank J. Shean; commercial, James Morrissey; Eastern carnivals, Max Linderman; Central States carnivals, L. S. Hogan; Southeastern carnivals, Nate Eagle; Southwestern carnivals, Harry

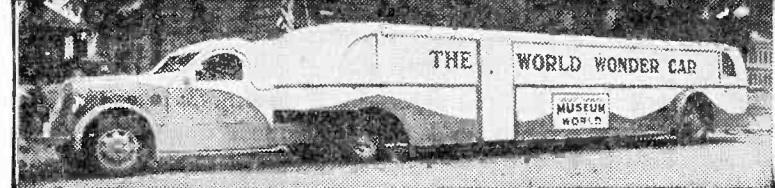
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MERRY CHRISTMAS TO ALL OUR FRIENDS.
CONTI & ZIX INDOOR SOCIETY CIRCUS, GRAHAM HOTEL, BLOOMINGTON, IND.

Pacific Coast Showmen's Assn
730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Dec. 5.—Another near-record crowd attended Monday night's meeting. One hundred and ninety-three members were present when President Theo Forstall called the assemblage to order. Others of the official family present were Dr. Ralph E. Smith, first vice-president; O. H. Hilderbrand, third vice-president, and John Backman, secretary. This meeting marked the closing of the membership drive and the entries in the "membership derby" made their final reports. After checking the memberships secured during the drive Mark Kirkendall announced the winners.

Kirkendall turned in the greatest number of memberships, but as he had won first prize last year he was, by vote of members, barred from participating in the contest for first prize before the start of the drive. Walton de Pellaton had the next highest number and was awarded the life membership card, symbolic of first prize, presented by Ted Metz. Second prize, which carried with it 15 reservations for the 15th annual Charity Banquet and Ball, was awarded to Kirkendall. Third prize, a handsome wrist watch donated by Harry B. Levine, went to Charley Walpert. Second prize was donated by Theo Forstall. New members accepted were Gerald Patrick Mackey, credited to Charles Walpert and Mike Herman; James Rabin, credited to Charles Walpert and Mike Herman; Frederick Weddleton, credited to Ed Brown and John Backman; W. T. McNeese, credited to Will Wright and E. S. Harrison; Harry Rodgers, credited to C. F. Zeiger and Clyde Gooding; H. (Hank) Carlyle. Bill Newberry announced that the art work on the souvenir program for the Banquet and Ball was being done by one of the Metro-Goldwyn-Mayer best artists and then named the mem-

ADDRESSES WANTED
Will Appreciate Present Address of Any of the Following:
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Harry Gilbert, Arthur Callahan
C. E. Maynard, S. R. Cutler
Jack (Freckles) Ray, Col. Lew Rublin
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WANTED—For Barney Bros.' Circus Season 1937. Useful people in all branches of the circus business. Harry Sells, write. Performers doing two or more acts. Novelty Acts, Family Acts, Clowns. State all you do and salary in first letter. No time to dicker. Tuba Eagen, write. Musicians on all instruments. Trumpet, Leader who can and will play calliope with band. Might consider organized Ten-Piece Band. State lowest salary. Will buy Elephant, Camel, Llanas, Sacred Ox, Ostrich, High-School Horses, also Pony Drill if cheap. Also Trucks and Semi-Trailers. State model. Few lengths Star Backs and Blues; might consider Grand Stand with Five Hundred Chairs. State where equipment can be seen, with lowest cash price. Can use Ticket Sellers, Equestrian Director, Elephant Man. Might consider reliable partner that will put in dollar for dollar. Floyd King, get in touch with me immediately. Curiosity seekers, brokers, drunks, save your stamps. Address all mail to **JOHN D. FOSS, Barney Bros.' Circus, R. F. D. No. 2, Glendale, Ariz. P. S. Note: Am No Longer Connected With Tom Atkinson.**

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ABOUT MONEY

Arthur Brisbane continues to insist that nobody really knows anything about money, but that does not prevent everybody, from the expert economist to the man on the street, doing a lot of talking about it.

The average man is supposed to be more intimately concerned with the circulation of money than such weighty matters as sound money, money supply and demand and other theories that concern the experts. The operator of coin machines finds himself interested in such simple matters as the amount of loose change in the pocket of the average person.

The amounts of small coins turned out by the mints become a matter of interest to the operator, and he somehow imagines that when large quantities of small coins are being minted that is a sign the people are spending more pennies, nickels and dimes and a certain percentage is sure to find its way into coin machines. The operator's interest in economics has been influenced by such things as the sales tax. It has been discovered that in States having a sales tax the increased use of pennies in making change boosts the play of such machines as the penny venders. Other movements could be traced, such as holiday spending, that show a direct reaction in the cash boxes of coin machines.

So the operator finds himself a part of a vast economic system about which he has his own ideas, just as the banker, the economist and the candle-stick maker. The games operator and the merchandise machine operator are alike interested in popular sales and principally must cater to the masses. Altho private clubs are always profitable locations for amusement games, even the amusement operator must depend for the major part of his business upon the common people, for he is in the popular amusement field.

All forms of popular amusement, from mechanical games to the movies, fare best when the masses of the people have some extra money to spend and are comparatively happy.

One of the problems of modern business is to bring about a more equitable distribution of money among the people. Even the experts will have to change some of their old cut-and-dried theories about money and catch step with a mechanized civilization. The automobile business upset a lot of the old theories, and the past depression, we hope, junked a few more of them. The recent depression did not follow true to form as previous depressions as much as many of the experts would like to have us believe it did. In previous depressions the usual idea was to let deflation run its course,

business would eventually strike bottom, and then the spiral of recovery would by some chance start upward again.

But to let deflation run its course and business strike bottom in a mechanical and complex business setup today would mean the complete collapse of about 80 per cent of the business firms in the country and of the government itself.

It was the government that broke the downward trend of the recent depression by a new and untried idea of distributing billions among the people at the very bottom of our economic system and, regardless of what the experts say, it worked. Our English neighbors, much quicker than we are to face bitter facts, tried a plan of distributing government money to the masses in the form of a dole, and it worked for them. The new scheme, in both countries, was subject to many mistakes and abuse. But it has established the fact for

future depressions that when money accumulates at the top the government is the only power capable of taking the money and widely distributing it at the bottom again. It is an expensive way of breaking depression, but it works and will be used more and more as future depressions come and go. It starts money to circulating again, among the mass of consumers,

and that is what makes business go.

Another experiment to promote the circulation of money among those who need it most is the present beginnings of old-age security or pensions. Present plans have many imperfections that only time and experiment can remedy, but it is a step in the direction of spreading money among a large section of the population that will eventually aid all business, even the play of coin machines. It will encourage the retirement of older men from jobs, leaving their places to younger men, and at the same time old people will have money to spend. It will encourage millions of people to supplement government insurance with old-age annuities in private insurance companies, as old-age pensions did in England, so that people above 65 will have not only government money to spend but millions in annuities from private companies. It is a bold step toward encouraging a freer circulation of money among those who might otherwise lack, and once it gets to working it will help all business.

The operator, dependent as he is upon the wide and free spending of money by the masses of the people, finds himself a cog in the immense business system and directly affected by every idea that helps to promote the better distribution of money and its benefits.

Circulating Money

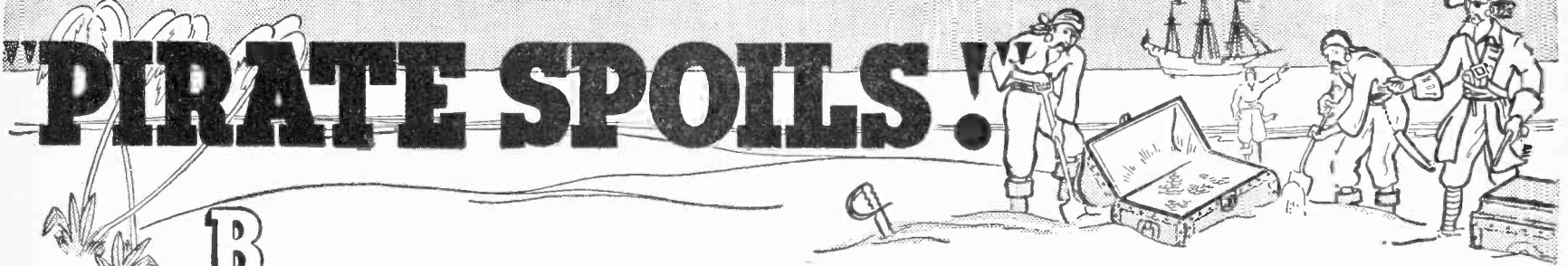
"The old theory was what I call the 'trickle down' theory. The trouble with that theory was that there was always too little left to trickle more than halfway down. We have acted in the conviction that the way to bring about recovery was to tackle the problems of those at the bottom of the economic pyramid."

— President Roosevelt.

"A moderate amount of money, passing rapidly from hand to hand, can support as much business activity as a considerably larger total of bank deposits that are in less active circulation. The change from a slow to a fast turnover in bank deposits is one of the outstanding evidences of recovery in business."

— Royal F. Munger, Chicago Daily News.

Don't add your good money to their



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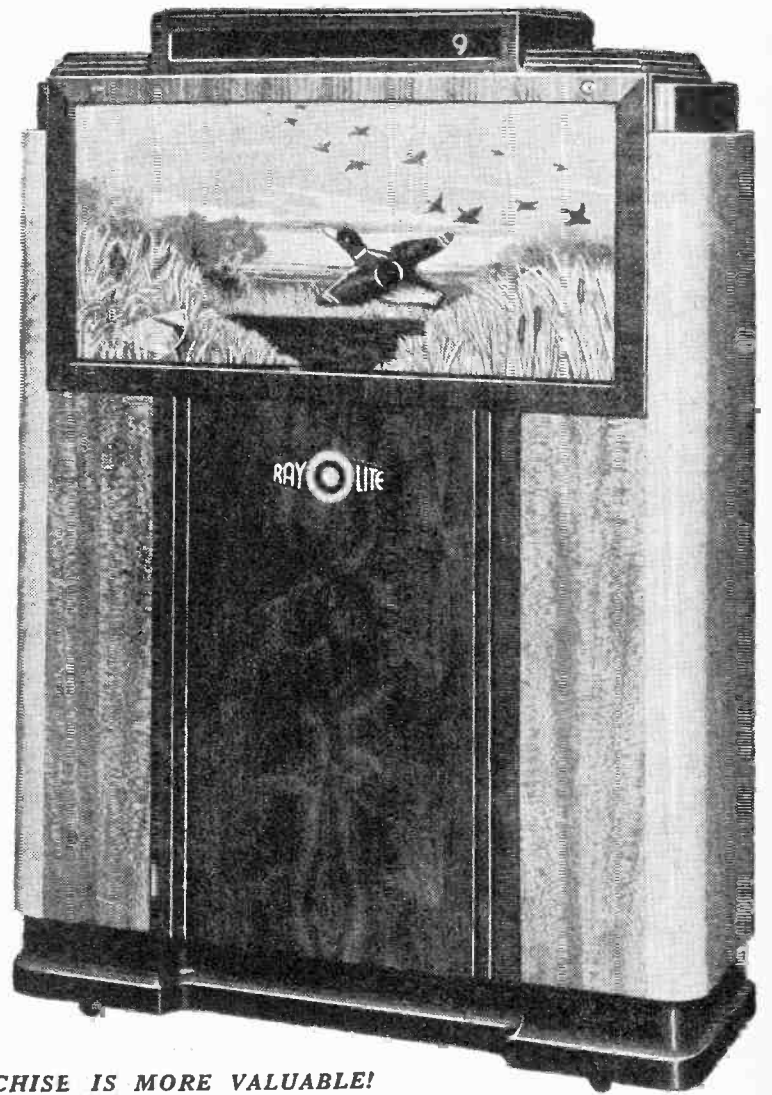
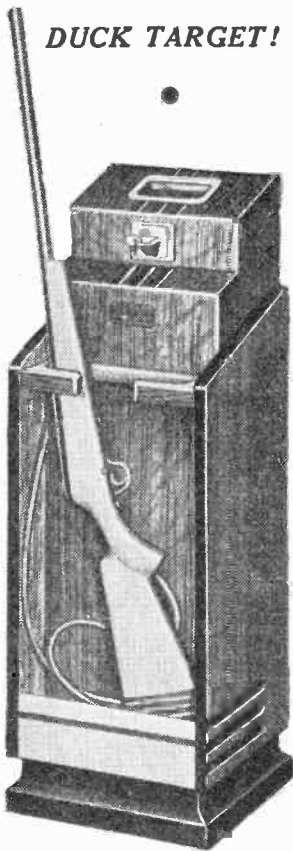
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DUCK TARGET!



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Games Listed Below Will Be Shipped Instantly

12 BALLY ROLLS	Each. \$125.00
3 WURLITZER LATEST MODEL SKEE BALLS, ELECTRIC SLOT.....	165.00
'9 PONSER ROLL-A-BALLS	135.00
12 KEENEY BOWLETTES	155.00

THE VENDING MACHINE COMPANY
205-215 FRANKLIN STREET, FAYETTEVILLE, N. C.

RAY-O-LITES

Good as new, one-third off

PACES RACES, RAY'S TRACK, THOROBRED, 1936 Models.....	\$275.00
P-12 WURLITZER PHONOGRAPHS, Like New	149.50
PAMCO FASCINATION, 14-Foot Bowling Game. A Bargain	135.00

Large Assortment Used One-Shot Automatics, Pace and Mills Blue Fronts, Watling Rola-tops, Treasuries, etc., New and Used. All Types Counter Games in Stock, Reel Races, Reel Dice, etc., and All Novelty Pin Games, Happy Days, Hold 'Em, Bolo, etc.

One-Third Deposit, Balance C. O. D.

KENTUCKY AMUSEMENT CO., INC.
226 WEST WALNUT STREET, LOUISVILLE, KY.

GUARANTEED USED MACHINES AT ROCK BOTTOM PRICES

3 BALLY DERBY .. \$42.00	2 JUMBO \$27.00	1 TURF CHAMPS .. \$75.00
4 BALLY BONUS .. 42.00	2 ROUND UP 42.00	1 SKY HIGH (5 BIs) 38.00
3 MULTIPLES ... 50.00	1 HIALEAH 45.00	1 RAY'S TRACK .. 200.00
6 CHALLENGERS .. 45.00	1 BALLY ALL STARS 40.00	6 MAD CAPS, E. P. 25.00
3 GOTTLIEB F'TB'L 105.00	1 FLICKER 57.00	1 LIGHTS OUT, E. P. 30.00

All Orders Must Be Accompanied By One-Third Certified Deposit.

SNYDER AMUSEMENTS, 108 South Seventh St., ALLENTOWN, PA.

14 RAY'S TRACKS

New condition. Used only 3 weeks. Good reason for selling so cheap.
Price \$249.50 \$50.00 Cash, Balance C. O. D.

ROLFE STANLEY --- --- 1008 N. San Jacinto, Houston, Texas

YOU WILL IN TIME "BUY"

Slot Machines—Pin Ball Games—Merchandise Machines—Supplies—Mints—Ball Gum, Etc., From Us—Why Put It Off?

ALL THE LATEST MACHINES AT BARGAIN PRICES

HUBER COIN MACHINE SALES CO.
600-610 W. VAN BUREN ST., CHICAGO, ILL.

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

REEL DICE

READY FOR SOUTHWESTERN OPERATORS!

Now on display at all Our Offices. See sample there or wire for one.

"Time Saved Is Money Made"

\$18.75

F. O. B. Our Nearest Office.
1/3 Cash With Order, Balance C. O. D.

ELECTRO-BALL CO., Inc.

DALLAS	FORT WORTH	WACO
SAN ANTONIO	HOUSTON	NEW ORLEANS
WICHITA FALLS	OKLAHOMA CITY	MEMPHIS

Coin Machine Exhibits Feature At Annual NAAPPB Convention

CHICAGO, Dec. 5.—Twenty-four firms, manufacturers of coin machines or closely allied to the coin-machine manufacturing industry, had exhibit booths at the annual convention of the National Association of Amusement Parks, Pools and Beaches and the American Recreational Equipment Association held at the Hotel Sherman November 30 to December 4. It was by far the largest display of coin-operated machines in the history of outdoor amusement conventions and was said by trade representatives to be significant of the widening interests of members of the outdoor field, as well as the strides made by coin-machine manufacturers in providing devices better adapted to the outdoor amusement field.

Coin-machine exhibitors and allied firms included the following:

Automatic Novelty Company, Philadelphia; Target Roll Jr., bowling game. A. M. I. Distributing Company, Chicago; penny scales and automatic phonograph record changers.

H. V. Bright Company, Cleveland; turnstile gates and coin-assorting devices.

Bally Manufacturing Company, Chicago; Jack-Pot counter game; Ray's Track, Belmont and Preakness, table games.

Buckley Manufacturing Company, Chicago; diggers and table games, also design for digger concession under canvas canopy.

Chicago Lock Company, Chicago; locks.

Coinomatic Corporation, Buffalo; Radio Rifle and an early target machine.

Chicago Coin Corporation, Chicago; Rola Score, bowling game, and Sweet 21, table game.

Dudley Lock Company, Chicago; locks and premium items.

Exhibit Supply Company, Chicago; Rotary Merchandisers.

Genco, Inc., Chicago; Bank Roll bowling games in various models and Rola-Base, table game. George Ponsler Company, Newark, exhibited in conjunction.

G-M Laboratories, Chicago; no machines on display.

General Amusement Devices Company, Detroit; Turf Champs, Hold 'Em and Bee Jay, tables games; the Marksman target machines and Bowlette. Won silver plaque award.

Hunt Clubs, Inc., Chicago; target rifles.

Hahs-Groves Company, Sikeston, Mo.; coin-operated hobby horse.

International Mutoscope Reel Company, New York; Bowl-a-Game, Photo-scope, Pokerino table game, crane models, mutoscopes, etc.

Johnson Fare Box Company, Chicago; Turnstile gates and coin-assorting machine.

J. H. Keeney & Company, Chicago; Target electric-ray target and Bowlette bowling game.

Perey Manufacturing Company, New York; coin-operated turnstiles.

Pacific Amusement Manufacturing Company, Chicago; Marksman electric-ray targets and Pamco Bee Jay table game.

Rock-Ola Manufacturing Corporation, Chicago; Rock-o-Ball bowling game, Tom Mix radio rifle, Multi-Selector phonographs, scales, etc.

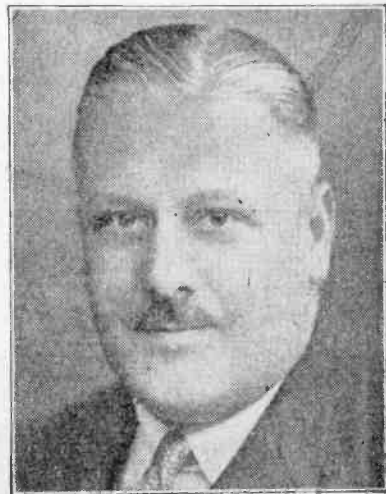
J. P. Seeburg Corporation, Chicago; Ray-o-Lite electric-ray targets, automatic phonographs and astrology machine.

Rudolph Wurlitzer Company, North Tonawanda, N. Y.; Simplex phonographs and Skee Ball bowling games.

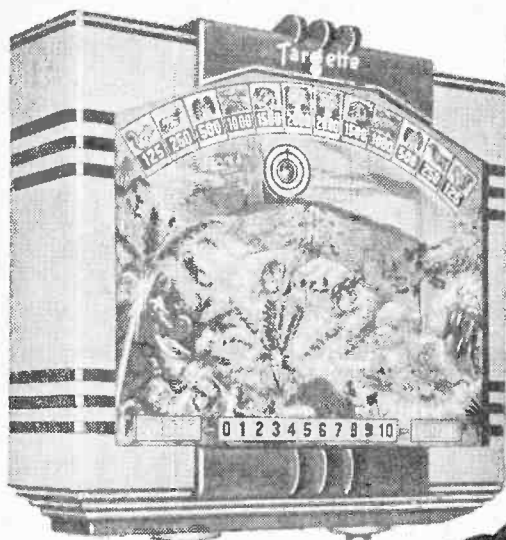
Two coin-machine publications, *The Billboard* and *Coin Machine Journal*, also occupied booths.

Afternoon sessions given over to discussions of outdoor amusement problems included some representatives of the coin-machine industry also. Paul S. Bennett, manager games division of the Rudolph Wurlitzer Company, discussed the special subject of *This Way to Fortune*. William Rabkin, president of the International Mutoscope Reel Company, read a paper on *How I Collect Small Accounts*. Harvey J. Carr, editor of *The Coin Machine Journal*, read a paper on the coin-machine trade opportunities in the outdoor field.

Reports from coin-machine firms exhibiting at the convention indicated a smaller volume of business than they had anticipated. One exhibitor acquainted with both the outdoor field and the coin-machine trade said that coin-machine manufacturers were likely to misunderstand the fact that buyers in the outdoor field must wait on the seasons to do their buying. Some large buyers were carefully inspecting the coin-machine exhibits, he said. One manufacturer reported the sale of a complete arcade equipment to a park manager.



R. SCOTT, of Scott, Adickes & Company, Chicago, now visiting in Chicago.



Keeney's Targette

ELECTRIC RAY RIFLE GAME

Now being shown by Keeney Distributors
See it—Shoot it—You'll like it

ADJUSTABLE FOR ANY HEIGHT OR

cabinet may be hung on wall to fit into any size or requirement of location.

With the two up-rights or standards being 52" in height, there is sufficient clearance to stand TARGETTE behind a counter, booth or bar, or to hand the cabinet on the wall if desired.

Being able to operate at as short a distance as 15", there is practically no location too small to accommodate this game.

★ DIMENSIONS

Height overall: 7' 10" or lower

Gallery Cabinet: 3' 8" wide 3' 5" high 1' 2" deep

Base: 1' 8" x 3' 2"

Gun Rack: 3' 4" high 1' 10" wide 1' deep

★

BACK and FORTH
MOVING TARGET
traveling at faster speeds with every successive hit.

Note to **BOWLETTE** Operators

BOWLETTE production and deliveries are not being held up or handicapped by the big runs of TARGETTE now going through, as each game is made in a separate Keeney Factory with specially trained and separate crews working on each respective game.

FREE TO OPERATORS — Keeney Pin Game, Nail Set and Switch adjuster. Send in your name.

FULL PARTICULARS AND PRICES FROM KEENEY DISTRIBUTORS, OR FROM

J. H. KEENEY & CO.

2900 S. MICHIGAN AVE. CHICAGO, ILL.

NEW YORK CITY OFFICE 250 WEST 54TH STREET BABE KAUFMAN, Mgr



"The House that Jack Built"

Plan Roundup For 1937 Show

NEW YORK, Dec. 5.—The New York area, or the "great Eastern market," is planning the biggest roundup of operators, jobbers, distributors, manufacturers and members of allied industries to attend the 1937 convention in Chicago. This territory has swelled the attendance record at the annual conventions for several years past, and trade sentiment here is at a high pitch to excel previous high attendance marks. The East is counted on to have the highest representation of any trade area in the country.

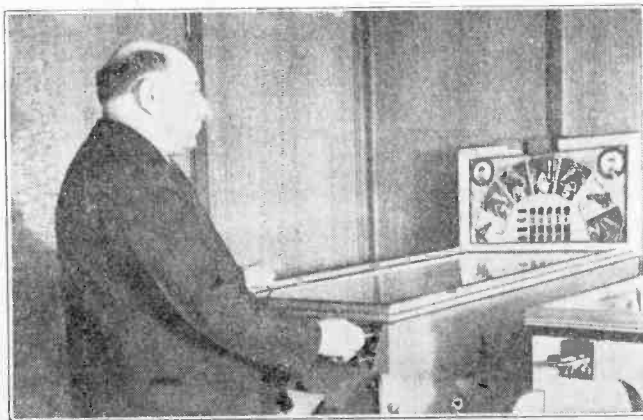
The necessary push for this roundup is being supplied by Bill Gersh, of Byrd, Richard & Pound agency, who has been delegated to do the job. There is much enthusiasm over the acceptance of the suggestion to manufacturers that the general public be restricted from the show, and that only those men directly connected with the industry be admitted.

The Eastern coinmen believe that the 1937 show will be the greatest in history, for many distributors here report that manufacturers will display the best games on record. Many distribs are showing keen rivalry in getting their customers to attend in a body.

Automobile parties, railroad reservations, bus traveling and plane reservations are being arranged. Groups will travel together to make it an enjoyable trip.

Robbins Plans Vacation

BROOKLYN, Dec. 5.—Dave Robbins, of D. Robbins & Company, will take a well-earned vacation and travel to the Coast with his wife for a three-week sight-seeing trip. Dave will leave New York December 14 and upon arrival in Chicago will spend a day with the Stoners. Then he and his wife will try the new streamlined train to Los Angeles. The Robbins expect to take in all the sights at Hollywood, Pasadena, Long Beach, San Bernardino and perhaps hit into Mexico. Holidays will be celebrated on the Coast, with plans to return about January 2. Then a few days at home and back to Chicago for the 1937 coin-machine show.



JOHNNY SANTO, OF COINOMATIC SALES AND SERVICE COMPANY, Wheeling, W. Va., seriously observes his prowess on a Preakness game at the Bally plant, Chicago.

Keeney's Targette

ELECTRIC RAY RIFLE GAME

ON DISPLAY AT OUR SHOW ROOM
BABE KAUFMAN, Inc., (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

EXCEPTIONALLY LOW PRICES ON MACHINES IN FIRST CLASS CONDITION

A. B. T. GRAND PRIZE	\$17.50	JENNINGS DAILY LIMIT	\$22.50	RAINBOW	\$22.50
A. B. T. BIG SHOT	17.50	LEATHERNECK	32.50	ROUND-UP	47.50
ACE	10.00	MULTIPLE	47.50	SUNSHINE DERBY	20.00
BALLY BONUS	37.50	PAMCO GALLOPING PLUGS	40.00	TROJAN	17.50
BALLY DERBY	42.50	PEARL HARBOR	7.50	DE LUXE "46"	20.00
BALLY RANGER, New	50.00	PAMCO SPEEDWAY	25.00	BALLY ROLL, Slightly Used	100.00
BIG SHOT	25.00	REEL 21, Slightly Used	7.00	ROLL-A-BALL, Slightly Used	100.00
BAFFLE BALL	12.50	PEERLESS	30.00	WURLITZER SIM- PLEX P-10	100.00
CHALLENGER	47.50				
GOLD RUSH	5.00				
HIALEAH	36.50				

IMPORTANT No machines will be shipped at these prices unless a 50% Deposit is sent with order.

