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NOVEMBER 21, 1936

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The Billboard

The World's Foremost Amusement Weekly



COLONEL JAY C. FLIPPEN

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.



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

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.

Do You Know? . . .

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



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

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FT. WORTH'S ROUSING FINISH

802 Election Campaign Boils; Two Tickets Support Canavan

Retiring president named by Fusion, Yellow groups as delegate to AFM convention—musicians steamed up over forthcoming elections—pamphlets get vicious

NEW YORK, Nov. 14.—Election campaign in Local 802, American Federation of Musicians, grew hotter this week. Campaign is getting into the pamphleteering stage, while the Blue (Incumbent) and Yellow tickets, latter headed by Louis Weissman, came out with announcements of their complete slates. Weissman's group, now being called the New Yellow ticket, created additional confusion by nominating Edward Canavan, 802 president whose apoluted term expires this year, for the post of delegate to the AFM convention. Last week the Fusion ticket, on which Selig Liese is the presidential candidate, named Canavan for the same post. Before this the Yellow group had planned to support Canavan as a presidential candidate, but he withdrew from local office to assume, with the new year, a position as assistant to the president, Joseph Weber, in the national offices.

Canavan advised *The Billboard* today, in answer to a query, "Am running independent not pledged to any ticket, but have accepted indorsement of Fusion and Yellow tickets." Canavan is attending the convention of the American Federation of Labor in Tampa, Fla., whence his answer came.

Blue ticket candidates for the principal offices, as known before, are Jacob (See 802 ELECTION on page 9)

Auto Show Ups Stem Business With Night Spots Cashing In

NEW YORK, Nov. 14.—Business along the Stem was considerably upped during the week by the enormous crowds drawn to the automobile show, and chief among the spots to cash in were the niteries, whose ads made a heavy play for the auto people. Versailles, Gay Nineties, Hollywood, Cotton Club and Rainbow Room all did very well, in the latter instance the increase in grosses being at least partially due to the new show featuring Milli Monti and Enrica and Nowello. Chesapeake House reports a 70 per cent increase over the same period last year. Park Central Hotel had an especially good week-end, and did well Monday and Tuesday with auto show parties. Pierre Hotel has been doing poorly, ditto Brass Rail, Astor and New Yorker. Latter changes its show next week, bringing in Abe Lyman. Essex House and Biltmore continue fair.

In legit a series of more flops and so-so openings. *Black Limelight*, which came in Monday, does not seem strong. Howard's *Hamlet*, greatly ballyhooed, came in Tuesday and received a bad press despite enthusiastic audience re-

Would Have States Regulate Trailers

HOT SPRINGS, Ark., Nov. 14.—Under a resolution proposed yesterday by the Law Enforcement Committee of the American Association of Motor Vehicle Administrators every State in the Union would be asked to enact measures regulating operation of auto trailers.

J. P. Arnoldy, who presented the resolution to the association, listed as proposed regulations better hitching facilities, better lighting, adequate identification and a law governing weight and speed.

Mississippi Amusement Tax May Be Modified

JACKSON, Miss., Nov. 14.—Modification of the Mississippi State tax on amusements, including motion picture houses and night spots, is expected to be voted at the coming special session of the State Legislature. Governor has promised that such action would be sponsored by him.

Assessments amount to an average of 12½ per cent on admissions. A move to modify the tax was up at the last session but was vetoed by the governor on the ground that it discriminated against the larger theaters, as it exempted only smaller houses.

Krimsky Heads Temporary Dept. For N. Y. Fair Amusement Setup

NEW YORK, Nov. 14.—Officials of the New York World's Fair of 1939 announced today that the entertainment and amusement division of the fair is now in process of organization at the offices in the Empire State Building. John Krimsky, theatrical promoter, operator of the American Music Hall in this city and the man responsible for bringing *Maedchen in Uniform* to this country a couple of years ago, heads a temporary department devoted to analyzing

types of attractions and making a general survey of policies governing the amusement setups of the recent Chicago, San Diego, Dallas and Cleveland expositions. Krimsky is working in close touch with W. Earle Andrews, general manager of the fair, who is reported to be devoting a large part of his time to the entertainment end in an attempt to get the ball rolling.

Within the very near future preliminary functions will be completed and it is then that a director of entertainment and amusement will be appointed to carry out principles set by Andrews and Krimsky. Altho it is understood several prominent showmen are in line for the position, Krimsky looms as the most likely candidate at this point.

William H. Morrissey and Paul M. Massman are already on the job in the exhibits and concession department, Mor- (See KRIMSKY HEADS on page 77)

Johnson's Rodeo Winds Up Hub Stand With Gross 10% Over 1935

BOSTON, Nov. 14.—The sixth annual Boston Garden presentation of Col. William T. Johnson's World's Championship Rodeo was brought to a close Wednesday night. The gross was at least 10 per cent better than that of 1935, according to Edward J. Powers, Garden auditor. There were about 120,000 adult and minor customers, averaging 9,000 at each of the 10 evening and three matinee

Attendance Is Nearly Million

Rose denies rumors about "money troubles" and has praise for control board

FORT WORTH, Tex., Nov. 16.—Capacity crowds of Fort Worth people attended closing of Frontier Centennial on Saturday after poor business for two weeks prior to closing. Weather was clear but cold. Final ceremonies at a late Casa Manana performance were in form of a jamboree at \$1.50 per person. Billy Rose and Will Morrissey were emcees for speech making by control board members, who expressed gratification for success and profit made, amount of which was not given. The board is happy over what it declares was a million dollars' worth of publicity given the city, plus buildings suitable for shows for 10 years.

Attendance never reached the million mark. Two million were expected. The show ran 120 nights. Cast of Pioneer Palace show and all stagehands and musicians were in the jamboree. Other employees did not participate. Show officially closed the season with the singing of *The Eyes of Texas* instead of taps. Nude Ranch had the best attendance, with nearly 500,000 customers, partly because Ranch tickets were in bargain books. Casa Manana drew more than 250,000 and the big money. Billy Rose may return next year as director, it is said, if he will consider less money. The control board is hoping that he will.

Fee Paid to Rose

NEW YORK, Nov. 14.—Referring to rumors about his "money troubles" at (See FT. WORTH'S ROUSING page 77)

ception. *Double Dummy*, which opened Wednesday, probably will not stand the gaff. *Matrimony P/d.*, Thursday, will not tarry long. *St. Helena* announced it would close last Saturday but took on an added lease when business perked up.

No outstanding new pictures. Music Hall opened well Thursday with *Theodora Goes Wild*; Rivoli, fair Wednesday opening with *Come and Get It*; Strand, Capitol and Paramount have holdovers, the latter being in its fourth week with *Big Broadcast* and biding its time for the Mae West pic, *Go West, Young Man*. West will not appear personally. *Roxy* has a good all-round show with *Pigskin Parade* and *Loretta Lee*, and State ditto with Ben Bernie leading the stage show supported by *Devil Is a Sissy*.

Burlesque continues strongly.

In This Issue

	Pages
Bands	14
Broadway Beat, The	23
Burlesque-Tabloid	24-25
Carnivals	47-53
Chicago Air Notes	10
Chicago Chat	23
Circus and Corral	36-39
Classified Advertisements	56-57
Coin Machines	66-90
Endurance Shows	25
Fairs-Expositions	42-45
Feature News	3-5
Final Curtain	32
Forum, The	29
General Indoor	27
General Outdoor	55 and 63-65
Hartmann's Broadcast	55
Legitimate	20-21
Letter List	30-31

	Pages
Magic	28
Minstrelsy	28
Motion Pictures	22
Music	15
New Acts-Bands Reviews	19
Night Spots-Gardens	11-15
Notes From the Crossroads	55
Out in the Open	64
Parks-Pools	40-41
Pipes	62-63
Possibilities	28
Radio	6-10
Repertoire-Stock	26
Rinks-Skaters	46
Routes	33-35 and 65
Sponsored Events	54
Thru Sugar's Domino	23
Vaudeville	16-18
Wholesale Merchandise	58-61

Howard Hits Play Bureau

Says screen-talent outfit getting young playwrights under old agreement

NEW YORK, Nov. 14.—Sidney Howard, president of the Dramatists' Guild, speaking at the annual meeting of the organization Tuesday at the Hotel Roosevelt, charged that college students with a yen for playwrighting were being taken over by the Bureau of New Plays, which, he claims, is enticing the novices to Hollywood with contracts similar to the old Guild film agreement which was dumped overboard in last year's rumpus. This pact gives the playwright a 50-50 per- (See HOWARD HITS on page 10)

Cella Denies Boss Backing; Musician - Warner War Lasts

Former president of Philadelphia musicians' local says he will continue fight if elected—attempted settlement fizzles—New York parade is postponed

PHILADELPHIA, Nov. 16.—Romeo Cella, former president of musicians' Local 77, who is running for a return to that office opposing Anthony Tomei, incumbent, has emphatically denied any support from employer interests in the election battle. Cella referred to an allegation made locally last week and published in *The Billboard* November 7, that Dr. Leon Levy, of WCAU, would join Warners and finance an election battle to have Cella elected. Cella's full statement read: "In reference to the article mentioned, I am very much surprised at the nature of the article and call attention to the fact that it is made on allegation, without disclosing the name of its maker. I repudiate Dr. Levy and repudiate Warner Brothers and serve notice thru *The Billboard* that contrary to the allegation I am bitterly antagonistic to them because of the stand they are taking in withholding employment from members of Local 77. I specifically deny that I am getting any assistance from them and invite the maker of the statement to prove the allegation.

"As a matter of fact, I am picketing the very theaters mentioned in the article. If elected I will fight these interests with greater force than the drive now being conducted."

PHILADELPHIA, Nov. 14.—Attempt by local Warner Brothers' execs to end the fight being waged by the musicians and actors ended in a dismal fizzle. Messrs. Schlanger, Weshner and Schlesinger met with A. Anthony Tomei and A. Rex Riccardi, of the musicians' union, for the (See *CELLA DENIES* on page 9)

Thomson to AFL Meet; Closed Shop Action Maybe

HOLLYWOOD, Nov. 14.—Acting branch of the motion picture industry for the first time will have direct representation at an American Federation of Labor convention when leaders of the country's unions gather Monday at Tampa, Fla. Kenneth Thomson, executive secretary of the Screen Actors' Guild, left for New York last week to obtain credentials as a convention delegate from the Associated Actors and Artists of America.

The presence of Thomson and the anticipated election of George Browne, international president of the IATSE, as a vice-president of the AFL is expected to place the picture industry in the convention spotlight. One of the major results of the convention, it is believed here, will be the formation of a committee to push the long-contemplated closed-shop movement in films. Browne several weeks ago made a secret trip to Hollywood and conferred with studio union heads.

Cliff Mace, business agent of the studio carpenters' union, and L. S. Helm, business agent of the studio utility workers, are also en route to the convention. Joe Touhy, business representative, will attend as spokesman for the drivers' union. William Bloff, personal representative of Browne in the West Coast studio situation, will also be at the convention.

John Balaban in Hospital

CHICAGO, Nov. 14.—John Balaban, vice-president of the Balaban & Katz Corporation, is in Michael Reese Hospital for observation. It was stated that Balaban is not seriously ill but "merely wanted a week's rest from the office."

Vallee, Durante Accused

NEW YORK, Nov. 14.—Actors' Equity holds charges, brought by Theater Authority, against Rudy Vallee and Jimmy Durante for playing in unapproved benefits. Alleged infractions occurred, in the case of the former, at the Hotel Astor last Friday and, in the latter instance, at the Hotel St. George, Brooklyn, November 1.

Do They Advertise?

DENVER, Nov. 14.—The millenium in movie making is approaching!

According to the dramatic page of *The Denver News*, no more "poor" films are made. Ratings given films appearing at first-run houses in the Colorado metropolises start at "fair," and are:

A—Fair.
AA—Good.
AAA—Don't miss it.
AAAA—Practically perfect.
F—Family.

Flavin Wants Non-Pro Testing

DES MOINES, Nov. 14.—Regional drama faction of the country gathered in Iowa City November 7 to dedicate the University of Iowa dramatic arts building that opened for its first play that night. Martin Flavin, playwright, made the keynote address. "If a new play is first tested in the small American theaters before it is taken to Broadway it would save a lot of grief," he declared. "Success would then depend on a cross-section opinion of the great American public and not on a New York audience which has the \$5 to pay for each ticket."

Flavin said that no plays except hits reach any but the Broadway public, except thru the "true American theaters" similar to the university organization at Iowa City. "Stock companies are extinct and there are only 17 road shows now traveling in the United States—just two of these west of the Mississippi River," he said. "So there is no longer any validity to the argument that producing of new plays in the non-commercial theaters will hurt the pocketbooks of the producers or those who hold the rights."

Green (AFL) Holds Musicians' U. Card

CHICAGO, Nov. 14.—William Green, president of the American Federation of Labor, is not taking any chances of being without a union card.

His own union, the United Mine Workers, has placed charges against him that might result in his being deprived of his miner's union card. This would automatically bar him from holding office in the A. F. of L. unless he carried a card in some other member union.

It was disclosed this week that Green has been a member of the Chicago Federation of Musicians for three months.

Brylawski Re-Elected

WASHINGTON, Nov. 14.—A Julian Brylawski was elected for his 10th term as president of the Motion Picture Operators of the District of Columbia at the organization's meeting this week. Also re-elected were Sidney E. Lust, vice-president; Dr. William B. Herbst, treasurer, and Nat E. Browne, secretary. Group chose Lust delegate to national convention of MPTOA. Showing in member houses of social security and kindred governmental reels was approved.

Boston MTAPA Traps Phony

Street corner booker, with several aliases, is held on three charges

BOSTON, Nov. 14.—Scoring a direct hit in its major purpose of organizing against unlicensed and unbonded entertainment bookers, the Massachusetts Theatrical Agents' Protective Association, thru the private investigation of one of its members, Lou Golden, of the Golden Amusement Agency, this week caused to be apprehended and brought before the bar of justice one Frenchy DeMarco, alias Abe Newman, alias Levine, on charges of (See *BOSTON MTAPA* on page 9)

Pitt Dance Teachers' Assn. Holds Successful Convention

PITTSBURGH, Nov. 14.—Annual convention of the Pittsburgh Dance Teachers' Association held at Webster Hall here recently was the most successful ever staged by the local organization. A record crowd attended the sessions. A dinner and mammoth floor show concluded the all-day event.

Dance work was offered by Arthur Kretlow, of Chicago; Roger J. Glynn, of Steubenville, O.; Myrtle Pettingale, of Cleveland; Oscar Conrad, of Columbus, O., and Frank Dolinar, of Pittsburgh. Acts for the floor show were contributed by members of the association.

Convention committees included Jack Bowman, Jack Huston and Camille Carey, executive; Ronnie Huston, Martha Sauerburger, Helen Samuels and Helen Schlot, reception; Theresa Jackques and Mrs. H. M. Robb, music, and Oscar Conrad, Ridger Glynn and Pasquale Caputo, floor directors. Mary Lewis assisted Miss Carey with the secretarial work.

A brief business meeting during which 15 new members were initiated preceded the dinner. Routine matters facing the association were discussed.

"Ladder" a Hi-Chair Next to "Road"; \$175,000 More for Spec

NEW YORK, Nov. 14.—A \$175,000 shot of adrenalin has been squirted into *Eternal Road*, Max Reinhardt spectacle, which has been in the toils of production for practically one year. According to producer Crosby Gaige, this sum, which ups the total headache to the record mark of \$435,000, and which is said to have been contributed by a motion picture company exec, a department store man and sundry others, seems to make reasonably certain the contemplated opening during Christmas week.

Now that the Angel Gabriel proves to be no mythical figure, the Manhattan Opera House, which is slated to house the Weisgal-Crosby Biblical pageant, has become once more a scene of activity. Management, however, still has to settle a little matter with Actors' Equity, the sum of indebtedness being about \$2,000, incurred last year when the association ordered cessation of rehearsals when the wherewithal was not forthcoming to the cast.

CASTING has begun again, the number of principals amounting to 60, together with 45 dancers and 125 extras. According to Meyer Weisgal, Reinhardt is due to arrive from the Coast December 7, on which date rehearsals are to begin. Tentative principals of the show, which is by Franz Werfel, adapted by Ludwig Lewisohn, with music by Kurt Weill, include Sam Jaffe, Jacob Ben-Ami and Helen Thimig (Mrs. Max Reinhardt).

802 O. O. by D. A. Denied

Dewey declares newspaper rumor of investigation is untrue—Suber's squawk

NEW YORK, Nov. 14.—Report that Local 802, American Federation of Musicians, was to be investigated by the Thomas E. Dewey special racket probe was branded false by Dewey this week, altho somewhat ambiguously.

Harry Suber, treasurer of Local 802, wrote Dewey Tuesday, part of the letter reading: "I, as treasurer . . . take personal exception to the insidious and malicious statement rumor of the probe run by a New York daily because the handling of the books . . . is under my charge. . . . We asked to know why, if there were any merit to the statement, a newspaper was in possession of such information and not the local."

Dewey's letter was dated November 12. It read, in part:

"I quite understand your resentment of the printed statement. If you have followed the course of my investigation you will know that never once have I

(See 802 O. O. on page 9)

Lunceford European Tour

NEW YORK, Nov. 14.—Harold F. Oxley has booked Jimmy Lunceford, well-known colored band leader, for a 10 weeks' European tour that will include Sweden, Norway, Denmark, Belgium, Holland, Paris and possibly London. The 20-men outfit sails on the Bergensford January 27, with Sweden their first port of call.

Fox Decision Upheld

WASHINGTON, Nov. 14.—Upholding the action of the Second Circuit Court of Appeals in dismissing his appeal, the Supreme Court of the United States this week ordered William Fox, erstwhile film mogul, to pay a \$236,062 judgment in favor of the Capitol Company, California corporation and Fox creditor, and to submit to an examination of assets or suffer imprisonment.

JAY C. FLIPPEN

(This Week's Cover Subject)

IF JAY C. FLIPPEN were superstitious he would probably feel that three is his lucky number. Practically every segment of his career, if broken into smaller units, would show that number concerned with his activities. Born in Little Rock, Ark., he went to Chicago in 1916 when he was 16 years old and for three years played in tab companies out of that metropolis, doing black-face comedy. The next session was in burlesque when that branch of show business was a proving ground for the future greats of the show business. Flippen did three years on the old Columbia Wheel for Emmett Callahan and Arthur Pearson.

The next logical step for a comedian who had proved his value in burlesque in those days was vaudeville, and that same figure is again in evidence, with a little added. Flippen worked for RKO for three years and a half, during that time playing the Palace for the first time. That first time, incidentally, was the forerunner for many others and as long as the house remained the ace spot of variety entertainment Flippen worked there three or four times a year.

Following the same logical sequence, legit was the next stop, and Flippen was with the Shuberts for three years, appearing in "June Days"; "Hello, Lola"; "Great Temptations" and "Texas Guinan's Padlocks." He went back to vaude for a while with his own units, resuming in legit for the "Second Little Show." His picture appearances were frequent, in shorts and features, the latter including "Marie Callante" and "Million-Dollar Ransom." In March, 1935, Flippen succeeded Major Edward Bowes on the WHN (New York) "Original Amateur Program," and this time, just for the novelty of it, his contract was for three years. He's now in his second year of that deal.

In 1922 when the Friars had a "night" at the Columbia Theater Pearson and Callahan gave the comedian a birthday gift in the shape of a Friar membership. He has been active in that organization ever since. He was a governor for years and is now Abbot.

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 127 N. DEARBORN, Chicago
 615 CHESTNUT ST., Phila.

WPA Players Protest Slash

Claim centralization will decrease efficiency, personnel—no firing, Barber says

NEW YORK, Nov. 14.—Recent announcement by Philip W. Barber, regional director of the Federal Theater, of the partial reorganization involving reduction in the number of projects from 26 to nine for the alleged purpose of pooling resources, eliminating red tape and facilitating the transfer of personnel to different productions has resulted in a protest by a Committee of Action composed of project workers, who claim the centralization will mean loss of identity for seven units, together with a decrease in efficiency and an anticipated reduction in personnel. Changes are expected to be completed in two months.

According to Barber, however, the Living Newspaper, Popular Price Theater, Experimental Theater, Sultane Theater, Bronx-Manhattan and Brooklyn-Queens units, all of which are to be combined under the tentative title of Producing Project, will continue to function with no loss in personnel but will not be written up as identities. Further provision is made for the formation of a play policy board, not to supersede the play bureau, composed of five regional directors and a chairman. Emphasis of this group will not be on censorship but on increased production. Units retaining their individual identities are the Negro Theater, Children's, Marionette, Dance, Jewish and Community Drama.

Meanwhile Dance project workers are continuing picketing and agitation against Don Oscar Beque, supervisor. And the Writers' Union, claiming that the Federal Theater play bureau is not employing its complete quota, is campaigning to place more of its men there.

Routine matters: *It Can't Happen Here*, at the Adelphi, is getting a heavy play from organizations such as the Friends of the New Masses and the League Against War and Fascism. The Gilbert and Sullivan company at the Brooklyn Academy of Music also reports a heavy advance sale. *The Barker*, which concludes its run under WPA (See WPA PLAYERS on page 10)

Steps Taken To Merge 306, Allied

NEW YORK, Nov. 14.—Recent developments in the labor dispute involving Local 306, operators' union affiliated with American Federation of Labor, and Allied, an alleged company union, call for the absorption of the latter's entire membership of 275 by Local 306, with consequent disbanding of Allied, according to reports from the negotiating committee appointed by Mayor La Guardia.

Next anticipated step, on which conferences are being held today, is the absorption of Empire Operators' Union, comprising 450 members, of whom 300 are unemployed, by Local 306. Local 306, which also has an indigent list of 300, will then have an unemployment headache of 610, including 10 from Allied.

Provisions of the settlement whereby 306 absorbs Allied call for a 25 per cent increase in projection booths' operating costs by Independent Owners' Association, applicable to 537 of the 587 houses involved.

Canadian Board Hits Legion of Decency

TORONTO, Nov. 14.—Charging that film listings compiled by the Legion of Decency as a guide for parents were incomplete, inconsistent and based on findings of other publications, O. J. Silverthorne, chairman of the Ontario Government Board of Censors, indicated the latter body might advantageously take over the task of protecting the morals of the people.

"We," said Silverthorne, "at least see the pictures."

Sheet-Music Leaders

(Week Ending November 14)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. The Way You Look Tonight (1)
2. When Did You Leave Heaven? (2)
3. I'll Sing You a Thousand Love Songs (3)
4. South Sea Island Magic (6)
5. A Fine Romance (4)
6. Did You Mean It?
7. Me and the Moon (5)
8. In the Chapel in the Moonlight
9. Organ Grinder's Swing (8)
10. You Turned the Tables on Me
11. Pennies From Heaven (12)
12. Close to Me (11)
13. Who Loves You?
14. Sing, Baby, Sing (7)
15. Here's Love in Your Eye

PHONOGRAPH RECORD best sellers will be found on page 71.

New York Censors Make Dough for State

ALBANY, N. Y., Nov. 14.—Annual report of the State Motion Picture Division, filed Wednesday with the State Educational Department by Director Irwin Edmond, of the Division, reveals that those engaged in the motion picture industry were obliged to pay the State \$269,931.20 the past year ended June 30 for the reviewing and licensing of motion picture films.

Report states that during the year 1,902 films were reviewed and licensed. Of these 19 were rejected entirely, of which three later were revised and approved and 180 eliminations were made upon statutory grounds.

Net revenue to the State for the year amounted to \$204,202.21. Expenditures were \$65,728.99.

Since the organization of the Motion Picture Commission in 1921 the total net profit to the State over and above all expenditures has been \$2,070,382.64.

Report points out that in addition to the 19 which were ordered rejected in toto, 1,452 eliminations of scenes, subtitles or dialog were made in pictures presented for review. The reasons for the eliminations ordered were classified as follows: Indecent, 52; immoral or tending to corrupt morals, 275; tending to incite crime, 49; inhuman, 101; sacrilegious, 58.

A total of 9,366 reels were reviewed, or more than 9,000,000 feet of film. During the year five appeals were taken to the Commissioner of Education from the action of the director. In each case the action of the director was sustained.

Chicago's "Dead End" Closes November 21

CHICAGO, Nov. 14.—*Dead End* will close at the Studebaker Theater here a week earlier than announced the first of this week and will ring down its engagement November 21.

Money is being refunded on seats bought for the canceled week. Show will go by special train to Boston, where it opens November 24.