EARL E. REYNOLDS

SUITE 222

JEFFERSON HOTEL

DALLAS, TEXAS



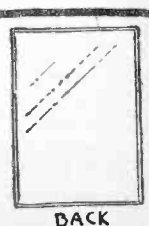
Automatic Photograph Operators

Our Combination Pocket Mirror and Photo Frame for Miniature Pictures Will Increase Your Business 100%. Actual size 2x3". Photo 1 1/2x2" can be inserted instantly. Send 10c for Sample and Price.

AUTOMATIC MIRROR CO.

96 Prince Street,

New York, N. Y.



Is Your Subscription to The Billboard About To Expire?

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

High grade Machines, plus our original Extended Credit Plan, has put hundreds of operators on the high road to financial success. We want you, too, to let us prove the earning possibilities of our machines. **WRITE FOR CREDIT!**

Lee S. Jones

P. S.—Apple Dancers; must furnish their own apples.



CHARLES C. MILLS, Calais, Me., leans on a Simplex phonograph he won at a Wurlitzer party in Boston.

PRE-INVENTORY SALE ON USED GAMES.
EXTRA SPECIAL—REEL 21's, Daval, \$9.90. Used 3 Days.

BALLY ROLL, Floor Sample	\$99.50	BALLY BABY	Can't Tell From New.. \$8.50
RAYOLITE (Rifle Range)	\$149.50	ELECTRIC EYE	\$44.50
PEERLESS	37.50	DAILY RACES	39.50
ALAMO	27.50	WESTERN RACES	37.50
DE LUXE 46	17.50	MAMMOTH	19.50
HIALEAH	49.50	STAMPEDE	14.50
GOLD RUSH	8.00	SPORTSMAN	5.00
BOYLE AMUSEMENT CO., 522 N. W. Third Street, Oklahoma City, Okla.		TEN GRAND	\$30.50
		JUMBO	27.50
		DAILY LIMIT	27.50
		REPEATER	19.50
		DO OR DON'T	8.00
		BOARD OF TRADE	5.00

Fourteen Factors Underlie Appeal Of Vast Array of Coin Machines

CHICAGO, Dec. 5.—Following address on coin machines was delivered at the annual convention of amusement parks and outdoor amusements held here November 30 to December 4 by Harvey Carr, editor of *The Coin Machine Journal*:

"My first and lasting impressions of the amusement field are that summer's morning when as an urchin in a Southern Illinois county seat town during the week of the street fair in the town square I was privileged to put pennies in the then thoro'ly modern moving picture machine and the cylinder record phonograph machine with stethoscope listeners on it, and later hearing my father read aloud from Victor Hugo's *The Man Who Laughs* how the dreaded Comprochios, or outlaw bands, made freaks for the show world.

"You park men have come a long way since those days, more than a quarter century—yet, aside from new color schemes, shapes and sizes, modern coin machines differ little from their predecessors of the old nickelodeon days. For this there is a very sound reason—human nature has not changed. People still like to do the same things. Fourteen influences make them do these things now as then—the 14 influences are sight, touch, hearing, taste, smell, spirit, vanity, love, hate, fear, duty, force, daring and thoughtlessness. They did a generation ago and generations before that.

"People like to look into peep holes—Inquisitiveness or curiosity prompts that. Hence the peep show by whatever name it is called; hence the moving picture machine and the still-photoscopes since the earliest days.

"They liked to fish, grapple or speculate in all the varied and fanciful ways that people fish, grapple or speculate today. They used to draw straws, cards, knock over cats, milk bottles or "hit the nigger." They liked grab bags; hence the digger or the iron claw, the bowling game, the check or cash or merchandise dispensing machines.

"The people like to shoot, parry or demonstrate their skill or superior strength. They did and they still do. Hence the ray guns, the varied assortment of roll-down games, pistol target practice, punching bag machines and other skill teasers.

"They like to eat. My, how they like to eat! Good things and bad novelties and all the trimmings. Hence peanut, candy, gum and other food specialty vendors. Ice cream, soft drinks, and when that is done they like to smoke; hence the cigaret and cigar vendors.

"They are concerned about their health and safety, tho' what with the dizzy rides and funhouses, pink lemonade and the like they seem to like to flirt with danger and even death itself. Hence their constant pouring of pennies into scales, lung testers, germ microscopes, eyesight and strength testers.

"They are concerned about the past, present and future, whether it be of one school of thought or the other, whether biology or apathy. Whether it be astrology, psychology or simple telepathy, they want to know the unknown. Hence the fortune-telling machines, the magic post offices, the love letters game,

grandmother's predictions, telepathy machines and the like.

"They like the beautiful things of life, whether they be of the lowly, the mundane or the grandeur and glories of nature or the heavens. Hence the telescope, field glass, television, ant colonies and the like. Yes, phonographs with harmony, ballads and swing.

"Then they want to be practical; foolish or frivolous as they may appear at times, they want service at a minimum of cost in money, time or effort. Hence the coin-operated turnstiles, the toilet locks, the soap and towel machines, sanitary napkins and so down the list.

"People are vain—yes, vanity gets them. Hence the photographic or picture-making machine with its novelty poses, frames and the like.

"They like all these things and more, too. They like them coin operated. There is a variety of machines to gratify each of these passions. They like to be honeyed, cajoled, badgered and pushed into action. They like to be fooled, lied to and robbed, hence their affinity for ballyhoo and spellers, ginders and the like. They will always support all these things where human pits cunning or skill against human cunning or skill.

"Yet with all the glamour that goes with these things in park, pier, beach or carnival, the people like many of the things mentioned here handed or given to them automatically or by coin-controlled devices. They like to monkey with the gadgets.

"And what most parks need today is a smart ballyhoo artist to grind, spiel or skill their arcades and coin machines in some way so as to draw the people in greater numbers. The tremendous play on coin machines in parks is known to every park man who has given the machine half a chance. This play can be doubled, trebled.

"Scores of factories have worked out

successful machines and provide them at lowest cost. Hundreds of operators maintain a service locally. The exhibits on the show floor give you a convincing picture of what coin-operated amusement, service and trade devices can do for a park. Some of your most influential showmen are manufacturers today. They are here with the big, new, colossal, sensational modern machines. (We are beginning to get the feel of this amusement thing.)

"What you need most to do now is to take back these machines with you and put as much glamour about them as possible. If need be a bit of ballyhoo or hokum if you please, and put on as good a show in behalf of your coin-operated devices as you do for your rides, your side shows or your waffle and bingo concessions. And your machines will return you a richer and richer harvest.

"There is nothing so modern as profits (since the depression), and they can be vended right out of coin machines if the right products and amusements are vended thru them."

Traces Electropak Idea

DETROIT, Dec. 5.—"Never before has so remarkable an alliance been formed between a manufacturer and an entire industry," A. B. Chereton, president of the Electrical Products Company, said in tracing the development of the Electropak device made for installation in table games.

"We are creators of power units," he said, "and some 18 months ago produced the Electropak. A thoro, reliable unit, it became the official power pack for the whole automatic field. With this unit new developments and features were made possible. The animation principle, flashing lights, illuminated scoreboards and back panels, ingenious playing mechanisms, all were made practical and efficient because of the dependable power output provided by the Electropak. Carrying thru production to meet all contingencies that arise, an-

Retail Locations Report Big Sales

CHICAGO, Dec. 5.—Dun & Bradstreet reports show that the greater portion of operators' locations, the retail stores of the country, are piling up sales 15 to 30 per cent ahead of 1935. The increase in retail sales indicates there is plenty of small change in circulation and operators everywhere report sharing in its benefits.

The dollar volume of sales has not yet set a new record, the review added. Sales of toys have been nearly double of those of last year at some centers.

Distribution in key cities was 6 to 10 per cent ahead of the previous week, with retailers in centralized manufacturing centers doing better than the average. This brought the estimated volume of retail sales to a range of 15 to 30 per cent over the 1935 comparative figures.

In the New England States sales were 16 to 25 per cent ahead of the corresponding period last year. In the East the gain was 15 to 30 per cent over a year previous. Midwest sales were 25 to 30 per cent ahead of 1935, and gains in the Northwest were 20 to 25 per cent over last year. In the South the gains were 22 to 30 per cent; in the Southwest 20 to 35 per cent, and on the Pacific Coast 12 to 17 per cent.

Wholesale volume bulked heavier than the preceding week and averaged approximately 25 per cent larger than for the corresponding 1935 week. Reorders built up the greater portion of the increase, altho advance commitments also were in evidence, particularly for staples scheduled for markups.

"Unrelieved congestion at many factories and further price increases have awakened interest in spring merchandise about a month earlier than usual," the review said. "Inventories of many retailers are considered inadequate to stretch over the Christmas shopping season and additional supplies of some items will be unavailable."

Exhibit Offers Stand As Shoot-a-Lite Aid

CHICAGO, Dec. 5.—Exhibit Supply Company has developed what officials say is an entirely new and original gun stand for the Exhibit Shoot-a-Lite. It is tops for showmanship, they claim, and players cannot resist the novel method of presenting the gun upright on the stand.

The upright method of showing the gun is also advantageous for its cleanliness. An ordinary side compartment collects dirt, gets the shoulder rest dirty and soils the player's clothing. The Exhibit device also offers a gun rest for women and shaky players. Amateur marksmen like this feature because it helps them to shoot straight and prevents self-consciousness. Reports from the trade indicate that not only this feature but the four different and moving ducks as targets are a great feature to attract players.

other unit called Adaptopak was produced, being able to operate on both alternating and direct current.

"Another advancement stimulated and furthered by the Epco organization was the Photopak, a device employed by machines using the photo-electric cell principle. This highly technical feature was impractical and entirely unsatisfactory until the Photopak was placed on the market. Almost every major manufacturer of this type of amusement machine uses Photopak.

"Supplying a varied line of equipment, Epco has met another operating problem with the Electrolok. Many a machine has been cheated with amazing frequency while it was not under operating power. This has been made impossible with the advent of Electrolok, a device which protects the machine from being misused while it is not under full playing power.

"This is but a bare resume of what the past has been. Glorious as it was, officials of the automatic industry and the Epco firm look to the future with visions of even greater achievements springing from their incomparable co-operation."

A year's subscription for The Billboard makes a REAL Christmas gift.



AN ENTIRE CARLOAD of Rock-Ola's new 1537 Rhythm Kings recently shipped to the Ed George Novelty Company, Akron, O. The smiling face of Ed George is seen in the lower left-hand corner. George reports the sale of Rhythm King around Akron has exceeded his fondest expectations.

Old Customers Are Big Factor in Selling Machines on Credit Plan

CHICAGO, Dec. 5.—Credit is becoming an increasingly important topic in coin-machine circles. The following address by William Rabkin, president of International Mutoscope Reel Company, at the annual convention of amusement parks and outdoor amusements held here November 30 to December 4 suggests some phases of the subject to be considered.

"I have been asked to say a few words regarding *Detailed Credits and Collecting Bad Accounts* in this business. I suppose this is considered a dry subject and this would obviously place me in a spot. I promise you that my words will be few, for I am reminded of another occasion on which I was called upon to speak.

"I was the third speaker on the list at a gathering not unlike this. The first speaker who introduced the occasion to the gathering was very long and very dry. After 15 minutes his audience became restless and obviously bored. When he finally sat down they booed him plenty. Then the second speaker was called upon. He wasn't quite as dry as the first, but he made up for it by being twice as lengthy. When he was thru he got a worse razzing than the first speaker. Then I was called upon.

"Learning from the reception the first two fellows got, I spoke briefly and to the point. When I got thru they appreciated me so much that they started to hiss and boo all over again, presumably meant for the first two fellows.

"I have been told by authorities on credit that there are certain hard and fast rules in granting credit, such as the three Cs of Capital, Capacity and Character. My own experience in this business convinces me that in our own game, the amusement business, confidence and the human equation must be primarily considered. Is the prospect worthy of credit? Can his park make money? Can he put it over? If I am satisfied the answer is 'yes' to these three questions—I'll give him the works.

"This reminds me of one of the funny experiences we had in 1931 in connection with the collection of a past due account. The fellow in question was an old park man with whom I had done business for years. His general attitude toward me was one of 'Oh, well, if I don't pay Bill Rabkin this year, next year will do just as well.' This was a particularly tough season and many of my old friends were abusing the privilege and keeping me waiting longer than usual for my money.

"I wrote this fellow a nice friendly letter, but made it plain that I could not afford to do business without the necessary capital and that he was unfair in his practice, inasmuch as I had been more than liberal with him in the past. His letter in return was one of the most abusive I have ever seen and it read, in part, something like this:

"Dear Mr. Rabkin (not Bill)—I do not care to do business with you any more. I do not like collection letters. In the future if you or any of your representatives come near my park and I happen to be around, you, or they, will certainly be thrown out on their respective ears. I have never been dunned for collections before in all my 20 years' experience in the park business and I do not intend to subject myself to this practice now. Therefore inclosed you will find your damned check for the full amount, and this is the end of our business relationship.

"P.S.: Dear Bill: This is what I would write if I had the money."

"This bears out my contention, gentlemen, that in this business we cannot grant credits nor attempt to make collections in the orthodox accepted manner. Most people we do business with

are honorable, upright individuals who fully intend to meet their obligations. However, payments will depend entirely upon their success in making money with the equipment they purchase. When they do they pay when they are ready, provided the season is good.

"I usually spend a considerable amount of time during the early spring and summer seeing my old friends at the parks. In the old days, when accounts ran from year to year, my job was first to make an effort to collect for the unpaid balance of the old account before my customers would buy new equipment.

"As a matter of fact, when I would suggest the purchase of new equipment these fellows would say: 'Well, Bill, aren't you going to ask me for the money I owe you from two years ago?'

"All of this brings me to the main point of this discussion—we all expect to, or at least would like to very much, do our business on a cash basis. Yet, obviously, we cannot make our industry an exception to the general methods of carrying on business, and so we extend credit.

"For the past few years we have done less business with amusement parks perhaps than we might have because we did not choose to carry over these long-term accounts. But the park business in general is enjoying a healthy revival. This has been indicated by the purchase of new equipment, replacing much old stuff that has become obsolete. With this trend of activity and business on the upgrade, I anticipate we will all be called on once more to extend larger lines of credit—and we will. Because we have confidence in our products and we know that our customers will pay when they make money. We must remember that all modern business is built on credit. In order to do business we must temper our judgment with optimism and remember that while all the currency in this country, including pennies, nickels, dimes, quarters and all the way up the line, totals only about \$6,000,000,000, the total of the current commercial indebtedness is estimated to be about \$42,000,000,000.

"My only caution is—go easy. Don't sell a man more than he SHOULD buy and can pay for in a reasonable time and don't let your supersalesmanship overcome a customer's sound conservatism."

Double Shift Production On Bally Eagle Eye

CHICAGO, Dec. 5.—With the announcement that Bally's Eagle Eye would be put on a double-shift production program, Bally Manufacturing Company began to make deliveries on the new electric ray machine. New Bally product is said to have created a great deal of interest in all sections of the country.

Jim Buckley, Bally's general sales manager, states that day and night production will be necessary at least until convention time in order to fill the volume of orders on hand. "We are," Jim said, "up against the biggest pile-up of orders in our history. Thousands of operators and a great number of the largest distributors in the country have



R. H. ROBERTS, who has just been placed in charge of all sales for the National Premium Company, Omaha, in Nebraska, Iowa, Minnesota and Missouri.

insisted on waiting for Bally's Eagle Eye. As a result during the time we have been putting the finishing touches on the machine orders have piled higher every day.

"The patience of these Bally boosters will be well rewarded when Bally's Eagle Eye gets on location. That triple duck target idea, utilizing as it does the old favorite progressive score idea, is already making a hit on location, and its fascination will steadily grow on the thousands and thousands of people who will play Bally's Eagle Eye during the coming year. Moreover, the triple target idea gives full satisfaction to the novice and sharpshooter alike, so that every type of player will be attracted to the game."

General Amusement Sets Big Party for Dec. 12

CHICAGO, Dec. 5.—L. G. (Andy) Anderson, president of the General Amusement Devices Company, Detroit, here attending the annual convention of outdoor amusement interests, said that plans for the big annual party to be given by his firm were now practically complete.

The party will be an all-day affair December 12, to be given at the offices of the company in Detroit. A complete floor show for the evening is being booked by the Gus Sun agency, and will include band, novelty acts and a full chorus. Dancing and refreshments in abundance will be an important feature for the entertainment of guests.

Chicagoans who have already announced their plans to attend include Fred McClellan and I. M. McCarthy, of Pacific Amusement Manufacturing Company; Ted Stoner and Clarence Adelberg, of Stoner Corporation; E. W. Evans and Bill Littleford, representing *The Billboard*, will also attend.

General Amusement firm had an exhibit at the outdoor amusements convention, showing a number of the latest machines, and was awarded a silver plaque by the convention for its display. Firm distributes machines in Michigan and Ohio territory.

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name.....

Address.....

Distributor Jobber Operator

PLEASE CHECK

Unit of Union Carbide and Carbon Corporation



DAVE GOTTLIEB (left), president of D. Gottlieb & Company, Chicago, presents a new 1937 Chevrolet to Maurice Priestly (center) as Nate Gottlieb looks on. Priestly received the Chevrolet as a token of appreciation for his work as superintendent of the Gottlieb plant.

Marbles

"Marble factories are working overtime turning out streams of opalescent glass spheres. But they are not designed to fulfill their manifest destiny as 'taws.' They are sacrificial offerings to the god of the machine.

"The marble market is having a boom, but the marbles don't roll down the traditional channels of trade. They don't find their way into the 'ring' or into the pockets of boys intent on playing 'nibs.' If the demands of the machine age continue we may actually be faced with a marble shortage."—Chicago Daily News.

Weekly MUSIC Notes

Editor Flays Ban on Music

AMESBURY, Mass., Dec. 5.—*The Newburyport* (Mass.) *Item* went to bat for a local music operator when, editorially, it lambasted the Amesbury chief of police for banning music operation on the Sabbath.

The story, headed "O'Brien fails to win, place or show—places ban on mechanical music makers on Sabbath," follows:

"Fifteen days, two of them Sundays, have passed since the highest plenipotentiary of local law enforcers in Amesbury . . . popularly termed 'Call the Troopers' O'Brien, the current chief of police, ordered the proprietors of all eating places to keep the current off their nickel melodeons or musical music masters on Sunday. 'No victrolas' is the final order. 'No music at all.'

"But the above isn't the whole story. Not at all. No, sir—but here it is. A man from Lawrence, Mass., no matter who, owns these machines, these music machines; perhaps he owns many more machines that you put a nickel in and don't even get music in return, but he owns them. When the news of this foul

deed reached his ears he betook himself to Amesbury.

"He proclaimed his rights and demanded a showdown. He made himself so perfectly clear on this point that three stool-pigeons who were concealed in the rafters sneaked away to police headquarters with the news that he, the owner, would make a special trip to Amesbury each Sunday, not to collect the nickels, mind you, but to put nickels in the machines and make them play. He'd test the authority of this local cop, recently graduated from the short end of a razor strap.

"The oddest part of this story is that this man did just what he said he would do. Quite opposite to what we believed he would do, he talked so much you see. He waltzed right into Amesbury and kept every one of his nickel machines playing for hour after hour all Sunday afternoon and evening. And nothing happened. He was not even requested to stop. In fact, he was cheered every time he 'plopped' in a nickel. He not only did it two Sundays ago but also last Sunday and now he figures that he must have been right all the time. Perhaps he was right, and if he was right, perhaps 'the law' was wrong; perhaps it isn't the first time he was wrong, and if it wasn't the first time he was wrong perhaps it won't be the last time he was wrong, and if it isn't the last time he was wrong perhaps he'll soon be behind the short end of the razor strap. When the votes are counted next March perhaps."

The Newburyport Item is a weekly tabloid with James W. Stevens as publisher and editor.

Personalized Service Pays Phono Ops

CHICAGO, Dec. 5.—Al Koplo, one of Rock-Ola's factory representatives in Chicago, is wearing one of those "smiles that won't wear off" these days. For a while everyone thought the reason must be a new addition to the family, and in one way the answer was correct except that instead of being an addition to the family from a human standpoint it was an addition to the family from a phonograph standpoint. To clarify the situation Rock-Ola officials say that Al has probably started more phonograph operators as such than any one individual they know of.

The advertising manager of the Rock-Ola Manufacturing Corporation has enjoyed listening to Al Koplo on a few occasions while Al was securing a phonograph location, and he claims that Koplo certainly knows how to get them and, best of all, to keep them. The answer to keeping locations, he says, can be summed up in one word, "service." Koplo "buzzes" around to locations he secured and personally sees to it that records are changed frequently and that the location man is supplied with records which the patrons of the establishment prefer.

"After all," says the advertising manager, "the customer is always right and the quicker we phonograph operators realize the true significance of that simple word 'service' the quicker we will realize the paramount objective of being a phonograph operator.

"The old idea of putting in a phonograph and then having just anybody service it just any time that there may be a few dollars in the coin boxes is comparable to the old-fashioned kerosene lamp as compared to the modernized electricity. The phonograph operator of today must be up on his toes every minute and go out of his way to cater to each and every location in an individualized manner. No longer can the phonograph operator look upon the locations in mass formation and be content to treat them all alike. Present conditions just simply do not work out that way. The operator of today must look upon every location as a special spot requiring individual service.

"Let us cite one recent example of Koplo's ingenuity. One of Al's locations was entertaining over 100 members of an Irish fraternity. Al heard about this and made it a point to go out to that location on the afternoon of the big event and placed in the machine records of Irish jigs and Irish reels, and that night the phonograph took in a trifle over \$18. The result of Koplo's special service cannot be figured in just dollars and cents, for the location owner was so pleased with the special service which was rendered that he insisted that his percentage for that night should be forgotten, or, in other words, he appreciated the thoughtfulness so much that the idea of dollars and cents value was nothing compared to his appreciation of Mr. Koplo's special personalized service.

"Koplo is well known around Chicago for his 'personalized service' and the lo-

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, 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, November 27, to Thursday, December 3, both dates inclusive.

It's De-Lovely (23)	25
You Turned the Tables (22)	25
Chapel in the Moonlight (21)	24
I'll Sing You a Thousand Love Songs (27)	24
There's Frost on the Moon	23
Did You Mean It?	21
I've Got You Under My Skin (17)	21
I'm in a Dancing Mood (17)	20
Here's Love in Your Eye (18)	19
The Way You Look Tonight (16)	18
Night Is Young and You're So Beautiful	16
When Did You Leave Heaven? (16)	15
To Mary—With Love (14)	14
Who Loves You? (18)	14
Pennies From Heaven	14
You Do the Darndest Things (13)	12
There's Something in the Air (9)	11
Midnight Blue	11
Copper-Colored Gal (9)	8

Sheet-Music Leaders

(Week Ending December 5)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. In the Chapel in the Moonlight (1)
2. Pennies From Heaven (5)
3. Way You Look Tonight (2)
4. I'll Sing You a Thousand Love Songs (3)
5. South Sea Island Magic (4)
6. Organ Grinder's Swing (11)
7. When Did You Leave Heaven? (7)
8. It's De-Lovely (13)
9. You Turned the Tables on Me (8)
10. Did You Mean It? (6)
11. A Fine Romance (9)
12. I've Got You Under My Skin
13. Midnight Blue (10)
14. Me and the Moon (12)
15. Talking Thru My Heart



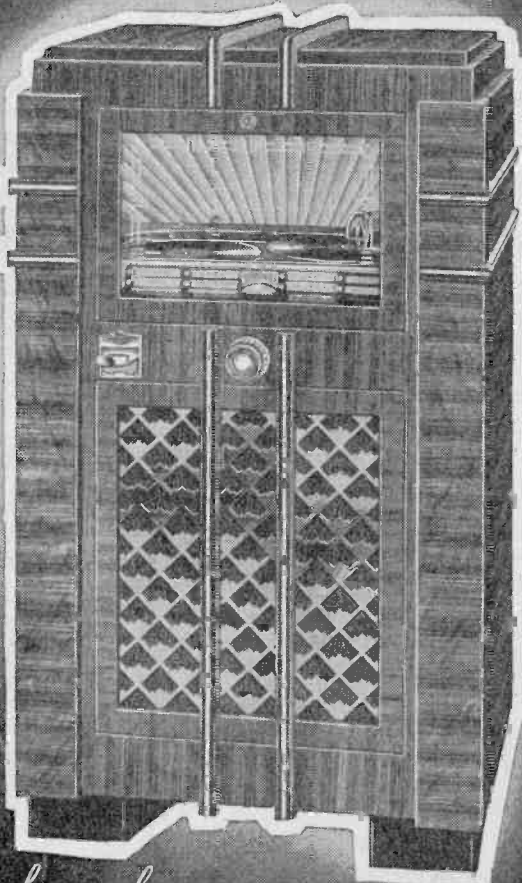
AL KOPLO, one of Rock-Ola's factory representatives, whose "personalized service" has made him extremely popular with music operators.

cation owners always greet him with a smile and a pleasant 'Hello, Al,' because he has learned to give unusual service, with the result that in most instances he has made a lifelong friend out of every location man he has contacted.

"We cannot overemphasize the great importance of the service angle in connection with phonographs to the location. In the long run the operator who makes a point of carefully looking after each and every location and seeing to it that the location is supplied with the particular type of records favored by a majority of the patrons is going to have a location which will be mighty hard to lose, and it must be remembered that there are phonographs and phonographs, but personal individualized service is something else again."

Incidentally Mr. Koplo has been in the coin-machine industry for the past 15 years, prior to which he was very well known in the theatrical world, having been an actor in a number of productions and the manager of several well-known theatrical enterprises.

THE INSTRUMENT WITHOUT SERVICE HEADACHES!



HIGH FIDELITY

Symphonola

MODEL 2-B

THE SEEBURG FRANCHISE IS MORE VALUABLE!

J. P. SEEBURG CORPORATION
1502 DAYTON ST. CHICAGO, ILLINOIS

New Music Org Holds Meeting

BOSTON, Dec. 5.—Second meeting of the newly organized Associated Music Operators of New England, created to combat the chiseler, to regulate percentages and to form a code of ethics, was held November 24 at the Jamaica Plain office of the Charles R. Foote Coin Machine Company.

By-Law Committee requested extended time to work on the first draft. Following general discussion on situations in the field and what the organization intends to do to alleviate conditions, the meeting adjourned, with Samuel (Sonny) Goldstein, chairman, designating the next meeting for Sakio Oura's International Radio & Sound Service office here Monday evening.

Wurlitzer-Modern Party Climax To Good-Will Building Program

NEW YORK, Dec. 6.—As we go to press the Wurlitzer-Modern banquet is reaching a new high in fun, hilarity and good fellowship in the coin-machine business. Starting at 7 o'clock, the guests kept arriving until there were 1,500 in the main ballroom. Homer Capehart presided on the dais, which also included the following officials of Wurlitzer: Fanny R. Wurlitzer, R. G. Norman, Joe A. Darwin, Paul Bennett, E. H. Petering, W. P. Bowles, W. D. Reed, R. S. Bleekman, C. E. Johnson, B. L. Kulick, J. A. McIlhenny, S. T. Kass, and Nat Cohn, president, and Irving Sommers, vice-president, of Modern Vending Company.

The only speaker of the evening was Homer Capehart, and when he concluded his address he was presented with a wrist watch specially built in the shape of a skee ball. The watch was presented by Lou Rose, president of the Amalgamated Vending Machine Operators' Association, in behalf of the operators of the New York area.

Entertainment was furnished by a continuous stream of the most popular artists in the country, and the guests

danced to the music of five "name" orchestras.

ST. LOUIS, Dec. 5.—Nearly 800 guests were present at the grand party given here November 28 by the Rudolph Wurlitzer Company. It was the 14th in a series of 21 good-will parties given in as many trade centers by the Wurlitzer company. Walter Gunnersheimer, district representative, was master of ceremonies, and Homer E. Capehart, Wurlitzer vice-president, the speaker of the evening.

In addition to a grand banquet and program of entertainment an innovation in the form of a community sing was heartily enjoyed. Capehart outlined the Wurlitzer policies and presented the attractiveness of the music operating field in an effective manner. Gunnersheimer said that the Wurlitzer business was making good progress in this territory.

San Antonio

SAN ANTONIO, Dec. 5.—Bob Newnam, son of Pat Newnam, who owns the San Antonio Novelty Amusement Company, is an accomplished aviator, in addition to being a successful coin-machine operator. It is rumored that Bob's future pet ambition is to pilot a delivery plane for coin-operated machines.

Mr. and Mrs. Pickens Davis have things so well under way that they have taken a few days off for a visit to Corpus Christi.

J. B. Little, one of the prominent South Texas ops, was in town this week, replenishing his stock with a big purchase of Preakness and Belmont machines. He reports that everything points towards a profitable 1937.

An operators' get-together held here recently was well attended and unusually successful, because every operator took part in the round-table discussions that were carried on regarding mutual interests.

S. L. Stanley was here this week, visiting his fast-growing local office under



J. A. DARWIN, special representative of Rudolph Wurlitzer Company, who has been extremely busy the last several weeks laying plans for the gala Wurlitzer party which was held in New York December 6.

the management of Orene Hay. Stanley states that he sees a bright future in the way of sales from this branch of his Automatic Amusement Company.

E. L. Chitwood, well-known operator in this territory, reports a big business uptrend. He is helping the uptrend along by making numerous purchases of the latest amusement machines.

Bob Weller and Rudy Schletter, operator pals, are out of town on a big hunting spree. It is hoped that they bring something back home besides—excuses!

Welcome for Ohio Ops

CLEVELAND, Dec. 5.—Ohio operators will find their own hospitable headquar-

ters awaiting them when they attend the big Chicago show, January 11 to 14, according to advice from Meyer Marcus, head of the Markepp Company. During a recent visit to Chicago Marcus completed arrangements for his company's quarters at the Hotel Sherman, and he invites all Ohio operators to make themselves at home.

Launches Biggest Drive In History of Firm

FAYETTEVILLE, N. C., Dec. 5.—Joe Calcutt, president of the Vending Machine Company, today launched what he terms the biggest sales drive in the history of the firm. All of the firm's promotional arms were put into action and, in view of the normal program, it can be judged that the special drive will reach gigantic proportions. It is a part of the holiday season program.

Included in the drive are thousands of used machine bargains and the very latest machines recently announced by various manufacturers. Special groupings of machines have also been made, showing a music section, counter games, novelty games, pay table games, merchandising machines and others.

"Our offerings are so complete and we are showing so many bargains that every operator must be interested, regardless of what type of machines he may use," Calcutt states.

Demand

**PERMO-POINT
PHONO NEEDLES**

FOR
YOUR AUTOMATICS!

2000 PERFECT PLAYS



Go from gags to riches with this newest gag song in your machines!

**HEY! HEY!
HEY! HEY!**

played by Tempo King and his Kings of Tempo

A Blue Bird recording of the song that will succeed Knock! Knock! in popularity. Get it now, while it's hottest! Blue Bird Record B-6687.



**VICTOR and
BLUE BIRD RECORDS**

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

Ten Best Records for Week Ended Nov. 30

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6640—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Shep Fields and orchestra.	7775—"Something Has Happened to Me" and "An Apple a Day." Hal Kemp and orchestra.	25471—"Dinah" and "Latch On." Fats Waller and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen and orchestra.
2	B6684—"You Turned the Tables on Me" and "Keepin' Out of Mischief Now." Tempo King and orchestra.	7776—"Better Get Off Your High Horse" and "Summer Night." Music in Russ Morgan Manner.	25467—"Bugle Call Rag," Benny Goodman and orchestra, and "After You've Gone," Tommy Dorsey and orchestra.	3334—"Let's Call a Heart a Heart" and "One, Two, Button Your Shoe." Billie Holiday and orchestra.
3	B6643—"I Was Saying to the Moon" and "Swingin' the Jinx Away." Tempo King and orchestra.	7768—"Who Loves You?" and "With Thee I Swing." Teddy Wilson and orchestra.	25432—"It's De-Lovely" and "You've Got Something." Eddie Duchin and orchestra.	3358—"I Was Saying to the Moon" and "Tea on the Terrace." Dick Stabile and orchestra.
4	B6655—"The One Rose in My Heart" and "In the Shadow of the Pine." The Tunc Wranglers.	7773—"I've Got Something in My Eye" and "Love Marches On." Ozzie Nelson 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.
5	B6664—"Let's Put Our Heads Together" and "With Plenty of Money and You." Frank Dailey and orchestra.	7774—"Tea on the Terrace" and "Under Your Spell." Nat Brandwynne and orchestra.	25441—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Richard Humber and orchestra.	3360—"My Gal Sal" and "Wang Wang Blues." Fletcher Henderson and orchestra.
6	B6666—"Tell Santy I Live in a Shanty" and "Take Another Guess." Frank Dailey and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25444—"Will You Remember?" and "The Road to Paradise." Wayne King and orchestra.	3357—"I Wonder Who's Kissing Her Now," "Honeymoon" and "Hello, My Baby"; "Goodbye, My Lady Love." Joe Howard.
7	B6686—"Wrappin' It Up" and "Time for One More." Frank Tanner and orchestra.	7736—"Sing, Baby, Sing" and "You Turned the Tables on Me." Teddy Wilson and orchestra.	25449—"I Was Saying to the Moon" and "Under Your Spell." Richard Humber and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
8	B6605—"Did You Mean It?" and "Floatin' Down to Cotton Town." Charlie Barnet and orchestra.	7716—"A Fine Romance," Fred Astaire, Johnny Green and orchestra, and "The Waltz in Swing Time," Johnny Green and orchestra.	25468—"One Never Knows—Does One?" and "An Apple a Day." Ruby Newman and orchestra.	3359—"We Don't Know From Nothin'" and "Who Wants To Sing My Love Song?" Don Redman and orchestra.
9	B6679—"It Ain't No Good" and "Naughty, Naughty." Jimmie Revard and his Oklahoma Cowboys.	7771—"There's Frost on the Moon" and "The Skeleton in the Closet." Art Shaw and orchestra.	25458—"Let's Put Our Heads Together" and "With Plenty of Money and You." George Hamilton.	3351—"Easy To Love" and "You Do the Darn'dest Things, Baby." Putney Dandridge and orchestra.
10	B6685—"Goodnight, My Love" and "One Never Knows—Does One?" Shep Fields and orchestra.	7749—"So Do I" and "Pennies From Heaven." Hal Kemp and orchestra.	25431—"Pennies From Heaven" and "So Do I." Eddie Duchin and orchestra.	3339—"Midnight Blue" and "Whatcha Gonna Do When There Ain't No Swing?" Henry (Red) Allen and orchestra.

**THE GREATEST, NEW
AUTOMATIC PAYOUT
MACHINES IN THE BUSINESS**

WRITE
FOR
DESCRIPTIVE
LITERATURE

**WESTERN EQUIPMENT
& SUPPLY CO.**

925 W. NORTH AVE. ★ CHICAGO, ILL.

PENNY CIGARETTE VENDOR



SILVER COMET is built to last indefinitely. Size, 6x6x8. Equipped with Latest Type Slug Ejector. Approved by Internal Revenue Department.

SILVER COMET has opened a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and most widely advertised product on the American market. The sale of cigarettes one at a time through **SILVER COMET** allows an attractive profit, with a minimum of overhead. Jobbers and Operators Write for Particulars.

REDCO PRODUCTS CORP.
LA CROSSE, WIS.

**Better Than a
PUNCH-BOARD!**

O.K. & GUM VENDOR

VENDS GUM WITH NUMBERS
INSERTED READING FROM 1
TO 1200. Capacity: 1200 BALLS

TAKES IN \$60.00,
PAYS OUT \$10.00 IN
TRADE AWARDS.

PRICE ONLY \$15

For One O. K. GUM VENDOR
WITH 1200 BALLS of Num-
bered Gum FREE.....
WRITE FOR QUANTITY PRICES.

D. ROBBINS & CO. 1141 DE KALB AVE.
BROOKLYN, N.Y.

CASH INCOME

with TOM THUMB



Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vendor. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

FIELDING MANUFACTURING CO.
Dept. 50, JACKSON, MICH.

BARGAIN—Must Sell

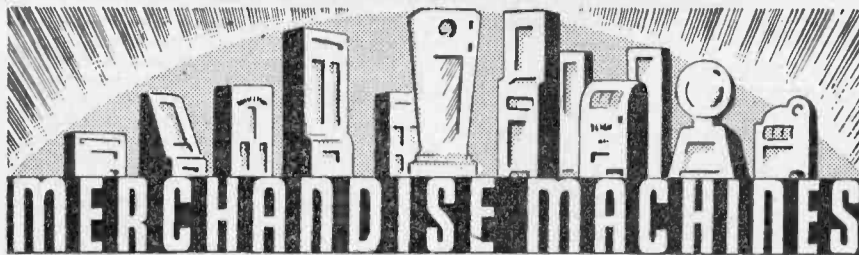
PEANUT MACHINES.
80 SUPERIOR Chromium Plated 1c Peanut Machines, used 4 months. Cost \$14.50. Will sell in Lots of 12, at \$4.75 Each. Mr. Reader, you could start a profitable route with same. Easy to place. Order from L. R. VORIS, Thomas Building, Hagerstown, Md.

DIGGERS FOR SALE

8 1935 Reconditioned Factory Roll Chute Merchantmans, A-1 condition, \$75.

W. J. DENNIS
1018 S. Wabash, Chicago, Ill.

It Helps You, the Paper and Advertisers To Mention



**Wrigley Firm
Makes Gum Pay**

CHICAGO, Dec. 5.—Merchandising machine interests took pride in the financial news concerning the William Wrigley Jr. Company in the daily press this week. The announcement was of a 25-cent special dividend to stockholders and a 5 per cent wage increase plus an annual two-week bonus for employees under the yearly wage contract system.

Wrigley company has a long record of patronage for gum vending machines and recent advertising of the firm on car cards states that Wrigley gum can be bought from vending machines everywhere.

The chewing gum manufacturing concern's announcement represented an unusual application of extra or increased employee remuneration. The company for some time has maintained a pension plan and a one-year contract of employment which has attracted wide interest in industry.

Philip K. Wrigley, president, in announcing the latest steps made this statement:

"For some years the William Wrigley Jr. Company has had established policies on such matters as extra dividends, wage contracts, pension plans and group insurance. Naturally the company is much pleased to find that many of its long-established policies are now being generally adopted."

In his announcement Mr. Wrigley reviewed the various policies of the company and set forth the management's views on wage increases, pension plans, etc. He explained that the general increase of approximately 5 per cent to all employees receiving \$3,000 a year or less, effective January 1 next, was an offset to the net reduction in pay envelopes created by deductions under the pension plan instituted a year ago, and in which the company contributed equally. It was further announced that while this pension plan continues in effect the company in addition "will make its contribution to the federal social security fund and the employee will equally follow the law."

The announcement on the bonus of two weeks' pay annually said:

"Each employee, after being with the company six months and receiving \$6,000 a year or less has a one-year contract of employment, giving the employee rights in this plan and these contracts are renewed from year to year. Effective January 1, 1937, there is the added provision of two weeks' extra wages to be paid the employee on the renewal of the contract for another year. This is not a substitute for the two weeks' vacation with pay, which the company has

always given and will continue, but will act as a yearly reminder to the employee and the management of the company that a contract does exist and is of benefit to both."

The special dividend to stockholders of 25 cents a share will be paid December 22 to stockholders of record December 10.

**Success With Vending
Machines Builds Biz**

BOSTON, Dec. 5.—The demand for U-Need-a-Pack cigaret machines has been so enthusiastic for the past six months that the Providence office of the X-L-Coin Machine Company, owned and operated by Maurice Kushner, has closed to locate in Boston with a larger office and display area. Kushner found it necessary to locate in Boston to be in a position to give operators better service.

The move was also prompted by the fact that this has been one of the best of his 16 years in the coin machine business.

Kushner has open house this week, with traffic following a steady cadence. With over 1,000 square feet of office and display space, plus a good frontage, the X-L-Coin Machine Company is located at 1351 Washington street, in the heart of the Coin Machine Row.

Won't Sell Belligerents

ROCHESTER, N. Y., Dec. 5.—Bausch & Lomb Optical Company, maker of coin-operated telescopes and binoculars, in refusing to sell war materials abroad will lose several million dollars in orders, Carl Haullauer, vice-president, said recently.

Orders from Great Britain and France, already refused, alone total \$1,500,000. In addition many orders from other nations for military instruments have been refused.

Edward Bausch, aged head of the company, originated this policy at the beginning of the present "war scare."

He said he feared the instruments might some time be used by other nations against the United States.

**Gift Items Expertly
Displayed for Trade**

NEW YORK, Dec. 5.—Attractive display of gift items which John A. Fitzgibbons has arranged at his offices in the Bally Building is said to be drawing tremendous crowds. The display is in keeping with the most modern ideas, and customers say the articles are the finest and most beautiful on the market. Display experts were employed to arrange the premium articles for full effect.

The merchandise is offered to operators

Money Circulates

WASHINGTON, Dec. 5.—Reports by the federal reserve system potentially reflect that the holiday spirit is already evident all over the country. Banking statistics and reports on money in use show how strong the people are reacting to the present wave of buying.

The amount of money in circulation rose \$37,000,000 during the week of November 23, following a rise of \$54,000,000 the week before. During the same weeks in 1935 the money in use declined. The total money now in circulation is \$6,466,000,000, as compared with \$5,843,000,000 at this time last year.

on the Fitzgibbons profit-sharing plan introduced a few weeks ago by the firm. For months the collection of the gifts has been going on at a steady rate. At the Fitzgibbons building in Newark the same reports are being received. Operators from as far away as Delaware and Maryland have been coming to see the gifts.

Fitzgibbons says that not only has the profit-sharing plan gained a tremendous ovation, but the new pay-as-you-earn credit plan is also one of the major attractions. Both of the plans have proved popular. To obtain merchandise gifts the operator continues to purchase his games from the firm and for every \$50 purchase he receives one certificate valued at \$1 by the firm and is redeemable for the merchandise featured.

"We are now arranging the plan so that it can be worked thru jobbers. We invite all jobbers to get complete details of how the plan can be arranged thru them for their customers," Fitzgibbons says.

**LOOK THEM OVER, YOU CAN
HAVE THEM AS LONG AS THEY LAST**

Beamite ..\$5.00	Goal Kick ..\$5.00
Cross-A- Lite .. 7.00	Forward Pass 4.00
Kings .. 8.00	Skyscraper .. 5.00
Castille .. 6.00	Waiting Blue .. 3.00
Drop Kick .. 4.00	Seal .. 3.00
Rebound .. 5.00	
Major League 8.00	AUTOMATIC PAYOFF
Register .. 5.00	Rocket ..\$ 9.00
Lightning .. 3.00	Champion .. 10.00
Golden Gate. 3.00	Rapid Fire. 7.00
Beacon .. 6.00	Red Arrow .. 8.00
Contact, Jr. 5.00	Stompede .. 22.00
Contact, Sr. 6.00	Gold Rush. 10.00
Big Bertha, Jr. 4.00	Put 'N Take 10.00
Big Bertha, Sr. 5.00	Do or Don't 10.00
Signal .. 5.00	Hit & Run .. 10.00
World Series. 2.50	Carloca .. 10.00
Jig Saw .. 2.50	Jumbo .. 35.00
Steamline .. 4.00	Fortune .. 27.50
Blue Ribbon. 4.00	Trojan .. 27.50
Cross Cross .. 5.00	De Luxe 46 22.50
Rockelite .. 5.00	Ivory Golf. 17.50
1/3 Deposit—Balance C. O. D.	

COLONIAL MFG. & SALES CO.
1605-11 E. 39th, KANSAS CITY, MO.

USED MACHINE BARGAINS

PURCHASE PRICE REFUNDED IF NOT A-1

JUMBO	\$25.00
ROCKOLA DE LUXE "46"	12.50
ROCKOLA TROJAN	15.00
KEENEY'S REPEATER	12.50
KEENEY'S MAMMOTH	10.00
KEENEY'S DOUBLE SCORE	20.00
SUNSHINE DERBY	22.50
BONUS	22.50
BALLY 5c RELIANCE DICE GAMES	35.00
KEENEY'S BOWLETTE	100.00

1/3 Down, Bal. C. O. D. Write for Full List.
SANTONE COIN MACHINE COMPANY
1524 Main Avenue, San Antonio, Tex.

FOR SALE

2 Merchantmen, Rolling Chute, Factory Made, Each	\$ 85.00
4 Merchantmen, Regular, Each	65.00
1 1934 Mutoscope Crane	40.00
2 14-Ft. Roll-a-Ball Skee Alleys, Each	150.00

1/3 Deposit With Order.
RAYMOND BROWN,
250 Bayard Road, Upper Darby, Pa.

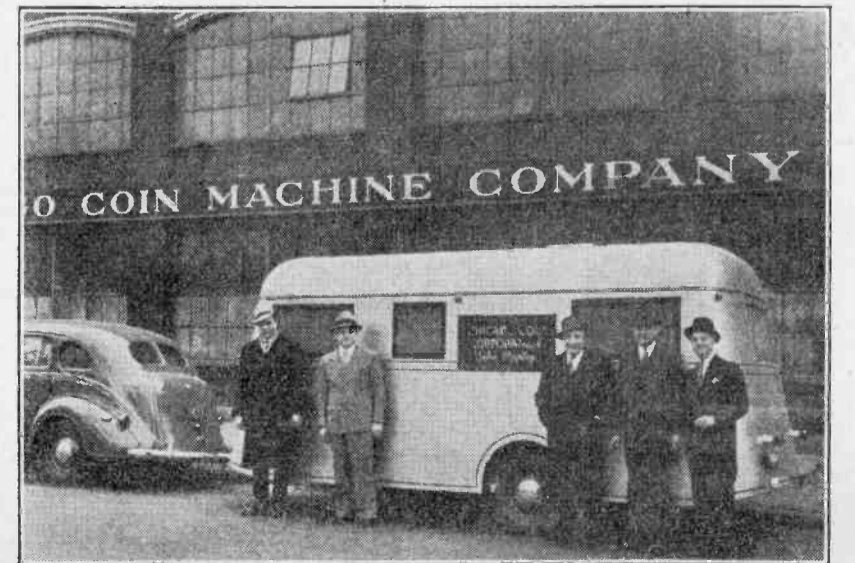
The United Coin Vending Machine Co.

196 Middle Street, Portland, Me.
Wishes to announce the Factory Distribution for the New England States on the ROTARY MERCHANT-DISER, the greatest money making machine in history. It is positively a sensation. No successful operator nor jobber can afford to be without them. Write or call to see us.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



CHICAGO COIN CORPORATION KEEPS STEP WITH PROGRESS—A modern trailer equipped to show machines made by the firm to Middle West operators.

Location Idea For Targets

To the Editor: "I am sending you a picture of a Seeburg Ray-o-Lite installation that I believe to be the first of its kind in the country; namely, the Cincinnati Automobile Show.

"This is something a little different from the everyday spot. These machines ran almost constantly from noon until after closing hours every night. One night the police had to run the players away so they could close up. We have had no trouble since the show opened and can say the performance of the machines is perfect.

"Now for the best part of it all, we are paying 25 per cent commission for all this, including the sign which was furnished by the show officials. Tell this to some of those operators that say it can't be done."

LEE H. EGGERS, Kentucky.



AT THE OPENING of the Markepp branch in Toledo. Rose Knoelmiller (left) as a permanent attraction, while Meyer Marcus came down from Cleveland for the opening celebration.

Tries Game in Harlem

NEW YORK, Dec. 5.—Charley Lichtman, president of the New York Distributing Company, reports that he has tested the new Daval Reel Dice game in Harlem recently to see what the reaction would be among experienced dice players. The machine could not be removed from the location, for the players insisted on playing it all evening, he says.

Harlem is Charley's old stamping ground. He was born and reared there and claims that if it were only possible to place 500 of the Reel Dice games in Harlem he would retire from active work in three months.

Lichtman said after the test: "Reel Dice is the most fascinating game that I have seen in all my career in the business. The greatest feature of the game is the suspense action of the spinning reels. The players see the winning combinations reel right by them and keep shouting for the reels to stop. Sometimes they stop on a losing combination, but the dice right above show a winning combination and therefore the players get all excited and try to shake this winner into position. This is one thing they cannot do on a Daval game. What's more, they keep right on playing, expecting the winner to show up next. It's a honey."

Modern Officials View 1937 With Great Hopes

NEW YORK, Dec. 5.—Modern Vending Company, headed by Nat Cohn and Irving Sommers, has made known its enthusiastic anticipation of the biggest year's business in its history during 1937. The brilliant record of the firm in the past and its enthusiasm for 1937 is taken as an example of trade spirit in the East.

Cohn and Sommers are banking heavily on the major games and devices now on the market. They are known as careful planners and plans for 1937 are already fairly completed. Sommers is said to get credit for the firm's program on music machines, which was first divulged before the 1936 convention in Chicago and carried out some months later when the firm arranged for a tieup with Wurlitzer.

This has been the practice of Modern Vending since its inception, they explain. "We feel that a complete year's plans should be set up far in advance so that we may be in a position to best judge opportunities for future growth in advance of any actual expansion," Cohn announces.

"We are faced with many problems at this time for expansion. We have been paying attention to the wants of operators but will not as yet release anything as to our expansion program for the coming year.

"We, however, expect 1937 to be our banner year. We feel that this year offers greater opportunities and that it will be a banner one for many more firms than our own. Our plans are so arranged that our leadership in the distribution division of the industry will be more pronounced during 1937 than at any other time in our history. We expect 1937 may see the first \$1,000,000 deals for single machines. We feel that the price of the major equipment will make such records possible.

"We expect 1937 to be a year during which credit problems will be ironed out and when the industry will become much more closely united in a general

program. Jobbers, distributors and operators will become better acquainted and the manufacturer will benefit from this situation.

"We expect much better business methods during the coming year and feel that better public opinion will be more favorable due to the type of equipment which is being introduced by manufacturers."

SHOWMEN'S LEAGUE—

(Continued from page 27)

Hennies; Canadian carnivals, James Sullivan; concessions, Harry Ross.

J. W. Conklin, now past president, asked the floor. He paid high tribute to his officers, especially Jack Nelson and Neil Webb and President J. C. McCaffery. To this trio he presented tokens of remembrance. Nelson was given a handsome portfolio. Webb was given a desk pad and pen set. Both are monogrammed. President McCaffery drew a frosted coffee cake, nicely decorated by the baker.

There being no further business the meeting adjourned.

On account of the late hour President McCaffery dispensed with the usual meeting of the board of governors. Before leaving the chair, however, he took occasion to announce that Charles Dunkel, of Greensboro, N. C., had won the award in the friendly guessing contest at the Sherman House Wednesday night. He got a nice concession top donated to the cause by the O. Henry Tent and Awning Company.

PACIFIC COAST—

(Continued from page 27)

bers of the publicity department for the ball: Steve Henry, Bill Newberry, Wallace Beery (manager), Frank Whitbeck and Joe Glacey. Jack Grimes reported that there were but 38 tickets yet un-

sold and that a sellout was assured.

Joe Glacey was appointed chairman of the committee to name the ticket for 1937. Other members selected were Sam Brown, Nate Albert, Joe De Mouchelle, Leo Haggerty, Walton de Pellaton, Harry Levy and Ed Maxwell. After repairing to the anteroom for deliberation Joe Glacey reported the following ticket: President, Will Wright; first vice-president, Dr. Ralph E. Smith; Charles Walpert, second vice-president; Ted Metz, third vice-president; Ross R. Davis, treasurer, and John T. Backman, secretary. Frank Downie, cemetery board, succeeding J. Ed Brown.