"Show Is On" Clicks in Hub

BOSTON, Nov. 14.—Opening here last Saturday for a two-and-one-half-week engagement, *The Show Is On*, produced by the Shuberts from the combined efforts of the versatile Vincente Minnelli, David Freeman, Henry Allen Vaux, Moss (See "SHOW IS ON" on page 10)

Uncle Sam Suspicious

Revenue figures believed to show ticket tax dodge attempts by brokers

WASHINGTON, Nov. 14.—Recent statement issued from the Bureau of Internal Revenue here to the effect that all ticket brokers must maintain accurate records of the theater or entertainment in question, the number of duets sold, the selling price, established price, excess charge and number of tickets sold and the tax accruing, all of which is supposed to facilitate a closer checkup, received a cold reception by New York brokers, who professed to see no radical departure from standard business routine. Only new feature is that theaters must hereafter keep a record of sales to agencies.

Ways and means of maintaining a more certain checkup on sales by ticket brokers is the result of investigation by "revenooers," whose figures, it is claimed, indicated an attempt on the part of dealers to dodge the levy on tickets resold.

New York ticket men, accused of being "scalpers," have clothed themselves in an aura of dignity and point out the difference between legitimate agencies and the man on the street who cashes in on last-minute demands for scarce tickets.

Eugene O'Neill Gets Nobel Prize

NEW YORK, Nov. 14.—Two days ago the board of directors of the Nobel Prize Foundation awarded the prize in literature to Eugene O'Neill, playwright, who thus becomes the second American to gain the coveted honor. Sinclair Lewis, novelist and new WPA theater man, snatched it in 1930.

O'Neill will receive \$45,000 for his contribution to culture, as well as a plethora of truisms from congratulatory admirers. George B. Shaw and J. B. Priestly have already come across with the "I am pleased" and "Excellent decision" business.

Colorado Theaters Watch for Tax

DENVER, Nov. 14.—Faced with the necessity of raising an additional \$10,000,000 to take care of the new \$45 a month pension voted at the recent election, the regular session of the State Legislature is expected to develop into a tax orgy that only those industries can hope to escape that are thoroughly organized to fight new and increased taxation.

The \$45 a month pension was voted to apply to persons 60 years of age and over. The voters also passed a constitutional amendment authorizing the State Legislature to levy a State income tax. Estimates say the largest amount to be raised from this source will about take care of half the amount needed for the old age pension.

Theater men will be on the watch to fight any attempt to pass an amusement tax. Such bills have been introduced in recent sessions but the watchfulness of men in the industry prevented their being brought to a vote.

Hurlbut Play on Coast

HOLLYWOOD, Nov. 14.—Al Woods got into town this week from New York to line up a cast for local break-in production of *Story To Be Whispered*, a new play by William Hurlbut, in advance of a Broadway presentation. Play deals with the silver rush of the 1870s and is expected to go into early rehearsal.

Giveaways a Fire Hazard, Jackson, Miss., Mayor Says

JACKSON, MISS., Nov. 14.—Forced discontinuance of Bank Nights in four local theaters loomed this week as Mayor Scott announced that regular giveaway nights constituted a serious fire hazard. Mayor has notified the chief of police "In the future do not permit any business to give away prizes that will cause crowds to gather in congested areas."

Statement continued that on a recent night over 1,000 people crowded around the entrance of a movie house to witness a giveaway.

A SMASH HIT!
at the
AMERICAN BAR AND RESTAURANT

• Our theatrical friends tell us that our 4 star bill is due for a "long run". Here's the cast—Good food—Smooth drinks — Moderate prices — Convivial atmosphere

Luncheon—50c
Dinner from 65c
Cocktails from 25c

HOTEL TIMES SQUARE
43d St.
West of Broadway
1000 Rooms with Bath From \$2

BOKIEL-WYLLIS

Professional School of the Dance.
PROFESSIONAL DANCE ROUTES
Taught or Mailed. Private and Class Lessons for BEGINNERS AND PROFESSIONALS.
For More Information, Call, Wire or Write 2008 1/2 Main St., Dallas, Tex. Phone, 7-3889.

Open For Engagement

Capable, reliable, thoroughly experienced, Director, Characters, General Business, or as cast. Will consider any reliable, reasonable offer.—Stock, Hepertole or Circle. Can join on wire. Have car.
JOSEPH TONIUTTI
310 South Spring Street, Beaver Dam, Wis.

DANDRUFF is a scalp disease easily transmitted through public combs and brushes. It must be treated with a real medicine, not just an ordinary tonic. **MARIMO DANDRUFF REMEDY** is the actual prescription of a practicing physician. It removes dandruff and stops scalp itch quickly and positively. 25c, \$1.00, \$1.75.
MARIMO MEDICAL LABORATORY.
Box 75, Station K, Brooklyn, N. Y.

WANTED GOOD STOCK COMPANY

For one-night stands on sharing basis. I want a Company that plays good bills. I have all the scenery. Toby Company, give your money. **FRANK RYAN**, Coates House, Kansas City, Mo.

WANTED QUICK

Acts of all kinds. Can place single women at once. Dancing Tennes, Woman Accordion Player who Sings. Can place Ten Acts this week. Girl Band and Line Girls set in touch. Acts going thru Akron stop off. **OHIO THEATRICAL BOOKING OFFICES.**
303 Buckeye Bldg., Akron, O.

WANT PEOPLE

All lines for Circle Stock. Prefer those doubling Orchestra and Specialties. Wardrobe and ability essential. Rehearsals November 30. No collect wires.
BOB DEMOREST
Ft. Gaines, Ga.

WANTED

People in all lines for Circle Stock. Urbana Base. Piano Player to double Stage, Man or Woman. State if you have car. Will buy Interior Cyt Drops. State size.

PAUL BRADY
Hotel Urbana, Urbana, O.

TOLEDO TICKET CO., Toledo, O.
TOLEDO PROCESS
ROLL and FOLDED TICKETS
Stock 12 1/2c Per M
ASK FOR QUOTATIONS PRICES RIGHT SPECIAL PRINTED TO ORDER

ROLL	STOCK
1	50
5	200
10	350
50	1250
Rolls of 2,000	
SHIPPED Same Day Order Is Received.	

Pa. Regional of 16 Outlets Open for Biz; WFIL Is Key

Available in three groups, with full chain at \$1,734 for evening rate hour—average 250-500 watts, similar stations bordering willing to join—Petry may rep

PHILADELPHIA, Nov. 14.—The consummation of the organization of a regional network of 16 stations to supply commercial advertisers with concentrated primary radio coverage in the urban and rural areas of Pennsylvania, was announced by Donald Withycomb, general manager of WFIL, Philadelphia, key station of the new chain, to be known as the Quaker State Network. Altho the new chain was conceived and organized by Withycomb; Samuel R. Rosenbaum, WFIL proxy, and Roger W. Clipp, WFIL business manager, to meet the requirements of the 1936 political campaign, a survey of Pennsylvania's broadcasting conditions by Clipp and Frank Wellman, of the Wellman Advertising Agency, revealed a need for a regional net for commercial purposes. Following the success of the political shows it was decided to make the participating stations the nucleus of a new regional net. During the campaign the improvised net carried 55 political programs involving a total expenditure in excess of \$69,000.

The web will be available to advertisers in three groups. WFIL, Philadelphia; WCBA, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRF, Wilkes-Barre; WAZL, Hazleton, and WGAL, Lancaster, comprise the Eastern group. WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport, and WORK, York, make up the Central group. WFEQ, Altoona; WJAC, Johnstown; WTBO, Cumberland, Md.; WWSW, Pittsburgh, and WLEU, Erie, comprise the Western group. Interest manifested by broadcasters in near-by bordering States may find other stations in Maryland, Ohio and New York joining the co-op movement.

Rates, policies and details of the plan of operation are being released to advertisers and agencies. Rate card scores a quarter hour for the entire network, before 6 p.m., at \$535; a half hour at \$763 and \$1,100 for an hour. After 6 p.m., cost for the quarter hour is \$629; half hour at \$1,190 and the full hour at \$1,734.

Altho the outlets, for the most part, are 250 and 500 watters, it is pointed out that stations are king-pins in their own backyard from the standpoint of local prestige and exclusive coverage over a 100-mile radius. Figured that the 16 stations cover 55 of the 67 counties in the State.

Clipp will serve as co-ordinator of the chain, handling operating details in Philadelphia. Sales staff of WFIL, headed by Jack Stewart, will act as sales agent. Local station will act as originating point for all commercial and sustaining shows. It is expected that arrangements will shortly be completed with a national sales representative to represent the network. Call will undoubtedly go to Edward Petry & Company, national rep for WFIL.

New setup places WFIL in a peculiar position in broadcasting circles. In addition to serving as key station for the Quaker State Network, WFIL is also the local outlet for NBC Blue and Mutual chains.

Central States Uses Press

LINCOLN, Nov. 14.—Central States Broadcasting System has inaugurated an advertising campaign in local newspapers, a rare radio event. Campaign started in this city last week, with Omaha dailies to have insertions tomorrow. Average ad is three-quarters of a page. Copy plugs talent, facilities and production technique.

S. J. HENRY

Writes on

Acceptance of the Electrical Transcription

In the Christmas Number of The Billboard Dated November 28, 1936

Gentlemen of the Cloth

MEMPHIS, Nov. 14.—Rush McDonald, member of the WNBR announcing staff, recently ordained as a Baptist minister, is serving now as pastor of a Memphis church. McDonald's ordination makes two active Baptist ministers in the announcing personnel of radio stations owned by The Commercial Appeal.

F. W. Roth, better known to thousands of Mid-South dialers as "Doc Sunshine," has been an active Baptist minister for years. It was his interest in church music and in the possibilities of an alliance of the church and radio that led him into the announcing field. Today he is an official on the WMC staff and still a working preacher of the gospel.

N. E. Sales Managers Meet in New York

NEW YORK, Nov. 14.—The Northeastern division's sectional meeting of sales managers of the National Association of Broadcasters held a meeting at the Park Central Hotel Tuesday, called by Ed Flanagan, chairman of the division. Flanagan is sales manager of WSPD, Toledo. Altho the division has over 150 members, extent of the gathering insofar as the interest of local sales managers was concerned seemed definitely lukewarm. Few local men attended, and those who did declared they did not remain long enough to find out what happened, one having left, after two hours, just as the squawk came up agent the NAB reducing the sales managers' committee from 14 to 7, with claims that it was inadequate representation.

Other items discussed were rates, methods of selling and merchandising, local and national business, whether salesmen should work on commission or salary, plans for an exchange of commercial ideas and how to get increased business.

WGL, Ft. Wayne, Inaugurates NBC Red Network Service

FT. WAYNE, Ind., Nov. 14.—NBC Red Network service began over WGL here Monday afternoon, when the first sustaining chain program was presented. Commercial programs from NBC will begin in the near future, according to W. Ward Dorrell, manager of the Westinghouse broadcasting properties here. New WGL transmitter also was used for the first time Monday.

After May 1 WOWO will also carry NBC programs, becoming at that time a basic station of the NBC Blue Network, while WGL will remain a local outlet for the Red. All facilities and equipment of both stations will be moved to new quarters, to be known as the Westinghouse Building, about February 1.

ROD GAINFORD, executive of Station 4BK, Brisbane, Australia, has arrived in Los Angeles to start an inspection tour of American broadcasting stations. He is accompanied by Mrs. Gainford.

A. M. Prall Leaves John Clark's Org

NEW YORK, Nov. 14.—A. Mortimer Prall, son of Anning S. Prall, chairman of the Federal Communications Commission, ended his association this week with Transamerican Broadcasting and Television Company, according to Manny Rosenberg, TBT vice-president. Prall's new activities, if any, weren't divulged. It is stated that his connection with John Clark's company was on a "specific sales job" and that when this work was finished it was understood he would leave.

Transamerican claims that Prall had nothing to do with the application recently filed with the FCC for a new station in Schenectady, N. Y., which Transamerican is financing.

LaRoche Made Chairman Of AAAA Radio Division

NEW YORK, Nov. 14.—Chester J. LaRoche, of Young & Rubicam, Inc. (N. Y. office), has been appointed chairman of the Committee on Radio Broadcasting, of the American Association of Advertising Agencies. Members of the committee now include: G. R. Dunham, the Greenleaf Company, Boston; E. H. Kynett, Aitkin-Kynett Company, Philadelphia; Richard G. Marvin, J. Walter Thompson Company, New York, and John U. Reber, JWT, New York.

Added members are: Charles F. Gannon; Arthur Kudner, Inc.; Arthur Pryor Jr., B., B., D. & O., Inc., and Don S. Shaw, McCann-Erickson, Inc., all of New York.

WBNX New Schedule

NEW YORK, Nov. 14.—WBNX, Bronx station, has revised its schedule of broadcast periods so that time is no longer staggered. Arrangement was made with WAWZ, Zarepath, N. J., which now goes on daily at 5:30 p.m. until 7 p.m. WBNX airs from 9 a.m. to 5 p.m. and from 7 p.m. to 1 a.m.

Supreme Court Hears Argument In News Case of AP Vs. KVOS

WASHINGTON, Nov. 14.—The Associated Press "news piracy" suit against Station KVOS came up before the Supreme Court and was argued on Tuesday, the court taking the case under advisement. No decision is expected until the middle of December, with early next year considered a more likely date. John W. Davis appeared for the AP and William H. Pemberton, of Olympia, Wash., represented KVOS, of Bellingham, same State. Decision will establish an important precedent.

Pemberton argued that KVOS had the right to go out and buy a copy of *The Bellingham Herald* and put the news on the air, since it was public property once the news in question was published and on the street. The case, he said, was different from that of the International News Service, when Justice Brandeis asked if the property rights concerned were not the same. Pemberton further argued that the news-gathering association had failed to show damages, also that there was no competition between the AP and KVOS. As to the International News case which

came up before the Supreme Court, Pemberton stated that the news concerned in the AP action was used from three to five hours after the papers were on the street and that Justice Holmes had said something to the effect that news ceased to have a commercial value after a certain length of time had elapsed. As to damages, the KVOS counsel was of the opinion that *The Bellingham Herald* actually sold more papers as a result of the broadcasts.

Many queries were thrown by Justice Brandeis and Chief Justice Hughes. The AP contended thru Counsel Davis that the use of the news was unfair competition on the part of the station and improper use of another's property. Davis relied considerably if not wholly upon the INS case. Another suit was mentioned against a New Orleans outlet which never reached the Supreme Court and wherein 24 hours was set as a differential. The AP seeks a permanent injunction against KVOS to restrain the outlet from broadcasting news until 18 hours after publication.

N. Y. Outlets On Feed Job

Indies and affiliated alike pipe commercials, mostly to New England stations

NEW YORK, Nov. 14.—More New York stations than ever before are feeding commercial and sustaining programs to outside outlets. At the same time one of the out-of-town stations, WPRO, Providence, is taking programs from more networks and more indie stations than ever before. Including the three major networks, New York City stations, a total of nine from New York are originating programs. If the four major broadcasters are eliminated, it leaves five indies as program sources, with WNEW the only indie of importance not piping shows. WPRO is getting program supply from five networks and three New York indies.

WHN is piping regularly to the Yankee and Colonial networks of John Shepard, feeding fight broadcasts and other shows. WOV New York is sending Italian commercials to WPRO, latter station also getting a commercial from WINS, New York. Two other commercials are going to the Providence station from WEVD, New York, products plugged by Wyckoff Macaroni and Alka-Seltzer. Programs for these advertisers are Italian shows. WPRO is also on the Intercity network and gets both sustaining and paid for programs from WMCA.

Networks, in addition to Intercity, sending shows to WPRO, are Yankee and Colonial, Mutual and Columbia. Station becomes a CBS affiliate at the start of 1937 and is presently trying to arrange deals with CBS whereby the latter will allow the station to continue its associations with both MBS and IC. CBS' regular station contract calls for exclusive affiliation with CBS.

PROVIDENCE, Nov. 14.—WPRO here, owned by Cherry & Webb department store, was given a power boost this week by the Federal Communications Commission. New wattage is 1,000. Station has also organized a publicity and promotion department under Howard Memmott, former Boston newspaper man.

Interesting Address by Telephone Company Official

CHICAGO, Nov. 14.—An interesting and instructive address was given this week on "Waves, Wires and Words," by Dr. James O. Perrine, of the American Telephone and Telegraph Company, at a luncheon gathering at the Palmer House here, during which he gave a graphic demonstration of how broadcasting is dependent on telephonic services.

He brought out that the telephone interests are ready to make available a still finer radio service than that now maintained that would carry upward of 8,000 sound cycles as soon as the public is willing to spend the money necessary to buy receivers capable of receiving everything the telephone wires would carry. Manufacturers, on the other hand, say that they are already making sets that are delivering a higher fidelity of sound than the transmitters are putting out or than the wires are capable of carrying.

Dr. Perrine reported that the telephone companies are ready for television and that high hopes are held for the possibilities of the coaxial cable, which has been developed for television transmitting and which was recently laid between New York and Philadelphia for test purposes.

In discussing waves he gave examples of how problems of transmission were encountered and solved by the telephone research workers. In bringing sound from Hollywood to Chicago, he explained, the low notes are transmitted in approximately two-tenths of a second, high ones take a fraction of a second longer, and still higher ones again take less. If permitted to reach the listener in this manner there would be a certain amount of distortion. Telephone men, however, have devised corrections so that the original tone is received by the listener.

Foreign Cleve. Biz Demands an Outlet

CLEVELAND, Nov. 14.—With the transfer of WGAR to WHK reports of another station for this city grow stronger than ever.

When WHK took over WGAR there were no less than seven foreign groups featured by the latter station. Sunday programs in foreign languages had long been established on WGAR, some of them for more than six years. WHK announced that these would be discontinued November 18. Later H. K. Carpenter, manager of the combined stations, supplemented this announcement with another that an extended and enlarged foreign policy was planned. Solists and special headliners were to be assembled thruout Northern Ohio, with musical programs typical of the country represented and with both foreign and English announcements. Stanley Ait-schuler, director of foreign programs, had been assigned to arrange these.

Meantime John Patt, manager of WGAR, announced a series of foreign programs to be sponsored by the Bing Furniture Company at his station starting November 15 with solists and chorus. At the same time Patt went to Washington in an effort to secure a license for a low-watt station on the same grounds. This is further backed by the Western Reserve Broadcasting Company, which has been after a 100-watt station on 960 kilocycles and which would use foreign programs.

To top it all, announcers of 14 foreign language groups affected by WHK's decision met this week to discuss plans for an outlet for their programs. Sam Stankovich, of the Scriban Melodies program; Nick Herak, Croatian announcer, and Freddie Wolf, of the Slovak program, were among them. Petitions among foreign language colonies, newspapers, churches and lodges, as well as individual appeals, will help to raise the funds necessary for their scheme.

Eidythe Southard Melrose, manager of WJAY, who was dropped with the transfer of that station, has signed a year's contract to handle sales promotion for the Pan-American Broadcasting Company at a reported salary of \$1,000 a month. The organization represents the Michigan State network and produces Remington-Rand air programs. Mrs. Melrose will develop and build new programs for the chain.

Lucky Strike Cuts Down to Half-Hour

NEW YORK, Nov. 14.—Lucky Strike cigarette program, *Your Hit Parade*, will be reduced a half an hour from an hour starting on the November 28 broadcast on Columbia. While this is regarded as satisfying complaints made by music publishers that the program hurt sheet-music sales of numbers not included in the 15 best sellers as checked by the American Tobacco Company, spokesman for Lord & Thomas, advertising agency handling the account, said the publishers' plaint had absolutely nothing to do with the decision.

One reason extended by the advertiser is the feeling the show is now firmly established and half an hour broadcasts can accomplish as much as the longer periods, with plenty saved. Funds now saved will be spent on other forms of advertising, mainly newspaper space and merchandising efforts. New program will plug seven top numbers. American Tobacco Company will keep its programs on both NBC and CBS, changing bands at every six or seventh week.

Reduction in time is Lucky's second expense curtailment on the show. Previously cartoons were given away to those guessing the first three numbers, but now packages of 50 are given away. Program at one time set a record for merchandising outlay.

WBMM Ups Chindblom

CHICAGO, Nov. 14.—Richard N. Chindblom, production manager of WBMM-CBS here for the past 10 months, was named assistant program director of WBMM this week. Chindblom, who was a member of the WBMM engineering staff before entering program work, succeeds Ben Paley, who is spending a month's vacation at Palm Springs, Calif., before assuming a new position in Hollywood. Bob Hafter, who recently joined the staff here after being program director of KMOX, St. Louis, has stepped up to the post of production director.

And Everybody's Happy

BALTIMORE, Nov. 14.—Sidewalk interviews aired by WCAU makes a two-way fleup with local movie house and jeweler. Mike is planted in front of the box office at the Century Theater and all those who consent to the air quiz pass into the house cuffs. Questions are solicited from listeners, those being used rating the sender a wrist watch, jeweler getting a free plug for the donation.

WCAU Loses Show On Union Squawk

PHILADELPHIA, Nov. 14.—Union impasse between WCAU and the musicians finds station getting the freeze on the Philadelphia Orchestra commercial and WIP getting the plum. Program started Friday (13) over the CBS, to run for 39 weeks. Altho originating in Philadelphia, WIP, an Intercity net station, will serve as local outlet. Union held to its guns that orchestra would have to be paid double the scale if WCAU has any hand in the matter. Marks the second big musical show station had to pass up. WIP picking up the Curtis Institute of Music program for CBS and airing it locally.

While Pennsylvania Company, sponsoring the local end of the show, seems satisfied with WIP carrying it after squawking plenty to the agency and net, run of the series will not be without headaches for the station. WIP has no trouble clearing time for the weekly stint until January 8, but after that date commitment for the time has been made previously to N. W. Ayer Agency for Atlantic Refining's sponsorship of the Temple University basketball games. While WIP has guaranteed the time for the run of the series, more than one fly in the ointment is bound to appear. Agency and sponsor will undoubtedly oblige the station in waiving their time on Fridays, but getting the colleges to change their dates of playing will call for more than smooth handling. Since the University of Pennsylvania gets the call on Saturday nights with the basket-ball crowds, Temple University has its night on Fridays. And Atlantic Refining coin will hardly compensate passing up that night in favor of a Philadelphia Orchestra broadcast.

West Coast Notes; "House Party" Set

SAN FRANCISCO, Nov. 14.—*CHB House Party*, new quarter-hour program, hits the NBC airmans next Tuesday at 7:45 p.m. (PST), sponsored by California Conserving Company to plug its *CHB* food products. Contract, thru Emil Brisacher & Staff, is for 39 weeks. Feature, to be heard Tuesdays at the same hour over 10 NBC-Pacific Red network stations, is one of the biggest Coast network commercials to emanate from here in some time. It's also a new type of program for these parts. All artists on the *House Party* program will participate in a weekly game titled "Who Am I?" It's played by the process of elimination. Prizes will be awarded weekly to dialers who solve the question. Archie Presby, NBC announcer, is to act as host at the weekly party, which will include Irving Kennedy, tenor; Carl Kroenke, Barry Drew, Doris Kemper and Helen Kleeb, readers; a studio orchestra and guest

(See WEST COAST on page 8)

NBC Calls It "Automotive" But It's Just "Automobile" to CBS

NEW YORK, Nov. 14.—Both National Broadcasting Company and Columbia Broadcasting System, coincidental with the opening of the automobile shows, released their automotive figures and sales arguments, each web appearing to hand out general use of time on their respective chains that do not quite jibe.

CBS has a large folder which indicates and states that the chain has more "automobile hours" of advertising than the other major networks combined. (Only the two NBC webs are meant, however.) Altho a typographical error lists the half-hour Rubinoff-Chevrolet show as one hour, the CBS lineup apart from this shows three hours and 45 minutes of time sold to motor manufacturers or dealers.

CBS Spending Heavy Dough For Studios and Stations

Record outlay continues unabated for improvements on CBS owned and operated outlets—total expenditures, including new N. Y. site for 1939, exceeds \$5,000,000

NEW YORK, Nov. 14.—By the time 1936 has passed Columbia Broadcasting System will have spent a record sum for station properties and new studios. CBS' deal for KNK, Hollywood, alone set a high mark for station prices, but in addition the network has gone in heavily for spending money improving other properties owned. CBS owned and operated stations benefited considerably, with face lifting done by way of new studios, offices and in some cases new transmitter equipment. Office of M. R. Runyon, Columbia treasurer, refused to give out any figures as to total spent, but trade estimates are that it is easily \$5,000,000, if not more. Trade opinion is that one motive for the outlay was to avoid heavy surplus taxes, at the same time putting the funds to work as investments.