Weekly award went to Leonard Wake-ling. After adjournment lunch and refreshments were served by Will Z. Smith, Ted Le Fors, L. A. Godfrey, Jack Bigelow and Harry Wallace.

LADIES' AUXILIARY

Meeting was called to order at 8 p.m., November 30, and presided over by President Ethel Krug. All officers present.

Greater part of evening was devoted to ways and means, of spending part of the funds realized from the dance. Dance and drawing was a financial success. Music was furnished by Mr. Bari of PCSA. Dancing started at 10 p.m. and lasted until the wee hours. A vote of thanks was tendered the PCSA for their co-operation. The drawing was held by Mr. Bari and J. Klien of PCSA and William F. Grimm, of the West Coast Amusement Company, was returned the winner. He was notified at once. Given a choice of the auto or check, he wired acceptance of check, which was immediately forwarded to him at Oakland, Calif.

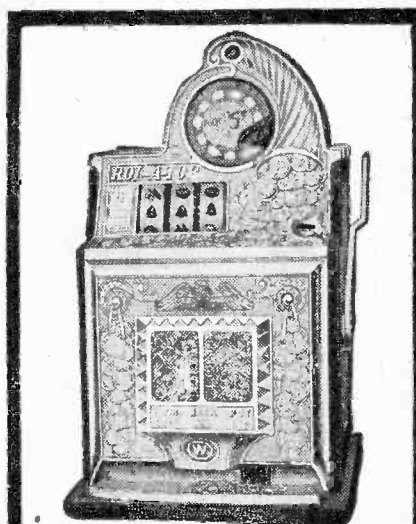
Special mention must be given to Grace Bailey, who entertained all present with a routine of specialty dances. She had to beg off at the end. All in all, it was a gala night and enjoyed by more than 300 members from both clubs.

Sister Rely Castle presented a nice speech in behalf of the Kansas City Club HAS Auxiliary, which was roundly applauded. In fact, it was so well thought of that many of the PCSA sisters immediately signed up for membership in the Midwest organization. This measure was taken not only in respect to our Coast defender, Rely Castle, but as a sort of co-operative one of one sister club to another. Sister Castle also presented the club with a beautiful handbag to be used for a raffle. The funds derived from it to be placed in the general fund.

Sis Dyer, somewhat late, finally "Got With It" on the discussions at large. Peggy Forstall, Queen Hazel Moss and Blossom Robinson, the latter sitting on the side lines and not being a "lip" reader, could only surmise that it was all about the half-dollar Madge Buckley offered the writer. Our newly wedded sister, Rosemary Loomis Whitenack, was also present. Mora Bagby, also among those present, has been busy in Huntington Park where she continues to operate her hotel. Florence Webber left for a week's stay at Gillman Springs as guest of Rose Clark. LUCILLE KING.



EXPERT OPINION ON CHUCK-A-LETTE—Left to right: Frank Decker, an operator; Bill Schmidt, Wisconsin Novelty Company, distributor of Chuck-a-Lette in Wisconsin; Allen Gloede, location owner, and A. S. Decker, operator. The Chuck-a-Lette game is made by Exhibit Supply Company, Chicago.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

Above Model and Other WATLING ROLATOP SLOTS in Stock at Our Offices READY FOR IMMEDIATE DELIVERY.

"TIME SAVED IS MONEY MADE."

ELECTRO-BALL CO., Inc.

Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Oklahoma City, New Orleans, Memphis.

TRIPLE DUCKS MEAN Triple "Bucks"

WHEN YOU OPERATE BALLY'S EAGLE EYE THE TOPS IN RAY-RIFLE TARGET GAMES

Deliveries starting NOW on this great sensation in the ray-rifle class! Three moving ducks to shoot at mean three times more fun—meaning three times more profit to YOU! 100% LEGAL everywhere—making every location big pay!

STERLING SERVICE SCRANTON, PA. Rocky Glen Park,

WIRE FOR FACTORY PRICES

MUST SELL—PAYOUTS

DAILY RACES, Galloping Plugs	\$42.50
FORTUNES, TROJANS, 1 or 5 Balls	22.50
DAILY DOUBLE	22.50
SUNSHINE BASEBALL, 5-Ball Electropak	57.50
BIG FIVE, JR., 5-Ball Free Games	22.50
7-11, 2-Ball Free Games and Payout	12.50
EQUITY, KINGFISH	12.50
1c PACE BANTAM DOUBLE JACKS	13.50
5c PACE BANTAM DOUBLE JACKS	18.50
5c PACE COMET DOUBLE JACKS	22.50
1c Q. T. SINGLE JACK WITH REGISTER	22.50

1/3 Deposit With Order.
FINN & GENE, MOCANAQUA, PA.

SAY YOU SAW IT IN THE BILLBOARD

PENNY PACK ★ CENT-A-SMOKE ★ TIT-TAT-TOE ★ DAVAL'S RACES

REEL "21" ★ TIT-TAT-TOE ★ CENT-A-SMOKE

REEL "21" ★ REEL DICE ★ STOCK EXCHANGE



"It's Daval Again!"

... with a New Pin Game Hit ... and a New Counter Game Hit!

SEQUENCE is the new pin game hit! It follows the only big, outstanding, unbroken string of winners of 1936—Stock Exchange—Panama—Neck 'n' Neck and Excel! SEQUENCE combines the BEST features of ALL these winners in the FIRST, 5-Ball, NON-PAYOUT, "Real Pay Table Action" pin game with Changing Odds, Perfect Payout Percentage and many other high-priced quality features to sell for only \$57.50 Tax Paid! That's why everyone is saying "IT'S DAVAL AGAIN!" and why SEQUENCE is acclaimed the "BEST GAME TO COMPLETE THE BIGGEST MONEY-MAKING YEAR!"

REEL DICE is the new counter game hit! It is the "natural" successor to the greatest counter game money-makers of 1936—Penny Pack—Reel "21" and Daval's Races! It's the FIRST dice play counter game with reel odds and ACTION that is "strictly according to Hoyle"! REEL DICE is PRECISION BUILT "Daval designed" and bears the mechanical LIFETIME GUARANTEE feature of DAVAL counter games! Already Proven a BIG "Repeat Action" Money-Maker! It is priced exceptionally LOW at only \$18.75 Tax Paid! "REEL DICE is the BUY!" ORDER NOW for a grand and glorious wind-up to 1936!

DAVAL

MANUFACTURING CO.
200 SOUTH PEORIA ST.
CHICAGO

PANAMA ★ NECK 'N NECK ★ EXCEL ★ SEQUENCE ★ PENNY PACK

LOOK! BARGAINS IN RECONDITIONED AUTOMATICS

HIALEAH	\$54.50
BALLY DERBY	44.50
CHALLENGER	54.50
MULTIPLE	59.50
PEERLESS	34.50
ROUND UP	49.50
GRAND SLAM	39.50
STAMPEDE	15.00
GOLD AWARD	16.50

All the latest New Games on display—also Rock-Ola's new RHYTHM KING.

MARG-COIN MACHINE CO.
1211 E. Third St., Dayton, Ohio.

Foreign Trade Continues Up

WASHINGTON, Dec. 5.—Department of Commerce report showed both exports and imports reaching the highest level for October in six years. Exports for the month were \$264,708,000 and imports \$212,001,000, leaving an export balance of \$52,707,000. In the preceding month the nation had an export balance of \$4,451,000 and in the same month a year ago sales abroad exceeded purchases abroad by \$31,939,000.

For the first 10 months of the year exports exceeded imports by \$20,092,000. In the corresponding period last year an export balance of \$98,435,000 was obtained.

The increase in exports during October

over the same month a year ago, the Commerce Department said, was due chiefly to larger shipments of unmanufactured cotton and tobacco and of machinery, vehicles and iron and steel products.

In the import trade gains were shown for meats, grains, feeds, alcoholic beverages, crude rubber, unmanufactured wool, newsprint, tin and fertilizers.

Visit of President Roosevelt to South American countries is expected by all industries to have a long and fruitful result in opening the way to better trade relations with those countries. In his speech at Buenos Aires the President strongly advocated more trade with all nations as a means to peace and prosperity.

Said the President: "Interwoven with these problems is the further self-evident fact that the welfare and prosperity of

each of our nations depends in large part on the benefits derived from commerce among themselves and with other nations, for our present civilization rests on the basis of an international exchange of commodities.

"Every nation of the world has felt the evil effects of recent efforts to erect trade barriers of every known kind. Every individual citizen has suffered from them. It is no accident that the nations which have carried this process furthest are those which proclaim most loudly that they require war as an instrument of their policy. It is no accident that attempts to be self-sufficient have led to falling standards for their people and to ever-increasing loss of the democratic ideals in a mad race to pile armament on armament.

"It is no accident that because of these suicidal policies and the suffering attending them many of their people have come to believe with despair that the price of war seems less than the price of peace."

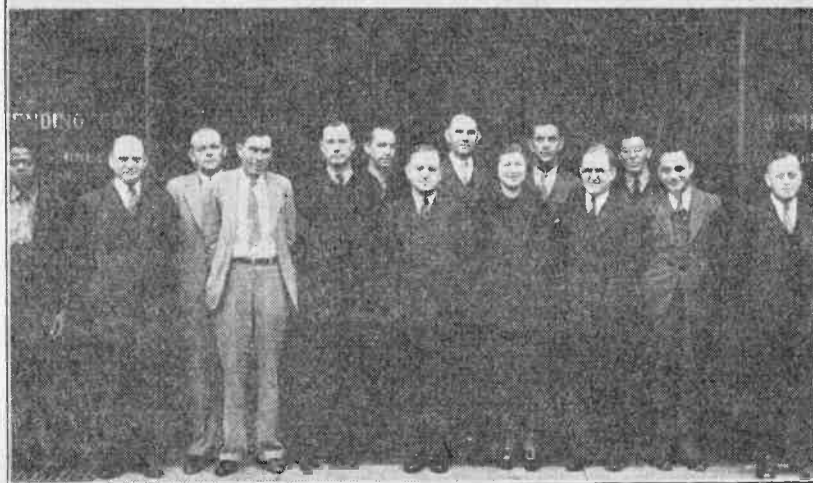
Bally Pushes Fraternity

CHICAGO, Dec. 5. — Ray Moloney, president of Bally Manufacturing Company, states that the first announcement of the Tribe of O'Toole Indians, coinmen's fraternal order sponsored by Bally, has resulted in nation-wide interest among jobbers and operators.

"We are being flooded with requests for membership applications," Ray stated, "and it is evident that the idea has clicked with the entire trade. As soon as the final touches have been put on our organization plans we will have some further and important announcements for our many aspiring Warrior friends.

"Tribe of O'Toole Indians will be organized along recognized lodge lines, with insignia, password, secret handshake and an elaborate ritual of initiation, everything except dues. The Bally plant will be known as the Grand Wigwam, and it is planned that a special room will be set aside and decorated in Indian style as headquarters of the Tribe."

BIRMINGHAM VENDING CO. COIN-OPERATED MACHINES



THE "GOLD DUST TWINS," of Birmingham Vending Company (Max and Harry Hurvich on either side of the young lady), pose with their organization in front of the Birmingham headquarters.

GOOD CLEAN AUTOMATICS

1 ROUND-UP TICKET	Each \$60.00
1 ALL-STARS TICKET	55.00
1 DERBY TICKET	55.00
3 BONUS TICKET	52.50
1 JUMBO TICKET	45.00
1 ROUND-UP	57.50
2 JUMBO	35.00
2 CREDIT	39.50
1 PROSPECTOR	22.50
1 ACE	19.00
1 PEARL HARBOR	16.50
1 ROCK-OLA NITE CLUB	170.00
1 ROCK-OLA REGULAR	185.00
1 WURLITZER P-12	175.00

WHITT NOVELTY COMPANY
COLUMBUS KANSAS

BARGAINS IN SALESBOARDS

3000-Hole 1c Cigarette Boards, 50c; 1000 to 4000-Hole 5c or 10c Money Boards, Special, 75c; 300-Hole Trade Boards, 20c; 400-Hole Put-Take 1c to 5c Boards, 33c. New Duck Soup Jar Game for Nickels and Pennies, \$1.70. Orders for \$25 or More Prepaid.

STAR NOVELTY CO.

327 N. E. 18th St., Miami, Fla.

End your correspondence to advertisers by mentioning The Billboard.

FREE! 7-DAY TRIAL on Daval's REEL DICE



ONLY
\$18.75

THE COUNTER GAME THAT COMBINES ALL THE EARNING POWER OF ALL THE WORLD-FAMOUS DAVAL COUNTER GAMES !!!
For Quick Profits—Rush Your Order Now!

TAX PAID
4-Way Play
1c-5c-10c-25c

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

SEQUENCE THE GAME OF THE HOUR!

THE PERFECT FOLLOW-UP FOR STOCK EXCHANGE, PANAMA, NECK 'N' NECK AND EXCEL! SEQUENCE IS THE BEST GAME OF THEM ALL! REPEAT ORDERS PROVE SEQUENCE THE ONLY GAME FOR OPERATORS TO

BUY

“IT'S A DAVAL GAME.”



Pay Table
Profits
at a
Pin Game
Price

\$57.50

TAX PAID

IMMEDIATE DELIVERY GUARANTEED FROM
SUPREME VENDING COMPANY, Inc.

64 Erasmus Street,
BROOKLYN, N. Y.

922 8th Avenue,
NEW YORK CITY.

1121 St. Nicholas Ave.,
NEW YORK CITY.

English Claim First Skee Ball

NEW YORK, Dec. 5.—Coinmen here, digging into the pages of history, give out the information that skee ball was first introduced in London about 1923 and was then a new form of amusement. Its popularity was so great and it attained such heights that it was classed as a craze. The game was on location in night clubs, hotels and other spots devoted to amusements.

A London newspaper, commenting on the craze, stated: “Skeeing has become quite a fad these days.”

The above, of course, refers to the original long length and wide-gauge alleys.

Incidentally Morris Goldberg, at that

time owner of the National Skee Ball Company, cashed in on the London vogue of the game to the extent that he supplied the English manufacturer with many alleys in order that it might supply the demand.

Newark Office Offers Great Service to Ops

NEWARK, Dec. 5.—Helen Fitzgibbons, sister of John A. Fitzgibbons, of Fitzgibbons Distributors, Inc., New York, has taken charge of the Fitzgibbons office here.

Miss Fitzgibbons has already made a large acquaintance with members of the trade here. She has had a great deal of business experience in an executive capacity with many large organizations. She consented to the executive management of the new offices on the insistence of Fitzgibbons and is already turning in a remarkably efficient sales record.

She is aided by experienced men who have been in the employ of John A. Fitzgibbons for some time. She is conducting the Newark offices along the same lines as the other Fitzgibbons office in New York. Jack Fitzgibbons visits the offices every day and has aided in the groundwork. He spends a good deal of his time here and is acquainting all the operators with the organization's super service, the new plans which he has introduced and the well-known Fitzgibbons business methods. Offices here are already popular with Newark ops and it is believed that within a short time they will be as active as those of the Bally Building in New York.

Canada

ST. JOHN, N. B., Dec. 5.—Chief assistant of Frank J. Elliott, of Amherst, N. S., a veteran distributor, is his wife. Their four-year-old son, Glynn, is the official mascot of the business. The Elliott distribution is thru Cumberland County, N. S., of which Amherst is the largest

community. Two years ago Elliott, not content with a magistrate's decision, appealed to the county court, where his pinboards were adjudged legal. He is now concentrating on coin machines after an absence of over four months on tour with his carnival.

James Vallis, of St. John, N. B., operator, is devoting special attention to penny and nickel vending machines for gum, candy, chocolate, weight, etc. He is locating these thru the maritime provinces from his base in St. John. In addition to being an operator, Vallis also maintains a store for the sale of smokers' supplies, novelties, lunches, etc., in which he has installed a number of vending and music machines. This location is on the St. John harbor front, which is at its busiest time now and which will prevail until mid-April. This is due to the closing and reopening of navigation on the St. Lawrence River. The Vallis store is in close proximity to the St. John harbor ferry, connecting the city proper and west side, where the chief transatlantic docks are situated.

DUCK SOUP 1c Skill Game



IT'S LEGAL

100,000
LOCATIONS
Open for this
MONEY MAKER

Earns
\$2.00 to \$10.00
Every Day

CLEVER
NOVEL
ORIGINAL
PROFITABLE

Watch the DUCK Dive!

PRICES	Sample . . . \$1.90
1/2 Deposit	Lots of 6 . . . 1.40
Bal. C.O.D.	Lots of 12 . . . 1.20

No Personal Checks, Please.

Protect Your Route Without Delay
STAR SALES CO.
3901-09 Wayne, Kansas City, Mo.



THE FEMININE TOUCH—A governmental touch is seen in the official titles of the office staff (feminine) of the Florida Coin Machine Exchange: (Left to right) Bee Bechtol, secretary of the treasury; Bobby Fortune, secretary of the interior; Mayme Moore, secretary of commerce, and Ruth Carroll, secretary of labor.



M. R. JAMES, of the McCall Novelty Company, St. Louis.

PAMCO
“MARKSMAN”
and
PAMCO
“FLYING DUCK”

Immediate Delivery!
NATIONAL PREMIUM CO.
1312 Farnam St.
Omaha - - - Neb.
Jobbers! Write for Jobber Prices!

Thank You for Mentioning The Billboard.

We Recommend BALLY'S EAGLE EYE

"TRIPLE-DUCK" PHOTO-ELECTRIC RIFLE RANGE

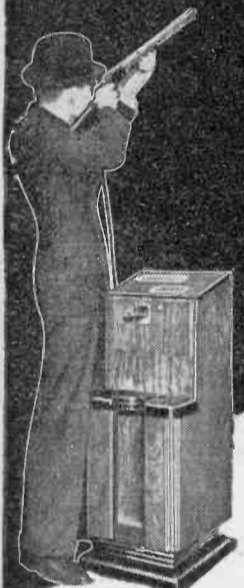
for GREATER
PLAY APPEAL

for BIGGER
EARNING POWER

for TROUBLE-PROOF
CONSTRUCTION



You Always Get Faster, Better Service! Courteous Treatment! Special Traveling Repair Men! Instant Delivery! And Guaranteed Satisfaction by Dealing With Fitzgibbons Distributors, Inc.—Direct Bally Factory Representatives for the East!



**TRIPLE DUCKS
MEAN
TRIPLE "BUCKS"**

**OBTAINABLE IMMEDIATELY ON
THE SENSATIONAL FITZGIBBONS'
"PROFIT-SHARING" - "PAY-AS-YOU-EARN"
PLAN! BEAUTIFUL, FREE GIFTS-
AND EASY TIME PAYMENTS!!**

EASTERN Operators and Jobbers can now get IMMEDIATE DELIVERY on the greatest Rifle Range of them all—BALLY'S EAGLE EYE—and at the same time receive FREE "FITZGIBBONS' PROFIT SHARING CERTIFICATES" for Beautiful Gifts listed in the new, 24-page, issue of "The Bally Coin Chute"! Take advantage of this tremendous opportunity NOW—RUSH your ORDER to JOHN A. FITZGIBBONS for BALLY'S EAGLE EYE—and REMEMBER . . .

ALL responsible operators are entitled to the new Fitzgibbons' "PAY-AS-YOU-EARN" easy credit plan! No necessity to tie up your money immediately! Buy BALLY'S EAGLE EYE from JOHN A. FITZGIBBONS and "PAY-AS-YOU-EARN"! For complete details of the JOHN A. FITZGIBBONS' "PAY-AS-YOU-EARN" plan, WRITE or WIRE IMMEDIATELY! "Make it a habit to call on John A. Fitzgibbons FIRST!"

WRITE TODAY FOR FREE COPY "THE BALLY COIN CHUTE"

**FITZGIBBONS
DISTRIBUTORS, INC.**

453 WEST 47th ST., NEW YORK, N. Y.
362 MULBERRY ST., NEWARK, N. J.

*Write
or Wire for
Prices!*

A SENSATIONAL FITZGIBBONS' CLOSEOUT 1000 USED MACHINES

EVERY TYPE—EVERY VARIETY—EVERYONE A "BLUE RIBBON" FITZGIBBONS' USED MACHINE
GUARANTEED MECHANICALLY PERFECT!!

WRITE FOR PRICE LIST TODAY!

JOHN A. FITZGIBBONS
453 WEST 47TH ST., NEW YORK, N. Y. 362 MULBERRY ST., NEWARK, N. J.

Junior Bowling Games Popular

NEW YORK, Dec. 5.—Eastern market seems to indicate at present that junior bowling games will be a big selling item for months to come. That is the consensus of opinion gathered from distributing firms and operators of the games as well. The satisfaction which operators show concerning the earnings of the games indicates that actual operation of such games has already shown their permanent value.

The nine-foot alleys are being sold to operators at reasonable prices, no more than the cost of the average pay table of senior size. At the same time they remain on the average location much longer, are easier to transfer and are more mechanically fool-proof.

The junior bowling alleys have every feature for continued profit. They possess the high-score action of the pin games for prize awards; they take up no more space than the large pin games; they offer a form of gentle exercise which players like, and they have player appeal.

"The junior alleys are here to stay," one manufacturer reported. "The larger bowling alleys will sell for a long time and their popularity will increase as time goes on like the music machines did. The music machines went thru a slump, but came back stronger than ever. This will prove true of the bowling alleys. Lack of enthusiasm in many territories is due to the simple reason that they haven't been introduced there in sufficient quantity as yet.

"Once they get started in these territories they will continue for many months and sales spurts will be noted. "The junior alleys are not a fad and have served a definite place in the industry. Many of the junior games are earning more money than any other type of equipment and are better liked by storekeepers, the players and operators than other type machines. One of the leading faults is that many operators regard too much the original cost of the equipment and not the eventual and

continued profits which are derived over a longer period of time than has been true of any other type of equipment introduced to the industry for many years."

Sets 2,000 Mark on Game

BROOKLYN, Dec. 5.—William (Little Napoleon) Blatt, president of the Supreme Vending Company, Inc., reports that the new Daval novelty pin game, Sequence, has been approved by his customers and that the game is proving one of the most popular introduced here.

Blatt claims that the game has real pay table action, better than pay table thrills and play features, and the legal novelty pin game qualities that are showing real pay table profits. "The fact that orders instantly jammed our offices indicates that it is a greater winner than Neck 'N Neck and Excel," Blatt says. "Operators are still coming in for Excel every day and even tho we have sold more than 1,000 of the games here in less than 90 days, there isn't a used model for sale as yet.

"We will easily pass the 2,000 mark on the new Sequence. This is the first new game to be shown operators in our new building."

Marc-Coin, Dayton, O., To Hold Opening Party Dec. 9

DAYTON, O., Dec. 5.—Wolfe W. Marcus, owner of Marc-Coin Machine Company, has recently opened new spacious salesrooms at 1211-13 East Third street here to take care of the ever-increasing demand of local operators for a more complete jobbing service.

On display is a complete showing of all that is new in the coin machine industry, together with a fine stock of re-conditioned games, premiums and novelties. An expert repair man is in charge of the parts and repair service.

Open house will be held December 12 and Marcus invites all operators to be present. There will be plenty to eat and drink, he promises.



A MANUFACTURER AND DISTRIBUTOR LAY PLANS—Left to right: Homer E. Capheart, vice-president of Rudolph Wurlitzer Company; Bill Bolles, Wurlitzer credit and collection manager, and Nat Cohn, of Modern Vending Company. Smiles indicate they enjoyed planning the big Wurlitzer party which was staged in New York December 6.

MEN & MACHINES

Sam Strahl, manager of the Eastern office of the Northwestern Sales Company, reports that the de luxe bulk vender is having a good reception in the East. Vender is manufactured by the Northwestern Corporation, Morris, Ill.

Herman Berglas, for many years manager of the Pittsburgh office of the American Cigaret Machine Company, recently opened a new branch for the firm

at 820 Main street, Buffalo. Berglas states that Bolo, cabinet bowling game, is proving popular in his territory. Game has an illuminated backboard and other features of the standard bowling games.

Gary Carp, recently employed as assistant office manager at Modern Vending Company, New York, is quite enthusiastic about the coin-machine business. He says: "I have been in other lines of business, but this one moves so fast and is so interesting that others seem exceptionally dull in comparison."

John A. Fitzgibbons, of Fitzgibbons, Inc., New York, will have a wigwag of the tribe of O'Toole Indians at his New York and Newark offices. The O'Toole tribe is a fraternal idea fostered by the Bally Manufacturing Company, Chicago. Initiations at the Fitzgibbons wigwags will be similar to those at the headquarters in Chicago, it is explained.

William (Little Napoleon) Blatt, Supreme Vending Company, Brooklyn, is making arrangements for special plane service at the Floyd Bennett Airport, only six blocks from his new plant. Special service will be arranged for out-of-town visitors and also for air-freight shipments to near-by States.

Among the visitors to the Bally Manufacturing Company plant, Chicago, last week were: Nick Males, De Luxe Amusement Company, San Antonio; Willis Kleiman, Consolidated Games Company, Syracuse; K. E. Miller and F. H. Roberts Jr., Automatic Sales Company, Covington, Ky.; William R. Burt, Kansas Novelty Company, Wichita, Kan.; William Cohen, Silent Sales Company, Minneapolis, and L. H. Veech, Veech Scale Company, Decatur, Ill.

Nat Cohn and Irving Sommers, of Modern Vending Company, New York, reported early last week that they were swamped with inquiries from everywhere about the big Wurlitzer-Modern party at the Waldorf-Astoria Hotel December 6. By the time this reaches our readers the party will be history, and some news of it will be found elsewhere in this issue.

John A. Fitzgibbons, New York, reports that his firm handles a special hand truck for operators which enables them to easily cart machines about. The truck is made especially for his firm by Fairbanks-Morse & Company. Operators are said to be making big demand for them.

Tom Watling, daddy of the coin-machine industry, dropped in at the Hotel Sherman during the recent convention of the outdoor amusement trades. He examined one of the new target machines, but said he preferred the kick of a real gun. "These new fandangles don't make any noise either," he said. "I like explosions."

Introduced to the coin-machine industry for the first time: Isabel Easton, Chicago, who stood guard at the booth of the General Amusement Device Company during the NAAPPB convention while Andy Anderson gave his sales talk to prospective customers. Miss Easton has traveled much and has her heart set on Singapore and maybe Australia if some coin-machine firm wants a representative in those faraway lands.

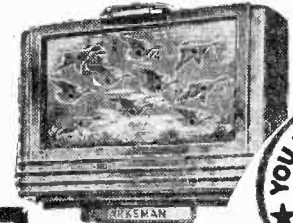
Fix Up Bowling Games
CHICAGO, Dec. 5.—Gerber & Glass, prominent distributors, report that they have rented additional working space for the purpose of reconditioning 250 of the 14-foot bowling games.
Paul Gerber, in explaining the move, said: "We are working fast to meet changing conditions. We are getting these games ready to meet the rush activity in bowling games that is sure to arise from Chicago's granting of licenses to operate bowling games. We strongly supported the move to secure the granting of such license and we expect to have the most complete stocks of games to supply operators on short demand."



OHIO AND MICHIGAN DISTRIBUTORS FOR
PACIFIC AMUSEMENT MANUFACTURING CO.

BUY PAMCO PRODUCTS on the GADCO Finance Plan

Enables you to operate two or three times your present number of machines . . . double your earnings without increasing your investment. We will finance any deal for any responsible operator.



MARKSMAN

These New "Gun Life" units have proved their profit-making qualities in location play. Several different types of installation available for every location requirement. Order Today from GADCO on the GADCO finance plan.

INVITATION

You and your family are cordially invited to come to our annual party on Saturday, December 12, 9 P.M. to closing. Entertainment and refreshments.

GENERAL AMUSEMENT DEVICES COMPANY

3136 CASS AVENUE
DETROIT, MICHIGAN
LESLIE G. ANDERSON
President

Direct Factory Selling Agents:

ANGOTT COIN MACHINE EXCHANGE, 8625 Linwood Avenue, Detroit, Mich.
SICKING MANUFACTURING COMPANY, INC., 1922 Freeman Avenue, Cincinnati, O.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

PAMCO PARLAY . . . \$29.50	HOLLYWOOD . . . \$19.50
RED SAILS 29.50	DE LUXE 46 19.50
KEENEY	DAILY DOUBLE . . . 19.50
VELVETS 52.50	TYCOON 29.50
PALOOKA SR. 69.50	TYCOON ELEC. . . . 34.50
CHASE 39.50	BAFFLE BALL 19.50

Super Bargains on DAVAL'S

REEL DICE	RACES	REEL "21"
\$18.75	\$17.50	\$23.75

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

RECONDITIONED BARGAINS ALL IN FIRST-CLASS CONDITION

On Account of Recent Large Purchase of New Equipment Must Sacrifice the Following:

20 BALLY ALL STARS @ \$45.00	20 BALLY BONUS @ \$42.50
10 PARI-MUTUELS @ 55.00	10 MULTIPLES @ 50.00
10 CHALLENGERS @ 55.00	5 NATURALS @ 50.00
5 PEERLESS @ 35.00	4 RAY'S TRACKS @ 250.00

1/3 With Order, Balance C. O. D.

They Won't Last Long at These Prices! Rush Your Order.

WILL TAKE MYSTERY BLUE FRONTS IN EVEN TRADE ON FOLLOWING:
Multiple Pari-Mutuel Challenger.

DE LUXE AMUS. CO.
223 Milam Bldg., San Antonio, Texas

Advertise in The Billboard—You'll Be Satisfied With Results.

Acme NOVELTY CO.

23-25 NORTH 12TH ST. MINNEAPOLIS MINN.

USED PAYOUT TABLES

Our Used Games Are Thoroughly Reconditioned and Ready To Operate

PUT AND TAKE, Front Door TREASURE SHIP, Late Cabinet **\$9.85**

BAFFLE BALL **\$15.50**

MAMMOTH PROSPECTOR REPEATER BALLY ACE DAILY DOUBLE **19.85**

TOP ROW Floor Sample **29.50**

ROCK-OLA'S CREDIT PAMCO PARLAY DOUBLE HEADER BALLY'S PEERLESS WHEEL O' FORTUNE PINCH HITTER **39.85**

SUNSHINE DERBY, **32.50**

BALLY DERBY RED SAILS GOTTLIEB RACES, Mult. MULTI-PLAY SUNSHINE BASEBALL **44.85**

JUMBO " " " **35.00**

ATTENTION !!! Operators of closed territories, we have six Hurdle Hop 10-Ball Ticket Games, Exhibit Ticket Unit—Bow-a-Type Game, NEW, in original crates.

factory price Our Price **69.50** factory price **\$97.50**

Jennings Flicker Late Model **72.50**

FLOOR SAMPLES BALLY CHALLENGER SUNSHINE BASEBALL PAMCO BALLOTS TYCOON. Factory Reconditioned, New Front Door Model, Electro Pack Equipped. **57.50**

Stoner's Turf Champs LIKE NEW **89.50**

NEW COUNTER GAMES

Cent-a-Smoke . . . \$11.95	Bally Baby . . . 15.50	Penny Pack . . . 16.50	Davals Races . . . 17.50	Davals Reel Dice 18.50	Davals Reel '21' 23.75	Punchette 4.95
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NOTICE
All New Counter Games Sold on 10-Day Money-Back Guarantee, Tax Paid.

WURLITZER AUTOMATIC PHONOGRAPHS Model P12 LIKE NEW **\$167.50**

Write for Special Price on Other Models
IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE NOW FOR COMPLETE LIST AND PRICES

SACRIFICE SALE

GUARANTEED RECONDITIONED "REEL 21" **\$12.50 Each**

Tell us what you have in Used Equipment, and we will accept same in trade. Send for Our Complete List of Used Coin-Operated Machines.

TERMS: 1/3 Deposit, Balance C. O. D.

OUR AMBITION — "Not how many new customers we can get —but how many old ones we can hold."

BESSER NOVELTY CO.
8020 OLIVE ST., ST. LOUIS, MO.

THIS BANK ROLL
can be **YOUR BANK ROLL**
with **OUR**
BANK ROLL



TERMS
YOU CAN
EASILY AFFORD

THREE SIZES
10'8"—11'8"—13'8"

Genco's BANK ROLL is the **ONLY** Bowling Game that has **PROVED** itself mechanically perfect and a steady **BIG MONEY MAKER!**

COMING!
Genco's New
Photo-Electric GUN

GEORGE PONSER CO., Inc.
N. J. OFFICE
11-15 East Runyon St.
Newark, N. J.
SALES OFFICE
1140 Broadway, New York City

Major Games and Credit Help Ops

CHICAGO, Dec. 5.—Lee S. Jones, head of American Sales Corporation, stated this week that the major games were bringing new fields of promise into the operating field. Such devices as the targets and bowling games make it possible for the operator to get into a real business, he said, and have an assurance of a good income. He also sees in the major games an added advantage in credit selling to operators.

"I can justly lay claim to pioneering in the field of selling games to operators on credit," Jones stated. "It was not an easy step, because all precedent was for a cash business in this industry. But I trusted the operator and felt sure that selling on terms would prove the professional operator to be as good a risk as you find in other lines of business."

"We are now making plans for the coming year and expect the biggest business in our history. We still trust the operator. We are launching a sales drive that shows how much confidence we have in the future and in the trade. It's the biggest drive we have ever made. Our plan of selling good machines on credit has clearly proved that the operator is an honorable business man and not the deadbeat he is supposed to be. To make the operating business what it ought to be we must first have high-grade machines, and my organization handles only that kind. Then the operator must be able to buy these high-priced machines on favorable terms just as business men can buy in other lines. Good machines and favorable credit terms are the basis of our plans for the coming year."

ROUTES

(Continued from page 37)

- Red Rhythm: (President) Des Moines, Ia., 7-12; (Garrick) St. Louis 14-19.
- Scan-Tees: (Casino) Pittsburgh 7-12; (Gayety) Baltimore 14-19.
- Scan-Dolls: (Jacques) Waterbury, Conn., 7-12; (Empire) Newark, N. J., 14-19.
- Snyder's, Bozo Show: (Gayety) Minneapolis 7-12; (President) Des Moines, Ia., 14-19.
- Speed and Sparkle: Harrisburg, Pa., 9; Reading 10-11; Williamsport 12; (Gayety) Buffalo 14-19.
- Steppin' Stars: (Gayety) Baltimore 7-12; (Gayety) Washington 14-19.
- Too Hot for Paris: (Casino) Toronto 7-12; open week, 14-19.
- Vaniteasers: (Trocadero) Philadelphia 7-12; Allentown 14-15; Harrisburg 16; Reading 17-18; Williamsport 19.
- Wine, Woman and Song: (Capitol) Toledo, O., 7-12; (Roxy) Cleveland 14-19.

MISCELLANEOUS

- Baughman's Traveltours: Eustis, Fla., 9-10; St. Petersburg 11; Umatilla 12.
- Birch, Magician: Millersburg, O., 9; Westerville 10; New Lexington 11.
- Black's, L. E., Bears: Brazil, Ind., 7-12; Terre Haute 14-19.
- DeCleo, Magician: Grass Flats, Pa., 7-12; Curwensville 14-19.
- Dressen's Circus Capers: (Sears) New Orleans 7-24.
- Long, Leon, Magician: Baxley, Ga., 10-12; Alma 13; Brunswick 15-22.
- Lucy, Thos. Elmore: San Antonio, Tex., 9; Pflugerville 11.
- Mel-Roy, Magician: Pomona, Calif., 10; Los Angeles 11-Jan. 4.
- Merle, Magician: Franklin, Mass., 10-12; Portland, Me., 14-19.
- Miller, F. W., Museum: Little Rock, Ark., 7-12.
- Original Floating Theater: Yonges Island, S. C., 7-12.
- Ricton's Show: Tazewell, Ga., 7-9; Charing 10-12.
- Turtle, Wm. C., Magician: Seattle, Wash., 7-12.
- Walsh & Zell's Museum: Louisville, Ky.; Indianapolis, Ind., 14-19.

CARNIVAL COMPANIES

- (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
- Alabama Am. Co.: (Plateau Lot) Mobile, Ala.; (Wash. & Va. sts.) Mobile 14-19.
 - Burke, Harry: Leonville, La.
 - Campbell United: Mt. Dora, Fla.; Leesburg 14-19.
 - Capital City: Gloster, Miss.
 - Cracker State Attrs.: Pavo, Ga.
 - Dyers Greater: Baldwin, Miss.; Shannon 14-19.
 - Evangeline: Gurdon, Ark.
 - Florida Expo.: Spa Beach Park, St. Petersburg, Fla.
 - Great Coney Island: Franklin, La.; Morgan City 14-19.
 - Isler Greater: Houston, Tex.
 - Lucky Strick: Gainesville, Fla.
 - Metropolitan: Auburndale, Fla.
 - Pool & Brewer: Houston, Tex.
 - Roberts United: Statesboro, Ga.
 - Work, R. H.: Norway, S. C.
 - World Am. Co.: Purvis, Miss.

CIRCUS AND WILD WEST

- Polack Bros.: Clovis, N. M., 12-19.

TIME MARCHES ON
AND
EACH YEAR
ELECTROPAK

saves \$60 to \$90 on every pin game. Ends forever costly battery replacements

ELECTRICAL PRODUCTS CO.
6527 Russell Avenue Detroit, Michigan

1-5151 ON THE GENUINE ELECTROPAK

LAST CALL For Christmas **TOYS**

- COMIC XMAS CARDS (With Envelopes), 75c Per Hundred.
- HURST GYROSCOPE TOPS, \$1.25 Per Dozen, \$14.50 Gross.
- POP-POP BOATS, 55c Doz., \$6.00 Gross.
- POP-POP BOATS, Smaller, 40c Doz., \$4.50 Gross.
- SWIMMING DOLLS, 80c Doz., \$9.00 Gross.
- HULA HULA DANCER DOLLS, \$1.00 Doz., \$11.50 Gross.
- FUR JUMPING DOGS, 85c Doz., \$8.50 Gross.
- CLOTH JUMPING DOGS, 40c Doz., \$4.50 Gross.
- PECKING BIRDS, 80c Doz., \$9.00 Gross.
- RUNNING MICE, 35c Doz., \$3.50 Gross.

A 25% Deposit Must Accompany All C. O. D. Orders.

LEVIN BROTHERS,
Terre Haute, Ind.

TIES **NEWEST PATTERNS.**
Start in business with less than \$4.00. Money refunded on unsold stock. Christmas Special, \$1.50 per Dozen. Finest Hand-Made Neckwear, \$3.50 per Dozen. 25% Deposit with Orders. Send for Catalogue. We are financially rated.

MARANS CO., 857 Broadway, (Dept. B-1212), New York City.

WANTED INDOOR CHILDREN'S CIRCUS. Canton, O., December 25 and 26. Two Big Days and Nights.

WANTED FOR Stage Show: Aerial, Perch or Acrobatic Acts, Cowboy Rope Spinners, Comedy Cycling, Dog and Pony, Juggling or similar Acts, Clowns to work floor. Will sell space for Small Shows—5-in-1, Magician with Illusions, Monkey Circus, Sword Box, Penny Arcade, Punch and Judy, and one or two Small Rides. Following Concessions will be sold exclusive: Ice Cream, Juice, Hot Dogs, Peanuts and Popcorn, Cotton Candy, Candied Apples, Frozen Custard, Ball Game, Photo Machine, Penny Machines, Scales, Novelties, or any legitimate Concessions. Earl Chambers and Val Coogan get in touch with us at once. Good Program Man can get well here. Positively no Wheels or Grift of any kind tolerated. 50,000 Advance Tickets now selling at 10c. Address **LEUTHOLD & MELTON,** McKinley Hotel, Canton, O.

Corey Greater Shows

WANTED—For 1937, Shows, Rides, Concessions, also for Indoors now, Legitimate Concessions of all kinds. Address **P. O. Box 918,** Johnstown, Pa.

MAX HELLER
THE ORGAN MAN
Macedonia, Ohio.
En Route—Birmingham, Ala., Dec. 1-10.
General Delivery.


REPertoire

- Billroy Comedians, Billy Wehler's: Laredo, Tex., 9; Rio Grande City 10; Mission 11; Edinburg 12; Mercedes 13; McAllen 14.
- Carter-Mack Dramatic Co.: Riverdale, Mich., 7-12.
- Harvey Players: Dyersburg, Tenn., 7-12.

Additional Routes
(Received too late for classification)

- Burke & Gordon Show: State Line, Ind., 7-12.
- Cannon Show: Tignall, Ga., 7-12.
- Gilbert Comedians: Pitts, Ga., 7-10.
- Green Players: Ash Flat, Ark., 7-12.
- McNally Variety Show: Millington, Md., 7-12.
- Pavan Show: Needville, Tex., 7-12.
- Sikes Tent Show: Cobbtown, Ga., 7-12.
- Daniel, Magician: Forrest, Ill., 10; Odell 11; Cullom 12; Peru 13-14.
- Harlans, The: Hot Springs, Ark.
- Lang & Lee: (Palamor) Seattle 9-15.
- Mesnar, Dorothy: (Regent) Harrisburg, Pa., 10-16; (Capitol) Reading 17-23, t.
- Roth & Shay: (Denham) Denver 9-15.

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 -- Mingos

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

VENDING MACHINE CANDY
Rainbow Peanuts, Clove Drops and Twenty Other Candy Items

Visit Us in Booth 75 at the
1937 COIN MACHINE EXHIBITION

PAN CONFECTION FACTORY
(National Candy Co., Inc.)

345 W. Erie St. Chicago

WANTED FOR SPA BEACH AMUSEMENT PARK
ST. PETERSBURG, FLA., OPENING DECEMBER 15.

RIDES AND CONCESSIONS. Have Merry-Go-Round, Ferris Wheel, Chairplane and Miniature Railway booked. CAN USE any other Riding Devices, including Water Rides, also Legitimate Concessions that are games of skill. No Wheels or Controlled Devices or Games of Chance are permitted. Very good opening for Bingo Game, percentage basis. Must be high-class and A-1. Must seat at least 120 comfortably. This Park is at the entrance to the Million-Dollar Pier and Beach, in the heart of all activities. All those who answered my last advertisement please get in touch with me immediately. This Park is not an experiment, it was a proven success last year. Address all mail to

JOE PISARA, Manager, 718 Central Ave., Room 302, St. Petersburg, Fla.

When Writing to Advertisers Mention The Billboard.

**Chicago Coin Announces
New Novelty Game Rugby**

CHICAGO, Dec. 5.—Chicago Coin Corporation, creator of the new novelty game Rugby, announces that a satisfactory series of tests have proved beyond doubt that the machine is mechanically shipshape and possesses plenty of playing appeal.

A unique feature of the game is the absence of holes on the playing field. Five balls are employed in one of the cleverest mechanisms ever designed for a coin-operated device, Chicago Coin officials say. The first ball played, if rolled thru a center channel, hits a contact point, completing the circuit and putting the game into full play. The illuminated backboard panel has a panoramic view of a football field, with the 20-yard marks indicated by numbers which flash on to mark the progress of the ball. The ball coming down the field has the opportunity of contacting 11 players on the field, represented by small rugby men. When one of these players is hit during the progress of the ball a 20-yard advance is flashed on the backboard. If five men of the 11 are hit a touchdown is scored and registered on the illuminated scoreboard. If a touchdown is not made on the first ball the next ball played continues the progress of the play where the previous ball left off. It is possible to get a perfect score of 35 points with the play of five balls.

Original features and the unusual play make the game an outstanding example of Chicago Coin Corporation's policy of producing only the most modern of devices. Samples are already being sent out to established distributors.



TONY GASPARRO (left), of London, tries a Gottlieb payout game with Joe Schwartz, head of the National Coin Machine Exchange, Chicago.

Pittsburgh

PITTSBURGH, Dec. 5.—Earl Lipsky succeeded J. A. McCrory as business agent of the Phonograph Operators' Association of Western Pennsylvania.

Meyer Abelson, of the American Cigarette Machine Company, is back from Buffalo.

B. D. Lazar made a trip recently over the branch offices of the Lazar Company in the Keystone State.

It is estimated that there are over 300 coin-machine operators in this territory and all doing well. The estimated number represents a new all-time high.

Charles Feldman, manager of the Victor Record office here, has rearranged his business quarters and nearly doubled the regular stock on hand.

DIVORCES

(Continued from page 34)
R. Ransom, United States Navy, in Los Angeles December 1.

Helen P. Stallings from Laurence Stallings, author and playwright, at Reno December 1.

HAMID EUROPE

(Continued from page 3)
Germany, the coming Thursday (10), where he will be met by his chief European scout, Charlie Hart, and Frank P. Gravatt and Frank Elliott, of Atlantic City's Steel Pier, the trio having preceded him abroad.

This is Hamid's first visit to Europe since he came to this country 30 years ago as an apprentice tumbler with Col. William F. Cody's Buffalo Bill Show, when he was just past 10. He will cover the principal show spots in Germany, France and England, and in the last-named country will be the guest of Stanley Wathon, noted British novelty booker and producer, and will also confer with Sir Bertram Mills and his sons, Cyril and Bernard, of Mills' Olympia Circus. Hamid is scheduled to return on the



HENRY C. LEMKE (right), Lemke Coin Machine Company, Detroit, plays Preakness during recent visit to the Bally Manufacturing Company, Chicago. His route manager, George Rambaum, awaits his turn.

Normandie, arriving back in the United States on December 24 in time to spend the Christmas holidays with his family.

BOOM TIME

(Continued from page 3)
SLA banquet and ball on the night of December 2 in the Grand Ballroom.

More than 1,300 were registered for the annual meeting of the National Association of Amusement Parks, Pools and Beaches as against 500 last year. Several hundred of these were banquet guests. There was a big turnout of members of the American Recreational Equipment Association, the manufacturers and dealers' division of the NAAPPB. Secretary A. R. Hodge and President Harry C. Baker of NAAPPB reported all space sold out for the 75 booths as against 60 sold in 1935.

American Carnivals Association annual sessions drew 38 delegates, reported General Counsel Max Cohen, representing 19 show organizations. Banquet and ball was attended by more than 1,200, largest in the 24 years of this annual social event. More than 100 carnival, circus and attractions people joined in the banquet festivities.

That the wisdom of holding annual meetings of IAFE, NAAPPB, AREA and ACA and of putting on exhibits and holding the SLA banquet and ball during the same week under the same roof has been fully proved and should be continued is the consensus.

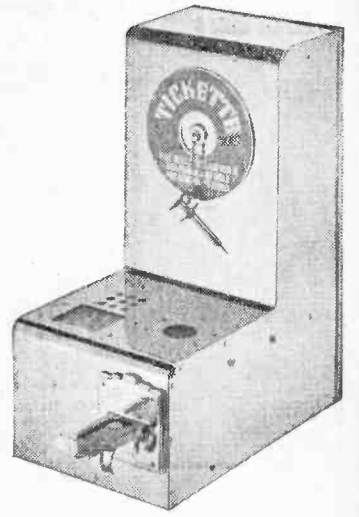
MUSICIANS WIN

(Continued from page 5)
ment reached between musicians and owners. Stewart Dunlop, head of the Musicians' Federation of Montreal, likewise refused to commit himself.

From other sources it is learned the union yielded one of its major demands, that of extra pay for pit men at Loew's Theater for broadcasts from the theater. Some 80 players were involved in the threatened dismissals. The situation came to a head when Alex LaJoie's Band at Chez Maurice refused to play for a radio program which included artists from Loew's Theater and local talent. Complying with union regulations, they demanded special pay. Other orchestra men intimated they intended to do the same if they happened to be placed in a similar position.

The club managers declared they would have no further truck with AFL members and would deal only with independent bands—or members of Canadian unions.

Bert Henderson, assistant to the president of the AFM, had to rush in from New York to help straighten out the jam.



★ **Tickette**

Brand New—Latest Model
Was \$17.50. Special for
Immediate Clearance

★ **\$550**
each

Amazingly popular number—Tickette. Put your coin in the slot, push it in. Then take punch in your hand and punch through your choice of any of 9 holes in top of the machine. Under these holes is a square ticket with nine spaces corresponding to the nine holes and one or two of these spaces are printed with figures or symbols signifying what you get if you happen to punch the right one. Now pull out your slot, and the ticket you have just punched is delivered to your vision *under glass*. On the next play it falls into the bottom of the machine, acting as a perfect record of all payouts made by the merchant.

This machine is made in all chromium plated steel. It's simply designed, beautiful, compact, attractive. 15" x 15" x 8". All brand new machines in original cartons.

1000 Free Tickets (\$50.00 retail value) free with each machine. Additional tickets, 90c per 1000.

★ **Tickette**

With CASH JACKPOT

★ **\$750**
each

Identical with illustration above, except for its cash jackpot which is loaded and paid out by merchant.

Mills Novelty Company

4100 Fullerton Ave., Chicago, Ill.

ROBERTS UNITED SHOWS

WANTS Chairplane. CAN PLACE small Side Show. WANTS Cook House, half privilege in Meal Tickets. Also legitimate Concessions of all kind. Out all winter. All address Sylvania, Ga., this week; Statesboro, week December 14; Savannah, Ga., Xmas Week. STANLEY ROBERTS.

**CIRCUS MUSICIANS
WANTED FOR
DAN RICE CIRCUS**

Strong Cornets, Bass and Baritone. Out all winter. Don't believe the knockers, we are not closed and won't close until March 1. Reply Plaquemine, Wednesday; White Castle, Thursday; Donaldsonville, Friday; Napoleonville, Saturday; Thibodaux, Sunday. All Louisiana.

RAY MARSH BRYDON.

**CATERPILLAR
FOR SALE**

New Tunnel and Bally Cloth, two weeks old; new Motor Drive and Tunnel Cables, painted, repaired, ready to take the road. Thirty-five Hundred Dollars.

ARTHUR E. WALSH,
COTTONDALE, FLA.

**Wanted For
Campbell United Shows**

Ferris Wheel, Loop-o-Plane. All legitimate Concessions open. Corn Game and Diggers. Shows owned and operated by veterans. ALSO WANT Grind Shows that can work on donation plan. Playing Florida all winter. Mt. Dora, Fla., December 7 to 12; Leesburg, Fla., 14 to 19.

H. W. CAMPBELL

WANTED

AMERICAN LEGION CIRCUS, JAN. 11 TO 16. Circus Acts that double, Animal Acts, Trapeze and Aerial Acts, Clowns, Band. Will sell X on Novelty, Prize Candy, Grab Joint, Ice Cream. Acts state lowest salary, with photos. Address AMERICAN LEGION CIRCUS, 107 Jefferson Avenue, Elizabeth, N. J.

DYER'S GREATER SHOWS

(Formerly A Lotta Hocey)
WANT for Season 1937, Opening in April. Independent Rides and Shows. Why? Because they are usually better kept, better operated and give better satisfaction. All must be neat and operated legitimately. No outside gate, no coupons used. Best money territory played. Long list Fairs and Celebrations. Merry-Go-Round, Ferris Wheel, Tilt and Octopus wanted, together or book separate. Furnish if necessary Semi-Trailers for transportation. Address Winter Unit as per route or care The Billboard, Cincinnati, O. WM. R. DYER.

WANTED TO BUY

AUTOMATIC FISH POND, or will consider a complete CONCESSION. Also one Set of AR-KANSAS KIDS. Address

JOHN BUNTS
Crystal River, Fla.

WANTED A GENERAL AGENT

FOR THE DAN RICE CIRCUS

We want a man who first must be honest, honorable and have the interest of the show at heart at all times. Only a man experienced in contracting for a circus need apply. If he has any other racket or proposition to occupy his time, such as "WRITING SHEET" or if he sleeps in his car at night to save hotel expense or if he wants to visit other shows, then we have no place for him. Man must have a car and be a gentleman at all times, and if he's married he must leave his wife at home, and if he does leave her at home, he must not run home ever week end to see her, and when he signs a contract for the season he must close the season with the show and not blow up on a second's notice and attach the show for his balance due, especially not at the time when we have had a wreck and fire. To a man that can qualify we have an A-1 proposition to make for the coming season. WOULD LIKE TO INTEREST AN EXPERIENCED SHOWMAN-AGENT that would buy a half interest in the show; R. M. HARVEY let me hear from you. All reply to

RAY MARSH BRYDON, DAN RICE CIRCUS, Jackson, Tenn.