New Biz, Renewals

NEW YORK, Nov. 14.—New accounts and renewals on The National Broadcasting Company:

JERGENS WOODBURY SALES CORP., thru Lennen & Mitchell, starts January 4, Monday thru Friday, 4:30-4:45 p.m. on WEAF and 37 stations. *Dangerous Paradise*.

JEL-SERT CO., thru Rogers & Smith, started November 7, Saturday, 11:15-11:30 a.m., on WJZ and 23 stations. Harry Kogen Orchestra and Charles Sears, tenor.

PROCTER & GAMBLE CO., thru H. W. Kastor & Sons, starts December 10, Thursday, 7:45-8 p.m., on WJZ and two stations. Program not set.

GENERAL FOODS CORP., thru Benton & Bowles, started November 15, 3:15-3:45 p.m., on WJZ and 13 stations. *Captain Diamond*, sketch.

ALLEGHENY STEEL CO., thru Walker & Downing, starts November 27, Friday, 7:15-7:30 p.m., on WJZ and 17 stations. Musical show.

PROCTER & GAMBLE CO., thru Blackman Advertising, started November 16, 2:45-3 p.m., Monday thru Thursday, on WEAF and 18 stations. *Personal Column*.

PROCTER & GAMBLE CO., thru Blackman Advertising, started November 16, 11-11:15 a.m., Monday thru Friday on WJZ and nine stations. *The O'Neills*.

New York Area

CHRISTIAN FEIGENSPAN BREWING CO., thru Schreck Advertising Agency, with Schillim Advertising Corp. as brokers, started November 9, Monday thru Friday, participating on Helen Leighton program. WMCA.

CHIEF BOIARDI FOOD PRODUCTS CO., thru Frank Presbrey Company, participating on Ida Bailey Allen program. WEN.

EMPIRE HAIRDRESSERS, thru British American Productions, Inc., started November 8, recordings. WHN.

CAPITAL HEALTH CENTER, direct, announcements. WNEW.

CURTIS CONSUMERS BUYING ASSO., thru Schillim Advertising Corp., program not given. WNEW.

GENERAL SUPPLY CO., thru Scheer Advertising Agency, 15 minutes daily, started November 9, program not given. WNEW.

Salt Lake City

UTAH POWER & LIGHT CO., direct. *Harriet Page*. KDYL.

(See NEW BIZ on page 10)

Major expenditures were in New York and Hollywood. In New York the network bought a flock of Park avenue property as its new home. No information was given when the purchase was announced as to how much was involved. What the buildings will cost is anybody's guess. On the Coast, Columbia went for not only the KNX purchase but for the new property which will house that station's studios and CBS Coast headquarters. If the money to be spent on these buildings is included total is upped considerably. However, this money is not to be spent until next year. Additionally, in New York, Columbia spent an estimated \$25,000 overhauling the Hammerstein Theater, installing equipment and sound proofing the house.

Upwards of \$50,000, it is estimated, was spent by the chain on each of five owned and operated stations, each of which came in for plenty of beauty treatment. WBT, Charlotte, N. C., was dolled up with a new set of studios and offices. WJSV was remodeled and refurbished. WKRC, Cincinnati, was given a new transmitter with a power boost of 5,300 watts; as well as a new studio outlay. KMOX, St. Louis, was also given new broadcasting parlors and an auditorium seating 400. WBMM, Chicago, drew the same. WEEI, Boston, leased from the Edison Electric Company, also received the benefit of CBS' 1936 munificence.

Latest CBS expense is the purchase of WOAI, San Antonio, for a price of \$800,000.

"Good Will Court" Mum on Bar Attack

NEW YORK, Nov. 14.—No statement was forthcoming from either J. Walter Thompson Company or A. L. Alexander, agency and announcer for *Good Will Court*, answering attacks made on the program this week by directors of the New York County Lawyers' Association. Alexander is supposed to have acted on the advice of John Reber, head of the Thompson radio department. Program is sponsored by Standard Brands (Chase & Sanborn coffee). It was recommended, indirectly, that the program cease, this coming thru the recommendation that lawyers cease participating in the program activities.

New York legal group conferred with several bar associations, including those of New York City, Bronx, Brooklyn, Queens and Nassau and the Legal Aid Society. A. L. Alexander, it was pointed out, frequently interrupts the officiating judges and is not an attorney. Sometimes, the report said, the judge was "even corrected." It was also said the program was one-sided and had no educational or sociological values. Another criticism was that laws differ in various States and listeners might therefore be misled.

Judges now in office are violating a canon of the Judicial Ethics of the American Bar Association, according to the report, by helping the business interests of others. Ex-judges or lawyers also violate one of the bar group's canons.

A statement from Alexander, his office said, might soon be issued. Up to Saturday noon it hadn't been forthcoming.

HUGH CROSS AND HIS RADIO GANG
Care Billboard, Cincinnati.
ERNIE BRODERICK, Personal Representative.

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

SHEA'S Buffalo Theatre
The DYNAMIC
ARNO
CONDUCTOR - VIOLINIST
WBBN • Saturday, 7:30 P.M.
"He turns on the brass until the chandeliers quiver."—Buffalo Times.

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

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The Leading International Duo Pianists
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UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
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BRYANT 6-8407.

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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.

EDDIE PAUL
Musical Director
ROXY THEATRE, N. Y.

Station Notes

Address All Communications to the New York Office

The WEEI Engineer's Association, newly organized as the Boston branch affiliated with the Associated Columbia Broadcast Technicians, has elected these officers for the year 1936-'37: RALPH H. COWIE, president; EDWARD J. PHILBRICK, vice-president; WILLIAM H. RULE, secretary-treasurer, and FRED A. LANG, national councillor. The WEEI outfit includes in its membership the entire staff of WEEI's operators. WEEI, September 27 last, became the Hub's CBS affiliate. . . . EVELYN SCOTT, formerly with the WEEI auditing department, has become secretary to DEL CASTILLO, director of the production department. Flock of local programs necessitated Miss Scott's services. . . . HELEN HOWE, at one time with WBZ, is new secretary to SIDNEY HOFFMAN, WEEI's auditor and purchasing agent. . . . R. H. White Company, Hub department store, is sponsoring a new children's amateur show Saturdays for a 45-minute listing. Program is signed up for WEEI consumption for 13 weeks. . . . FRANK DAILEY and his Club Meadowbrook Orchestra, miked thru WEEI via CBS, invaded New England last Friday to play at the Weymouth Hospital Charity Ball in Weymouth High School Hall.

New Orleans radio stations continue to report steady increase in commercials, with one network link official quoted as saying that much juggling of programs has been forced lately to accommodate a full sheet of new accounts. Station head admits that all available time has been contracted for but will not confirm for publication. . . . WPA officials closed deal with WDSU, New Orleans indie, for winter series by little symphony band for hour concerts Mondays at 7:15 p.m. First program was dedicated to Louisiana composers. . . . In order to air Ed Wynn series over WAPI, Birmingham's NBC share-wave outlet, NBC has made recordings of program for airing at time station is not off for KVOO. Recording series begins on November 26. . . . While officials of WWL will not confirm, it is believed that Jesuit fathers are planning to ask for 50,000 watts on the 850 band. Station, New Orleans CBS link, is now using 10,000 and is most powerful in the State.

A new series of "Man in the Street" interviews starts this week over WICC, Bridgeport, Conn., direct from New Haven, under the auspices of the Carroll Perfumery Company, and will continue for four weeks. . . . VERA CRUSE, popular songstress, is again back on WELI, New Haven, accompanied by EDDIE WEAVER, popular Hotel Taft maestro, at the console. . . . ROBERT L. STEELE, former sports commentator on KGJF, Los Angeles, has joined the staff of WTIC, Hartford, as announcer, succeeding GRAHAM GLADWYN, who resigned. . . . IRWIN COWPER (The Romantic Bachelor) on WTIC, Hartford, has added a new commercial, *Facts and Melodies*. . . . Amateur broadcasts of prisoners at the Fairfield County Jail, Bridgeport, has become so popular that passes are now being issued to the broadcasts, which are being given over WICC, Bridgeport. . . . MIKE HANAPI and BILL KALAMA, in their Hawaiian specialties, are now a regular feature over WTIC, Hartford. . . . CLAYT RANDALL, plant chief at WTIC, Hartford, is off on a hunting trip in the Adirondacks, accompanied by JAMES BELLOUNGY, head technician at WBT, Charlotte, N. C.

City Beverage Company of Durham, N. C., is using transcriptions to plug a new drink, Double Cola, on WDNC in that city. Talent is GENE AUSTIN, with CANDY and COCO. . . . BENE-DICT HARTMAN is now doing early morning newscasts on the Iowa network, replacing WAYNE VARNUM, who has gone into sales promotion with the same network. . . . Taking a tip from newspaper photo services that used frames in stores for plugs, Central States Broadcasting System has inaugurated a similar service in Omaha, Lincoln and Council Bluffs. New talent, commercials, special events are used to fill the frames, with public interest reported keen. . . . ALWIDA LINDSEY, of WBT, Atlanta, is vacationing in Florida. . . . ERNEST ROGERS, press director of the same sta-

tion, addressed the Kiwanis Club in Rome, Ga., last week. Subject—"Radio, Man and Boy." . . . WVFV, Brooklyn, N. Y., has a new Sunday afternoon feature called *Community Council*. Program comes from a local church, with all the performers—singers, musicians, actors and so forth—being handicapped thru infantile paralysis. . . . FRANK PEER BEAL, chairman of the President's Birthday Ball and noted in community affairs, conducts the program. . . . LEE HANNIFY, newspaper man, has joined the news staff of KPAB, KOIL and KFOR.

BILL FIELDING, chief announcer and production director of Station WMC, participates heavily in the amateur drama around Memphis. He takes leading roles in plays at the Memphis Little Theater and was named recently as director of theater arts at the James R. Lee Memorial Academy of Arts.

JACK CRADDOCK, announcer for WWSW, Pittsburgh, is leaving his post this week to continue with his evangelistic work in the South.

FRED L. LONG has replaced TED CHURCH, resigned, as program director, WJWV, Washington. . . . GERTRUDE VORHEES CHESTNUT has dropped the Maryland University p.-a. post to become staff writer in the New York office of Trans-Radio.

ALEX W. DANNENBAUM JR. back to his executive duties at WDAS, Philadelphia, after a throw from a horse. . . . EDNA RAU assuming the Phylis Foster moniker in carrying out the home economic duties for WDAS femme listeners. . . . Two Philadelphia sports columnists turn commentator, STAN BAUMGARTNER, of *The Inquirer*, doing a stint over KYW, and LANSE McCURLEY, of *The Daily News*, doing a nightly sports chat for Morton's Credit Stores over WDAS. . . . JEAN RODGERS back on KYW, giving movie gab. . . . DIXIE LEE, of *The Evening Ledger*, inaugurates a series of public school aircasts over WHAT, Philadelphia, Germantown High School being the first school represented with its glee club, orchestra and dramatic society. . . . CLARENCE FUHRMAN, musical director of WIP, Philadelphia, conducting classes in mike technique at his music school.

JACK VAN NOSTRAND, after two years production manager of KFRC in San Francisco, resigned to join the Hollywood script and production department of Benton & Bowles, Inc. . . . WILLIAM PABST, station's assistant manager, is supervising production. Station has added BEN HARKINS to its production staff. He was formerly with KJBS in that city, producing and announcing. . . . CLYDE F. COOMBS, on the NBC sales staff in San Francisco for the past two years, has been made Western division assistant sales manager for the network, working with HARRY F. ANDERSON, sales manager. Coombs was Pacific Coast sales manager for RCA-Victor Company, Broadcast Division, before coming to NBC. . . . LOIS WILLIAMS, after several weeks confined to her home with a fractured knee received in a street car accident, has returned to the CBS press department in San Francisco.

WEST COAST

(Continued from page 7)
vocalist. Charles Marshall, singer of Western songs, will gag the commercials, which are limited to one minute for the entire quarter-hour broadcast. . . . Because the Musicians' Union demanded a stand-by studio orchestra, KYA's *Community Sing*, scheduled to start tonight from the Fox Theater under sponsorship of the Owl Drug Company for 13 weeks, is off. Negotiations are still under way between KYA and the Musicians' Union and if an agreement can be worked out the broadcast will emanate from another local house, but without a studio stand-by ork. Dean Maddox, who is "Budda" on KFRC's *Marin Dell Amateur Hour* sponsored by Marin Dell Milk Company, was slated to emcee the theater broadcast. Incidentally, the union has also cracked down on school broadcasts in this town that feature student orks. . . . "Three Cheers," male vocal trio, for-

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.

merly with Al Pearce's Gang, joins NBC here Monday and will have a sustaining series of four shows weekly. . . . Jack Cowden, juvenile, after a year in the East, is back with the network's dramatic staff. . . . Ben Klassen, tenor, has also rejoined the local NBC artists' staff after 18 months in New York.

Los Angeles

LOS ANGELES, Nov. 14.—In line with its expansion program on the West Coast, it is reported that Columbia Broadcasting System will erect a downtown studio here for originating important broadcasts of visiting celebrities and of civic affairs in addition to its proposed construction of a six-story Radio City in Hollywood. Location of the new downtown spot will be picked by Donald W. Thornburgh, Coast vice-president in charge of operations, on his return from New York meetings with Will Hays and other network figures on the radio-film situation.

F. Wallis Armstrong Agency, producers of the Burns and Allen and *Hollywood Hotel* radio shows, is moving to new quarters in the CBS Playhouse, Columbia's ace remote spot. Firm has been headquartered in Figueroa Playhouse downtown. Edna Puphal has been named production aid to Diana Bourbon at that agency, succeeding Catherine Taylor, who left to join a Chicago firm. Miss Bourbon produces the Burns and Allen show.

Marlon Talley has called off her proposed New York trip that would have moved her Ry-Krip airings east for four weeks.

Frances Langford is back in town from Chicago and Florida vacations, while her manager, Ken Dolan, has dashed off to Chicago on radio business for his new firm, Dolan and Doane.

Complete revamp of the KNX *Hollywood Barn Dance* has been decided on by the sponsors, Drug Trade Products, and the airing will be heard every night but Friday in the future. Peter Potter, emcee, is only holdover. New features will be the Stafford Sisters, Mirandy, the Barton Ranch Gang and the Beverly Hillbillies.

Rob Wagner's weekly KFWE broadcast has been extended to a half-hour. Leon Leonard's Orchestra will provide incidental music.

Chester Matson has joined the KNX sales staff. He recently quit a similar spot with KHJ to join the Hillman-Shane advertising agency.

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

MORGAN
and his Orchestra
"MUSIC IN THE MORGAN MANNER" ★

★ ★ ★ ★
ROY
Dramatic Baritone
YOUR STATIONS BEST
BET ON YOUR NEXT PROGRAM
Address Care of Billboard, N. Y.
GOBEY

Program Reviews

EST Unless Otherwise Indicated

"Poetic Melodies"

Reviewed Wednesday, 7-7:15 p.m. Style—Tenor, poetry and orchestra. Sponsor—William Wrigley Jr. Company. Station—WABC (CBS network).

Somewhat of a new departure for the sponsor, who brought to the air *Myrt and Marge* and more recently the 15-minute versions of *March of Time*. Current show has Jack Fulton, lyric tenor; Franklyn MacCormack, doing his familiar style of poetic reading, and Billy Mills, conducting a large string orchestra. This program is on Monday to Thursday inclusive. On Friday evenings, same time, a comedy play is used by Wrigley. Fulton has been heard on various programs, and MacCormack's readings recently held forth on the late evening program *Nocturne*. Fulton never sounded better, specializing in romantic and other ballads; MacCormack fills in with his effusions, while the orchestra does a couple of selections, as well as supply accompaniments and incidental music. The production is a smooth one through.

Wrigley credits do not dwell on gum so much, but rather give it all to the local dealer, on this particular show at least. This appears to be a smart angle, inasmuch as the average dealer keeps gum as a side line, of course, and Wrigley gives him a general buildup. Show bucks *Amot 'n' Andy* and *Easy Aces*, but is certain to grab itself a goodly audience nevertheless, offering something that neither of these shows has.

"1847 Musical Camera"

Reviewed Sunday, 4:30-5 p.m. Style—Orchestra, singer and narrator. Sponsor—International Silver Company. Station—WEAF (NBC network).

Josef Chernlavsky, musical director, long nursed the idea of a "Musical Camera," painting musical pictures of scenes, situations or episodes, and finally brought it the attention of 1847 Roger Bros., who saw its possibilities. Production difficulty seemed to give the first show a poor start, but the elimination of the comedian assigned to supply the satire cleared the deck for a good show. Perhaps Chernlavsky is a little ahead of his time with the satire business. However, from the first few bars there was never any doubt as to the ability of the musical director or his fine orchestra. Also his Hollywood background gives him an important edge.

Turning of the "musical lens" covers the field somewhat like a screen magazine, going back to the origination of a Viennese waltz, a frontier scene or "the tempo of the American at home or at play." Willie Morris, as the "1847 Girl" handles the vocals, and there is a chorus for additional background. Each week a women's college gets a musical tribute, and a set of silverware is offered for the best suggestion of the week, one that can be used for a musical picture. This has proved to be a strong draw. Plenty of sound effects are heard to heighten the drama or whatever situation is at hand. Credits are at times dramatized and lean toward conversation in the shop of the local silversmith, or perhaps the gal complaining to her mother of the inadequate silver service at home. Show is building, and from the musical end is certainly in an excellent musician's hands. M. H. S.

Ruth Draper

Reviewed Tuesday, 10:30-11 p.m. Style—Monologs. Sponsor—American Red Cross. Station—WABC (CBS network).

Ruth Draper finally came to radio via a benefit program for the American Red Cross. The big news is that Miss Draper went on the air. Apparently she has stayed away for her own reasons, but her long-delayed appearance showed that her talents are admirably suited for the medium. In the theater Miss Draper is known internationally, with a following built up over a period of years. She is also generally recognized as the number one disease now on the stage, and her talent and material are ideal for a program. Her voice control and her voice changes as part of her characterizations enable her to work on

radio, since seeing her is not a requisite. Her ample supply of sketches means, too, that she can do a lengthy series. The decision is up to her. J. F.

Jack Pearl

Reviewed Monday, 9:30-10 p.m. Style—Comedian and orchestra. Sponsor—Brown & Williamson Tobacco Company. Station—WJZ (NBC network).

Jack Pearl came back to the air for Kool and Raleigh cigarets and is again doing his Baron Munchausen, once a radio comedy leader. Since he did the Baron last Pearl tried a new character that didn't work out, and his reverting to type is for the better. Cliff Hall is back as Sharlie; Tommy Dorsey and his orchestra do the music and Paul Stewart does a combination acting and announcing job very well. "Vas you dere, Sharlie" is again Pearl's tag line, and his trick way of saying "it's possible" may very well be another tag.

As the Baron, material always took second place in getting laughs. Pearl's German dialect was ever the main laugh source, and in the first broadcast it certainly was. Actually, the material was weak, old and poorly presented. Every laugh was fairly well telegraphed. Pearl is starting a new twist with the Baron—establishing an information bureau to answer all and any questions. Ed Wynn, who does a comeback, too, this month for a ciggie firm has been doing something like this a long time. Incidentally Dorsey's band almost stole the show this night with an excellent job. Stewart handles some of the commercials with plenty of punch. Gifts available thru the coupon method on both these brands are stressed. J. F.

"Town Talk"

Reviewed Saturday, 5-6 p.m. Style—Juvenile talent. Sponsor—Braun Baking Company. Station—WJAS (Pittsburgh).

A new full-hour feature sponsored by a baking company is piped direct from the Moose Auditorium before an audience. Opening program boasted some of the most talented kids in the Pittsburgh dance studios. It was apparently arranged that way to make an impression on the new listeners and have them tune in again. Sponsors will meet with difficulty, however, in finding suitable juvenile talent every week. The town has been milked dry for other programs. Prizes in this case amount to \$22 in cash, given to winners who receive most applause from the attending audience and most response from the listeners.

With the exception of a couple of brief plugs by a staff announcer mentioning Town Talk bread and how it benefits the health of all children, the program is free of any commercial chatter. "Colonel" Jim Hughes, outfitted in a baker's working clothes, emceed the show. It was fast and entertaining at this listening, especially after specialty following in quick succession. S. H.

802 ELECTION

(Continued from page 3)

Rosenberg, Richard McCann, William Feinberg and Harry Suber, for president, vice-president, secretary and treasurer. For executive board members Blue ticket has put up Mario Falconi, David Freed, George Koukly, Billy Lander, John Long, John Manuti, Bob Sterne, Samuel Suber and Sam Tabak. Trial Board is headed by Max Arons, incumbent, others being Emil Balzer, Sidney Feldman, Frank Garisto, C. G. McGibney, Eddie Horn, Albert Modiano, George Shector and Gino Trelli.

Yellow ticket candidates are Louis Weissman, Louis Del Negro, Marcel Honore and Ivan Eisenberg, for president, vice-president, secretary and treasurer. Executive board candidates are Joseph Di Janni, Dave Reggel, Frank Chiffarelli, Arthur Giannone, Jack Preisler, Phil Napoleon, Harry Stitman and Joe Perrin. Trial board candidates are Max Srolowitz, John Colao, Samuel Wilson, Seymour Levittan, Arriga Fishberg, M. H. Minton, John Christensen, Phil Felme and Fred Etzel Jr. Yellow ticket met yesterday at the Victoria Hotel, naming its candidates, with an attendance of 400 claimed.

Electioneering is bitter. Talk on the members' exchange floor is plenty heated. One unsigned pamphlet, in Italian, was distributed there this week and was, allegedly, an appeal to racial lines in attacking the incumbent officers. In addition, cartoons burlesquing office holders are going around. One of them commented on the eating habits of an official now in office.

Spokesmen for the Fusion ticket said that with the elections a month away (December 17), that group's heaviest campaigning was yet to come. "A bombshell," it was stated, will be given out a week or so before the election date. Blue ticket spokesmen, while campaigning actively, are holding back on their heaviest guns until the same time. Three parties will have mass meetings within the week immediately preceding December 17. Meanwhile charges and countercharges are flying around galore, protagonists of each group being vehement and vociferous.

Among the platform planks of the Yellow ticket are an increase in the pay for relief work from \$1.25 an hour for four hours' work a week to \$2 an hour for the same period; "guaranteeing of work to any member in good standing without political interference of officials, which they accuse the present officials of grossly ignoring," and 24-hour service by officials.

802 O. O.

(Continued from page 4)

ever authorized the publication of any statement of any kind as to subjects of my investigation. Accordingly, you may be sure that unless news items deal with affirmative acts in connection with criminal prosecution by my office the statements are not only unauthorized but false.

"The specific statement to which you refer was wholly unauthorized and printed without the knowledge of my office or its authority.

"You may be sure that investigations conducted by my office are not heralded in the press and only become public when official action is taken in the courts.

"I trust this fully satisfies your in-

quiry, but if it does not I shall be happy to have you call upon me for further information."

It is believed the printed item grew out of rumors based on recent arrests made by Dewey investigating racket charges against Local 16 of the Restaurant Workers' Union. These rumors were to the effect that various other unions, having working arrangements with the waiters' local, had chipped in, either thru their officials personally or thru their treasurers, to provide bail for the waiters' leaders now under arrest.

BOSTON MTAPA

(Continued from page 4)

booking entertainment without a license and a bond, passing rubber checks and a form of petty larceny in hiring a tuxedo and not paying for it.

DeMarco, it is charged, was booking acts from street corners, using the hired tuxedo as a front.

Case came up in the Municipal Court Thursday morning and was postponed until November 19.

Golden worked on many clues which finally trapped Levine. He obtained rubber checks from various acts, brought the tuxedo rental proprietor to court to identify the would-be booker and got Levine to write his alias of Newman on paper. Golden compared the handwriting with that on the rubber checks and says he found it to be the same.

In court, Levine offered to pay all phony checks if charges against him were dropped.

Thru the efforts of Golden, the MTAPA is functioning in its purpose to rid Boston of unscrupulous, unlicensed and unbonded entertainment bookers.

CELLA DENIES

(Continued from page 4)

first time since the mayor's labor relations board gave it up as a bad bet last month. Movie moguls allowed their original proposal, being willing to keep vaudeville in 13 nabu houses, as last year, instead of in seven, for one day a week. But union is still sticking to its guns and contends that present conditions in the movie industry warrant a better set-up than that existing last year, holding out for two days. Price scale submitted by the union would enable the movie chain to rotate the men between their various houses at will.