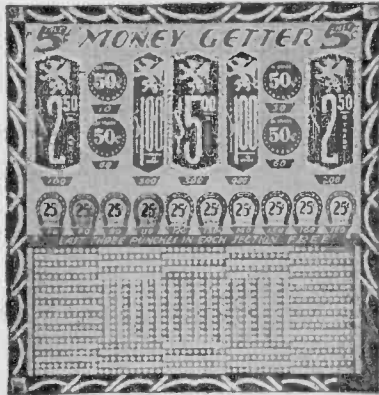
MILLS SALES CO. of "NEW YORK"

One of the largest Distributors of **GLOBE BOARDS**
Presents the following Selection of **FAST MOVING**
HOLIDAY MONEY GETTERS



RAPID SALES
400 Holes.
Takes In \$20.00
Sells 100
Packs of
Cigarettes.

EACH 43c



MONEY GETTER
1000 Holes.
Takes In \$35.00
Pays Out \$16.50
Your Profit \$18.50
300 Free Num-
bers.
EACH 93c

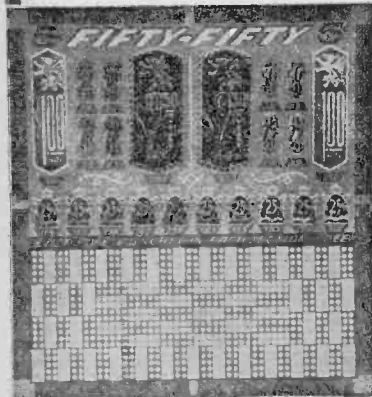


BANK ROLL
1000 Holes.
Takes In \$50.00
Pays Out \$23.00
Your Profit \$27.00
EACH 72c



1000 Holes.
Takes In
\$40.00.
Sells 34.
36 or 40
Packs of
Cigarettes.

LEADING BRANDS
EACH 70c

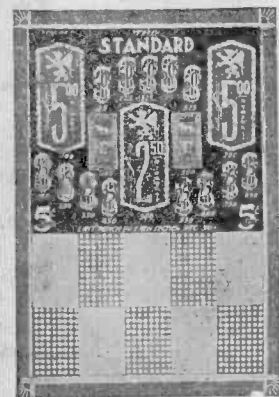


FIFTY-FIFTY
1000 Holes.
Tks. In \$25.00
Pays Out 12.50
Yr Profit \$12.50
500 Free Num-
bers.
EACH 78c

QUICK ACTION
600 Holes.
Takes In \$30.00
Pays Out \$13.00
Your Profit \$17.00
EACH 58c



BANK - O - MONEY
1000 Holes.
Takes In \$50.00
Jack Pot Contains:
1 Ticket \$5.00 \$5.00
1 Ticket 2.50 2.50
2 Tickets 1.00 2.00
4 Tickets .50 2.00
8 Tickets .25 2.00
8 Tickets .20 1.60
8 Tickets .15 1.20
68 Tickets .10 6.80
Total Payout \$23.10
Your Profit \$26.90
100—All Winners.
EACH \$1.49



THE STANDARD
1000 Holes.
Takes In \$50.00
Pays Out \$24.00
Your Profit \$26.00
EACH 75c

We carry Every Style and Size of Board and Card.
We can also supply a Full Line of Gift Merchandise
Suitable for Boards. Send us your orders for any
Premium Deal you ever used and we will supply
same at a Saving. FREE CATALOGS.

SPEED CLIPPER
600 Holes.
Jumbo Ticket—Thick Board.
Frisco Contains:
5 Tickets Marked "Honolulu,"
1 Ticket, \$2.50; 1 Ticket,
\$1.00; 1 Ticket, 50c; 2 Tickets,
25c; 30 Tickets, 10c.
Honolulu Contains:
2 Tickets Marked "Manila," 1
Ticket, \$5.00; 17 Tickets, \$1.
Manila Section Contains:
9 Tickets, \$5.00; 1 Ticket, \$10.
Takes In \$30.00
Average Pay Out \$13.15
EACH \$1.44



All the above Prices are net. We Pay All Govern-
ment Taxes. Send Full Payment, or 25% Deposit
on All C. O. D. Orders.

Notice: All of these Boards are beautifully made up and
are a masterpiece of art and an ornament for any
counter.

Our Only Mailing Address

MILLS SALES CO., 901 Broadway, New York City

**ATLAS GAMES MUST BE OK
OR YOUR MONEY REFUNDED**

**THIS
WEEK'S
SPECIALS**

Brand New	Original Crates
ALAMO	\$42.50
Brand New	Original Crates
RAMBLER	\$39.50
Brand New	Original Crates
RAMBLER TICKET GAME	\$42.50

**LARGEST STOCK IN MIDDLE WEST
EVERY MACHINE LIKE BRAND NEW
COMPLETE RECONDITIONED**

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE. CHICAGO, ILL. 1901 FIFTH AVE. PITTSBURGH, PA.

10 TURF CHAMPS

New condition, used only 3 weeks, \$75.00 Each. TERMS: One-Third Deposit, Balance
C. O. D. What do you need in Games? We have the latest. Get our prices first.

SCHWARTZ BROS. 2600 N. Third Street, MILWAUKEE, WIS.

Personal Service

**NAAPPB Convention Gives
Machines a Severe Test**

CHICAGO, Dec. 5.—NAAPPB exhibi-
tion at the Hotel Sherman this week was
a real test for various devices displayed.
Tom Hanlon, advertising manager for
Rock-Ola products, states that their
machines underwent severe tests and
proved their dependability. The Rhythm
King phonograph was played constantly
in the exhibition hall from 9 a.m. until
midnight all week.

The two Tom Mix radio rifles were
played 11,814 and 12,742 times, re-
spectively, which was practically con-
tinuously. The Rock-o-Ball machines
were seldom idle. One had a play of
9,432 times and the other slightly over
10,000.

Put to the severe test of continual
playing under the hardest stress of "use
and abuse," none of the machines re-
quired the slightest mechanical atten-
tion, according to Hanlon.

D. C. Rockola, seen at the show, said
that he will shortly release information
on his new 1937 sensation, the nature of
which he is not ready to reveal.

REAL MONEY-MAKERS

- BOY ON MECHANICAL BICYCLE. Each in a Picture Box. The Big Hit of \$7.20 the Year. Gr. \$4.00
- KRIS KRINKLE SANTA CLAUS, in envelopes. Gr. \$3.00. Giant Workers for Santa Claus. Each \$5.00
- Leather Strap WRIST WATCH. \$4.00
- Boxed, Gro. \$4.00
- Colored FUR MONKEYS. Gross. 4.00
- CK. Mechanical POOCHI DOGS. Gro. 21.00
- Extra Large NEW JAP INFLATED Animals, new stock, bright colors. Gro. \$21.00
- 6-inch Trimmed WREATHS. Gro. 4.00
- Small Mechanical ACROBATS. Gro. 8.00
- Mickey & Minnie Mouse Acrobats. Doz. 1.75
- SILVER ICICLES, large box. Gro. 3.00
- First Quality CAT TOSS UPS. Gro. 4.00
- MARX TRICKY TAXI—A New Wonder Mechanical Automobile. Runs on any smooth surface and don't fall off. Gross \$21.00
- BOXERS—2 Mechanical Fighters In Action. Gross \$21.00
- 3-Pc. International TOP SETS. Gro. 4.00
- TUMBLING CLOWNS. Gro. 21.00
- DOG WITH SHOE. Gro. 21.00
- HAWAIIAN DANCERS. Gro. 9.00
- COWBOY ON HORSE. Gro. 21.00
- MECHANICAL SANTA CLAUS. Gro. 9.00
- BLACK RUNNING MICE. Gro. 3.00
- JUMPING FUR DOGS. Gro. 7.20
- MACON AIRSHIP BALLOONS. Gro. 4.00
- MARY AND HER LAMB. Gro. 18.00
- MICKEY MOUSE & PLUTO. Gro. 21.00



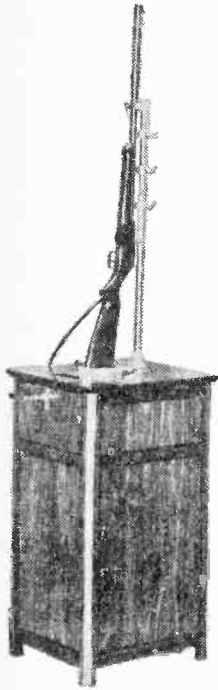
LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES PRIZES
PREMIUMS AND SPECIALTIES

HARRY KELNER & SON, Inc.
50 BOWERY, NEW YORK CITY.
"Known for Low Prices and Prompt Shipments."

READY FOR IMMEDIATE DELIVERY
SHOOT-A-LITE

THE REAL RIFLE FOR EVERY LOCATION

4 MOVING TARGETS — 4 DUCKS THAT FLY VARYING COURSES UP AND DOWN AND ACROSS THE ENTIRE RIFLE RANGE!



Shoot-A-Lite remains on location indefinitely because interchangeable targets keep the play going at top speed all the time and secure your investment for years to come. The LOW PRICE gets your money back QUICK and allows you to EARN BIG PROFITS immediately!

Shoot-A-Lite is PROVEN "TROUBLE-FREE"! ● NO Ray Bulb problems and only ONE photo cell ● NO "Flash-light" or "target fanning" worry ● NO troublesome amplification adjustment ● NO interference from location's lights ● NO cartridges to replace. ● SHOOT-A-LITE is the BEST INVESTMENT you can make!

RUSH YOUR ORDER FOR INSTANT DELIVERY

World's Low Price
\$245
COMPLETE

With adjustable pedestal, extra long extension cord, extra ray bulb and ALL accessories. NOTHING ELSE TO BUY!



IN NEW YORK GET IT FROM
NEW YORK DISTRIBUTING CO., 3682 BROADWAY, NEW YORK CITY (Tel.: EDgecomb 4-3545)
IN BROOKLYN GET IT FROM
BROOKLYN AMUSE. MACHINE CO. 632 BROADWAY, BROOKLYN, N. Y. (Tel.: EVergreen 8-4732)

SHOOT-A-LITE

ACCLAIMED!
Greatest of ALL Rifle Target Attractions

4

FLYING DUCK TARGETS
Each Flies a Different Course—UP and DOWN and ACROSS

Unique UPRIGHT GUN STAND

Four moving targets instead of one . . . Ducks in natural flight instead of painted figures on glass . . . each flies at different height and in a different direction instead of flapping a wing or revolving on a disc . . . Targets for every degree of skill from amateurs to crack marksmen . . . Player appeal that attracts and holds volume play without the use of awards . . . More PROVEN money-making features than in ALL others combined—PROVEN Cheat-Proof, trouble-free mechanism—simplified SINGLE PHOTO CELL construction—the "ultimate in rifle-target equipment" at a—

Preferred Type IDEAL TARGET Pedestal



WORLD'S LOW PRICE

Yes, Shoot-A-Lite sells at a World's Low Price for complete game—nothing else to buy. In Shoot-A-Lite you get the BEST for LESS.

For Details Wire or Write

ONLY **\$245** COMPLETE

With adjustable pedestal, extra long extension cord, extra ray bulb and all accessories. Nothing else to buy.

EXHIBIT SUPPLY CO.
4222 W. LAKE STREET CHICAGO, ILL.

9 FT. ROLA-SCORES
WRITE FOR PRICES

BALLY ROLLS, BOWLETTES, Perfect Condition, New Balls . . . \$125.00
(On Easy Terms, \$140.00.)
AUTOMATIC PAYOUTS, 1 Ball Cash Payout, or 1 and 2 Ball Ticket Games . . . \$89.50
LIGHTS OUT, \$27.50 MAD GAPS, \$22.50
BANK NIGHT, with Electropak, DUCK SOUPS, \$10.00
TOP HATS, \$12.50 Dozen, . . .
TOTAL LITES, \$12.50
Orders Filled in Rotation. Write, Wire or Phone.
All Games in Excellent Condition and Guaranteed.
Rush 1/3 Deposit on C. O. D. Orders.
Liberal Trade-In Allowances on Used Games.

ALL THE LATEST AUTOMATIC PIN GAMES AND PACE'S ALL-STAR COMET BELLS AND VENDORS IN STOCK

AUTOMATIC SALES COMPANY

191 SECOND AVE., N. NASHVILLE, TENN. PHONE 6-0549

WE WILL SELL OUT

Our Very Successful Coin Machine Business

After more than 6 years of distributing, jobbing and operating successfully coin machines of all descriptions in Central New York State, we have decided to sell this sound business. Net earnings average about \$500 per week. The business will bear the most rigid investigation.

Write today for more details, stating how much you will offer. All replies held strictly confidential.

ADDRESS
BOX D-55, care THE BILLBOARD, Cincinnati, Ohio.

New Orleans

NEW ORLEANS, Dec. 5.—Promises from Chicago of the biggest show in the history of the coin-machine industry are having their effects on the local colony of coin-machine men. Practically every operator in the local circle is planning to make the trip. Already two Pullmans have been reserved for the ops in this territory, and it is hoped that other State and Mississippi ops will join in to make possible a special train out of New Orleans. Both presidents of the associations here, Julius Pace, of the coin ops, and Jules H. Peres, of the music men, are working hard to make it a 100 per cent attendance.

Seeburg's new Ray-o-Lites are making their first public appearance in New Orleans this week and attracting considerable attention. The new rifle range (See NEW ORLEANS on page 88)

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES



ALL NEW 1937 FEATURES. Model B-355, in this Graceful Appearing Radio, trimmed with Brilliant Chrome 4-Colored illuminated Airplane Dial. Sold under positive R. M. A. Guarantee. Only \$10.55. Lots of 2 or More, Single Sample \$10.95. With Special 1200-Hole Radio Salesboard, \$2.37 Additional. RUSH.

ANOTHER PROVEN SUPER-SWIFT SALESBOARD DEAL

BRILLIANT CHROMIUM TRIMMED
5 TUBE AC DC RADIO
RCA Licensed

Short Wave for Police Calls, Amateur, Aviation, etc. Dynamic Speaker. Illuminated 4-Colored Airplane Dial. Self-Contained Aerial. Size: 15"x7 1/2"x5 1/2".

ATTRACTS FAST SALESBOARD PLAY
New Special 1200-Hole Radio Salesboard, takes in \$60.00 and brings profit of \$42.58 (after deducting costs of radio and board and cigarette payouts).

J. M. BREGSTONE & CO.
538 South Clark St., Chicago, Ill.

TURF CHAMPS - \$69.00

Like New — Perfect Condition — 1/3 Down
KEMO NOVELTY CO., West Allis, Wis., 7833 W. Greenfield Ave.

DEAL WITH CARL ALWAYS A SQUARE DEAL

INSTANT SERVICE ON ALL THE SOLID MONEY MAKERS OF THE INDUSTRY
THREE BIG WINNERS—ORDER NOW—"EAGLE EYE," "GALLOPING DOMINOES" and "CHUCK-A-LETTE"

RAY'S TRACK . . . \$500.00	DERBY DAY . . . \$149.50	REEL DICE . . . \$ 18.75
PREAKNESS . . . 149.50	PAMCO BELLS . . . 89.00	ALWIN . . . 25.00
SNAPPY . . . 149.50	MONTE CARLO . . . 98.50	MUTUEL . . . 22.00
BELMONT . . . 123.50	COMBINATION . . . 88.00	NEW PURITAN PEANUT VDRS., Single. 8.50
RAILROAD . . . 142.50	SEQUENCE . . . 57.50	In Lots of 20 . . . 7.50
ONE BETTER . . . 137.50	"21" BLACK JACKS . . . 23.75	
COLLEGE FOOTBALL. 149.50	ARMY GAME . . . 23.75	
SPECIALS—BALLOT . . . \$87.50		
ACE . . . \$ 18.00	PACES RACES . . . \$195.00	TRAFFIC . . . \$10.00
BALLY DERBY . . . 55.00	TO 295.00	TYCOON . . . 45.00
CREDIT . . . 37.50	PAMCO PALOOKA, SR. . . 65.00	SPORTSMAN, Non-Visible . . . 6.00
EVANS ROULETTE . . . 150.00	PROSPECTORS . . . 25.00	SPORTSMAN, Visible. 12.50
FAIR PLAY . . . 27.50	PUT 'N' TAKE . . . 10.00	WAHOO . . . 7.50
GOLD RUSH . . . 10.00	RED ARROW . . . 10.00	

USED CHALLENGERS . . . \$55.00 USED MULTIPLES . . . \$55.00 Reconditioned good as new.
ROCK-OLA RHYTHM KING . . . \$275.00

Full line of MILLS SILENTS in STOCK at all times. Terms: One-Third Deposit, Balance C. O. D.

UNITED AMUSEMENT CO., 3411-15 Main St., Kansas City, Mo.

NOW ON DISPLAY

Exclusive Southern Illinois Distributors

Gottlieb's Famed Payouts With Built-In

HAMMOND ELECTRIC CLOCK



NO INCREASE

\$149⁵⁰

LIBERAL TRADE-IN ALLOWANCE

Used Game Bargains



Get Your Name on Our Mailing List

- ★ DERBY DAY
- ★ COLLEGE FOOTBALL
- ★ HIGH CARD
- ★ HIT PARADE

GLOBE NOVELTY CO.

715 E. Adams St., SPRINGFIELD, ILL.

Get in on this sensational new idea. Made only by Gottlieb and distributed in Southern Illinois exclusively by Globe Novelty 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!

1937 MODEL DAILY RACES

with latest features
SAME LOW PRICE \$125

NEW ORLEANS

(Continued from preceding page)
set up in the Sports Center on St. Charles street is the headliner there, according to Jack Sheehan, manager.

Operators here say that play at all downtown locations shows a marked improvement as the winter sports season opens. All hotels report reservations suspended for the remainder of the winter season as thousands crowd in to escape winter cold up North and East and to see the horse racing.

Melvin Malloy, New Orleans branch manager for Stelle & Horton, left this week-end for an extensive business tour of Louisiana, working in the interest of Rock-Ola's new Rhythm King. Melvin leaves the city in an enthusiastic mood, saying that the new music machine favors him in bringing back record-breaking orders for his organization. In order to make the trip the handsome young bachelor was forced to turn down an important lead role in the forthcoming Civic Group Theater play.

Louis Boasberg, of the New Orleans Novelty Company, says that his profits on several dozen Gottlieb games now out on location are steadily mounting and far surpassing even his most enthusiastic predictions upon the arrival recently of his first new machines. Louis says that Double Derbys are his top spots and that he wishes he could get quicker shipments for more machines to fill demands from many locations. In addition to his operations Louis has already sold over 50 of the new Gottlieb machines to other operators as this territory's distributor.

Joe Lucia, head of the Capitol City Novelty Company, Baton Rouge, was a New Orleans visitor this week. Lucia came to town to add to his equipment, buying two new Watling Rol-a-Tops. He says that he did the best business of 1936 last week when 50,000 people came to Baton Rouge to attend the big Tulane-LSU football game.

All summer Frank Allesi and Vincent Casertino have been furnishing fellow ops with fish dinners, due to their ability to hook them by the boat load each week-end. Now the two inseparable friends of the rod have taken up the gun and hounds and are equally as hospitable about dividing up several ducks and geese weekly among their friends. The hunting season opened turkey day and Frank and Vincent have already been on more than four trips to the marshes.

Al Mendez, territory manager for Wur-litzer-Simplex phonographs, has left for a trip on the Mississippi Gulf Coast and Pensacola, expecting to be gone about a week. Before leaving, Al announced the sale of a full car lot of 60 Simplex machines to Jerry Germetis, one of the biggest music operators in the South. Jerry has already received his shipment and says that a good portion of the allotment has been either placed on location or resold.

Donald Duthu and Robert Blush Jr. have withdrawn from partnership in the

TRIPPE'S XMAS SALE

— OF —
Reconditioned Automatics
CASH — NO TRADE
AT THESE LOW PRICES

ACE FORTUNE MAMMOTH DE LUXE "46" GRAND CHAMPION	\$22 ⁵⁰
FOOTBALL (Exhibit 10 Ball) COCKTAIL HOUR COCONUTS PROSPECTOR BIG SHOT DAILY RACES	24 ⁵⁰
WESTERN RACES (Multiple) GALLOPING PLUGS BROKERS TIP PAMCO PARLAY HIALEAH GRAND NATIONAL	39 ⁵⁰
NATURAL MULTIPLE PALOOKA, SR.	52 ⁵⁰
BLUE BIRD FLICKER	63 ⁵⁰
GRAND SLAM DOUBLE SCORE MONOPOLEE	32 ⁵⁰
RODEO (1 Ball) MATCH PLAY (2 Ball) REPEATER (Free Play) MYSTERIOUS EYE AUTO PUNCH PUNCH-A-LITE HARMONY BELL	15 ⁰⁰
SPORTSMAN ROCKET CHAMPION NEW YORKER HIT OR MISS	7 ⁵⁰
BALLY ROLL ROULETTE (Evans) Like New	119 ⁵⁰
PACES RACES	\$225.00 Up
RAY'S TRACK	\$275.00
ONE BETTER (Floor Sample)	85.00

Terms: 1/3 Deposit, Balance C. O. D. State Method of Shipment Preferred.

IDEAL NOVELTY CO.
1518 Market S., St. Louis, Mo.

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.,
12-36 Erie St.,
Le Center, Minn.

Automatic Coin Machine Company and have gone separately into the coin-machine operating business. They are operating from their respective homes.

BOWL-A-GAME

TRADE MARK

FOURTEEN FOOT PORTABLE, 2 SECTIONS
STURDY CONSTRUCTION
MECHANICAL SCORE REGISTER

Manufactured by
INTERNATIONAL MUTOSCOPE REEL CO. INC.
NEW YORK

Attorney!
FOR PROFITS!

WORLD FAMOUS SINCE 1895
MUTOSCOPE

516-20 W. 34TH ST.
New York

INTERNATIONAL MUTOSCOPE REEL CO. INC.

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.



INSTALLATION OF SEEBURG RAY-O-LITE TARGET MACHINES at the Cincinnati Automobile Show. Operator Lee H. Eggers reports that machines were busy constantly from noon until closing hours. "A little different location," he says.

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

TARGET ROLL JUNIOR

THE FASTEST SELLING 9 FOOT BOWLING GAME IN HISTORY

SWEEPING THE COUNTRY AS THE FASTEST AND BEST MONEY-MAKER EVER BUILT! TAKES UP NO MORE ROOM THAN A SENIOR SIZE PIN GAME! EARNS FIVE TIMES THE PROFITS! REMAINS ON LOCATION INDEFINITELY! RUSH YOUR ORDER NOW!



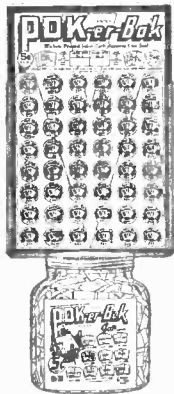
BROOKLYN REPRESENTATIVE
TARGET SALES CO., 1446 BEDFORD AVE., BROOKLYN, N. Y.

TARGET ROLL DISTRIBUTING CO.
127-139 FRELINGHUYSEN AVE., - NEWARK, N. J.



A Clean-Up "Win \$180.00"

1,500 HOLES
JUMBO TICKETS—THICK BOARD
AT 25c A PUNCH
TAKES IN \$375.00—PAYS OUT \$185.00
All High Winners Protected With Counterfeit-Proof Tickets.
A REAL MONEY MAKER
PRICE \$2.10 PLUS 10% TAX
GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.
SEND FOR OUR NEW CATALOG



"WERTS" New Poker Jar CREATION POK-er-Bok OPERATORS PROFIT \$30.28

This new and flashy POKER JAR CARD DEAL is more fascinating than POKER itself. It is designed in six beautiful colors and is more attractive than any other on the market. There are two \$10 Jack Pots, one each of \$1, \$2, \$3, \$4, \$5, \$6, \$7, \$8, \$9 and \$10, and 36—50c WINNERS on the Jack Pot Card, besides 114 Jar WINNERS in every deal.

Sample DEAL Only \$6.50

It's the hottest 5c game ever known. Get your sample deal at once and attractive prices in one dozen and larger quantities and you will be headed for real prosperity in 1937.

WERTS NOVELTY CO., INC. Dept. BB-12 MUNCIE, IND.

ANOTHER "HOT ONE"

7 Lucky Dogs—1,000 Holes with 7 Jack Pots and all punch out with 2—\$5.00 hits. Every winning number gets a punch in each one of the 7 Jack Pots, and may collect \$12.00.
Takes in \$50.00
Pays out 22.00

\$28.00 Profit.
Price, \$1.68

"JUST OFF THE PRESS"

Our latest circular showing our newest numbers at new low prices. Write for a copy.
AJAX MANUFACTURING CO.
119-125 N. Fourth St., PHILADELPHIA, PA.

"THE GREATEST SUCCESS"

Is assured only with the best machines. We endorse no others.
Bells—Novelty Pin Tables—Automatic Tables—Bowling Alleys—Rifle and Counter Machines of every description.
BANNER SPECIALTY CO., 1530-32 PARRISH ST., PHILADELPHIA, PA.
It is wise to deal with a company Nationally known for its honest dealings. We enjoy this reputation.

TURF CHAMPS



TICKETS



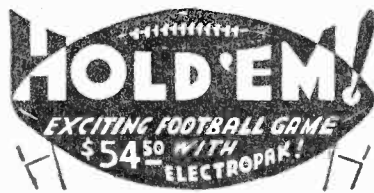
\$137.50

ELECTROPAK EQUIPPED

STONER CORPORATION

Aurora, Illinois

IMMEDIATE DELIVERY OF STONER'S "HITS!"



D. ROBBINS & COMPANY - 1141-B De Kalb Ave. Brooklyn, N.Y.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS
A 5c Salesboard.
COSTS YOU \$5.50
43 Boxes of High-Grade Candy—1 Lb.—½ Lb.—¼ Lb.
6 Jars of Assorted Filled Candy.
1 5-Lb. Box Chocolates.
1 300-Hole Salesboard.
• TAKES IN \$15.00

QUICK TURNOVER DEAL

24 WINNERS
COSTS YOU \$4.25
Every Punch Receives a 1-Lb. Box of Candy. Numbers Run From 1 to 99.
24 1-Lb. Boxes of Candy.
1 24-Hole Salesboard.
• TAKES IN \$8.00
20% Deposit With Order. Balance C. O. D. Send for FREE Illustrated Catalog.