While it seemed, for the moment, that a settlement would be made, since the nabu question was being ironed out, price scale for the first-run Fox and Earle theaters put an end to all negotiations, Warner officials declaring that they would fight it out to a finish. Union figured that in last year's walk-out Fox house saved \$25,000 on its pay roll and the Earle \$18,000. While Tomel is agreeable that the same number of men return to the houses, 35 at the Fox and 26 at the Earle, wage scale should be upped to enable the men to get back some of the pay they lost. Contention is that the public paid the same prices for their entertainment and the \$25,000 and \$18,000 represents an unearned saving on part of the houses until the impasse reached a settlement stage.

Meanwhile picketing continues at all Warner houses. While everything has been peaceful along the box-office front, Tomel revealed that trouble is brewing, making the allegation that strike-breakers are being brought into the city to end the campaign forcefully. Armed with evidence of these facts, Tomel called upon Mayor S. Davis Wilson to provide better police protection at the theaters in view of any possible fights, and fearing personal harm, asked for a police escort for himself and other union officials.

NEW YORK, Nov. 14.—Parade which musicians' Local 802 and the American Federation of Actors had planned for today as part of their theater drive campaign has been postponed until next Saturday afternoon. Parade, a mass affair to attempt to build up public support of the unions' efforts to return vaude and music to straight film houses, will start at 802 headquarters, go to Broadway and then down to City Hall. It's hoped that Mayor La Guardia will address the mass meeting to be held at City Hall then.

Campaign of picketing theaters continues, with nothing stirring in the way of counter activities. It is figured the film interests are waiting until the Local 802 elections December 17, idea being that if a new administration is elected the campaign may be dropped.

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 6, to Thursday, November 12, both dates inclusive.

The Way You Look Tonight.....	23	Love, What Are You Doing to My Heart?.....	14
Who Loves You?.....	23	Midnight Blue (18).....	14
You Turned the Tables (19).....	22	Talking Thru My Heart.....	14
Chapel in the Moonlight (20).....	21	A Fine Romance.....	13
When Did You Leave Heaven? (19).....	19	Did You Mean It?.....	13
Organ Grinder's Swing (11).....	18	Me and the Moon.....	13
Close to Me.....	17	South Sea Island Magic.....	13
I'm in a Dancing Mood.....	16	Bye, Bye, Baby.....	12
Sing, Baby, Sing.....	16	Did I Remember?.....	12
To Mary—With Love.....	15	For Sentimental Reasons.....	11
Here's Love in Your Eye.....	15	Sweetheart, Let's Grow Old Together (11).....	10
I'll Sing You a Thousand Love Songs (21).....	15	Until Today.....	7
I've Got You Under My Skin.....	14		

SHEET MUSIC BEST SELLERS will be found on page page 5.

Air Briefs

By JERRY FRANKEN

AN EXCHANGE of talent between the WOR Artists' Bureau and the Don Lee Artists' Bureau will start soon, as the Lee chain hooks up with Mutual at the end of the year. Acts from each bureau will be sent to the other for about six months. Purpose is to help exploit the various acts and make them known on both Coasts. . . . Sam Katz has been named New Jersey sales representative for WMCA.

Frank Conrad joined McCann-Erickson as assistant radio director this week, working under Don Shaw, former Eastern sales head for NBC. Conrad was a time salesman at the same network. . . . Jimmy Cleminger became father of a boy last week. . . . Popeye has drawn a renewal for Wheatena, and Floyd Buckley, who plays the name role, is all excited over that and his new limousine.

Jack Roach has left the Columbia special features department to work for Ted Collins, Kate Smith's manager and the fellow who apparently has the moon under contract. . . . Adele Ronson, radio actress, and Horace Namm, business executive, are mailing "at home" cards. . . . While Irving Reis was on vacation, Brewster Morgan handled the CBS Workshop program. Reis due back this week.

Norman Livingston is on the road again for Ben Rocks. . . . Meyer Davis is planning to install a radio department in his organization. . . . Bill McCaffrey has signed Jane Pickens to a managerial contract, with the sisters as a team still under the NBC Artists' Service. Reported the trio may go to McCaffrey when their network deal expires.

Dick Himer, Art Shaw and Henry Busse are under consideration as the band replacement for Radio Guide, Fields leaving after January 1. . . . Will Hudson guest stars on the CBS Swing program November 21. . . . Trade reaction during the week was that the publicity given *Good Will Court* by the lawyers' association hurt the program. Idea is that listeners may now be more conscious they are deriving entertainment from others' troubles and accordingly react against the show. . . . Sidney Allen, formerly with Dell Publications, joins the Mutual sales staff November 23, working out of New York.

And Larry Mencken is a new production man at WMCA. . . . Columbia just handed Jimmy Farrell a new two-year ticket. He's to go back on sustaining soon, if a good time can be found. That's what they say, anyway.

Chi Air Notes

By F. LANGDON MORGAN

The war in Spain is causing much anxiety among several radio people here. Xavier Cugat, who is heard over NBC with his orchestra from the Stevens Hotel, is concerned over the safety of his mother, father and sister, who live about two hours from Barcelona. His brother Francis, a portrait painter in New York, is undertaking a trip to the war-torn country with hopes of getting the family out of possible danger. Gene Morgan, NBC actor, and his wife are also watching the news reports closely, as Mrs. Morgan's father, Jose De Costa, is a Spanish sea captain and her family also lives in Barcelona. . . . Jimmie Randolph, tenor with Roy Campbell's Royallists, made his debut as a soloist over WAAF November 16. . . . Kay Kyser and his entire band flew to St. Louis on Friday the 13th to play a dance at the St. Louis Country Club, but was back in time for his *Elgin Football Revue* on Saturday night. . . . Dave Bacal, former ABC staff organist, is now being heard over WGN. . . . Duke Watson, years ago with KYW and WBBM, has re-entered the radio field and has joined the announcing staff of WJJD. . . . His recent years have been spent in dramatic and operatic productions. . . . The Sinclair Minstrels, with Gus Van, the Maple City Four, Joe Parsons and all the rest of the gang are appearing in person this week at the Oriental Theater. . . . Chet Lauck and Norris Goff will soon venture into the combs-trip field, using their Lum 'n' Abner radio characters. . . . Little Jackie Heller, NBC tenor, is all excited over his trip to London, where he will open at the Grosvenor House early in December. . . . Horace Heidt and his Alernita Brigadeers, recently at the Drake Hotel here, are set for the Biltmore Hotel, New York, for the winter.

WLS Notes: Salty Holmes, jug-blowing virtuoso and frog voice, who has been appearing on KNX and in the movies in Hollywood, rejoined the WLS Prairie Ramblers this week. . . . After eight years on sustaining programs the Arkansas Woodchopper is being featured on a 15-minute three times weekly commercial. . . . Henry Burr, dean of ballad singers, has been ill. . . . WLS entertainers gave their 10th annual benefit performance for the American Red Cross at the Edward J. Hines Jr. Memorial Hospital on November 12. . . . Among those who appeared were Lulu Belle and Skyland Scotty, Lily May, the Prairie Ramblers, Patsy Montans, the Hilltoppers and Pat Buttram.

Harvey Hayes, NBC actor and commentator, is suffering from an eye ailment. . . . The Three Kings, formerly heard with Harry Sosnik and Hal Kemp, are now singing with the *National Barn Dance* octet. . . . Hugh Studebaker, radio actor, is planning to fly to Kansas City over the week-end to visit with his family. . . . Betty Winkler pale and wan after a week's bad cold. . . . Jim Jordan, of Fibber McGee and Molly, had a birthday November 18. . . . Art Jancs, of the Maple City Four, has one November 20. . . . WIND is broadcasting a program every Wednesday afternoon with Chicago Civic Opera Company stars. . . . Both Rosemary Dillon (*Modern Cinderella*) and Bess Flynn (*Bachelor's Children*) got their professional starts in stock at Grand Rapids, Mich.

Smooth tuning: The new Wrigley program, *Poetic Melodies*, over WBBM and CBS, with Franklyn MacCormack, Jack Fulton and Billy Mills' well strung orchestra. . . . Irving Margraff's late half hour of concert music over WCFL from the Old Heidelberg Cafe except for the overly sentimental and syrupy affectations of a certain announcer. . . . Jessica Dragonette will sing in a concert at a church here November 22. . . . Several small stations in this territory have permission from the Radio Communications Commission to increase their power. . . . WTAD, Quincy, Ill., goes to one k. w. daytime power. . . . KRNT, Des Moines, goes to five k. w. daytime, and WCAZ, Carthage, Ill., jumps from 100 to 250 watts. . . . Starting December 4, a minstrel show

will be part of the Amos 'n' Andy Friday night scripts, with an orchestra and guest stars and announcer Bill Hay as interlocutor. . . . Program director Bobby Brown and announcer Thomson Bartlett, of WBBM, are having a siege with the flu.

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ember 19, three five-minute spots weekly. WOR.

PROCTER & GAMBLE CO., thru H. W. Kastor & Sons, renewal, effective November 9, recorded musical program. WOR.

FISCHER BAKING CO., thru Neff-Rogow, Inc., renewal, effective March 9, 1937, news broadcasts. WOR.

New England

GENERAL BAKING CO., New York (Bond Bread), thru B. E. D. & O. Inc., New York, 60 one-minute spots, five weekly a.m.; also 10 weekly on *Musical Roundup*. WNAC, Boston.

TIDE WATER OIL CO., New York (Tydol, Veedol), 312 participations in the Yankee Network News Service, six weekly, from December 7, 1936, thru December 5, 1937, thru Lennen & Mitchell, Inc., New York. WNAC.

COLLEGE INN FOOD PRODUCTS, Chicago (soups, tomato juice cocktail), six 30-word announcements, thru Blackett, Sample & Hummert, Inc., Chicago. WNAC.

E. I. DUPONT DE NEMOURS & CO., INC., Wilmington, Del. (Industrial Explosives), 36 participations in the *Musical Roundup*, six weekly p.m., thru B. E. D. & O. Inc., New York. WNAC.

CHRYSLER CORP., Detroit (Plymouth Division), 15 participations in the Yankee Network News Service, seven weekly p.m., thru J. Stirling Getchell, Inc., New York. WNAC (and WTIC, WEAN, WICC, WCHS, WLBZ, WFPA, WSAR, WNBH and WLLH—the Yankee network).

SPENCER SHOE CO., Dorchester, Mass. (Spencer Shoes), 78 125-word announcements, participations in the *Musical Roundup*, six weekly p.m., thru Chambers & Wiswell, Inc., Boston. WNAC.

C. F. MUELLER CO., Jersey City (Mueller's Macaroni), 65 30-word announcements, six weekly a.m., thru E. W. Helliwig Company, New York. WNAC.

THE LION BREWERY OF NEW YORK (Lion Ale), 28 100-word announcements, seven weekly p.m., placed direct. WICC, Bridgeport, Conn.

CHEVROLET MOTOR CO., Detroit, 30 30-word announcements, six weekly p.m., and 12 participations, six weekly, in the *Musical Roundup*, thru Campbell-Ewald Company, Inc., New York. WICC.

DR. J. F. TRUE CO., Boston, 333 15-word announcements, seven weekly p.m., thru S. A. Conover, Boston. WEAN, Providence, R. I.

RHODE ISLAND ICE CO., Providence, four 125-word participations in the *Merry Go Round*, one weekly p.m., thru George W. Danielson, Providence. WEAN.

Chicago

JOHN MORRELL & CO., thru Henri Hurst & McDonald, *Bob Becker*, a local commercial, 8:15 to 8:30 p.m., Tuesdays for 26 weeks, from November 10. WGN.

South

FLORIDA CITRUS CO. three 15-minute transcriptions weekly, Mondays, Wednesdays and Fridays. Program is Harry Richman with Freddie Rich and ork and Connie Boswell. WSMB and WFL, New Orleans.

SWIFT & CO. (All-Sweet Margarine), six spots weekly, beginning November 9 to December 4; three weekly, December 7 to January 8; six weekly, January 11 to February 5, and three weekly, February 8 to March 19. WWL, New Orleans; KWKH, Shreveport; KARK, Hot Springs; WFA, Montgomery; WALA, Mobile; WJDK, Jackson, Miss., and 16 additional Southern stations.

MURINE CO., thru Vanderbrie & Rubens, Inc., Chicago, one 15-minute transcriptions weekly Tuesdays. Program is *Listen to This*. WWL, New Orleans.

BROWN & WILLIAMSON TOBACCO CO. (Kools), half-hour transcription weekly, beginning November 16. Program is Jack Pearl. KLRA, Little Rock, and KTRH, Houston.

CHILEAN NITRATES, twice weekly, 15-minute transcriptions, beginning December 1. WWL, New Orleans.

MINERAL PRODUCTS CO., Hot Springs, direct, three 16-minute programs weekly, Tuesday and Thursday morning and Sunday afternoons, beginning November 5, program featuring "Rube Turnipseed" and troupe. WNBW, Memphis.

HOWARD HITS

(Continued from page 3)

centage slice of pix rights as compared to 60 specified by the new bible. Further accusations were made to the effect that the Play Bureau misrepresented the contract by saying it was "once used by the Guild." Howard claims this is meaning-

less, because the pact has not now the backing of the Guild.

Theresa Helburn, head of the picture-controlled Play Bureau, attempted refutation of the charges by saying the various pix companies involved had agreed not to abide by the new pact. This harks back to the highest pitch reached in the struggle last year, when the screen moguls protested that the new pact did not sufficiently protect their interests.

Other important business of the meeting was the election of 10 members to the council. Those elected were George Abbott, Maxwell Anderson, Gene Buck, Russell Crouse, Owen Davis, Jules Goodman, Lillian Hellman, George Middleton, Bertrand Robinson and Samuel Spewack. Two committees were also appointed by Howard to do business with the managers as authorized under the new pact. Joint committee on pix rights includes Howard, Kenyon Nicholson, Owen Davis, Howard Lindsay, John Howard Lawson, Marc Connelly, R. E. Sherwood, George Abbott and Lillian Hellman. On the joint committee of authors and men representing managers are Albert Matz, Edward Childs Carpenter and George Middleton.

WPA PLAYERS

(Continued from page 5)

auspices today, has been seen by 32,500 people. A pageant depicting Gravesend Bay history and characters will be produced next spring, no unit as yet being indicated. Unusual length of *Native Ground*, to be produced by the Experimental Theater, has necessitated engagement of a cast of 32 to form two companies who will present the play on alternate evenings. Dancers in forthcoming *Eternal Prodigal* will act as stagehands, carrying Nat Karson's mobile props on and off. Frank Wilson will direct Negro Theater revival of *The Show-Off*. This unit will soon add variety entertainment, and will soon do Rose McClelland's *Taxi* as one of a series of one-acters. According to Philip Gross, managing producer, the Jewish theater has played to 250,000 within the last 15 months. Jewish version of *It Can't Happen Here* has been seen by 9,000 since the opening October 27.

SAN FRANCISCO, Nov. 14.—Local Federal Theater Project has inaugurated a new policy at the Columbia Theater, starting its Monday night shows at 7:15 p.m. instead of at 8:30. Success of last Monday's early show may result in the FTP establishing that policy thruout the country.

HOLLYWOOD, Nov. 14.—Nineteen-year-old Thais Dickerson, local Federal Theater actress, has been signed by Warner Bros' Pictures to a seven-year contract. Her last FTP appearance was in *The Devil Passes*.

WILMINGTON, Nov. 14.—Announcement of plans to build a theater with a capacity of 300 for the project here were authorized by Mrs. Flanagan. Will be used jointly by theater and music projects.

"SHOW IS ON"

(Continued from page 5)

Hart, Frank Gabrielson, the Gershwins, Hart and Rodgers, Carmichael and Adams, Vernon Duke, Dietz and Schwartz and sundry others, impressed as a potential smash despite the obvious need for judicious pruning. Lavish, tuneful, humorous and possessing a cast leading off with Beatrice Lillie, Bert Lahr, Reginald Gardiner, Mitzl Mayfair, Paul Haakon, Graele Barrie, Gil Lamb, Vera Allen, Bunny Berrigan, John McCauley, Evelyn Thaw and others, the opus, once it is co-ordinated properly, should have little to fear from a New York premiere.

Piece is staged, directed and designed by Minelli and comprises a skeleton view of show business from Shakespeare's day to the present. Opportunities for humor and burlesque afforded by such a book are at once obvious.

Opening performance presented 23 scenes out of a contemplated 29, leading bits being a sketch with Lillie as a Theater Guild treasurer; Bert Lahr, as a drama critic; Lillie in a strip tease burlesque; Gardiner in a takeoff on John Gielgud's *Hamlet*, to mention only a few.

Scenically and from the production standpoint, it is apparent that the Shuberts have used their money bags with no restraint. It should come to the Winter Garden in New York as one of the handsomest revues turned out in a long time.

Chicago Night Spots Boom

Doing big business—new spots opening—spending heavy dough for talent

CHICAGO, Nov. 14.—With night clubs in this territory enjoying their best business in years and hundreds of thousands of dollars being spent in new clubs, it looks like the new season will be a great one for performers and musicians.

Newest addition is the Trocadero Casino, opening about November 23 with a name band and an elaborate show. Following the lead of two downtown hotels in presenting tea dances with complete shows, this spot also plans afternoon performances. Designed by James Elston, who did the Palladium Cafe, London, and the Beaux Arts Club, Detroit.

Rebuilding of Colosimo's is nearing completion. Mike Potson, proprietor, has set Wednesday for the opening, with one of the largest shows ever presented at his cafe. New cafe will be 50 per cent larger than the old. The show will be headed by Ada Leonard, supported by Tracy, Gale and Leonard, with Al Gale as emcee; Una Cooper, Peggy Moore, Les Hunt, Muriel Love, Bankoff and Cannon and a line of 14 girls. Dances produced by Chuck Gregory, of the Rialto Theater here. Eileen George is being held over. Bob Tinsley's Orchestra continues.

Maurine and Norva, Carmen Castillo, Lorraine Sisters and Ina Scott joined the show at the Stevens Hotel Saturday.

Boy Foy, Vera Fern, Beauville and Tova and Ray Hunt are now at the Congress Casino, and Marilyn Marlowe, Barbara Belmont and Woods and Bray were added to the Royale-Frolies cast Thursday. New show opens at the College Inn November 20. Roger Pryor and orchestra will continue until March, his option having been taken up by the Hotel Sherman. The Calgary Brothers, Howard Nichols and Rufe Davis will also be held over.

License Bill for Penny Bookers

PITTSBURGH, Nov. 14.—Entertainment Managers' Association of Western Pennsylvania is planning to duplicate the existing Michigan licensed booker law when filing a bill at the legislative session in Harrisburg in January that will require a \$120 license from every operating agent. Bill will also require every out-of-town act looking for work in this territory to do business with licensed agents only.

Herman's Teams Working

NEW YORK, Nov. 14.—Henry Herman is as proud as the father of sextuplets. All of the six ballroom teams he manages are in action, with Dario and Diane at the Detroit Athletic Club, Estelle and Leroy at the local Paradise, Rosalean and Seville at the French Casino here, Zanette and Coles at the Morrison in Chicago, Towne and Knott at the Edgewater Beach Hotel in Chicago and Bernhard and Graham at the Pennsylvania here.

Sandler Books 'Em

NEW YORK, Nov. 14.—Phil Sandler, of the National Entertainment Circuit here, reports three new bookings: Cocoa-nut Grove, Reading, Pa.; the Club Hollywood, Rocky Hill, Conn., and Toto's Zeppelin, Holyoke, Mass. Also the U. S. Lines.

Ft. Worth Spot Resumes

FORT WORTH, Nov. 14.—Blackstone is only local hotel to feature orchestras this winter. Blackstone's manager, Dave O'Keefe, has enlarged his Venetian Ballroom and plans to book name bands. Ballroom opened Wednesday, with Carol Lofner's Orchestra in indefinitely.

A New Gag?

WHEELING, W. Va., Nov. 14.—Patrons of the Cluo Diamond are trying to figure out if Denny Phillips, proprietor, did not like Leon LeVerde's Revue, or is just pulling some new sort of publicity.

The following appeared in local newspapers before LeVerde's contract expired: "To Our Patrons:

"We apologize for the presentation last night of a revue headed by that famous dancer, Mr. Leon LeVerde. The show did not measure up to our standards of entertainment. We have canceled the entire production, and tonight a new and smart entertainment program will be presented for your enjoyment."

"Manhattan Frolics" was booked to replace LeVerde.

Now Co-Op Songwriting

NEW YORK, Nov. 14.—Latest gag is co-operative songwriting, suggested by Milton Berle. Calls for a tune composed of contributions of a few bars each from Duke Ellington, Will Hudson, Yascha Bunchuk, Cab Calloway, Jan Rubini, Ina Ray Hutton, Milt Britton and Lucky Millinder. Ellington has already started the ball rolling and Hudson is now doing the second leg. Nick Kenny will do the lyrics.

This chain method of composition, said to be the first attempt at this sort of thing, will retain standard song structure. Music houses are said to be interested in the venture.

Chicago AFA Office Seeks Night Spot Help

CHICAGO, Nov. 14.—Guy Megley, former vaudevillian and producer of flash acts, has been appointed local representative for the American Federation of Actors and has established offices in the Capitol Building.

A plan has been devised by the AFA, Megley stated, that, if agreed to by the night club owners and bookers at a meeting to be called on Ralph Whitehead's next visit here, within a week or two, will improve both working and booking conditions locally. Plan will eliminate a lot of chiseling among the bookers as cafe owners will be asked to sign an agreement that bookers cannot be changed except on two weeks' notice and other offices will not be allowed to solicit the account until the other fellow is thru. In this way a rival booker cannot take the booking away from another office by promising a better show for less money. A minimum wage scale will also be worked into the agreement.

Big Negro Dance Spot in Birmingham

BIRMINGHAM, Ala., Nov. 14.—First local Negro dance casino on a pretentious scale will open November 23, with Ray Shep and his 15-piece band from Miami in the band stand. Called the Cotton Club, it occupies a remodeled theater and represents an investment of approximately \$9,000. Remodeling cost \$2,500. Capacity is around 1,000, with a balcony intended for white guests.

Club is owned by a stock company and is under management of Monroe Kennedy, Negro impresario.

The Actors and the Agents

Performers have always belted about "chiseling agents," and the agents, in turn, have always panned actors as "prima donnas, irresponsible children who jump contracts."

This isn't exactly judgment day, with both sides appearing before the final court of justice, but it is as good a time as any other to examine the situation.

If you ask Ralph Whitehead about it he will tell you quickly that performers become irresponsible only in proportion to their exploitation by agents and employers. When agents use trick contracts, and when they deliberately ignore equitable contracts, then, Whitehead would say, the actors begin to suspect that a contract may not be such an honorable thing.

We've seen plenty of contracts used in the night club field, and we can say right now that many aren't fit to scrub the floor with. Most of them compel the act to toe the mark and then leave the agent and employer free to ignore the contract. Contracts tying up an act to exclusive representation and promising no assured income are common nowadays. Contracts enabling the employer to cancel at whim are not uncommon either.

There are plenty of contracts in which the agent is, legally, neither an agent nor an employer. The only thing definite is that the agent collects his commission. At this point we could begin to get hysterical, but we won't. All we'll say is: Make sure you read Rudy Vallee's special article, "What's Wrong With Night Club Contracts," in the Christmas Special Number of *The Billboard*. He has plenty to say about "contracts."

Musicians' Union Nixes P. C. Bookings by Licensed Agents

Threatens to revoke licenses—action caused by flood of percentage dance dates thruout West—promoters being refused licenses—agents must quit promoting, too

NEW YORK, Nov. 14.—Alarmed by the extent of percentage booking, especially thruout the West, the American Federation of Musicians has warned its 1,200 licensed agencies that AFM laws "prohibit percentage arrangements under any consideration." Not only that, but AFM members are not permitted "to accept percentage arrangements under any agreement with any booking agent or employer." This is a blow at the common practice of promoters booking name bands on a percentage agreement including a guarantee of union minimum scale.

Under this new AFM warning even this sort of deal is taboo.

Bert Henderson, in charge of the license system, says the AFM has been alarmed by the increasing number of licensed agents who apparently thought percentage bookings were okay so long as they guaranteed scale. In a letter to agents over the signature of Joseph N. Weber, Henderson points out the following AFM law: "The price of all contracts must be at least that of the Federation or the local, as the case may be, regardless of any provisos of the contract that if the price named is less than the local scale or that of the Federation, then the local or the Federation scale shall govern the contract."

The AFM wants to discourage licensed agents from promoting and is warning them to lay off, or else. In the eyes of the AFM a promoter is an employer and not an agent. Promoters are not granted licenses. Licensed agents, however, may deal with promoters. Band leaders may deal direct with promoters, provided the promoters don't charge a commission or cut in on any way into the contract price.