CANDY 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 ½ Dozen to Carton.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK N. Y.

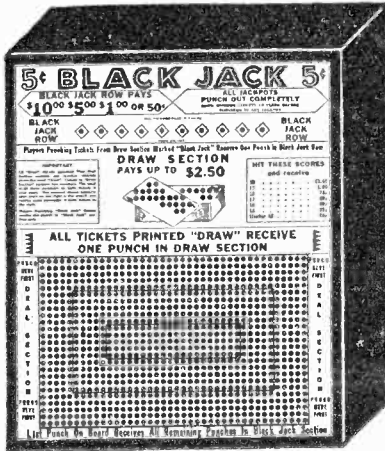
Thank You for Mentioning The Billboard.

HARLICH SALESBOARDS

Note New Low Prices



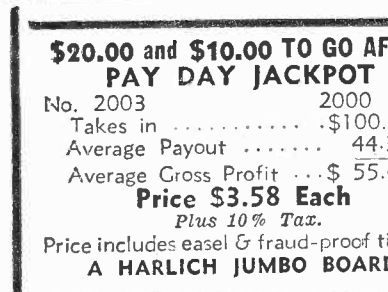
90 WINNERS—High Speed Action SLOW OR SNAPPY
 No. 1224 1200 Holes
 Takes in\$60.00
 Average Payout 24.33
 Average Gross Profit...\$35.67
Price \$2.90 Each
 Plus 10% Tax.
 Price includes easels and fraud-proof tickets.
A HARLICH JUMBO BOARD



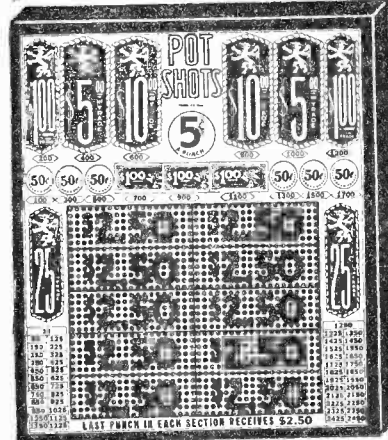
\$10.00 Definite Winner, Black Jack
 No. 1127 1000 Holes
 Played just like the popular card game of the same name.
 Takes in\$50.00
 Average Payout 22.88
 Average Gross Profit...\$27.12
Price \$2.42 Each
 Plus 10% Tax.
 Price includes easels and fraud-proof tickets for big winners.
A HARLICH JUMBO BOARD



FAST PLAY and BIG PAY GOLD RUSH
 No. 449 400 Holes
 Takes in\$22.00
 Average Payout 9.38
 Average Gross Profit...\$12.62
Price \$1.56 Each
 Plus 10% Tax.
 Price includes easels and fraud-proof tickets for the Gold Dust and \$5 Tickets.
A HARLICH JUMBO BOARD



5 PAY DAY JACKPOT 5
 No. 2003 2000 Holes
 Takes in\$100.00
 Average Payout 44.34
 Average Gross Profit...\$ 55.66
Price \$3.58 Each
 Plus 10% Tax.
 Price includes easel & fraud-proof tickets
A HARLICH JUMBO BOARD



75 BIG WINNERS POT SHOTS
 No. 3075 3000 Holes
 Takes in\$150.00
 Definite Payout 75.00
 Gross Profit\$ 75.00
Price \$4.06 Each
 Plus 10% Tax.
 Price includes easels and fraud-proof tickets for big winners.

LOOK AND BUY MOSELEY'S SPECIAL CLOSEOUTS ON BRAND-NEW FLOOR SAMPLES AND SLIGHTLY USED MACHINES.

WRITE OR WIRE US FOR PRICES ON 1937 MODEL PACES RACES

	Each.		Each.
1 LEATHERNECK	\$50.00	1 PACES RACES, 25c Play, Serial 3661	\$300.00
10 TURF CHAMPS	85.00	3 GABELS, JR., SELECTIVE, 12 Records	60.00
1 PALOOKA JUNIOR	45.00	1 SEEBURG SELECTOPHONE	100.00
1 GRAND PRIZE	10.00	1 HOME STRETCH, A. B. T.'s	10.00
1 GOLDEN HARVEST	27.50	1 PALOOKA, JR., Brand New	80.00
2 PINCH HITTERS	30.00	2 MILLS HIGHBOY PHONO.	30.00
1 MULTIPLE, Like New	50.00	8 PENNY MILLS MYSTERY, Blue Front, J. P. Like New	42.50
10 PROSPECTORS, Like New	22.50	4 MILLS MYSTERY, J. P. Blue Front Vend., 25c Play	75.00
1 BROKERS TIP	40.00	2 EXTRAORDINARY, Dime Play Mystery Payout Ven., Used 3 Weeks	65.00
1 HIALEAH, Ticket Model	42.50		
1 FLYING HIGH	65.00		
1 MILLS DANCE MASTER	65.00		
15 PENNY SMOKES	5.50		
3 REEL No. 21	15.00		
7 TIT TAT TOES	5.50		
3 RITHMETICS	7.00		
1 FUTURITY 5c PLAY J. P. G. A. VENDER	65.00		
10 MILLS 5c PLAY DIAMOND FRONT J. P. V.	45.00		
1 DAILY LIMIT, Cash Payout	30.00		
1 PAMCO HANDICAP	22.50		
3 TYCOON	25.00		
1 FIFTY GRAND	20.00		
3 PAMCO PARLAYS	35.00		
2 ALL STARS, 1 Cash, 1 Ticket	37.50		
1 PACES RACES, 5c Play, Serial 3600	275.00		

NOTICE—Look at these Pick-ups: 10 brand new Paces Races offered subject to prior sale and after these 10 are sold the old prices will prevail.
 5 Paces Races, Cash Payout, Brand New, 5c Play, 30-1 \$355.00
 1 Paces Races, 25c Play, Cash Payout, S. U., Serial 3661 \$25.00
 5 Paces Races, Brand New, 5c, Check Separator, 30-1, in Original Crates. Never Unpacked \$95.00

Write us for prices on PAMCO'S Bejlay, Flying Duck and Marksman, GOTTLIEB'S Derby Day, Dally Races, BALLY'S Preakness, Belmont, Reliance Dice Game and Eagle Eye, ROCK-OLA'S Tom Mix, Multiselectors and One Better, STONER'S Turf Champ and Hold 'Em and KEENEY'S Shoot-a-Lite. 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., 80 BROAD ST., Richmond, Va.
 DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.

Genco-Ponser Hookup To Push Bank-Roll Games

NEW HAVEN, Conn., Dec. 5.—Dropping all other coin games, Nat Cutler, well-known New Haven coin-machine operator, has announced that he will limit himself exclusively to the operation of Bank-Rolls, bowling game made by Genco, Inc. At present he has 40 Bank-Rolls placed in and around New Haven and 10 new machines in transit.

Working closely with Cutler and other promotional-minded operators, Genco and its Eastern distributor, George Ponsler Company, of Newark, have evolved a series of sales promotional ideas, declaring that Bank-Roll is out of the short-life class, which has been thought to be a necessary evil among coin machines. Operators who have had Bank-Roll running for months have suddenly discovered that Genco's brain-child is not losing its novelty, the manufacturers say. On the contrary, they have found that they can promote Bank-Roll as a staple and lasting sport and amusement that will bring the coins rolling in for years.

Burt Lane, new George Ponsler Company sales manager and who has had vast sales and promotional experience in the development of marketing techniques, has recruited a high-powered staff of idea men. Each man will put his entire effort in selling a system which creates new markets for the industry.

"Let me explain this further," Lane says. "The operators have always competed for a limited ready-made market. They have rarely tried to get people who have never played a coin machine interested, and if they have tried they have not been successful. Why? Because in every case they have been impressed either by the machine itself or by the sales talk of the manufacturer to a point that has blinded them to the fundamental principles of modern merchandising and selling. It is not sufficient to unload the machines (no matter how good). The operator must educate his customer and install a self-contained promotion scheme based on a clear understanding of how to sell the public on mechanical amusement.

"This constant running along the beaten path has brought no new customers for the industry.

"The potential market for placing coin machines is practically unlimited when contrasted with the relatively small percentage of potential locations. The series of systems designed and successfully used by Genco and Ponsler enable the operator to cash in on this vast potential market.

"At the National Association of Amusement Parks show held in Chicago this week Bank-Roll scored a sensation with its unique elastic feature, which enables you to get tailor-made Bank-Roll in any desired length. The longer Bank-Roll in particular is extremely popular because it puts greater stress

TRIPLE DUCKS
 MEAN
Triple "Bucks"
 WHEN YOU OPERATE
BALLY'S EAGLE EYE
 THE TOPS IN RAY-RIFLE TARGET GAMES

Deliveries starting NOW on this great sensation in the ray-rifle class! Three moving ducks to shoot at mean three times more fun—meaning three times more profit to YOU! 100% LEGAL everywhere — making every location big pay!

WESTERN DISTRIBUTORS, Inc.
 3126 Elliot Ave., SEATTLE, WASH.
 1633 S. W. Alder St., PORTLAND, ORE.

MONARCH
THAT'S THE NAME
 Remember It For Every Game!
WHILE THEY LAST!
 COUNTER GAMES
 REEL 21, Like New \$13.50
 CENT-A-PACK 7.50
 CENT-A-SMOKE 7.50
 PUNCHETTE 7.00
 KING SIX, SR. 13.75
 AUTOMATIC PAYOUT SPECIALS
 JUMBO \$32.50
 SUNSHINE DERBY 33.50
 PAMCO PARLAY, SR. 39.50
 PERFESS 47.50
 BONUS 45.00
 TURF CHAMPS, Like New 83.00
 REPEATER 30.00
 DOUBLE SCORE 35.00
 MYSTERY 3 17.50
 PUT & TAKE, Front Door 11.50
 SPORTSMAN, Visible, Late 11.00
 Deposit required with order. Write for complete price list.
MONARCH COIN MACHINE CO.
 2308 Armitage Ave. CHICAGO, ILL.

COIN MACHINE SALESMEN

Manufacturer has opening for two Experienced Salesmen, who have clean records, to sell a new Game to Operators, Jobbers and Distributors. Address BOX 24, care Billboard, 390 Arcade Bldg., St. Louis, Mo.

on skill than does the smaller model.
 "Bank-Roll is particularly popular because of its three-piece portable construction that makes it easier to install than the average pin game. Its mechanical perfection, complete automatic electric control and substantial construction have made it a favorite among bowling games."

A year's subscription for The Billboard makes a REAL Christmas gift.

SEND FOR OUR NEW CATALOG OF PROFIT MAKERS
 Write, Stating Your Line or Business to
HARLICH MFG. CO. 417 W. JACKSON BLVD. CHICAGO, ILLINOIS



"Figures don't lie, Jim. STONER'S games are the most consistent Money Makers."

HOLD 'EM

"The only Novelty Football Game this season," says one enthusiastic Stoner Distributor, of HOLD 'EM.

HOLD 'EM brings together two opposing football teams, each scoring against the other, providing the team-vs.-team rivalry of actual football. Player can play one team alone for 5c, or both teams for 10c. According to early reports from distributors, this feature is responsible for HOLD 'EMS earnings practically doubling those of ordinary games.

Beautiful Custom Built Cabinet Trimmed in Chromium

Lift Out Playing Field for Easy Servicing

Simple Scoring Principle Everyone Can Understand

STONER



THE STONER CORPORATION
AURORA ILLINOIS

\$54.50
ELECTROPAK
EQUIPPED

Size
21"x41"



SAVE 33% ON THESE BARGAIN MACHINES!

REBUILT BY FACTORY TRAINED EXPERTS!

- | | | | |
|-----------------------------|---------|-----------------------------|---------|
| MULTIPLE | \$52.50 | TEN MILLS SKYSCRAPERS | \$33.50 |
| CHALLENGER | 52.50 | PEERLESS | 42.50 |
| ALL STAR | 44.00 | 1 GOLD AWARD MILLS 25c | |
| ROUND-UP | 45.00 | ESC. | 45.00 |
| PALOOKA JR.—Like New... | 39.50 | 1 YELLOW FRONT MILLS ESC. | |
| LEATHERNECK | 35.00 | 25c—Serial No. 355,766 | 50.00 |
| BALLOT | 49.00 | 1 JENNINGS LITTLE DUCHESS | |
| DAILY RACES | 40.00 | DOUBLE J. P. VENDER | 27.50 |
| SUNSHINE BASEBALL | 44.50 | 1 WATLING DOUBLE J. P. | 27.50 |
| WESTERN'S RACES | 34.50 | 1 5c TRIPLE J. P. LITTLE | |
| ROCK-OLA'S DE LUXE 46... | 22.50 | DUKE | 17.50 |
| VELVET—Perfect Condition... | 39.00 | 1 1c LITTLE DUKE RESERVE | |
| BONUS | 42.50 | J. P. | 15.00 |

SEND ONE-THIRD DEPOSIT, BALANCE C. O. D.

INDEPENDENT NOVELTY COMPANY
220 NORTH 5th ST. SPRINGFIELD, ILLS.



MICHIGAN DISTRIBUTORS FOR
STONER CORP.
"Hold 'em"
By Stoner



THE GADCO FINANCE PLAN

Enables you to operate two or three times your present number of machines . . . double your earnings without increasing your investment. We will finance any deal for any responsible operator.

YOU ARE INVITED!
Come to our Annual Party all day Saturday, December 12th. Entertainment and Refreshments.

Size: 21"x41".

\$54.50
ELECTROPAK
EQUIPPED.

GENERAL AMUSEMENT DEVICES COMPANY

3136 CASS AVENUE
DETROIT, MICHIGAN
LESLIE G. ANDERSON
President

Direct Factory Selling Agents

ANGOTT COIN MACHINE EXCHANGE, 8625 Linwood Avenue, Detroit, Mich.
SICKING MANUFACTURING COMPANY, INC., 1922 Freeman Avenue, Cincinnati, O.



SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$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.



BIG PROFITS-FAST PLAY

6 LARGE ASSORTED FISHING & HUNTING KNIVES
Pearl Colored. On 300-Hole 5c Board, Pays Out \$2.10 in Cigarettes (14 Packages). Brings in \$15.00 NET TAKE, \$12.90.

No. B115—Sample, \$3.25. 12 Lots, Each \$3.00. 25% With Order, Balance C. O. D.

OPERATORS! Write Us for Prices on All the Latest Coin-Operated Counter Games. Our New Colored Page Catalog Full of New 1-2-5c Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.
LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.



SPEED-KING

FOR PROFITS and FAST PLAY
GARDNER'S NEW 2160
HOLE BOARD — HALF FREE

ORDER No. 2160 S K T — PRICE \$3.70
PLUS 10% U. S. TAX

A Large (11½x16½ in.) Beautiful Thick Board—Going Big Everywhere.

SEND FOR NEW 144-PAGE CATALOG

GARDNER & CO.
2309 Archer Ave., CHICAGO, ILL.

FACTS FACTS FACTS FACTS FACTS

ALRIGHT HERE ARE FACTS

Eight Hundred Eighty-Six Pamco Gun-Lite Units have been built and delivered to operators to date ★ Less than two per cent of these have been returned for repairs ★ Operators praise both Pamco Marksman and Pamco Flying Duck for their orderly uninterrupted service ★ Nation-wide surveys show both Pamco Marksman and Pamco Flying Duck net revenues range from as low as eleven dollars up to thirty-five and forty dollars per week ★ These earnings equivalent to better class payout tables ★ Should retire operator's investment in six weeks' time ★ Stay on location indefinitely ★ A decided advantage over payout tables which need to be moved frequently ★ Strictly Legal in every territory ★ More profitable to operate than phonographs, merchandise vendors and other staple devices which have proved by their record to require at least one year to pay for themselves ★ Pamco Marksman and Pamco Flying Duck are backed by Pacific's Guarantee of absolute satisfaction ★ Easy to start with as many as twenty-five Gun-Lite Units on Pamco's Pay as You Profit Plan ★ Operators to a man say Pamco Gun-Lite Units are easiest to install—the most Unique and Profitable of all.

PACIFIC AMUSEMENT MANUFACTURING CO.

4223 WEST LAKE STREET • CHICAGO

1320 SOUTH HOPE STREET • LOS ANGELES

IMPORTANT ANNOUNCEMENT

*New Jersey's Fastest Growing Distributor
Opens a New Complete Building*

ROYAL DISTRIBUTORS, INC.

54 ELIZABETH AVE., NEWARK, N. J.

"The Royal Building"

CALL TODAY — SEE THE NEW "ROYAL BUILDING"

LOOK--OPERATORS and JOBBERS--LOOK

WE CAN MAKE PROMPT SHIPMENT of ANY GAME on the MARKET

AUTOMATIC GAMES		USED PHONOGRAPHS		6 CRISS CROSS-A-LITE	
1 VELVET TICKET ..	\$64.95	15 WURLITZER		2 TRY-A-LITE	4.95
1 VELVET	59.95	P-12	\$175.00	4 SCORE-A-LITE	4.95
1 NATURAL	59.95	9 ROCK-OLA, Reg.	195.00	1 50-50	4.95
2 ROUND-UP	49.50	3 WESTERN, Non-		1 SHOW BOAT	4.95
1 SKY HIGH TICKET.	49.50	Select	25.00	1 SIGNAL SR.	4.95
5 HIALEAH	44.95	USED PHONOGRAPH		1 ANGLE-LITE	4.95
3 TYCOON	39.95	RECORDS, Per Doz.	1.00	1 COMBINATION	4.95
1 BIG RICHARD	33.95	STRAIGHT PIN GAMES		1 GRID IRON	3.95
3 PROSPECTOR	29.95	1 FLYING COLORS.	\$11.95	2 MAJIK KEYS	3.95
1 GOLDEN HARVEST.	29.95	1 JUSTICE	9.95	1 DROP KICK	3.95
2 SHELL	19.95	1 IMPACT	7.95	2 SAFETY ZONE	3.95
1 KING FISH	19.95	5 HOME RUN	7.95	3 REBOUND JR.	3.95
3 GOLD AWARD	17.95	1 JUNGLE HUNT	7.95	1 KELLY POOL	3.95
1 MONARCH with J.P.	15.95	1 TANGO	7.95	3 JACK RABBIT	2.95
1 COCOANUT	14.95	1 ROTO-LIGHT	7.95	2 LIGHTNING	2.95
1 CARIOCA	13.95	1 MAJOR LEAGUE SR.	7.95	1 GOLDEN GATE	2.95
6 SPORTSMAN	9.95	1 BABY LINE-A-LITE	7.95	1 SKYWAY	2.45
1 ROCKET	8.95	1 CANNON FIRE JR.	4.95	1 ROLLS-ROYCE	2.45
1 RED ARROW	7.95	1 TURN TABLE	4.95	2 WORLD SERIES	2.45
				1 "66"	2.45
				1 JIG SAW	2.45

TERMS: One-third with order, cashiers check or money order.

Capitol Coin Machine Exchange, 80 SOUTH MAIN ST., CONCORD, N. H.

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

Living for Operators Possible With 10 Games

CHICAGO, Dec. 5.—Fred McClellan, president of Pacific Amusement Manufacturing Company, says that location tests on the Marksman target machine and Pamco Flying Duck have clearly demonstrated that an operator can make a good living with 10 of the machines on location.

"There is still better news than that," McClellan stated. "By using our liberal credit policy an operator can buy 25 machines and, while making a living for himself, at the same time his extra profits will make it possible to pay for the machines in reasonable time. It is really a golden opportunity for thousands of men to get into business for themselves or for experienced operators to cut down operating costs by confining their activities to a few good machines in a few choice locations. Any operator who has tried to cover a hundred or more locations can readily appreciate the advantages of having only 25 locations to service. With high-class target machines on these locations he can make real money and have some time to enjoy life."

Production Barometer Shows Targette Sales

CHICAGO, Dec. 5.—If production can be used as a barometer of the success of an amusement machine, Targette is proving to be one of the outstanding hits of the coin-machine industry, according to officials of J. H. Keeney & Company.

Hailed as one of the most brilliant achievements employing the photo-electric principle, Targette possesses features that have stimulated a tremendous response from operators and jobbers all over the country. A paramount factor of any product is its location adaptability. Targette has been designed with a flexible construction so as to permit conformity to an individual location requirement, the manufacturers say. It can be hung on a wall after it is detached from its standards; it can be raised or lowered to any desired level,

and the playing range can vary from 15 to 35 feet.

Of equal importance is the target principle. Active operators say that never before has there been such a decided reaction toward a playing feature. Targette offers a combination of appeals for not only all types of people but for players possessing varied degrees of skill. After every hit is made on the moving target it automatically picks up speed, until at the final few shots the rapid back-and-forth movement makes the target as hard to hit as a jack rabbit flashing thru the underbrush. Thus there is no monotony of an easy target which calls for no variance of aim. Targette, while supplying excitement for the skilled marksman, also renders much satisfaction and pleasure to the average person with no special talent for marksmanship. The game is termed the most fascinating of its type.

Durable and proved thoroughly reliable on actual location, Targette is considered to be not only one of the most profitable machines to operate but the most convenient, its makers say.



A. McCALL, of the McCall Novelty Company, St. Louis.

HAPPY DAYS

It's drawing the Biggest Crowds! It's making the Greatest Profits!
It's Breaking all Records for Early Sales!
Get HAPPY DAYS—The Game with the Sensational

"Change Your Luck" Feature

A brilliant novel idea that enables the player to "Change his luck" by playing the slot over the unique CHANGE bridge—a new combination to be "made" flashes on, and the play gains an entire "new deal."

1. By playing CHANGE bridge, player can change numbers he has to "make."
2. Three BONUS holes—add to payout.
3. DOUBLE PAY kicker—doubles the winnings.
4. Six Ball Novelty Game—legal everywhere.
5. Lighted scoreboard shows numbers to be made and gives pay-out odds.
6. Flashing till indicator and visible slugproof coin chute protect you against fraud.
7. Beautifully finished—sturdily built of choice blond woods.

Only
\$54.50
F.O.B.
CHICAGO

AMERICAN
DISTRIBUTING
& SALES Corp.

559 ROGERS AVE. 100 ASTOR ST.
BROOKLYN, N. Y. NEWARK, N. J.

GENCO Inc.

2621 N. ASHLAND AVE., CHICAGO, ILL.

Size 28 1/2" x 45 1/2" Electro-Pac Equipped

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

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
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

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	13.95	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	32.93	60.51

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.

REEL DICE

The Greatest Dice ACTION Counter Game Ever Built.

Silent Mechanism. 4-Way Play—1c, 5c, 10c and 25c Through Same Slot. Unconditionally Guaranteed.

Order your Sample today. A few days on location will make you order more.

\$18.75

RACES \$17.50

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF
MILLS BELLS & VENDERS
AT FACTORY PRICES
Write for Complete Catalog

MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces), \$12.00. Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

BARGAIN
SPOT

MULTIPLE
\$59.50

It Will Pay You to Get On Our Mailing List.

TREMENDOUS VALUES IN PAYOUT TABLES

THOROUGHLY RECONDITIONED BY FACTORY MECHANICS

Daily Races (Mystery) . . . \$65.00	Challenger . . . 62.00	Velvet . . . 59.00	Peerless . . . 45.00	Credit . . . 45.00	Sunshine Base-ball . . . 45.00	Bonus . . . 42.50	Alamo . . . 35.00
Jumbo . . . \$33.00	Sunshine Derby . . . 30.00	Golden Harvest . . . 27.50	Prospector . . . 24.00	Agos . . . 24.00	Mammoth . . . 20.00	Big Five Sr. (2 or 5 b.) . . . 20.00	Big Five Jr. (free play) . . . 18.00
Baffle Ball . . . \$19.00	Stampede . . . 17.00	Big Shot . . . 15.00	Gold Rush . . . 12.50	Carloca . . . 12.00	Plus & Minus . . . 12.00	Put 'N' Take . . . 11.50	Sportsman (vls. coin chute) . . . 10.50
Rapid Fire . . . 8.50							

1/3 Deposit. Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.

★SALESBOARD OPERATORS—New, Outstanding Low Priced FURS

FUR

COATS All Sizes, Styles, Designs, Smart, Finely Made. Beautiful Most Popular Furs Clean Up! \$10 to \$27.50

MUFFS Black Seal Skin (Dyed Coney); Talon Zipper. Retalls Everywhere \$7.00 and up. Order Now! \$3.00

SCARFS White Fox, Silvered Fox, Cross Fox, Smart, Beautiful. Tremendous Value and Flash \$6.00

WRITE FOR BIG ILLUSTRATED CATALOG, "EVERYTHING IN FURS!"

CHARLES BRAND, 209 W. 26th Street, New York, N. Y.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
Pacific Am. Mfg.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.	Exhibit Supply Co.	

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Attention!

You Fellows Who Are

OUR ORIGINAL

TIME

PAYMENT

TO GET BACK IN THE BUCKS WITH THIS NEW

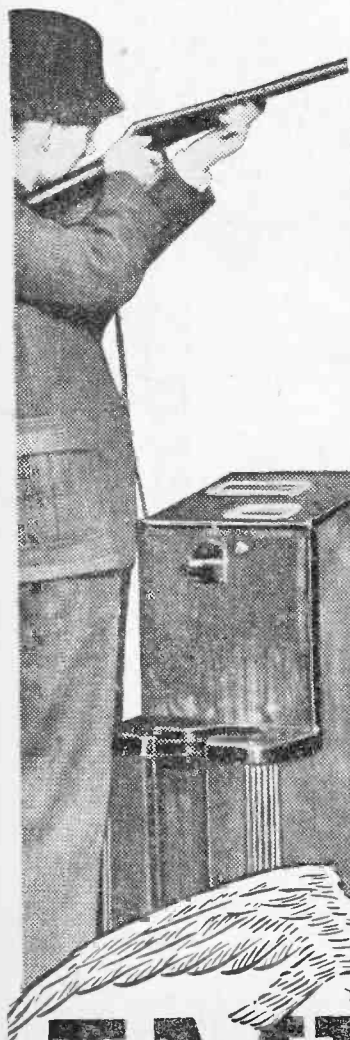
100%

Don't be DOWN-hearted just because your territory is DOWN! Here's an opportunity to escape forever from the ups and DOWNS of ordinary operating activity. An opportunity to operate a legitimate amusement business that continues to earn consistently worthwhile revenues month after month—purely on the strength of GENUINE SKILL. AMUSEMENT APPEAL. An opportunity to get miles ahead of chiseling competition. An opportunity to EARN MORE AND WORRY LESS—and to keep on earning all year 'round!