Miami Night Spot Season Under Way

MIAMI, Nov. 14.—Featuring continuous entertainment by Hilda Devere, Peggy Delmar, Patsy Shaw, Bee Slinger, Nell Endsley, Al Dumont, Tommy Harris, Rubin Carlton and the Paddock Trio, the Paddock opened to capacity houses last week.

Occupying a brand-new modernistic building, and changing from a bar into a night club, the Five o'Clock Club is to open Wednesday, featuring a five-piece orchestra, The Continentals.

After heated debates and threatened lawsuits, J. Marquette Phillips won from the Miami Beach council right to a liquor permit for his classy Forge Club, Andrew Bruno, major domo at Barbizon Plaza, New York, will be acting manager.

Dell-Lee Bookings

NEW YORK, Nov. 14.—Recent bookings by the Harry Dell-Dorothy Lee office include Shirley Ellroot and the Ellroot Dancers, at Ivan Frank's Hofbrau; Mildred Roselle, Taras and Masters and Sunny Stone, at the Monte Carlo; Iris Ray and Jean Allen, at the Holland Hotel Club, and Jean Walters and Dorothy Manners, at Butler's Taproom, all here. Ernestine and Joseph and Jack Brown, at Ryan's Rendezvous, Kew Gardens, L. I.; Freddie Lamont and Marie Doherty, at Club Lincoln, Jamaica, L. I.; Santos and Elvira and Marion Kaye, at the Cocoanut Grove, Boston.

Bruns Palm Garden Adopts Circus Idea

CHICAGO, Nov. 14.—Following in the wake of night clubs going novelty minded, the Bruns Palm Garden, thru the Tommy Sacco office, is inaugurating what will be known as a circus policy November 24, with the entire floor show consisting of acrobatic, aerial, wire, musical and clown acts.

The gardens will be revamped to accentuate the circus atmosphere.

Books Cafe Amateur Shows

NEW YORK, Nov. 14.—The Harry Brown Agency here is putting on amateur frolic nights Thursdays and Fridays in McGuire's Cabaret, Flatbush, Brooklyn.

Miami Beach Gets Tough

MIAMI, Nov. 14.—Miami Beach night club operators and employees heard a reading of the riot-act this week when city council members stamped approval on ordinance requiring registration, photographing and finger printing at beach police headquarters of all "casual employees" within 48 hours of their arrival in town. When asked whether "employees" would include such entertainers as Sophie Tucker, Harry Richman and French Casino femmes, council replied, "Discretion will have to be used in enforcing it, of course."

Miami city commission offered reprisal with statement that such an ordinance would be "illegal" and refused to make it a law.

The ordinance covers not only night club operators and employees, but bathhouse attendants, taxi drivers, charter boat captains, newsboys over 17 and other employees likely to be transients.

New College Inn Show

CHICAGO, Nov. 14.—A new show will open at the College Inn of the Hotel Sherman November 20. Several of the stellar performers now appearing will remain. Calgary Brothers, pantomimists, are working out new routines. Rufe Davis, hillbilly, will sing new songs and give new imitations, and the Gertrude Hoffman Girls will present a new and novel aerial number.

Jose Gonzales brings a troupe of trained dogs and will present a burlesque bull fight. Howard Nichols will present hoop twirling, and a crew of clowns will carry out the circus idea.

MARLO MUSIC COMPANY has accepted *I Love for You*, by Hugh Walton and Taylor Grant, mike gabbers at WCAU, Philadelphia.

RUDY VALLEE

Writes on

What's Wrong With Night Club Contracts?

In the Christmas Number of The Billboard Dated November 28, 1936

PAUL DENIS.

Club Chatter

New York City:

THE VERSAILLES was awarded the Roll of Honor for excellence in cuisine at the recent National Hotel Exposition. First time a restaurant snatched the roll away from the hotels. . . . **BILLIE LEONARD** featured in new show at the Brass Rail. . . . **DE MAR** and **D'ANDRE** are now in the Palm Room of the Commodore. . . . **THE HARTMANS**, at the St. Regis, have a brand-new number, *Terpst-de-Main*, combo of dance-stair and magic.

LAURA DEAN, featured as the Girl with the Band, is now heard at the McAlpin with Enoch Light's Ork. . . . **BOBBE BLAKE** is the vocalist with George Sterney's Band at the St. Moritz. . . . **NENA MONTES**, "The Warrior Lady Dancer," has been added at El Toreador. . . . **GALI-GALI** has been given a three-month extension to his stay on this side. . . . **PEPPY AND PEANUTS**, novelty dancers, have closed at the Holland Tavern. . . . **HAL ATKINSON** is Will McCune's featured vocalist at the Hotel Plaza.

The Florida season is almost upon us and many an act is already thinking longingly of swaying palm trees, tennis, swimming and society spenders who like to entertain "the actors." The class acts booked into the finer spots will undoubtedly have a pleasant time. But the small-time acts going down on speculation had better watch out. Many an act has wound up playing for a starvation salary in some Florida cafe.

Ohio:

JERRY FAYE, after 38 weeks in Baltimore, now at Jungle Inn, Youngstown. Same show has Lee Carroll, Dorothy Page, Bobby LaMar, Francis Blair, Lena Rivers, Reggie Windsor and Francis LaVerne, emcee.

Most of the ultra-ultra hotel spots in New York are doing poor business. On practically any night but Saturday the musicians can shoot ducks from the band stand. Most of these spots are so anxious to keep exclusive that they refuse to advertise and, as a result, entertainers often perform before five or six customers. Certain teams and entertainers specializing in so-called class spots have forgotten what an audience looks like.

Pennsylvania:

JEAN AND JANE FARRAR will sing a song 150 years old at the 1523 Club, Philly. Sent in by Annapolis boys and to be sung on eve of Army-Navy game. . . . **EMILY VON LOSEN**, ballerina, opened at the Arcadia, Philadelphia, last week. . . . **THE REMODELED Show Boat** in Pittsburgh opened with a layout comprising Coudriet and O'Dea, Doris Vinton, the Rockets and music by Billy Yates. . . . **AN INDIGNANT Bill Church** from Pittsburgh writes that he is the original "Broadway's Own Emcee," and that all others, if any, are impostors.

The very swank Ritz-Carlton Hotel, New York, has musicians and performers entering and exiting thru an adjoining office building, which also contains the dressing rooms. This keeps the performers away from the guests and also enables the hotel to use the hotel space for its own purposes.

Cincinnati:

JOE SANDERS and his Nighthawks opened in the Florentine Room of the Hotel Gibson Monday night, following Ted Weems and his boys, who scored handsily in their six-day run there. San-

ders lads are in for a limited period. . . . **IN THE ARROWHEAD INN'S** new show are Sylvia and Clemence, Gayle and Lloyd, Etta Reed, Daro and Costa and Cliff Winehill, emcee. Los Erlentach music continues. . . . **GUS ARNHEIM** wields the baton in the Netherlands Plaza's Pavilion Caprice, replacing Leon Belasco, who opened with his ork at the Book-Cadillac Casino, Detroit, last Saturday. Johnny and Edna Torrence, dancers, are remaining over to entertain with the Arnheim combo. . . . **LOOK-OUT HOUSE** is sporting a new layout which features Bobbie Cook, Clyde Monroe, the Wallace-Whitleys and Allan and Martin. Sammy Walsh holds over as emcee, and Clyde Trask's tooters return for an indefinite stay. Carol Gable is Trask's featured warbler. . . . **ROSS PIERCE'S** combo, highlighting Eddie Psberger and Hugh La Cross, singers, continues to please the patrons of Club Village in the Hotel Alma. . . . **KING AND GARY**, Esther Perry, Iona Manning and the *Beef Trust Revue* comprise the floor offering at Izzy Schneiderman's 4444 Club. Tommy Tucker is emcee. . . . **PAY NORMAN'S Gay Boy Revue** continues to draw heavy biz to Gus Sanzere's Nine-Mile House. Fem impersonators are in their 10th week at that spot.

Even the magicians are enjoying great popularity in night clubs and hotel spots, the magic shops are still in the doghouse. Nitary magicians usually stick to small sleight-of-hand tricks that don't require much equipment. There's hardly any production involved. Is the day coming when magicians will recall "the good old days when we had big production stunts?"

Chicago Area:
ROSENA, Betty Walker, Honors and Gladys, Al Reynolds and Virginia Dare opened at the Carlock, Chicago, November 12. . . . **DON PACO AND CARMITA**, Marjorie LaTour and Sylvia Haig opened at the Silver Cloud Cafe, Chicago, on the same date, booked by Hal Lawrence. . . . **BETTY HARRIS**, Sylvia Vand and Chick Garlie opened at the Silver Frolics, Chicago, November 12. . . . **ANNE MACK** and Virginia O'Brien are now playing the Wooden Shoe, Chicago. . . . **AL-THEA ALLYN**, Fats Foster and the Beverly Sisters opened at the South Bend Inn, South Bend, Ind., November 12. . . . **PAM'S WINNERS** and Yasha and Musha opened at the Indiana Cafe, South Bend, on the same date, booked by Tommy Sacco. . . . **FLORINE MANNERS**, Harriett Norris and the Mary Vandas dancers opened at Beverly Gardens, Chicago, November 11.

Chicago Area:

What few agents and bookers realize is the enormous expense of wardrobe carried by the better class ballroom teams. The girl must wear expensive and fashionable gowns, in addition to expensive hose and shoes, while the man must always wear new shoes and impeccable clothes. Clothes must be discarded as soon as they are spiled a bit. Then there's the matter of proper "front," cabs, photos, etc. It costs a lot of money.

Washington:
PAT ROONEY, with Marlon Bent, Pat Rooney III and Janet Reade, opened at the Cocoanut Grove November 10. **RENNE VILLON** and the Chester Doherty ensemble spotted into the lineup, also. . . . **HELEN MALCOLM** has gone into the Ambassador El-Hat as warbler. . . . **MAYO AND SHERIDAN** and Vernon St. Clair joined the held-over revue at the Lotus November 10. . . . **GEORGE OSMOLOWSKI** is back at the Russian Trolka. . . . **LA PAREE** started six-week talent search November 10, winner to land paying spot in show. . . . **THE LYONS TWINS** are at Maryland Club Gardens. . . . **ANNE SIGMAN** and Stanley Fields took their ping-pong turn into the Shoreham week of November 8 with management offering quart of champagne to anyone besting gal.

Philadelphia:

ANCHORAGE INN has Harry Glynn in charge. . . . **ISABELLE ROOK** and the Three Octaves wind up their long run at Benny the Bum's to open at the Chesapeake House, New York. . . . **OLIVE YOUNG**, Oriental thrush, becomes the new star of the show at Benny the Bum's. . . . **ALTHO HAL KEMP** changed places with Ben Bernis, Arcadia International House carries over Florence and

Alvarez, terp twosome. . . . **EDDIE BRANDT** and Leo Fowler add their smart songs to the 21 Club offering. . . . **RENE BARCLAY** is the new hostess at the Walton Roof. . . . **DOROTHY CROOKER** is a newcomer at the Adelphia Hotel. . . . **FRANCES CARROLL**, local radio warbler, doubling in night spots.

Many big-time night club agents will tell you they would welcome complete organization of night-spot performers, including chorus people, in the hope that unionization would stabilize working conditions and at least establish a minimum standard. However, those same agents are reluctant to advocate organization openly, except for stating they wouldn't oppose organization attempts.

Detroit:

THE POWATAN, Sammy Soffer's club, is featuring the Radio Ramblers in their first night club appearance. . . . **JACK MCGAY'S** Orchestra and Barbara Field appeared at the first of the Saturday night dances at the Whittier last Saturday. . . . **TED LIPSITZ**, who operates the Coconut Palms at Eastwood Park in the summer, may open a downtown spot shortly. . . . **ART MOONEY** and orchestra are auditioning a number of night spots. Orchestra has been augmented by an electric organ and one of Albino Ray's singing guitarists. . . . **BILLY BAER** is playing at the D. A. C. . . . **HUYLER'S** is featuring Ver Werwille, accordionist.

Pittsburgh:

THE NEW SHOW Marvin Jensen is emceeing at the Nixon Cafe features Ruthania and Malcolm, dance team; Madelyn White, songstress, and a line of Paul Florence Girls. . . . **JANE JARRELL** has the Youngstown Auto Show this year. Glen Myers is emcee and Rose Veronica Coyle (Miss America of 1936) is featured. . . . **BILLY AND BETTY JOHNSON** have been held over at the Union Grill. . . . **NEW TOM BALL REVUE** at the Plaza Cafe features Eddie Pritchard, Richard and Carson and a line of eight girls.

Additional Club Chatter appears on page 27.

YVETTE AND HER ORIGINAL MUFF DANCE

Now Harry's New York Cabaret, Chicago.

— WARNING —
Bob Oavis Has No Connection With This Act. Under Orchestration

SLIGH & TYRRELL
140 N. Dearborn Street, Chicago.

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HOLLYWOOD RESTAURANT
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Stylist
Special Material and Chatter By Mill Francis,

Appearing Nightly at
CHEASAPEAKE HOUSE
an institution of distinction,
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ALL RECORDS
CLYDE LUCAS
and His ORCHESTRA
broke all house records for any seven days in the
LAST 10 YEARS
first time any band held 4 weeks with one picture

GUS EDWARDS, KENAWAY, INC., RKO BLDG., N. Y. C.
CLYDE LUCAS BAND ONE OF THE FINEST MUSICAL ORGANIZATIONS TO PLAY NEW YORK PARAMOUNT SINCE WE INAUGURATED OUR POLICY OF SCREEN AND BAND SHOWS.
ROBERT M. WEITMAN, MANAGING DIRECTOR, N. Y. PARAMOUNT THEATRE

For the Past Two Seasons BROKE ALL RECORDS at the HOTEL NEW YORKER

MAURINE and NORVA

"WORLD'S FOREMOST DANCING STARS"

Now Playing
CONTINENTAL ROOM
STEVENS HOTEL, CHICAGO

VERA FERN

Acro-Tap Dancer
Featured

CONGRESS HOTEL, CHICAGO, ILL.

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

Philadelphia:

ANCHORAGE INN has Harry Glynn in charge. . . . **ISABELLE ROOK** and the Three Octaves wind up their long run at Benny the Bum's to open at the Chesapeake House, New York. . . . **OLIVE YOUNG**, Oriental thrush, becomes the new star of the show at Benny the Bum's. . . . **ALTHO HAL KEMP** changed places with Ben Bernis, Arcadia International House carries over Florence and

The EXCLUSIVE "HIT PARADE!"

Written and Arranged by
Will Hudson
ORGAN GRINDER'S SWING
Mr. Ghost Goes to Town
by Duke Ellington
In A Sentimental Mood
(arranged by ALEX HILL)
Solitude
(arranged by WILL HUDSON)
Carlos Molina's Hit Waltz
A Moment in the Dark
(arranged by Gus Baumgart)
Casa Loma Theme Song
Smoke Rings
(arranged by Gene Gifford)

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1619 BROADWAY • NEW YORK, N. Y.

Bands and Orchestras

CHARLIE HART and his ork are in their 10th month at the Maple Restaurant, Hartford, Conn.

DICK MESSNER goes out of the Park Central, New York, November 27.

VAL BENDER now in his sixth week and will stay indefinitely at the Blue Moon Ballroom, Tucson, Ariz.

THE FIRST WPA touring orchestra of 80 members, left New York for a one week's tour of the State.

It's no longer "Where are you working?" but "Who's handling you?" The band agent has risen to heights—so much so that he often can make or break a band.

SEMP FIELDS and orchestra closed at the Pierre Hotel, New York, Tuesday, even tho his contract had four weeks to go. Poor business and budget trimming brought about an amicable cancellation. Fields is taking the band out on the road.

RUSS MORGAN, just out of the New York Biltmore Hotel after a long run, will concentrate on college proms for a while, in addition to his broadcasts.

CHARLES STENROSS and orchestra will play the Roosevelt Hotel, Pittsburgh, Saturday, with Barney Rapp's outfit in November 28.

NIXON-GRAND THEATER, Philadelphia, changes house policy and will intersperse colored and white name bands. House had Don Redman, provided the first local appearance for Andy Kirk, brings back Vimmie Lunceford and has already set Ted Lewis. Tomray Dorsey was the only white band previously playing the house.

WAGNER'S BALLROOM, Philadelphia, brings in Henry Mays on Fridays to battle it out musically with Lew Giroux.

A cymbals players in the St. Lawrence University band last week became so excited during a football game that he bent the disks inside out with the final clash.

LARRY FOTIN'S "rockin' rhythm" masters grab off the third annual RCA ball in Camden, N. J.

SIGNOR ALBERTO and His Continentals, tango orchestra, featured afternoons in the Persian Room of the Hotel Sir Francis Drake, San Francisco, has a Monday quarter-hour on KFRC.

ERIC CORRES and crew are currently holding down the spot at Coccoanut Grove, Washington.

MILTON DAVIS has added a celeste to his Hamilton Hotel Rainbow Room outfit in Washington.

LEE LYKINS, one of the original members of Horace Heldt's Californians, has joined John Wolohan's ork at Wolohan's Ballroom.

Swing may be a lot of bunk—as many claim—but band leaders must be smart enough to see in swing a definite commercial value. The public is interested in swing—there's no doubt of that—and bands should take advantage of it, even if it's only a fad.

KATHRYN JULYE, harpist with Betty Marino's Hotel Canterbury orchestra, has written a song which Lily Pons is to use in her new RKO picture.

JOAQUIN GRILL has the band at the swank Hotel Del Monte, Del Monte, Calif. Spot formerly held by Harry Barris' ork.

MIKE RILEY-ED FARLEY combination will disband upon conclusion of its contract at the Hickory House, New York, December 4.

BUNNY BERIGEN was let out of the new legit musical, *The Show Is On*, current in Boston prior to a New York opening. Show was running too long.

DURELLE ALEXANDER, erstwhile baby star with Paul Whiteman's Ork, has her own band now, the Swingirls, which recently opened a road tour at Fay's Theater, Philadelphia. Nucleus of the 15-piece combo is the Bon John girl band.

One band is said to have been at a New York ballroom for 17 years straight. Even if this is exaggerated there are many bands spotted on Broadway for four to seven years consecutively. Of course one of the biggest headaches of the leader is to keep the men from getting corny.

JOE VENUTI booked by Consolidated Radio Artists to open at the Muehlebach Hotel, Kansas City, Mo., December 3.

KINGS JESTERS return to the Bismarck Hotel, Chicago, November 26 with an NBC wire. Booked by Consolidated.

EARL HINES and ork go into the Grand Terrace, Chicago, in about a month. Fletcher Henderson is now one-nighting, having left that spot. CRA handling Henderson's dates.

BEN POLLACK, thru CRA, goes into Sebastian's Cotton Club, Culver City, Calif., November 17.

CHARLIE DREW and orchestra set for

the Hotel Lenbardy Bar, New York, opening November 18, by the Meyer Davis office.

JOHNNY BURKARTH and orchestra opened the fall season at the Pendennis Club, Louisville, recently. Burkarth is also set for a return date, November 28 and 29, at Music Hall, Cincinnati. Played that spot earlier this month to excellent grosses.

DON BESTOR and orchestra, playing the Eastern seaboard, are set for dates in Singac, N. J.; Johnson City, N. Y.; Scranton, Pa.; Bridgeport, Conn.; Carlondale, Pa.; Philadelphia and Atlantic City.

CONSOLIDATED RADIO ARTISTS' Coast office has signed Jacques Renard, Harry Jackson and Eddie Kaye.

PHIL LEVANT and orchestra close a successful engagement at the Walnut Room of the Bismarck Hotel, Chicago, Thanksgiving night, November 26, and open the following day at the Empire Room of the Schroeder Hotel, Milwaukee.

Basil Fomeen is planning an accordion number in which the band musicians will play squeeze boxes of varying sizes. Eventually he hopes to offer dance music using the 12 accordions exclusively.

MARK FISHER and orchestra replace the Husk O'Hare Band at the Club Ball-Ball, Chicago, November 20.

DON MALONE and his Swing Kings, current at Dunn's, Harlem, Mont., are slated to sail for the Orient in January. Lineup comprises Malone, E. Poppy, Bud Keane and Eddie Allen.

Additional Bands and Orchestras appear on page 27.

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

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

DON REDMAN AND HIS ORCHESTRA ON TOUR CENTURY ORCHESTRA CORPORATION, 1619 Broadway, New York.

DICK DIXON The Romantic Tenor AND HIS AMBASSADEURS featuring PAUL PEQUE 30th week at GLORIA PALAST, New York. Mgt.—HARRY MOSS, 1619 B'way, N. Y. C.

BERT LYNN Comedy Singer, Gancer and M. G. Inventor of the Electric Guitler. Now featuring his new invention, the only Electric Vibrolynn in the world. Direction FERD SIMON RKO Bldg., N. Y. C.

DON MARIO and his ORCHESTRA NOW ON TOUR Per. Mgt. PAUL WIMBISH, 1619 B'way, Suite 701, New York

JOE SAMUELLS Hollywood Orchestra NOW EMBASSY-CLUB ATLANTA, GA.

JACK STAULCUP AND HIS ORCHESTRA Now Playing the ARCAOIA BALLROOM in ST. LOUIS.

New Swank Spots Planned for Chi

CHICAGO, Nov. 14.—If plans of prominent night-club impresarios go thru Chicago soon will have two of the finest night clubs in the country. One will be on the lake front just north of the Loop, the other in the center of the Loop district.

The Loop project concerns the establishment of a French Casino in the Terrace Room of the Morrison Hotel. A petition for lease of the Terrace Room and cocktail lounge to the International Casino of Illinois, Inc., for seven years at a rental of \$2,200 a week and percentage has been approved by Federal Judge Wilkerson. Room closes soon and it is understood the Casino corporation and the hotel will spend \$25,000 remodeling the place. The new room will open Christmas Eve.

Lake-front project is still more ambitious and is understood to be promoted by Mike Fritzel and Joey Jacobson, operators of the Chez Paree. Plans call for a five-story building, on each floor of which will be presented a different type of entertainment, with prices graduated to suit every purse.

Local night-club men believe an era of prosperity is at hand that will send the entertainment business to a new high peak.

Radio City Policy Change?

NEW YORK, Nov. 14.—Reports that Radio City Rainbow Room and Grill would drop entertainment in favor of a straight restaurant policy were officially denied today. It is understood, however, that such a move was, and perhaps is, being contemplated owing to trouble with the electricians' union.

FLORENCE ISABELLE has a new floor bill at her New Joy Gardens, Sharon, Pa. Features Paul Mann, Terry Circle, Paul James and the Gardens Squirrels Band.

"Dean of Sophisticated Swing"

BEN POLLACK AND HIS ORCHESTRA

Now Playing Sebastian's Cotton Club, Culver City, Pa.

Exclusive Management CONSOLIDATED RADIO ARTISTS, INC.

Featuring the Mound City Blue Blowers.

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Now Playing Pierrot Club, W. 52d St., N. Y.

Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBC, Coast to Coast.

HARRY RESER AND HIS CLIQUOT CLUB ESKIMOS

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

Exclusive Management CONSOLIDATED RADIO ARTISTS, INC.

RADIO-STAGE

IRVING AARONSON AND HIS COMMANDERS

ON DANCE TOUR.

Exc. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

RAMON RAMOS AND HIS CONTINENTAL ORCHESTRA

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

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...here's the KING!

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PLAY THESE OTHER WINNING CARDS FROM THE MILLS DECK OF ATTRACTIONS!

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Music News in New York City

One of the few seasonable songs to survive is *Santa Claus Comes to Town*. Now in its third year and still able to corral converts. For the current revival the publishers are changing the title page.

Fay Lehman has changed her secretarial position with Words & Music, Inc., for a similar position with Harms, Inc., returning to a former capacity with one of the Warner Bros.' music subsidiaries.

One of the few good books devoted to the harmonica is published by Bob Miller, of hillbilly fame. It is by Paul Robinson, radio and vaude artist, and himself an expert on the instrument.

Merry Christmas

XMAS NOVELTIES—DECORATIONS—PARTY SUPPLIES

ELECTRIC WREATHS, 9 in. Doz. \$1.80
TREE LIGHTING OUTFITS, Doz. 2.49
72" XMAS or HAPPY N. Y. SIGNS, Dz. .75
XMAS CARDS ASST. 8 Varieties, Bos. 5 1/2 c
XMAS TOICLES, Doz. .30
HANGING SANTA CLAUSE, Gross. .80
25% deposit, balance C. O. O. Send for our Catalog containing 1,000 items such as Paper Hats, Noisemakers, Decorations, Balloons, Tricks, Jokes and Novelties.

GORDON NOVELTY CO.
833 Broadway, Dept. J, New York, N. Y.

ANNOUNCEMENT NEW BOOKING OFFICE OF HARRY BROWN

And His Theatrical Enterprises.
LEW FREED, Manager.
Booking Attractions for All Occasions.
Amateurs Our Specialty.
221 Strand Thea. Bldg., N. Y. O. Ph.: LO-5-8875.

Next benefit show by the Music Men, Inc., will not be held until February. The organization is awaiting the return of President Moe Gumble. Gumble has gone to California in the interests of his own firm and will not return until January at least.

By a stroke of luck Clarence Williams and his family narrowly escaped meeting death thru fire. The conflagration occurred in their home in Jamaica, L. I., early Wednesday morning. The composer's wife, Eva Taylor, had made preparations for an outing. She roused the children way ahead of their usual schedule. By the time they were dressed flames enveloped the stairways leading to the cellar. By quick action all hands escaped without injury. Oil burner trouble.

Encouraging signs follow publication of *Rockin' Chair Sw'ing*, a Red Star product by Mary Schaeffer and Vincent Lopez. Miss Schaeffer, who has charge of the office end of the firm and who should know, declares the number is mounting into the dividend class. Another number in the catalog, *Living From Day to Day*, has just been recorded by Jimmy Lunceford.

E.P. La Freniere, Erskine Butterfield and Percy Post have just placed a new song with the Roy Music Company, *We Can't Go On This Way*. At the invitation of Walter Bishop, who had a hand in its completion, we found it contained a swingy musical setting which should augur well for a profitable future.

Another and evidently final shift has been made in the personnel of Sherman, Clay & Company. Fred Dempsey is now professional manager. Dempsey had had considerable experience in the trade.

Of late there has been very little switching of writing teams among the creators of popular songs in Tin Pan Alley. Not so long ago it was not unusual for successful combinations to disintegrate just because some other firm desired the lyricist or the composer, as the case might be. This procedure had disastrous effects, with the new alliances invariably furnishing flops instead of

MORRIS ORODENKER

Writes on

Love Letters From a Musician

In the Christmas Number of The Billboard Dated November 28, 1936

hits. Now you will rarely find teams splitting or making any change. Good examples of winning combinations are Benny Davis and Fred Coots, Joe Burke and Edgar Leslie, Gordon and Revel.

Joe Carson Music Company, a new concern, is under way with two new tunes, one a kiddie novelty entitled *I Had a Gang of My Own* and the other a fox-trot called *Alabama Blues*. Carson is exploiting the songs thru well-known radio artists.

Pans Swing Music; But It's No Use

ATLANTIC CITY, Nov. 14.—Hotn tooters who let their hair grow long and swear by the salon music found an unexpected friend in City Commissioner Joseph A. Paxson.

Discussing programs on WPG, Paxson declared that "people don't listen to the radio as they used to. Why not? It's the programs. And what are our programs? They're swing music! Bah! If we'd return to really beautiful music you'd see more radio listeners."

But he can't do anything about it, the advertisers being responsible for choice of tunes on their programs.

SHEET MUSIC LEADERS
APPEAR ON PAGE 5.

ROY SONGS

Two Seasonable Novelty Fox-Trots

"ROCKING HORSE PARADE"

"MEET ME AT THE FOOTBALL GAME"

Band Arrangement

INCIDENTALLY WATCH FOR "RUSTY HINGE"

ROY MUSIC CO.

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ATTRACTIVE 3 and 4 COLOR DANCE AND ORCHESTRA POSTERS AND CARDS

Oh! Boy! They are Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards, \$0.90; 1,000 Paper, same, \$14.00; 9 1/2x22 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

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MASON CITY, IOWA.

WANTED IMMEDIATELY

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RKO Reverses Attitude on Buying Expensive "Names"

Circuit steps out and books Cantor, Richman, Fields and Rand—other bookers get interested—units still getting attention—producers squawk on percentage

NEW YORK, Nov. 16.—After a long stretch of passing up "names" commanding salaries upwards of \$2,500, RKO led the major circuit bookers last week in reviving interest in attractions of that caliber. In one week deals were made with the William Morris Agency on talent which collectively totaled over \$50,000, including the booking of Eddie Cantor, Harry Richman, Sally Rand, Benny Fields and others. Units, however, still have the attention of bookers, with many of the bigger units getting long routes this week. On the other hand, unit producers are commencing to squawk about certain percentage deals in theaters, applying to all units, whether big or small.

The reversal of the booking attitude as regards "names" is encouraging agents to hunt for such attractions. Bookers and managers early this season condemned the gambling on high-priced "names," explaining that whole shows, such as the units, could be obtained for the price of one "name."

Sam Weisbord, of the William Morris Agency, led off in the "names" booking, selling to RKO. He arranged for the booking of Eddie Cantor and his own revue to play Boston week of November 26 for six days at a \$15,000 guarantee against a 50-50 split. Revue is to include Parkyakarkus, Jimmy Wallington, Deanna Durbin, Jacques Renard and Betty Jane Cooper. Weisbord also sold Harry Richman for Palace, Chicago, week of November 20 at \$6,000, and Benny Fields for the same house Christmas week at \$2,500. He arranged for John Bole's current booking at the Shubert, Cincinnati, at \$6,000. Also, Sally Rand for RKO in Boston week of January 14.

On units, Weisbord sold the A. B. Marcus show to RKO starting in Boston December 10, to follow with Cincinnati and Dayton. He also is putting the Ethel Waters unit into that house this Thursday. Fanchon & Marco's Leon Errol unit has been given a long route. It is current at the Michigan, Detroit, and is booked until February 19, taking in Cleveland, Pittsburgh, Akron, Youngstown, Washington, Boston, Montreal, Toronto, Cincinnati and Dayton.

F. & M. has also set other units; Olsen and Johnson's show has been booked for a string of dates, starting this Wednesday in Denver. Russell Patterson's *Living Model* has been booked by RKO for Cleveland, Cincinnati and Chicago, starting December 11. F. & M. is also submitting Constance Bennett at \$7,500. Office will have another unit ready by next month, featuring the California Colemans.

Simon Agency has routed two units. Norman Carroll's *Mardi Gras* starts on its route November 27 in Toronto, following with Montreal, Cleveland, Chicago, Columbus, Cincinnati and Boston. Ben Marden's *Albion* unit will start December 10 in Springfield, Mass.

Squawk from unit producers is directed against such spots as Springfield, New Haven, Toronto and Montreal, a Paramount situation. Claim that on these bookings houses will only play units on a 50-50 basis after the first \$2,000 or \$3,500 is deducted by the house. Complaint is that this applies to a "name" unit as well as a smaller unit.

Joe Louis as House Backer

DETROIT, Nov. 14.—Joe Louis, Detroit's Brown Bomber, may provide financial backing of a project by E. V. Dudley, operator of a former string of colored houses here, to open the Times Square, downtown house, which has been closed five years. A colored stage show policy would be used.

Krivit's "Palais Royale" Unit

PITTSBURGH, Nov. 14.—Harry Krivit's new unit, *Palais Royale Revue*, has been booked by Warner to play its Western Pennsylvania territory. Show will remain around this area until Christmas week. Unit includes Milton Douglas, Don LaBerta and Jean Owens, George Downey, Anne Stuart, the Tom Lomas Troupe, and Dinky Osment's line of 14 girls. Fields, Smith and Fields are replacing Homer Coghill and Sister, who were with the unit since November 4. Krivit travels with the show as company manager, with Paul Sander acting as advance agent.

L. A.'s Vaude Status Still an Uncertainty

LOS ANGELES, Nov. 14.—Future of top-flight vaudeville in Los Angeles was rather uncertain this week, following demands several days ago by the musicians' union for a 15 per cent pay boost for orchestra members at both the Paramount and Orpheum theaters.

Houses still had a week of grace at the start of their current bills November 11 and 12, respectively, but indications are that Fanchon & Marco, operators of the Paramount, and Sherrill Cohen, owner of the Orpheum, will refuse to comply, causing a lockout of union musicians and a possible swing to an all-picture policy at both spots.

Rube Wolf, emcee and leader at the Paramount, bowed out at the conclusion of last week's show Wednesday, with Les Hite's colored combo filling in this week. After next Thursday, November 19, F. & M. operate the house will go straight films.

Due to inability of the Orpheum to get major first-run pictures, Cohen may be forced to increase the orchestra budget. House has been running on almost strict vaude patronage.

Increase demands would up Paramount musicians' salaries \$320 weekly. Orpheum's nine-man band would get \$100 weekly increase.

Turner Leaves Morris Office

CHICAGO, Nov. 14.—Max Turner, for several years associated with the William Morris office here, left the agency last week to join forces with Fred Rosenthal. No replacement contemplated at present, according to Morris S. Silver, Chicago manager of the Morris office.

MCCONNELL AND MOORE closed a 17-week run at the Frontier Centennial, Fort Worth, November 14 and jumped to Dallas for the last two weeks of the Texas Centennial expo.

LOS ANGELES BITS: Paul Savoy booking the Utah Hotel, Salt Lake City, with some acts doubling at the Roxy there. . . . F. & M. is booking talent for Capitol, Portland; Palomar, Seattle; Edison, New Westminster, Can., and Edison, Vancouver.

ST. CLAIRE AND O'DAY, cycle act, have been engaged by Mandel & Krimsky for their new show, current at the American Music Hall, New York, for an indefinite engagement.

THE DUFFINS, formerly Duffin and Draper, have been set for European dates by Miles Ingalls, lining up 10 weeks, starting in April. . . . Paul Robinson, harmonica stylist, is back under C. B. Maddock's management for vaude. He has been on tour since July. . . . Boy Foy has been booked by Paramount for the weeks of December 11 and 18 in the Midwest. . . . Musio Hall Boys are faring well in *Let's Raise the Curtain* at the Victoria Palace, London, where they've been since September. Other European bookings in hotels and theaters will follow, arranged by MCA. . . . Guy Martin is now agenting on his own in New York, working out of the Park Central Hotel. He was recently associated with Herman Bernie.

RUSSELL PATTERSON

Writes on

Art Developments in the Presentation Field

In the Christmas Number of The Billboard Dated November 28, 1936

Mae (Go) West Snubs the East

NEW YORK, Nov. 16.—Mae West has made a clean sweep of her personal appearances for Paramount. First canceling the week of November 6 at the Chicago, Chicago, Miss West is now out of her date at the local Paramount, which was to have started this Wednesday. Illness and a squabble with the local Paramount called off the engagement.

Miss West was to have played day and date with her latest film, *Go West, Young Man*, and was scheduled for about three weeks here. Jack LaRue and Lyle Talbot were to work with her in the act. Substitution for Miss West here is Paul Draper, who will double from the Hotel Pierre. Rest of show remains the same, comprising Al Donahue and ork, Jack Powell and Louise Massey and Westerners.

Nixon-Grand Playing Names

PHILADELPHIA, Nov. 16.—With peace established between the two colored combo houses here, vaude finds another local outlet at the Nixon-Grand. House had been running opposish colored shows to the Lincoln's fare. Lincoln, under new settlement, goes straight pix. Sam Stiefel, who has taken over the Nixon-Grand, will feature predominantly white "names," with house chorus and fill-in acts being colored. New policy gets under way this Friday, with a Major Bows' amateur unit and band getting top billing. Following week brings in Ted Lewis and his own revue.

DAVE FERGUSON, secretary of the Jewish Theatrical Guild of America, is seriously ill at the Polyclinic Hospital, New York. He is suffering from influenza and ear complications. While still on the "no visitors" list, he was showing improvement late last week.

Vaudeville Notes

LUOILLE BALLANTINE and Paul Pierce back in New York after a long absence. Spent most of the time around Chicago with their dance act. . . . Bert Angeles, recently back from Europe, is again staging units, his latest assignments being for the George Hamid office.

Renee LaMarr and her Chickadees, new dance act created by Sammy Burns, opened last week with the Nick Luppa unit, played by Nick Agneta, of the Curtis & Allen Agency. . . . Harry Brown, former unit manager and vaude with his sister under the name of Brown and Brown, has opened a booking office in the Strand Building, New York. Lew Freed is associated with him.

ROTH AND SHAY, currently touring Mexico with Andre Lasky's *Folies de Paris*, have contracts for Europe for the new year. Also received offers for return dates in Mexico. . . . *Citrus de Paree*, Western unit, has been booked by Paramount for the Metropolitan, Boston, week of December 18. . . . Harry Norwood and Irma Marwick have moved out of their temporary offices in the RCA Building, Radio City, to their permanent quarters in that building. . . . Stanley, Pittsburgh, is being temporarily managed by Lou Gilbert, replacing the ailing Bill Scott. . . . Charles M. Olson, Lyric Theater, Indianapolis, owner, is on an extended vacation in Hot Springs, Ark. . . . Walter Nilsson, repeating within a month, is current at Fay's, Philadelphia.

AFM Survey Enlightening

Sees flesh increase—lists 130 spots—attacks managers as stifling influence

NEW YORK, Nov. 14.—Fall season has shown a decided increase in the number of theaters playing flesh, disputing the cry that "stage shows and vaudeville are dead," reveals the American Federation of Musicians in summing up a survey published in the November issue of *The International Musician*, official paper of the organization. The survey lists 130 spots playing attractions, revealing that it is incomplete and includes theaters that play spot bookings and shows for one, two and three days a week.

Survey attacks managers as desiring to stifle living attractions in their stubborn, opposition and refusal to give audiences that to which they are entitled. It also points out that this city has the smallest number of stage shows, in proportion to its size, of any of the large cities in the United States and Canada.

Theaters listed by the survey are: Paramount and Orpheum, Los Angeles; Golden Gate, San Francisco; Mayfair, Portland, Ore.; Palomar, Seattle; Beacon, Vancouver; Orpheum, Spokane; Denver and Center, Denver; Palace, Cleveland; Shubert, Cincinnati; Tower and Main Street, Kansas City; Great Lakes and Buffalo, Buffalo; Hippodrome and Casino, Toronto; Loew's, Montreal; Orpheum and Variety, Lincoln, Neb.; Lyric and Circle, Indianapolis; Riverside, Milwaukee; Orpheum, Hannibal, Mo.; Princess, Sioux City; Sterling, Greeley, Colo.; Shirley and Palace, Fort Wayne; Wisconsin, La Crosse, Wis.; Union, New Philadelphia, O.; Madison, Canton; Capitol, Toledo; La Porte, La Porte, Ind.; Bradford, Bradford, Pa.; President, Des Moines, and Mansfield, Mansfield, O.

Also Fairbanks, Springfield, O.; Virginia, Wheeling, W. Va.; Stanley and Nixon, Pittsburgh; Drury Lane, Louisville; Fay's, Metropolitan Opera House and Nixon-Grand, Philadelphia; Rialto, Beaver Falls, Pa.; Aster, Reading; Colonial, Dayton; Capitol, Williamsport, Pa.; Hippodrome, Baltimore; Fay's, Providence; Paramount, Springfield, Mass.; Paramount, Pittsfield, Mass.; State and Camco, Hartford; Majestic, Bridgeport; Majestic, Paterson; Palace, Albany; Keith's, Troy; Keith's, Schenectady; Palace, Windsor, Can.; Arcadia, St. Charles, Ill.; Loew's, Richmond, Loew's, Norfolk; Capitol, Hancock, N. Y.; Liberty, Robertsdale, Pa.; Rialto, Lewiston, Pa.; State, Osceola Mills, Pa.; State, Shippensburg, Pa.; State, Greenacres, Pa.; State, Bellwood, Pa.; Capitol, Atlanta; Keith-Albee, Huntington, W. Va.; Roky, Knoxville; Bonita, Chattanooga; Palace, Jacksonville; Majestic, Dallas, and Worth, Fort Worth.

Survey also lists cities containing flesh theaters, the names of which were unavailable. The cities are: Houston, San Antonio, Beaumont, Waco, Galveston, Corpus Christi, El Paso and San Angelo, Tex.; Oklahoma City, Enid, Shawnee and Tulsa, Okla.; Albuquerque, N. M.; Ogden, Salt Lake City and Provo, Utah; Sheridan, Wyo.; Boise, Twin Falls, Idaho Falls and Preston, Ida.; Billings, Livingston, Bozeman, Butte, Helena, Missoula and Lewistown, Mont.; Grand Junction, Colo.; Baker, Ore.; Pittsburg, Wichita, Salina, Hutchinson and Kansas City, Kan.; Falls City, Neb.; Waterloo and Burlington, Ia.; Sioux Falls and Lead, S. D.; Baraboo and La Crosse, Wis.; Macomb and Monmouth, Ill.; Lexington, Hopkinsville and Henderson, Ky.; Pottsville, Hazleton, Lebanon and Beckley, Pa.; Cumberland Md., and Nashville and Huntsville, Tenn.

Bill Raynor Quits F&M

ST. LOUIS, Nov. 14.—William Raynor, manager of the Fox here for Fanchon & Marco, resigned to join Paramount. As a result, Robert Hicks was moved into the Fox from the Ambassador, while Harry Crawford was switched from the Hi-Pointe to the Ambassador. Richard Halloran, assistant manager at the Fox, was made manager of the Hi-Pointe. Homer Harmon was transferred from managing the Orpheum to publicity duties at the Ambassador, and Claude Brown was made manager of the Orpheum.

Loew's State, New York

(Reviewed Friday Afternoon, Nov. 13)
(First Show)

Good combo draw here this week, with Ben Bernie's ork headlining the flesh and *The Devil Is a Sissy* on the screen. At practically breakfast time, this show played to capacity. Only four acts, the Bernie turn doing 39 minutes. Funny angle on this bill, plenty of "Dawn." Deucer is Alice Dawn, Bobby Pinkus' apronmate is Isabelle Dwan, and Bernie has a girl hooper by the name of Dawn O'Day. Flesh runs 67 minutes and is good entertainment, tho the Bernie act

would have been better if it didn't go overboard on singing specialties.

Four Robeys get the bill off to a snappy start with their novelty. Do a lot of juggling and balancing, pacing the tricks well and executing them skillfully. Turn is also dressed nicely. Girl of the quartet comes in for a lot of assignments and handles them okeh.

Alice Dawn landed with the State palm-pushers in her singing of pop tunes over a mike. She has a good blues voice, looks well, and doesn't overdo delivery. But while her voice is okeh, it lacks the shading and sweet qualities possessed by successful warblers.

Bobby Pinkus came off with the best hand of the bill in his nut comedy act in which he's assisted by Isabelle Dwan. A clever team knowing well the art of hokum. Pinkus is an untracing worker at personal physical punishment, while Miss Dwan is an expert foil for him. Besides comedy, they inject song-and-dance as well.

Bernie and his lads, of whom there are many, catch on handily in the closer. To Ben's masterful leading, pacing, amusing strutting and throwing of gags, the boys give out swell music. Act, tho, is mostly a parade of individuals, majoring in singing. Four Play Boys, instrumentalists and singers, are too weak for this setup. Joey Rardin is topper with his imitations of instruments. Ray Hendricks is top singer with his sweet pipes, the Billy Wilson runs him close with hot singing. Danny Meegan's Irish ballad is okeh, and Col. Manny Prager is nice in his song specialty. Dawn O'Day, only femme in turn, is a relief with her hoofing. She's an okeh dancer in rhythm legging that's more spins than taps. Makes a swell appearance and is a lovely bit of femininity. SIDNEY HARRIS.

the Red Cross and a tableau enacted on stage. Symphony orchestra provides the music, without benefit of an overture this week, and Edwina Eustis leads the number with her beautiful contralto singing. House girls fill the stage as Red Cross nurses. A very effective plug. *Love Songs* is the title of the Russell Market stage show. Not much of a setting display, but what there is of it is very tasteful and attractive. Margaret Wade and Robert Landrum lead off with grand singing of love songs, with other couples from the singing ensemble cutting in with more romantic tunes.

Ballet follows with one of its best routines, thanks to Florence Rogge. A sort of May Time affair, the girls carrying floral pieces with which they make colorful designs. Their ballet work is beautiful.

Jan Pearce offers his beautiful singing, but it would have been better if he had soloed, without the soprano to cut in and duet with him. Then the Rockettes, and they do one of their usual routines, not forgetting the front-line kicking with a bright spot spread over them. Latter is the piece de resistance for applause. SIDNEY HARRIS.

lesques on hand-to-hand work, become ludicrously tangled up and finally go off to tremendous applause. Turn is in pantomime and very clever. Encored with a straight exhibition of difficult gymnastics, neatly executed.

Gae Foster girls appear once more in a ball-walking number, a showy affair with routines that impressed as the last word in difficulty. Deserved a sock and did.

Puppet show, going on after the stage show and after the movie, is a clever takeoff on a Hollywood amateur hour. Marionettes, string operated, portray Greta Garbo, Katharine Hepburn, Mae West and others. Voice doing the clever impersonations is that of Betty Douglas, while the puppeteers are Vi Turner and Allan Lang. Accompaniment furnished by Ruth Olsary at the Hammond electric portable organ.

Business quite heavy at this viewing, PAUL ACKERMAN.

Capitol, Washington, D. C.

(Reviewed Friday Afternoon, Nov. 13)

Drawing from radio for its current flesh array, the Capitol plays a CBS unit headed by Ray Perkins as emcee. First introduction is thru p. a. from off-stage, with Perkins coming on after initial number by house band which is on the boards. Perkins weak on gag tries, but acceptable medley on piano boosts his stock, tho vocalizing was hampered by dead mike. He finally warms up to sock over a clever novelty song about William Tell with snatches of the famous overture fitted in nicely.

Vic Laurie wins the house with "wop" dialect, sings two peppy and amusing songs to garner prolonged mitt-warming. Billed low and offering a comparatively short routine, Laurie tallied highest of entire lineup.

On twice, the Buccaneers, male quartet, prove an okeh outfit, singing straight on first appearance and delivering trick medley on return with touch of fine close harmony. Also on the singing side is Patti Chapin, calm of voice, who makes no attempt at high-pressure selling of her numbers. Two popular items are offered, with *When Did You Leave Heaven?* the better received. Encore is *Thru the Courtesy of Love*.

Emery Deutch comes on for three violin solo numbers, evidences class and scores well. Two of his own compositions are essayed, with audience recognizing and approving *When a Gypsy Makes His Violin Cry* and *Play to Me, Gypsy*. Latter utilizes Phil Lampkin's outfit to particularly good effect, strings being played up and blending neatly behind the solo. Other turn is Stuart and Lee, dance team, who offer bolero and novelty ballroom efforts of merit. Duo does not attempt anything very intricate, but gyrate well in both spots.

On the whole, a rather easy-going

Roxy, New York

(Reviewed Friday Evening, Nov. 13)

A 55-minute stage show here, headed by Loretta Lee, CBS vocalist, and produced against a few beautiful acts featuring the Gae Foster Girls, is further abetted by Russell Patterson's Personettes, a 12-minute puppet show in the grand foyer, *Pix* is a nutty musical, *Pigskin Parade* (20th-Fox), and show in general rounds out to a swell evening's entertainment.

Licensed Troupe, agro ensemble comprising eight men and two girls, opens with beautiful pyramid and handspring work. Tremendously fast and clever, and easy clickers, Foster girls follow in a Spanish ensemble routine, fetchingly costumed.

Buster Shaver and the mixed midget team of Olive and George Brasno sock in the deuce spot with dancing, singing and impersonations. Tunes are *A Little Bit Independent*, *I'm Putting All My Eggs in One Basket*, *Is It True What They Say About Dixie?*, etc., but the real soul of the act is the hoofing of the diminutive performers, very fast and peppy. In addition, Olive and Shaver do a delightful ballroom turn, graceful and delicate. Comedy comes over okeh, too, with Olive doing a takeoff on Mae West.

Loretta Lee, talented songstress, had no difficulty at all in socking with *When a Lady Meets a Gentleman From the South*, *Basin Street Blues*, *When I'm With You and Hold That Tiger*. Delivery is expert, never extreme and remains within the confines of the melody. An easy hit.

Walter Dare Wah] and his partner, male comic agro team, do hilarious bur-

Kedzie, Chicago

(Reviewed Saturday Afternoon, Nov. 14)

Arriving at this neighborhood house, a Saturday and Sunday stand, we wondered why a bear act should be billed above everything else, but soon found out. Outside of a trick or two in the first act, the trip was practically a total loss as far as discovering some entertaining acts was concerned.

Three Kadke Sisters, youthful trio, opened the show with a variety of forward and backward turnovers, poses and balancing, with most of their work being of an elementary nature. Best trick was the rollover up several steps by the understander as she balanced one of the girls.

Jerry Gould, chap working in a Prince Albert, tried a bit of ventriloquy, with but fair success. His delivery is squeaky and his material n. s. h. Played a musical contraption with a horn that sounded no different than a regular violin and made too many remarks to the orchestra leader when his stuff didn't go over.