BALLY'S EAGLE EYE brings you this opportunity. And our original CREDIT PLAN—the most liberal in credit history—makes it easy for you to get going without delay. NO CARRYING CHARGES. NO MARK-UP OF PRICES.

If your territory is down, stage a come-back with BALLY'S EAGLE EYE. If your territory is open, operate BALLY'S EAGLE EYE as a sensible form of insurance. The important thing is to act now, while there are plenty of locations awaiting this marvelous machine. REMEMBER, THIS IS LEGAL OPERATING!

Simply write (don't wire or telephone collect, because we won't accept it), telling us all about yourself, how many games you are operating or have operated recently, approximately how many BALLY'S EAGLE EYE machines you can place. You will get some real facts. ASK FOR CREDIT—WRITE NOW!



We originated the credit plan on games. It is the only sensible way for any operator to buy. You never save money by running around chiseling to get a price. Your time is wasted. We are always one price, and that is the operator's price, as set by the manufacturer.

You are entitled to, and may secure credit from us if you are right. If you are wrong, save stamps—we are busy. Remember, we advise you every week of the best selling game on the market. It is yours on a credit basis if you want it.

Lee D. Jones

AMERICAN SALES

DOWN

PLAN MAKES IT EASY

Legal SKILL GAME

BALLY'S EAGLE EYE THE "TOPS" OF RAY RIFLE GAMES

TRIPLE DUCKS mean triple "bucks" . . . triple earning power . . . because BALLY'S EAGLE EYE appeals to beginners, to average players, to sharpshooters! EVERYBODY gets a thrill out of BALLY'S EAGLE EYE!

HERE'S HOW IT WORKS

Deposit your coin . . . and see, not a lonely duck, but a flock of THREE . . . winging their way over wonderfully realistic scenery. Hit the first duck . . . down he drops . . . exposing the second duck to your "bullet" of light. Now hit number two . . . and he falls . . . giving you a crack at number three!

This EXCLUSIVE Progressive Score feature GUARANTEES REPEAT PLAY and INSURES LONG LIFE

on every location. Players never get "too good" to enjoy the machine. The minute they bring their average up to 1 duck out of 3, they get ambitious to bag 2 out of 3 . . . and then they keep banging away to make 3 out of 3 . . . and that takes real "eagle eye" skill! The TRIPLE DUCK MOVING TARGET gives full satisfaction to beginners and sharpshooters alike . . . and has the COME-ON OF REPEAT PLAY built right into it!

We recommend BALLY'S EAGLE EYE solely for the selfish reason that, selling on Credit, we must pick winners for our own protection, as well as yours. Experience with Bally products has proven that our interests and our customer's interests are well served by recommending Bally machines. And, after a careful investigation of BALLY'S EAGLE EYE . . . including mechanical tests by our own mechanics and a prolonged check-up on its player-appeal . . . we are satisfied that BALLY'S EAGLE EYE is the operators' best bet in the electric ray rifle class. It's built to last and to minimize service expense . . . engineered to make money for you.



**ONLY ONE PHOTO CELL
SELF-ADJUSTING AMPLIFIER**
No Dials To Turn. No Meters To Read.
**POSITIVELY CHEAT-PROOF
GUARANTEED TROUBLE-PROOF**

ADJUSTABLE model can be installed and operated anywhere. Normal height 6 ft. 2 in. Maximum height 8 ft. 2 in. Also available in Console Model.

CORPORATION

936 WRIGHTWOOD AVE.
PHONE: LAKEVIEW 9400
CHICAGO, ILL.

Pamco **TOUT** Pamco **BEE-JAY**

2 CLEVER CATCHY NEW PAYOUT TABLES THAT GIVE PLAYERS THEIR MONEY'S WORTH!

You can make money only when your games arouse attention, interest and desire. Actual location tests prove Pamco TOUT and Pamco BEE-JAY take practically ALL the play. They convince people they're getting their money's worth.

AND THEY HAVE WHAT IT TAKES TO MAKE IT FOR **YOU!**



1-Ball Single-Coin
A. B. T. Escalator Chute Shows 5 Nickels.

SIZE: 50"x24".
Check Separator and Electropak Equipped.

\$12900



1-Ball Single-Coin
A. B. T. Escalator Chute Shows 5 Nickels.

SIZE: 50"x24".
Check Separator and Electropak Equipped.

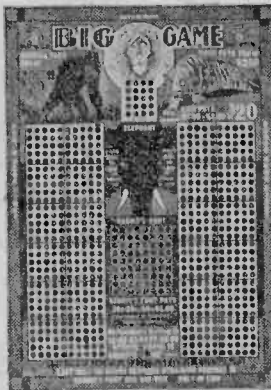
\$12900

PAMCO'S NEW 10-BALL NOVELTY GAME PROMISES TO REVOLUTIONIZE THE OPERATING BUSINESS • READY FOR IMMEDIATE DELIVERIES TODAY!!!

PACIFIC AMUSEMENT MFG. CO.
4223 W. Lake Street, • CHICAGO
1320 S. Hope Street, • Los Angeles



We Sell To Operators Only



BIG GAME AS THRILLING AS A TRIP TO AFRICA
72 WINNERS—5 JACKPOTS—\$20 CAPITAL AWARD
600-HOLE—24 SECTION—5c BOARD
BOARD TAKES IN 600 HOLES @ 5c.....\$30.00
PAYS OUT (AVERAGE) 13.86
PROFIT (AVERAGE)..... \$16.14

Thick Board With Easels and Celluloid Protector Over Jackpots
SUPERIOR PRODUCTS, Inc., 14 N. Peoria St., Dept. B, CHICAGO

Big Progress in Year

ST. LOUIS, Dec. 5.—McCall Novelty Company, under the management of A. (Mac) McCall and R. (Ray) James, has since its organization less than a year ago, risen to be one of the leading games companies in the West.

It is the policy of the company to give prompt attention to all orders; there is no delay in delivery of games. The exceptional ability of the mechanics in the service department makes it possible to keep all games in A-1 condition.

Officials of the firm plan to be at the 1937 show. Mac and Ray will be found at the Sherman Hotel or at one of the following booths—Genco, Chicago Coin and Western. At present they report big sales on Genco's Happy Days game.

Thoro-Bred's Popularity

CHICAGO, Dec. 5.—Since Thoro-Bred, a racing machine, was first put on the market sales have been remarkable, says Jimmy Johnson, of Western Equipment and Supply Company. "And the constant reorders," he adds, "have convinced us that as an investment Thoro-Bred is not only gilt-edged but an assurance of tremendous income. Operators all over the country consider it not only a most profitable game to operate but most pleasurable, since its location performance is absolutely free of service headaches."

In view of this and the higher cost of quality manufacturing there is to be

Counter Samples

"REEL 21" at **\$15.75**

VIRTUALLY LIKE NEW!
WRITE—WIRE—PHONE

Send for Our Bargain List of Reconditioned Games.

THE MARKEPP CO.

Ohio's Largest Distributors
3328 Carnegie Ave., Cleveland, O.

an increase in the price of the machine, which Johnson says is justified not only by value but by the present low margin of manufacturer's profit. This change will be effective after the first of the year. "No drop in sales is expected," continues Johnson, "in consideration of the fact that actual records show such amazing operating profits, making the initial investment inconsequential compared to the sensational profit returns."

SALESBOARD OPERATORS

"TWELVE JACKS"

A Sure-Fire Profit Maker. Over 100 Winners. 2,100-hole Board takes in \$105.00, and pays out a total of \$54.50, including jack pot payout, open numbers and sectional payout.
Sample, \$2.40; Lots of 5, \$2.00; Lots of 10, \$1.75.

H. G. PAYNE CO.

312-314 BROADWAY, Nashville, Tenn.



Operators and Locations Earn Bigger Profits! THAT'S WHY THEY ALL AGREE GOTTLIEB PAYOUTS ARE **BEST!**

Reason enough when they check a Gottlieb machine. More nickels in the cash box and less service calls. Proof? Just look at the high prices asked for used Gottlieb games. Invest wisely. Buy Gottlieb quality products for maximum earnings — they're **BEST!**

Any of These Five Games

\$149⁵⁰

Mystery Single or Multiple
Coin Slot Optional. Equip-
ped with New A.B.T.
No. 400 Slot. Ticket
Game, \$10 Extra.
Check Separator,
No Charge. D. C.
Adaptopak \$5
Extra. Elec-
tropak
Equipped.



DERBY DAY
The original game paying for **FOURTH** place.

Cabinet
54"x26"



SPEED KING
Seven stream-
line trains on
a record run.



1937 DAILY RACES WITH ALL LATEST FEATURES

More Popular
More Profitable
*than ever
before!*

A. B. T. Illuminated Escalator. New Smooth Action Plunger and Ball Lift. Beautifully Redesigned Cabinet.

ORDER NOW!

Same Low Price
\$125⁰⁰

Check Separator, No Charge. 2-Ball Play, \$2.50 Extra. Ticket Game, \$10.00 Extra. Electropak Equipped (Batteries Optional). D. C. Adaptopak, \$5.00 Extra.

ALL 5 GAMES HAVE THESE SUPER-FEATURES

- ★ **CLOCK HAMMOND ELECTRIC**
Sensation of the Industry
- ★ **IN-A-DRAWER MECHANISM**
All Parts Easily Accessible
- ★ **ESCALATOR**
Gottlieb Illuminated Belt Type
- ★ **MYSTERY SINGLE COIN SLOT**
Another Gottlieb Origination
- ★ **AWARDS ADJUSTABLE**
Invisible Mechanical Control
- ★ **PAYOUT UNIT MOTOR DRIVEN**
Accurate, Jam-Proof

GOTTLIEB'S FAMED PAYOUTS

Clock Equipped Plus Super-Features

SPEED KING Throw the throttle wide open—clear the tracks for the seven streamline trains' record run to prosperity. 28 winning opportunities. Pays up to 40-1.

DERBY DAY Original horse race game paying for **FOURTH** place, in addition to Win, Place and Show. Odds up to 40-1. The leading payout of the industry.

COLLEGE FOOTBALL Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touchdown. Odds from 2-1 to 40-1.

HIGH CARD A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately designed playing field.

HIT PARADE Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on."

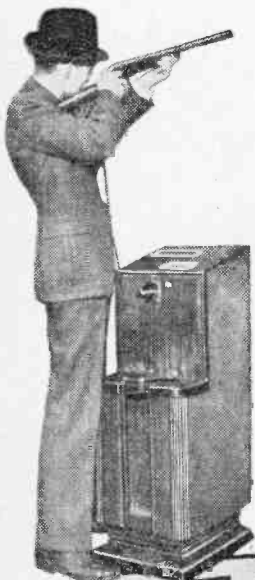
IMMEDIATE DELIVERY ON ALL GAMES

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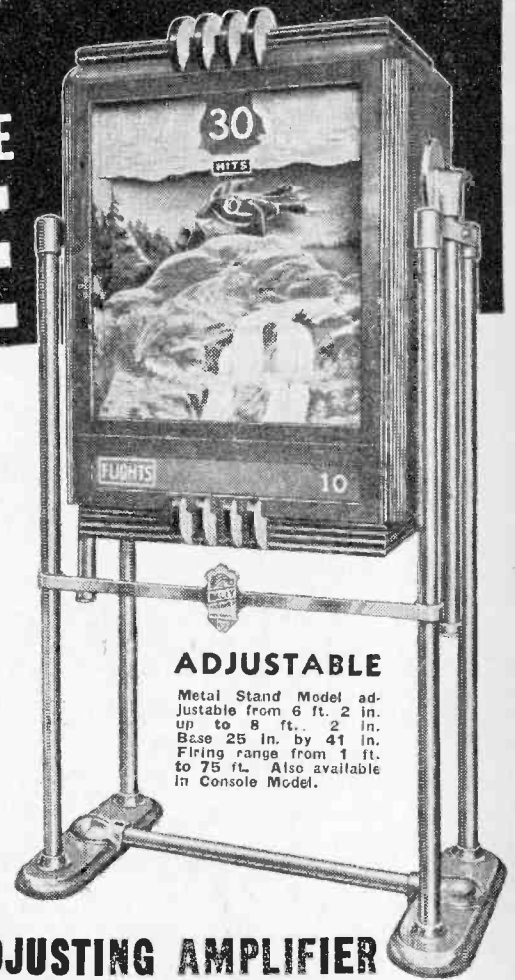
2736-42 N. Paulina St., Chicago, Ill.

Triple DUCKS mean Triple "BUCKS"
 WHEN YOU OPERATE AMERICA'S FINEST RAY-RIFLE RANGE
BALLY'S EAGLE EYE

DELIVERY NOW
 BEING MADE IN VOLUME



TRIPLE DUCKS mean triple earning power . . . because BALLY'S EAGLE EYE appeals to beginners, to average players, to sharpshooters! Veteran huntsmen and people who never had a gun in their hands . . . ALL get a thrill out of BALLY'S EAGLE EYE! Before investing in any target game, GET THE FACTS about the EXCLUSIVE TRIPLE DUCK TARGET. You'll be convinced that BALLY'S EAGLE EYE will surely LAST LONGER ON LOCATION and EARN MORE MONEY . . . because it's got the come-on of REPEAT PLAY built right into it!



ADJUSTABLE
 Metal Stand Model adjustable from 6 ft. 2 in. up to 8 ft. 2 in. Base 25 in. by 41 in. Firing range from 1 ft. to 75 ft. Also available in Console Model.

ONLY ONE PHOTO CELL • AUTOMATIC SELF-ADJUSTING AMPLIFIER
CAN'T Be CHEATED With FLASHLIGHT • GUARANTEED TROUBLE-PROOF
 ORDER FROM YOUR JOBBER TODAY FOR PROMPT DELIVERY

PREAKNESS



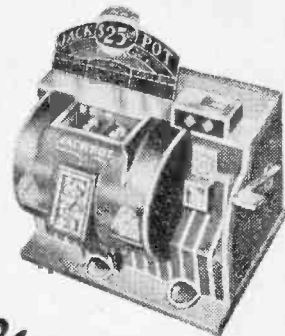
CHANGING ODDS
 1-SHOT

PAYOUT \$149.50

TICKET: \$159.50
 ELECTRO-PAK EQUIPPED
 NO EXTRA CHARGE FOR CHECK SEPARATOR
 E. A. B. Chicago

PAYS ON WIN • PLACE • SHOW AND ALSO 4th PLACE!

BALLY'S BIGGEST HIT . . . far surpassing even Jumbo and Bally Derby for consistently strong earnings! 28 winners possible on one board . . . with 40-to-1 top . . . that's the secret of the \$75 to \$175 weekly net profits now being reported on PREAKNESS. Get your share! Order today to insure prompt delivery!



New **SUPER-FLASH RELIANCE**
 PAYOUT DICE GAME

Genuine, true dice whirl and spin as if thrown by hand, duplicating every play known to real "7-11" dice! NEW VISIBLE JACK-POT displays \$25.00 in quarters on Quarter Model — \$5.00 in nickels on Nickel Play. This flash feature has boosted play as high as 150 per cent. Get your share of these bigger profits by ordering RELIANCE today at the NEW LOW PRICE!

NICKEL MOD L QUARTER MODEL
\$ 92 50 \$ 95 50

Both models can be set for cash-pay or check-pay.

BELMONT



CHANGING ODDS
 1-SHOT

PAYOUT \$123.50

TICKET: \$133.50
 BATTERY EQUIPPED
 NO EXTRA CHARGE FOR CHECK SEPARATOR
 E. A. B. Chicago

SIMPLE • SMOOTH • SPEEDY

A favorite among players because it's easy to understand! Just shoot a ball into ANY POCKET and get award indicated on LIGHT-UP BACK-BOARD. Has real SKILL APPEAL to insure REPEAT PLAY. Odds change on every game and ODDS ALSO CHANGE ON FREE PLAY—30-to-1 top! Order BELMONT today—it will make real money for you!

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

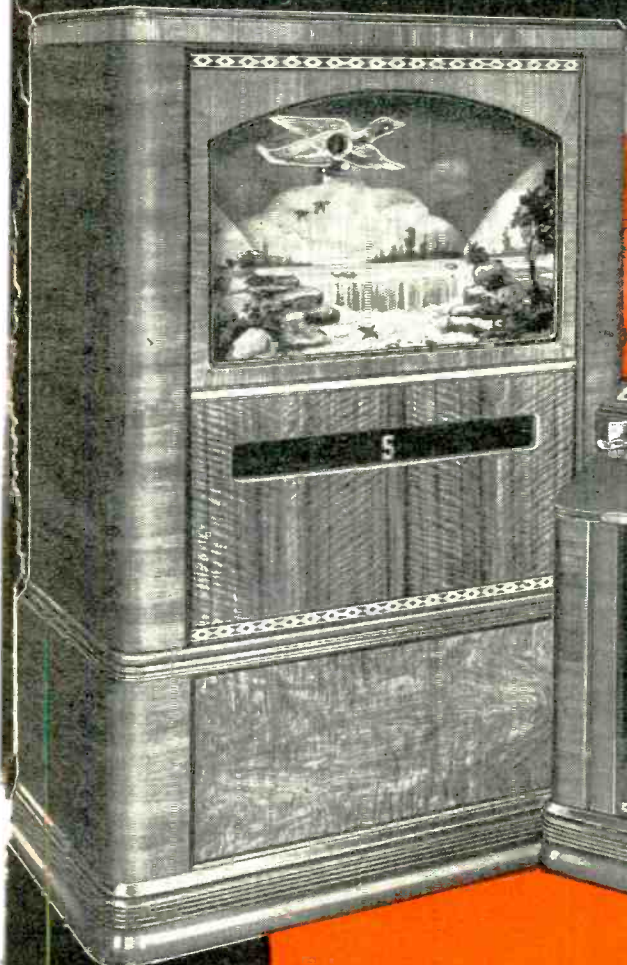
CHICAGO, ILLINOIS

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Rock-Ola Precision Products

PRODUCING PROFITS

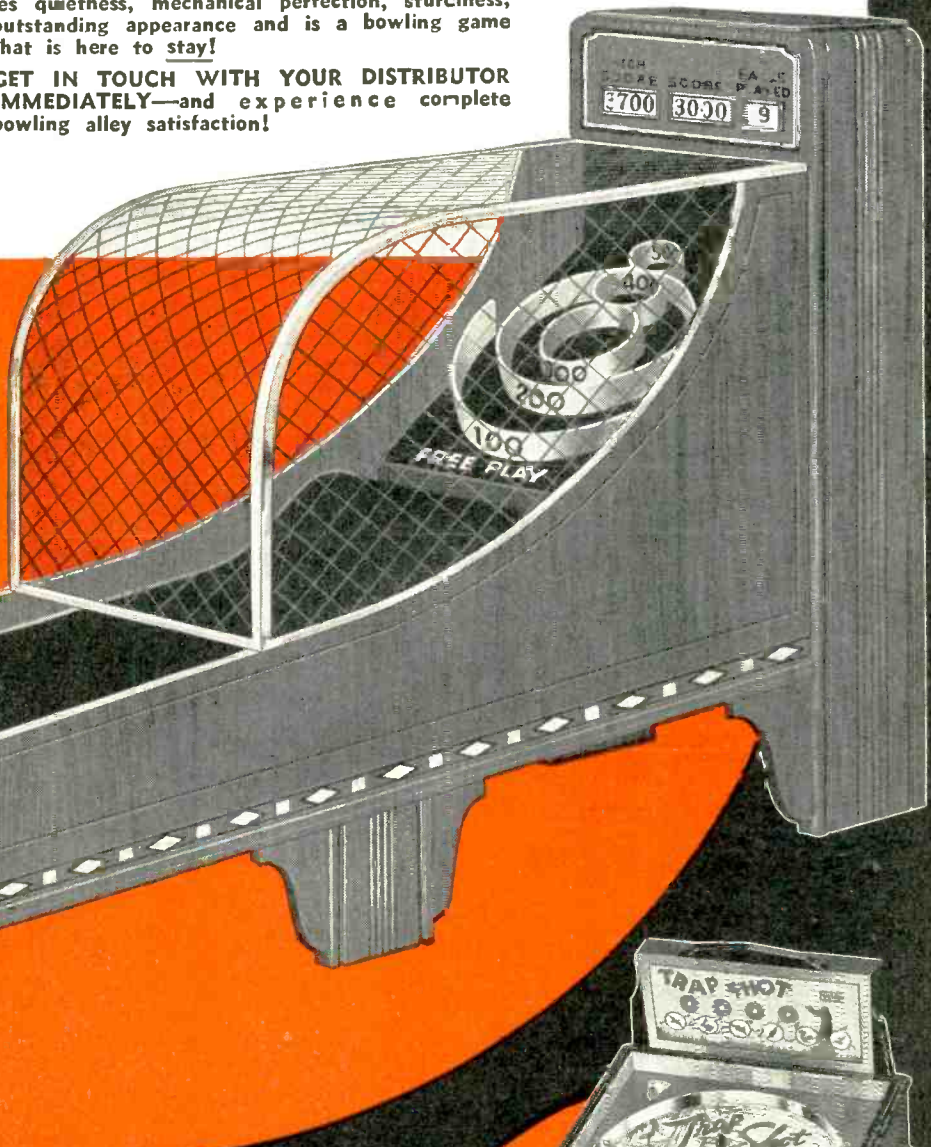
Everywhere!



★ **TOM MIX RADIO RIFLE** The TOM MIX RADIO RIFLE is the greatest legal business stimulator ever produced! Locations simply delighted with the way it increases their regular business! In addition to that, operators all over are expressing complete satisfaction, both mechanically and financially. Never in Coin Machine History has there been anything to exceed the income of that Magic Name, TOM MIX, coupled with this Rock-Ola Product of Precision—DON'T DELAY YOUR ORDER!

★ **ROCK-O-BALL** Now portable, but still dependable and in demand by operators who "know"—The new style De Luxe ROCK-O-BALL embraces quietness, mechanical perfection, sturdiness, outstanding appearance and is a bowling game that is here to stay!

GET IN TOUCH WITH YOUR DISTRIBUTOR IMMEDIATELY—and experience complete bowling alley satisfaction!



★ **ONE BETTER**

Frank King, well-known operator, recently stated: "AT LAST! I FINALLY MET A FACTORY REPRESENTATIVE WHO DID NOT CLAIM ENOUGH!"

Which simply means that we have not been over-estimating the money-pulling magnetic power of this outstanding game. It has everything it takes to satisfy the most exacting distributor.

If you haven't, as yet, put these on location, you certainly have a pleasant, agreeable surprise coming, for this new game is 'clicking' every place. ASK YOUR DISTRIBUTOR!

\$137⁵⁰ TICKET UNIT
\$10.00 EXTRA

★ **TRAP SHOT**

OH! WHAT A TIMELY, THRILLING - TRIPLE - TESTED NOVELTY GAME TRAP SHOT IS PROVING TO BE!

The "4-score" feature keeps up the interest of the player, especially the last-ball suspense, which intrigues repeated playing.

DON'T DELAY ANOTHER DAY! in getting TRAP SHOT on locations! ASK YOUR DISTRIBUTOR ABOUT THIS GAME'S EYE APPEAL AND COIN BOX ATTRACTIVENESS! GET IT QUICK!

\$67⁵⁰



ROCK-OLA MFG.
300 NORTH KEDZIE AVE.



CORPORATION
CHICAGO, ILLINOIS, U.S.A.

TREMENDOUS VALUE Every PURCHASE!

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TRADE MARK



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THE GREATEST ASSORTMENT OF EXTRAORDINARY ARTICLES THE MOST MARVELOUS VALUES EVER OFFERED... INCLUDING SILK NECKWEAR-SILK SCARVES AND SILK HOSE - SILVER PLATED AND PEARL INLAID CIGARETTE CASES AND CIGAR LIGHTERS-BRIAR AND ROSEWOOD PIPES-PEARL HANDLED POCKET KNIVES AND PERSONAL JEWELRY FOR THE GENTLEMEN. FOR THE LADIES, SILK LINGERIE-SILK HOSE-EXOTIC PERUMES-COSTUME JEWELRY. IMPORTED AND DOMESTIC NOVELTIES. UNIQUE! ASTOUNDING! THE PRICE-THE SMALL SUM OF TEN CENTS PER PURCHASE!

AMAZING ARTICLE
... FOR A ...
TRIFLING SUM

ASTOUNDING MERCHANDISE
Each and every PURCHASE

10¢

per PURCHASE




YOUR PROFIT \$1.25 FOR EACH CASE OF "HONEST JOHN" PLACED.

YOU CAN EASILY PLACE 30 TO 50 ORIGINAL CASES PER DAY. AS "HONEST JOHN" REPEATS OVER AND OVER CONTINUOUSLY, YOUR PROFITS PYRAMID... THERE IS NO LIMIT!

RECORD SALE!
12 MINUTES PER CASE!

Average complete sale
in retail store less than
3 hours per case!

100%

SALES GUARANTEE

WE GUARANTEE THE SALE TO YOU, AND THRU YOU TO THE RETAILER... 100%

We will make full refund at any time on any full or broken cases and pay return charges on same.



"HONEST JOHN" HAS 60-10¢ PURCHASES

RETAILER RECEIVES \$6.00 PER CASE

HE PAYS YOU \$4.50 PER CASE

YOU PAY US \$3.25 PER CASE

DELIVERY PREPAID ON ALL ORDERS OF 6 OR MORE CASES

25% DEPOSIT REQUIRED ON ALL ORDERS... BALANCE C. O. D.

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