Bristol and Baldwin, two men, one as a bartender and the other as a policeman, with a special Gay '90s drop, started off like they had a good idea, but nothing happened after their opening song. Dialog is of ancient vintage and their dramatic hurlicaks became awfully tiresome.

Campbell and Warren, man and woman, have a conglomeration of old pieces of business and old jokes. The man's monolog on a prize fight should be given the count. Act looked like it was put together overnight for these two days and they were rehearsing at the show caught.

Stevens Brothers and Big Boy had them laughing with the comedy antics of the big bear and his wrestling with one of the boys who came up from the audience. F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Nov. 12)

Not much to the current stage show—at least the production is missing the life-providing qualities of specialty acts. Show is short and not as elaborate as usual. Ahead of the newsreel is a screen trailer and stage pageant plug for the American Red Cross, running 12 minutes in all, while the regular show runs but 20 minutes. Picture is *Theodora Goes Wild*, starring Irene Dunne, and business the last show opening night was good. Should be a better week than last.

Following Dick Leibert's work at the console, the house goes into its *Pageant of Peace*, the Red Cross tribute. An interesting screen short on activities of

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show with the picture, *Tarzan Escapes*, carrying and getting top-heavy play in ads. CHRIS MATHESEN.

Palace, Chicago

(Reviewed Friday Afternoon, Nov. 13)
Cuban Nights unit, built around Oiro Rimac and his Rumbaland Muchachos, is a flashy affair, but, unfortunately, is being compelled to stretch its performance about 15 minutes too long here to comply with a house schedule, and hurting itself thereby. Show is beautifully mounted with an attractive patio set (oil on velvet) and flashy costumes, but there is too much rumba and Spanish-type dancing.
Show opened with the Rimac Band (11) playing for the dancing chorus'

rumba, followed by Corita with a rumba solo and then doubling up with Charley Boy for some more dancing. Joe Arena and Company were next with a line of tumbling, acrobatics and rope skipping with a filled glass from the pocket trick that clicked, Charley Boy did a great routine of eccentric stepping and Tito Coral sang *Siboney* and *Play Gypsies, Dance Gypsies* to nice applause. A castanet routine by the chorus spotted Boreo and Gloria for solo numbers and the Sharp Twins in a toe dance.
Don Zelaya was the hit of the show. The rotund fellow, who combines the highbrow with the lowbrow, thereby pleasing all classes of audiences, opened with a brilliant rendition of Liszt pieces and had them in stitches with his funny discourse on the effects of music. Closed with a Victor Herbert piece and a popular number and left to heavy applause.
Balance of the show consisted of more South American music, rumbas, more dancing and a wild Congo rhythm number. Audience at this performance was restless, due to so much rumba stuff. F. LANGDON MORGAN.

Indian Rope trick and the Vanishing Woman illusion. He is assisted by two girls and two males. Roxettes form an appropriate background for his presentation.
Ladies in Love is the photoplay. FRANK E. JOERLING.

ried substitution, taking the place of the already billed *Showboat Ahoy!* flesh attraction, starring Conrad Thibault.
Picture, *Three Men on a Horse* (Warner). Fair business the first two performances. SID PAINE.

Folly, Brooklyn

(Reviewed Wednesday Evening, Nov. 11)
Stage show runs 50 minutes, is fast paced and contains five acts of average quality. Opener Two Mad Wags, instrumentalists, offering *Sweet Sue, It's a Sin To Tell a Lie, St. Louis Blues*, etc. Sing choruses occasionally and in addition to working straight with a guitar and fiddle introduce a quantity of hokey and novelty stuff such as trick-fiddle scraping and playing phony instruments. Team gets over okeh.
Deuce spot to Manning and Mitzl, a clever man and dog combo, opening with both playing drunk. Pooch, a fox terrier, does some beautiful balancing and gymnastic stunts on the palm of Manning's hand. Closing turn is a tap by Manning with the dog joining in. A short and sweet novelty.
Millard and Marlin, mixed comedy team, offer fast patter and songs. Turn has pep and good delivery, girl capably handling punch lines while man straight. Only fault lies in lack of new material, but duo is able to make mopeaten gags draw many laughs. Songs were *What Am I Gonna Do Without You?*, *Did I Remember?* and *Sing, Baby, Sing*.

Fay's, Philadelphia

(Reviewed Friday Afternoon, Nov. 13)
Last month George A. Hamid's *Fascinations of 1936* hit the bull's-eye at the local Metop. And from the reception attending the initial presentation of his *Revelations of 1937* at this house it looks like Hamid has rung the bell again. Show is studded with spectacle numbers, it's colorful, fast-moving and clean. A finely wrought unit that should go places.
Open with Herman Ullis chanting a titular theme that brings on the gals. Sixteen in the line are youngsters and lookers; a fast-stepping combination of tootsies whose tenuous terping makes each production flash count. Ullis has a few moments of his own with Minerva Clark and prefaces each ensemble number with a song, which gives doings some story-body. Flashes include a Spanish dance; *The Changing of the Guards*, gals wielding fencibles, and a *Waltz Serenc*. Ballroomatics of Rosita and Perez enhance the Spanish and three-quarter time numbers.
The Four Flashes, males sporting sailor suits, regale with good rough-and-tumble session, winding up with cracker-jack handsprings and tumbles. Walter Nilsson, who appeared with the *Fascinations* unit, is on deck with his tricky bike riding. A standard act that never misses. The Diamond Trio, two males and a female, click handsomely with acro tap terps.

Two turns which approximate the show-stopping class are those of Joe Termini and Ray Hughes. Termini is whammo as a novelty with his unethical fiddle-scratching, banjo and guitar strumming. An unbilled girl, singing and whistling from the box, and a male stooge, who is certainly no stooge when it comes to playing the harmonica, heap plenty of gloss on the act, crumpling the customers on closing.
Ray Hughes had no difficulty as a finale-clicker. Has a new femme foil since last seen here, this one answering to the name of Ruth Clayton. Gags for heavy laughs, altho rube about the demise of vaudeville don't do his own act or the unit any good in fomenting public opinion for flesh entertainment.
Entire gang on for the windup. Ullis dishing out formal introductions. Runs smoothly for 70 minutes.
Pic is *Seven Sinners* (Gaumont-British). Biz brisk. ORO.

Metropolitan, Boston

(Reviewed Friday Afternoon, Nov. 13)
Molly Picon, who landed via the Normandie last Monday fresh from European triumphs, wowed the Met patrons this afternoon with a trinity of deft satirical takeoffs based on some hick visiting New York and getting nervous from the activity, a New York Symphony number and a working girl's typical day life. The gal, native Bostonian, clicked big.
Show, tagged *The Star-Spangled Revue*, opens with line of 16 gals working a suitcase routine to *Alabama Bound*. Five Dixie Jewels, femme juggling act, come thru with nice pin work individually and collectively. Particularly noteworthy was one of the Jewels singling it with a tap-pin juggle turn, and another catching and holding 15 successive pins. Nice applause. Ethel Shepherd, a cute and diminutive brunet, was okeh warbling *Sing, Baby, Sing; Organ Grinder's Swing*, and closed with a neat routine of tap terps. The gal did both delightfully well.
Cappy Barra and Harmonica Swing Band mouth-organed *Blue Prelude, Chinatown*, plus several other tone snatches. One lad, Leon La Fell, solo and abetted by the others, did a harmonica inning of *Flight of the Bumblebee*. Ross and Edwards dished out some fresh dialog and hoked on the topic of Love, receiving good laugh reception. Lads, altho they didn't complete the tunes they sang, possess some healthy pipes. Their *Honeymoon Is Over* bit was swell, with the audience chuckling over the wordage. A bit of tapping and uke strumming, and the boys went off to generous applause.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, Nov. 13)
Following a 10-week layoff, the Stanley is back to weekly stage bills and, according to the present agreement with the musicians' union, will continue with flesh attractions for the next two seasons. Major Bowes landed the first booking, ushering in his talented all-girl revue. Major is not fooling very many, however, by exploiting the entire gang as amateurs.
Elaime Dowling's all-girl band, for example, is too good to be branded an amateur outfit. Girls dish out tunes in toptouch fashion, and Miss Dowling in particular proves herself a close competitor to Ina Ray Hutton. A blond, shapely package of personality, Elaime is an entertaining mistress of ceremonies, tying up the show in a professional manner. Wordy interviews with individual acts have been sliced to a minimum, adding speed and entertainment to the bill.
Orchestra opens with a swiny rendition of *Pretty Girl Is Like a Melody*, with lively Elaime leading the aggregation. (See STANLEY, PITTSBURGH, page 22)

Boila Unit Booked Solid

CHICAGO, Nov. 14.—Nick Boila's unit, *Folle D'Amour*, did not close in Springfield, Ill., as was reported in *The Billboard* last week, but is booked almost solid up to and including January 21. It opened at the Iowa Theater, Cedar Rapids, yesterday and plays Davenport before coming here, where it will open at the Oriental Theater November 27. Unit will play Rivoli, Toledo, December 11; Shubert, Cincinnati, December 18; Colonial, Dayton, December 31; Lyric, Indianapolis, January 7, and Fox, Detroit, January 15.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, November 13)
Charlie Watson, on a working agreement with Amy Cox, is presenting *Rhapsody in Blue Reque*, current offering here, for audience consumption on the Wilbur Cushman Circuit. *Rhapsody* is merely a memory of straight vaude days and how to put six acts together in proper relation to one another. Al Klein's Band was added to quarter and half-note the background.
Scenery and trappings are very good, an attractive backdrop and liberal use of the blue lights adding considerably. Getaway is with the Two Kays, vaude veterans, who skate on top of a dais, a punchy stunt. Routine is varied somewhat from the usual roller stuff and got over well. Watkins Twins, sandy-blond girls with neat figures, song and dance the deuce. Finish off with a chain tap which is good.
Comedy portion is Art Bonger with his rube turn. He plays all the conventional makeshift musical gadgets and is straightened by his attractive partner, Andrieta. She sings several times, too. Speed would help this act. In a production number called *Dance of the Flames* Bonita St. Clair does an acrobatic twist or two. It also is slow.
Joe Wong, who has been emceeing the show all the way, uses about five minutes for Chinese comedy and song. He's better in this than in the introduction business, altho a novelty in any case. Watkins Twins, on a second time, do solos, the rope-skipper being the stand-out. Six Sensational Jordans, teeterboarders, close. They have two flips to high seats and both are swell. Have good timing and fast-moving routine for a good close. Time of the show was 50 minutes.
Picture is *15 Maiden Lane* (20th Century-Fox). Business very good. B. OWE.

St. Louis, St. Louis

(Reviewed Friday Evening, Nov. 13)
A splendid bill here this week, with the ever-popular Roxette chorus excelling again in several novelty ensemble numbers.
Marion Belett and the English Brothers made about as big a hit as any act ever to appear at this house since its reopening. They got a world of laughs with their falls and flops, comedy "slugging" and bumping. Also demonstrated that they are excellent dancers and tumblers. They work hard thruout and present a fast and furious routine.
Maurice, 14-year-old St. Louis high school boy, neld down the deucer. Lad has a marvelous voice for his age, and, with some schooling in gestures and stage presence, can't miss succeeding. Has the stamp of a comer. Sang two numbers in resonant voice.
Following a comedy "streamlined" arrangement of John Phillip Sousa's *Stars and Stripes Forever* by Freddy Mack and his orchestra and some community singing Jean Carroll and Buddy Howe made their appearance. The neat team dispensed a lot of cross-fire talk and wise cracks, with the good-looking girl handling the major portion of same. Howe makes a splendid partner for the clever lady and is in addition a good stepper.
Gwynne and Company wound up the proceedings. Gwynne presents a series of magic tricks and illusions which he puts over adeptly, featuring the East

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New Acts - Bands Reviews

Nye Mayhew and Orchestra

Reviewed at the Main Dining Room, Hotel Statler, Boston. Style—Dance band.

Instrumentation: Nye Mayhew, lead and sax; Louis Bush, piano; Jack Meade, bass; Emery Kenyon, drums; Arthur Owens, sax, flute, clarinet, alto and tenor; Hugo Winterhalter, sax, bass clarinet, B-flat clarinet and tenor; Eddie Keegan, sax, baritone, alto, clarinet and flute; Bunny Snyder, Bob Mayhew and Harry Willford, trumpet; George Mazza and Bud Smith, trombone.

Mayhew, an Illinois lad, is one of four brothers known in music circles for society band work. Has batoned at New York's Hotel Pierre, Rye's Westchester Country Club and Miami Beach Deauville Beach Casino. This is his first Hub visit and follows a brief engagement at the Hotel Pennsylvania, New York.

The new ork unit was organized September 1 and is under the control of Alex Holden, Hal Kemp and John Scott Trotter, former Mayhew pianist. Thru them it was booked into the Statler by Music Corporation of America.

The combo is composed of good-looking youths recruited from Local 802. Can dish out nice sophisticated swing. The Kemp tripled trumpet and sixteenthized sax style is apparent, but the tempo and rhythm of the lads is smooth, dreamy, very danceable and sometimes Lombardo-ish. While the unit is rather young in age and organization, we believe that it is slated for a nice comfortable top place in achievement.

Mayhew features the soprano sax. The band's inimitable style is due no small degree to arrangers Bob McDonald, Louis Bush, Hugo Winterhalter and Gus Mayhew.

Warbling by Douglas Newman, Chuck Walter and Willford. Evelyn Oakes (Oehs) is a cute gal and does some pleasing vocals. She's been with Bernie Cummins and Hymie Waldman.

Ork uses a WEEI wire on Thursdays and Fridays. Radio presentation is unique in that groups of three tunes are played with the drum roll between each instead of the usual announcing. Sid Paine.

Tim and Irene

Reviewed at the Metropolitan Theater, Boston. Style—Comedy. Setting—In three. Time—Forty minutes.

Tim Ryan and Irene Noblette first gained prominence with the Carefree Carnival, San Francisco NBC air feature. Last summer they subbed for Jack Benny's Jello series, creating the Wackey Family.

They now bring the revue to vaude. In addition to weaving the revue together with various bits, Irene, as Sugar Plum, did *Nobody Cares*, while Tim vocally impersonated John Charles Thomas, Ted Lewis and Al Johnson doing *Home on the Range*.

Their brand of comedy is always okeh, but they had to bear the brunt of the entire revue. Tim threw in a couple of gags that were okeh. Irene with her suttery and unique voicing was good. Audience liked them and gave generous applause.

Revue itself was stolid, yet with better authorship and getting away from radio production the 40-minute period could and should be made into a hilarious affair. S. P.

Harry Lander, Eddie Aiken

Reviewed at the Bronx Theater, New York. Style—Comedy. Setting—In two. Time—Twelve minutes.

Lander, tall straight-faced comic, appears two or three times on the bill and is aided in his gags by Eddie Aiken, emcee, who does a fair job feeding Lander. Best turn is one of those old-fashioned domestic skits, in which Harriet Beery, vocalist, plays the childless wife of Aiken. Latter requests Lander, a successful parent, for inside info on how it's done and Lander obliges with a line of funny tho broad humor.

Lines were handled well and material, tho old, came over okeh. Turn drew a good hand. P. A.

Vira Niva

Reviewed at the Continental Room, Brass Rail Restaurant, New York. Style—Singing. Time—Twelve minutes.

Miss Niva is a charming little redhead who has been around only about three years and who is shaping up as a real personality. Once a singer of Ukranian songs, she has blossomed as a "Continental singer," and a good one, too.

Offered four numbers here, socking each one over. Did *Boobitchki* and *Dark Eyes* in Russian, *Santa Maria* in Italian, and *Did I Remember?* in English. Has a dynamic personality, which more than covers up deficiency in voice. Altho her voice is not even in quality she has the trick of holding her final notes and building up into an applause-getting finish. Has an expressive personality and an ingratiating Continental accent—which, of course, don't do any harm.

Ought to be a good bet for pictures or a show. P. D.

Harriet Beery

Reviewed at the Bronx Theater, New York. Style—Singing. Setting—In one. Time—Nine minutes.

Harriet Beery offered three songs at this viewing in addition to playing a bit part in a skit with Harry Lander and Eddie Aiken. Offers *When I'm With You*, *Rendezvous With a Dream* and *When Did You Leave Heaven?* Clicks best in last.

She sings in front of a mike. Voice is fair but her stuff lacks pep and showmanship. Gal should manage okeh if she can incorporate more hotcha into her act. P. A.

Five Dancing Graces

Reviewed at the Bronx Theater, New York. Style—Dancing. Setting—Full stage. Time—Eight minutes.

Five girls, apparently youngsters, come out during the course of the show to do three numbers, including a rumba,

Indian dance and a tap routine. Show to best advantage in the second but appear inexperienced generally. Costumes are fair.

Breaking the act up into several appearances, all of them very short, is good strategy, as it forestalls any feeling of boredom on the part of the audience. P. A.

Five Tip Top Girls

Reviewed at the Folly Theater, Brooklyn, N. Y. Style—Acro dance flash. Setting—In three. Time—Eight minutes.

A five-girl flash offers straight acrobatics and a few dance turns, with emphasis on the former. Work individually, in doubles and collectively. Specialize in difficult somersaults and handsprings and score effectively with these stunts while skipping rope.

Act is unusual in that it resembles a class in gym rather than a dance turn. Gals have the stuff, however. P. A.

Two Mad Wags

Reviewed at the Folly Theater, Brooklyn, N. Y. Style—Instrumental. Setting—In three. Time—Eight minutes.

Male instrumental team doing straight work with guitar and fiddle and occasionally indulging in hoke business such as trick fiddling, squeezing a tune out of a balloon, etc. A good dash of varied novelty in the turn, including playing a saw, a home-made affair resembling a slide trombone, a mouth organ and other instruments.

Songs included *Sweet Sue, It's a Sin To Tell a Lie* and *St. Louis Blues*. Team clicked best in latter, a fast and hot rendition. P. A.

Manning and Mitzi

Reviewed at the Folly Theater, Brooklyn, N. Y. Style—Novelty. Setting—In one. Time—Five minutes.

Manning and Mitzi, clever dog act, open with a drunk turn. Pooch, a fox terrier, plays the role beautifully, wobbling off and falling asleep. Manning then puts the dog thru a series of difficult gymnastic and balancing stunts, accomplished on the palm of his hand. Closer is a tap by Manning with the dog joining in.

Turn is short, fast and sweet, clicks all thru and should have little trouble in finding work. P. A.

Casino, Chicago

Extensive alterations and refurbishing make this one of the classiest spots outside of the Loop. Opened a year ago, after being at another location a mile distant for two years previous, the place has developed into one of the most popular brighteries in town. Rocky Ellsworth, emcee and host, is well into his third year in the employ of the Frankes, owners of the Casino, and Herbie Redell and his six-piece band continue to furnish the dance and show tunes in an acceptable manner.

Present bill has some good talent. Louise Shannon, personable miss, drew healthy applause for her two swell tap numbers, a precision tap and a nifty routine to *Don't Give Up the Ship*. She should have no trouble in making the grade. Nolan and Kenny, tapsters, opened with a tap tango, but took their biggest hand with a military number later in the show. Loretta White, a soprano of strong quality, made a hit with *The Kiss*, *Kiss Me Again* and the *Italian Street Song*, and Mildred Parr, blues singer, was a success with her rendition of *Crying My Heart for You*; *Don't Be a Fool, You Fool*, and a song in which she showed poor taste by mentioning the Deity all thru the song. Lito and Lavon, ballroom team, contributed a waltz and a modernistic number, both of which ended with the same kind of lift and Tonya made it interesting with a nicely done nude hulu. Rocky Ellsworth introduced the acts and contributed several songs to nice results. Show was booked thru the Block & Fitzsimmons office.

F. Langdon Morgan.

Broadway Hofbrau, New York

Operated by Emil Aulfrecht and Fred Selbiger, this Times Square spot has the able Duke Leonard engineering the festivities and producing the floor show.

Two slap dancers, Fox and Lui, at the Music Hall last year, please with their performance and are enthusiastically rewarded. Baritones Howard Cole and John Eaton render *Old Man River* in surprisingly good voices. Then comes

Additional Night Club Reviews

Showboat, Daytona, Fla.

Johnny Ryden's Showboat opened as a swanky night club here Wednesday. Boat is the former palatial Clyde Line passenger steamer City of Jacksonville, which Ryden operated as a night club at Jacksonville last winter. Seats around 300. Business at opening was terrific.

Floor show stacks up as a mighty nice layout, Keljo Sisters, a pair of hotcha steppers, opening with a swing tap that rated an encore. Also did a travesty on a Minsky strip, earning a heavy hand.

Jimmy Lindberg, local boy, staged an eccentric tap, proving he is not without honor in his old home town.

Janet Kelly warbled *Solitude* in pleasing manner, encores with a pop number.

Carroll and Dyer, a couple of personable petite prancers, executed a rhythm tap to *Broadway Rhythm*. Nicely warbled.

Charlie Ost, emcee, handled *Liebestraum* on the uke in masterly manner, encores with *Twelfth Street Rag*. Nice work and on a par with Cliff Edwards.

Nadine Colson, svelte blonde, pulled a fast tap, an interpretation of Eleanor Powell's *Lucky Star* routine. The familiar exit step had the munchers indulging in vigorous mitt-paddling. Taps are as clean-cut as an automatic riveter. Show closes with all on in a production number to *Anchors Aweigh*, built around Miss Colson and Ost, who put on a swell military tap. A flashy finale.

Ost handles the gabbling assignment capably. Nice diction, easy flow of patter and personable manner won him many friends. Also a fair crooner, good dancer, expert ukeist and excellent impersonator.

Production numbers by Miss Colson. Eddie Herr's eight-piece ork plays show well and puts out sweet rhythm stuff for the dancers. *Sugar Blues*, featuring Al Brownfield, trumpeter, was a knockout.

No cover or admission, but minimum is \$1.50. Coke.

Petrushka Club, Chicago

Imbued with the atmosphere and gayety of old Russia, this charming new dining spot, located in the Hyde Park district, promises to become one of the city's popular rendezvous. Intimate and cozy, it is decorated in typical Muscovite fashion. Atmosphere is carried thru, with all employees in national costume. A short but pleasing floor show is presented, with numbers introduced by Basil Ketaewf, band cellist.

The Russian Kuban Cossack Quartet, a group of stirring male voices, were heard in a medley of Russian folk songs and *Polka*. Bernez and Giovanna, ballroom team, are evidently two youngsters breaking into professional dancing. Are attractive but lack poise and ease that is acquired thru experience. A little more

Equity, League, Dram Guild Start Rehabilitation Drive

Meet to discuss plans to sell the stage to the countryside at large—will meet again next month to formulate definite plans—would start work in New York

NEW YORK, Nov. 14.—League of New York Theaters, Equity and the Dramatists' Guild finally got together Monday to discuss plans to rehabilitate the stage and form a central committee to sell the theater to the nation at large. It is the first time that the legit industry has been represented by a concerted movement since the death of the NRA and the passing out of the Code Authority. Plan was suggested by Equity some months ago, but nothing was done until the season had reached a firm footage. Monday's meeting was attended by Brock Pemberton, L. Lawrence Weber, Marcus Helman and Dr. Henry Moskowitz, of the League; Frank Gillmore and Paul Turner, of Equity, and Luise Silcox, of the Dramatists' Guild. Was held at Equity headquarters.

General plans were discussed, but secrecy was maintained as to definite suggestions, if any. It was said after the meeting, however, that it was hoped to work out a new plan for the conduct of theatrical business. Precedent, it was indicated, would go by the boards, and many experimental measures might be tried out. Use of travel agencies in the form of "theater excursions" on railroads and use of speakers to talk before civic clubs and other organizations were among the things brought up. Also, and probably more important, it was said that there would be "recognition and correction of weaknesses in the way the theater is being handled." It is here probably that the experiments will be tried.

Representatives of the three organizations will meet again on December 2 and at that time, it was said, definite ideas will be suggested. Meanwhile each organization will hold meetings of its own and try to get up a series of suggestions. Other unions and stage groups will be asked to join the movement after the next meeting.

It was said that the drive to bring the public back to the theater would begin here and if successful would be enlarged to take in the road.

Plenty Philly Announcements

PHILADELPHIA, Nov. 14.—After two dark weeks Erlanger lights up again to join the town's dramatic ranks. Attraction is a return of Tobacco Road, with Taylor Holmes portraying Jeeter Lester. Set for a fortnight, beginning Monday, at pop prices, \$1.50 top. Altho premiere of Babes in Arms is listed for the follow-up, the new Rodgers and Hart musical comedy will undoubtedly be set back. Show has not as yet gone into production and would hardly be ready to unveil at that date.

Other possibilities for the Erlanger include the road company showing of Dead End. Currently in Chicago, the troupe will close there November 28. With next steps in Detroit, Cleveland, Pittsburgh and Boston, it will probably reach here early in January. Announcement that Alex Yokel and Gilbert Miller will join hands to produce Charlotte Corday, a historical drama by Helen Jerome, will bring the premiere to the Erlanger, Yokel operating that house.

Having received Leslie Howard as Hamlet, local playgoers are now certain to see a second Dane before the season is over. John Gielgud, as the prince, closes his Broadway run December 12. Following engagements in Chicago and Boston, the production will come here. A further announcement has the D'Oyly Carte Opera Company slated for four weeks, beginning December 28 at the Forrest.

Equity Contract Issued

NEW YORK, Nov. 14.—Next issue of Equity Magazine will be printed in two sections, one of them containing the full text of the revised Equity contract, which has been in the works for about two years. The section will also contain a set of rules telling how the contract and its various clauses work. Copies will be sent to producers. Printed form of the contract itself, it was said at Equity, would be available in two or three weeks.

LORELLA VAL-MERY

Writes on

The Growth of the Drama League

In the Christmas Number of The Billboard Dated November 28, 1936

Hilliard To Do Gillette Play

NEW YORK, Nov. 14.—Mack Hilliard will present Don Carlo Gillette's *In the Bag* next month. Rehearsals are set to start the latter part of next week, with the show scheduled to open on Broadway around December 10.

Gillmore to Convention

NEW YORK, Nov. 14.—Frank Gillmore, president of Equity, leaves today for Tampa, Fla., where he will attend the AFL convention. He's going as delegate from the Four A's.

Seibel Off "Sun-Telegraph"

PITTSBURGH, Nov. 14.—George Seibel, veteran drama critic for Hearst's *Sun-Telegraph* here, was a victim of the post-election ax swung by the publisher on a number of editorial workers last week. Theater reviews will be handled by William J. Lewis and Karl Krug, who edit the movie pages.

New Plays on Broadway

Reviewed by Eugene Burr

PLAYHOUSE

Beginning Thursday Evening, Nov. 12, 1936

MATRIMONY PFD.

A comedy by Louis Verneuil, adapted by James Forbes and Grace George. Staged by Jose Ruben. Setting designed by Donald Oenslager, built by Martin Turner Construction Company, and painted by Robert Bergman Studios. Presented by William A. Brady.

Victor Gustav Martineau..... A. E. Matthews
Andre Lorré..... Jose Ruben
Linda Lessing..... Grace George
Pauline..... May Marshall
Mrs. Robert Levy-de Coudray..... Sylvia Field
Baroness von Geldern..... Rosemary Ames
Colonel Inuuy..... A. J. Herbert
Florist..... Victor Morley
Dr. Robert Levy-de Coudray..... Rex O'Malley
ACT I—Linda Lessing's Country House,
Near Paris. An Afternoon in Midsummer.
ACT II—The Same. Evening. Two Weeks
Later. ACT III—The Same. Early the Next
Morning.

An aged bit of French fluff was resuscitated Thursday night at the Playhouse by William A. Brady. It was called *Matrimony Pfd.* and was written originally by Louis Verneuil, with James Forbes and Grace George responsible for the adaptation.

Whatever the actual age of the script that Brady presented, the comedy belongs to the French farce school of the early 20th century. Obvious and shallow, it is drawn painfully thin along the line of its single theme. That theme, as the wise will already have suspected, concerns various forms of what is sometimes quaintly known as adultery.

Monsieur Verneuil spends his first act establishing the fact that the middle-aged Linda Lessing, the many times a fiancee, has never been a bride. She has, as a matter of fact, gone so far as to have a son whose paternity is something of a partnership affair, but she has never managed to get so far as the altar. Something or other, death or defection or the disappearance of a balloon always intervened. But now her fondest wish is to be granted. She is to marry the gentleman who has loved her and lived with her for the past 10 years. This happy circumstance allows her the privilege of being recognized socially by her son's wife.

But at the last moment disaster again threatens. Her bridegroom-to-be plans to run off with a predatory countess and is prevented only when Linda's son nobly sacrifices himself for his mother and remains with the countess during the entire night for which the elopement was scheduled. This, naturally enough, gets him into trouble with his own wife, but it's all cleared up in time for the merciful descent of the final curtain.

Monsieur Verneuil not only chose his subject from the lavender files of early 20th century naughty naughtiness, but

he also built his play, or tried to, along the "well made" lines that were then popular. Exposition is written according to formula, and characters sit around endless, talking about what has happened, what is happening and what will happen. Occasionally there is an amusing line. Occasionally the spark of fine performing ignites a laugh. For the most part, however, there is nothing but a sort of pastel dullness that is drawn thin to the breaking point.

A really excellent cast labors mightily, but in vain. Miss George, returning to the stage for the first time since *Kind Lady*, is a complete delight as Linda, charming, resourceful and lovely, handling her lines with consummate artistry and drawing many laughs that were never in the script. A. E. Matthews, as her fiance, energetically enacts A. E. Matthews (his best role), but that is quite enough for the occasion. Jose Ruben turns in an excellent comedy characterization as a faithful suitor, and Rex O'Malley and Sylvia Field do as much as could be expected as the son and his wife.

Ruben's direction faltered badly at the start of the play, but the pacing began to click along toward the middle of the second act. In the final stanza he brought fast and zany humor even out of the play's impossible situations and lines. The lines, incidentally, are often mawkish and unmotivated, the fault of Miss George and her co-adaptor Forbes.

It does seem a pity to waste a cast and production of this type upon so outmoded a bit of fluff. Even now it is being wafted gently in the direction of the warehouse.

IMPERIAL

Beginning Tuesday Evening, November 10, 1936

HAMLET

A play by William Shakespeare. Acting version prepared by Schuyler Watts. Directed by Leslie Howard, in collaboration with John Houseman. Settings and costumes designed by Stewart Chaney. Production built by Studio Alliance Company. Costumes executed by Helene Pons Studio. Incidental music composed by Virgil Thomson. Mime of the Players' Scene by Agnes de Mille. Fencing scene arranged by Santelli. Presented by Leslie Howard.

King Claudius of Denmark..... Wilfrid Walter
Queen Gertrude..... Mary Seivoss
Ghost of King Hamlet..... John Barclay
Prince Hamlet..... Leslie Howard
Lord Polonius..... Aubrey Mather
Laertes..... Clifford Evans
Ophelia..... Pamela Stanley
Horatio..... Joseph Holland
Marcellus..... Wesley Addy
Barnardo..... John Parrish
Francisco..... Paul Genge
Rosencrantz..... Denis Green
Guildenstern..... Winston O'Keefe
First Player..... Herbert Ranson
Player King..... Alexander Scourby

Chicago Legit Picture Changes

CHICAGO, Nov. 14.—Several changes will be made in the legitimate situation here within the next two weeks.

The Night of January 16th will close at the Selwyn Theater November 21, chalking up a run of nine weeks, and will be followed the next night by Charlotte Greenwood in *Leaning on Lety*, a production which has had long runs on the Pacific Coast. In the cast will be Percy Kilbride, Romaine Callender, Boyd Irwin, Virginia Howell, Isabel Withers and Marion Burns, besides Miss Greenwood, who is making her first appearance here in about six years.

Dead End will close its stay at the Studebaker Theater November 28 after a run of 11 weeks. Play got off to a bad start and has never gained momentum, playing to small grosses weekly. It was handicapped by the location of the Studebaker Theater, some distance from the accepted theatrical district, and a cast that drew criticism for its inadequacy. Company is expected to go on tour, visiting Detroit, Cleveland, Pittsburgh, Boston and Philadelphia.

Nothing is booked to follow *End of Summer*, which closes at the Erlanger Theater tonight, or *Pride and Prejudice*, closing at the Harris Theater November 21. *Call It a Day*, at the Grand Opera House, will stay at least three weeks and will probably be followed by the *Ziegfeld Follies*.

Thanksgiving week will mark the opening of the first musical revue to be produced by the Federal Theater here. Show, which will reopen the Great Northern Theater, has been in rehearsal for several months and has a white and black cast. Is a potpourri of dancing of various kinds, vaudeville, opera and nuances of comedy, farce, burlesque and melodrama.

It is rumored that the cast is composed of 40 per cent or more people not on regular relief rolls. This is against the usual 10 per cent of outside employment allowed on WPA theater projects. Show will be called *Oh! Say Can You See?*

Player Queen..... Mary Meyer
Prolog..... Madelyn Phillips
First Gravedigger..... Stanley Lathbury
Second Gravedigger..... O. Z. Whitehead
A Chaplain..... Eric Mansfield
Ostic..... Albert Carroll
A Gentleman..... Edward Potter
Prince Fortinbras of Norway..... Wesley Addy
Norwegian Captain..... Paul Genge
COURTIERS: Vernon Tanner, John Byrd, James Hayes, Arthur Zwering, Paul Foster, Richard Ogden, Richard Cameron, Edward Potter.

COURT LADIES: Gay Adams, Janet Hill, Toni Sorel, Daphne Bayne, Mary Shower, Hope Spingarn, Daphne Sylvia, Joan Adrian.

PAGES: Eugene Francis, Philip Sudana, Richard Clayton, Tilleston Perry.

SOLDIERS: George Ingham, George Volk, Henry Leonard, Keith Randall, Hugh Norton, Bourn Blood.

TIME: Eleventh Century. PLACE: Denmark. Scene 1: The Ramparts of the Castle. Mid-night. Scene 2: Interior of the Castle. The Following Night. Scene 3: The Ramparts. Mid-night. Scene 4: The Royal Crypt. A Few Minutes Later. Scene 5: Interior of the Castle. Morning. Some Weeks Later. Scene 6: Interior of the Castle. That Afternoon. Scene 7: The Same. That Night. Scene 8: A Wharf. Late the Next Day. Scene 9: Interior of the Castle. Fortnight Later. Scene 10: The Same. Some Hours Have Passed. Scene 11: A Churchyard. The Next Day. Scene 12: Interior of the Castle. That Evening.

The second of the season's two Hamlets came to town Tuesday night when Leslie Howard brought his magnificent production of the tragedy to the Imperial Theater. Returning in scene to the 11th century Denmark, where the action is laid, the production is filled with rich and heady baroque splendor, with swirls of color and breath-taking, magnificent effects. Pageantry and music, always fitting, always enhancing rather than detracting from the attention given to the lines, fill the Howard production. Beside it, the McClintic version at the Empire pales into workaday scene painting. Stewart Chaney, who designed the settings and the costumes, very nearly made himself the hero of the play.

Very nearly, that is, but not quite. The magnificent settings themselves pale away and are forgotten before the clarity, the depth, the brooding humanity, the stirring intelligence, the honesty, the consistent interpretation and the sincerity of Howard's Hamlet.

Comparisons are, of course, inevitable. Down at the Empire John Gielgud is

playing the melancholy prince in a characterization long preceded by the hosannas that greeted it in London. Up at the Imperial Howard's interpretation received no such advance hosannas; as a matter of fact, according to reports that reach this secluded desk, the boys on the dailies panned it rather liberally. That, of course, is only natural. Howard is known to us here; there is an unfortunate familiarity about him; he has been toiling in the fleshpots of the Gold Coast for years. On the other hand, Gleigud is fresh from England and quite the thing to like. The resultant notices could have been foretold a year in advance.

In the face of Howard's Hamlet, Gleigud's maniac caperings at the Empire—his ridiculously overemphasized and extrovert performance—stand forth more clearly than ever for what they are—an actor's effort to carve a personal triumph out of a role that is far greater than any actor could possibly be.

Not that Howard's Dane is perfect; no Hamlet could be that. In the early scenes there is a tendency toward posing, both in voice and body; there is an uneven attack that alternates brilliant flashes with interludes that are hollow and false. But with the fifth scene Howard comes into his own, and from that point to the magnificent pageant of the finale he is at all times excellent. He comes nearer to the heart of the character than any other Hamlet I've ever seen.

His is a true conception. His prince is not, like Gleigud's, a bouncing madman with flailing arms who does almost everything except hang by his teeth from the chandelier; in contrast, the Howard Hamlet is quiet, weak, storm tossed, harried, intellectual and introspective—as the Hamlet created by Shakespeare most surely must have been. Throughout there is a premium placed upon intelligence rather than fireworks, upon intellectual content rather than acting display—and this again is perfectly fitting and right. As a result the sense of the lines comes thru with a beautiful clarity. Not only is this a proper Hamlet but a Hamlet whose every thought and word is understood, each playing its part and making sense in a powerful and rational general scheme—something that has been achieved by no other Hamlet within my experience.

To go into detail would be useless. But some mention must be made of the splendid delivery of the "Oh what a rogue and catfish knave" soliloquy (which was so horribly ranted by Gleigud), an all-but-perfect rendition, and some mention must be made, too, of the fifth scene, in which Howard comes into his full powers. In it (and thru-out the play thereafter) he strikes at fundamentals with a quiet and introspective mastery that is illuminating and splendidly effective. It makes Gleigud's coon shouting seem simply silly in comparison.

The supporting cast is, unfortunately, uneven. If the Laertes and Horatio of Clifford Evans and Joseph Holland, respectively, are without doubt among the finest performances of those characters seen in New York during the past two decades, the benefit of their playing is somewhat neutralized by Pamela Stanley's mannered and entirely ineffective Ophelia. Mary Servoss does a good routine job as the queen, hurt by the inevitable comparison with Judith Anderson's glowing performance at the Empire. Aubrey Mather is an acceptable and traditional Polonius, Wilfrid Walter is a forceful and understandable king, and the others are all more or less routine.

There were cheers at the Imperial on second night—so many of them that Howard was forced to make a speech, an unusual second-night procedure. Among the most enthusiastic of the cheerers was this reporter.

MANSFIELD

Beginning Monday Evening, November 9, 1936

BLACK LIMELIGHT

A play by Gordon Sherry. Staged by Robert Milton. Settings designed by Watson Barratt, built by the Martin Turner Construction Company and painted by Louis Kennel. Lighting by Eugene Braun. Presented by George Bushar and John Tuerk (play acquired by arrangement with Daniel Mayer Company, London).

Bishop, Press Camera Man... Frederic Voight
Jemima Barrett, the Servant... Brenda Forbes
Naomi Harrington, the Wife... Winifred Lenihan
Williams, Plain Clothes Man C. I... A. P. Kaye
Mrs. Chandler, the Neighbor... Olive Reeves Smith
Mr. Tanner, From Scotland Yard... Malcolm Dunn
Traynor, From Scotland Yard... Herbert Standing
Lawrence Manfred, the Lawyer... George Curzon
Peter Charrington, the Husband... Alexander Kirkland
Lily James... Kate Warriner
1st Policeman... Harold Thomas
2d Policeman... John Trevor
Mr. Chandler... Bruce Evans
Lewis, Press Camera Man... R. Birrell Rawls

ACT I—A Sitting Room in a Suburban Villa, Near London. Early October. Evening. ACT II—The Same. An Hour Later. (During Action—Scene in Seaside Cottage.) ACT III—The Same. Fifteen Minutes Later.

The open season for melodramas (in other words the theatrical season of 1936-37) continued merrily on its course Monday night with the Bushar & Tuerk production of Gordon Sherry's *Black Limelight* at the Mansfield Theater. There are the seeds of a couple of good plays planted in the piece, but they never sprout energetically enough to get into full view of the audience.

One is the idea of the unhappy plight of unfortunates caught behind the day's headlines. Thus at the start of the play we see the luckless Naomi Harrington, whose husband is being sought for the murder of an eunuch inamorata. The girl was found in a seaside cottage, neatly cut into bits, and Charrington had disappeared. Mrs. Charrington is the object of curiosity and hate—and that idea, in itself, might have been the basis of an interesting play.

But Sherry goes melodramatic with the return of the hunted Charrington to his home. His wife still believes in him, but nobody else does; even the family friend who is his lawyer indicates that the evidence is overwhelmingly conclusive. In addition, the police are seeking to pin on him a series of other murders, committed in the same way, and always during the full of the moon. How the faithful wife saves him by seeming to betray him—how she tracks down the real murderer by means of a ridiculously telltale handkerchief, a suspicion that the criminal had studied anatomy, and a knowledge of a strange eye ailment that allows the sufferer to see in the dark—is the material of the remainder of the play. A last scene with several unusual and reasonably effective angles, wherein the wife comes to grips with the homicidal maniac, provides the melodramatic climax.

Black Limelight, one suspects, sounds a great deal better in synopsis than it does on the Mansfield stage. Tho Sherry had an excellent melodramatic idea, he seems to lack the playwrighting ability necessary to make the most of it. For one thing, his action rushes headlong across the stage with all the speed of a snail. For another, his dialog is often inept, and his play structure rickety. Thus he includes in the middle of his second act a flashback to the seaside cottage, a flashback that is both unnecessary and devastatingly ineffective.

Also, like so many other melodramatists this season, he believes in tipping his hand as early as possible, mistaking audience bewilderment for mystery effect. The first act is half over before the customers are allowed even to suspect what in the name of Thespis is going on on the stage, and once they do suspect the real criminal is as obvious as a critic writing a rave review of Gleigud's Hamlet. Even a playreader or a detective should be able to point out the murderer before the second act gets under way.

Miss Winifred Lenihan returns to the stage (for which, many cheers) as the faithful wife, a part not entirely worthy of her talents—and not entirely suited to them, either. George Curzon indulges in some splendidly effective underplaying as the lawyer, and Alexander Kirkland jitters in fine style as the hunted husband. Brenda Forbes scores tidily as a cockney servant.

It's an unfair and obvious pun, but I can't resist the temptation to suggest that customers at *Black Limelight* would have been better off with a bit less Gordon Sherry and bit more Gordon gin.

BROADWAY RUNS

Performances to November 14, inclusive.

Dramatic	Opened	Perf.
And Stars Remain (Gould)	Oct. 12	40
Black Limelight (Mansfield)	Nov. 9	8
Boy Meets Girl (Cort)	Nov. 27	110
Beat It (Helms)	Oct. 28	142
Don't Look Now! (Bayer)	Nov. 2	16
Double Dummy (Golden)	Nov. 11	6
Hamlet (Gleigud) (Empire)	Oct. 8	44
Hamlet (Howard) (Imperial)	Nov. 10	7
Idiot's Delight (2d engage.) (Shubert)	Aug. 21	88
Matrimony, Prd. (Hayshome)	Nov. 12	4
Night Must Fall (Harrimore)	Sept. 28	56
Plumes in the Dust (Fulton)	Nov. 6	11
Pre-Longview (Little)	Apr. 30	222
Reflected Glory (Morosco)	Sept. 21	64
Stage Door (Music Box)	Oct. 22	26
St. Helena (Lyceum)	Oct. 6	47
Swing Your Lady! (Booth)	Oct. 18	32
Three (Broadhurst)	Jan. 30	752
Tohnee Road (Forrest)	Dec. 1	120
Torahio (Elymouth)	Oct. 15	30
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	88
Musical Comedy		
D'Oyly Carlo Opera Co. (Beck)	Aug. 20	100
Mikado, The (Beck)	Sept. 21	8
Mikado, The (Beck)	Aug. 20	16
Pirates of Penzance and Trial by Jury	Aug. 31	16
On Your Toes (Majestic)	Sept. 7	16
Pinafore and Cook's Box	Sept. 28	8
Princess Ida	Oct. 12	8
Yeomen of the Guard	Sept. 14	16
Ruddiger	Oct. 5	8
Forbidden Melody (New Amsterdam)	Nov. 2	16
On Your Toes (Majestic)	Apr. 11	249
Red, Hot and Blue (Alvin)	Sept. 29	29
White Horse Inn (Center)	Oct. 1	52
Ziegfeld Follies (2d engage.) (Ziegfeld)	Sept. 14	72

GOLDEN

Beginning Wednesday Evening, Nov. 11, 1936

DOUBLE DUMMY

A farce-satire by Tom McKnight and Doty Hobart. Staged by Edith Meiser. Settings designed by S. Svrjola, built by William Kellam Company, and painted by Centre Studios, Inc. Presented by Mark Hellinger and James R. Ullman.

Hymic... Teddy Bergman
Clancy, a Guard... Albert C. West
Brains McGill... Charles D. Brown
Principal Keener... William F. Nugent
Milton Weintraub... Joseph Kleema
Warden William DuBose... Dudley Clements
Mrs. Graham... Carrie Weller
Lou... Barbara Weeks
Professor Christian Gideon... John McGovern
Mrs. Nussbaum... Adelaide Klein
Carol Griswold... Martha Sleeper
Nullo Sykes... Hanley Stafford
Leo Rothstein... Sanford Bickart
Miss Willis... Lesley Woods
Or. James Starr Jameson... Owen Coll
Edith Jameson... Cynthia Rogers
Sergeant Winchell... Robert J. Mulligan
Ivy... William Call
Moe... Pat Collins
Radio Announcer... Paul Douglas
Colonel Growler... C. Albert Smith
A Bum... Marvin Blackstone
Ted Husing (On the Air)... Ted Husing
Reporters, Sob Sisters, Cameramen and Spectators.

ACT I—Scene 1: A Prison Corridor. Scene 2: The Warden's Office. Scene 3: A Pullman Sleeper. Scene 4: Professor Gideon's Room. Mrs. Graham's Boarding House. Scene 5: Carol Griswold's Room. Scene 6: Professor Gideon's Room. Scene 7: Warden DuBose's Address. Scene 8: Nullo Sykes' Office. Scene 9: Professor Gideon's Room. Scene 10: The McGills' Room. Scene 11: Professor Gideon's Room. Scene 12: The McGills' Room.

ACT II—Scene 1: A Police Station. Scene 2: The McGills' Room. Scene 3: Nullo Sykes' Office. Scene 4: The McGills' Room. Scene 5: The Stage of the Golden Theater, Monday. Scene 6: The Same. Tuesday. Scene 7: A Taxi. Scene 8: The Police Station. Scene 9: The Stage of the Golden Theater, Wednesday.

Double Dummy, the "farce-satire" written by Tom McKnight and Doty Hobart and presented by Mark Hellinger and James R. Ullman at the Golden Theater Wednesday night, is almost a very funny play. It has an amusing central idea, it has bright gags scattered thru-out its zany action and it boasts an extremely capable comedy cast. Yet in the final analysis it lets down—lets down rather woefully, in fact. Scenes that should be built up to a punch fall flatly; laughs rise and fall instead of building; performances, tho individually excellent, fail to supplement each other. It seems a pity, because *Double Dummy* (See *DOUBLE DUMMY* on page 29)

46TH STREET

Beginning Friday Evening, November 6, 1936

PLUMES IN THE DUST

A play by Sophie Treadwell. Staged by Arthur Hopkins. Settings designed by Woodman Thompson, built by William Kellam Company, and painted by Robert W. Bergman Studio. Costumes designed by Woodman Thompson and executed by Helene Pons Studio. Presented by Arthur Hopkins.

Mrs. Frances Allan... Fredrica Siemens
Miranda... Laura Bowman
Lizzie... Arlie Belle McGinty
John Allen... Charles Kennedy
Rosalie Poe... Barbara Fulton
Edgar Allan Poe... Henry Hull
Moncure Harrison... Don Shelton
Elmira Shelton... Ruth Yorke
Mrs. Maria Clemm... Mary Morris
Virginia Clemm... Amelita Romano
Miss McNab... Iris Whitely
John P. Kennedy... Earl Fleischman
Anne Lynch... Eleanor Goodrich
Sarah Anne Lewis... Hedwig Schach
Mr. Lewis... Maurice Lavigne
N. P. Willis... William C. Jackson
Elizabeth Ellet... Gertrude Coghlan
Margaret Fuller... Portia Morrow
Frances S. Osgood... Dorothea Petgen
Dr. Griswold... Donald Willson
Mrs. Sutherland... Ada Potter
Lou... Pauline Myers
Dr. Snodgrass... Palmer Ward
An Attendant... Bernard Kliner
Dr. Moran... Edwin Cushman
Nurse... Juliet Fremont

ACT I—Scene 1: Richmond, December 24, 1826. Sitting Room in the Home of John Allan, Poe's Foster Father. Afternoon. Scene 2: Baltimore, October, 1833. Living Room in the Lodgings of Mrs. Clemm. Eleven in the Morning. ACT II—Scene 1: Fordham, February, 1847. Living Room in Poe's Home. Late Afternoon. Scene 2: New York, the Same Evening. Parlor in the Home of Miss Anne Lynch, in Waverly Place. ACT III—Scene 1: Richmond, September, 1849. Sitting Room in the Home of Mrs. Shelton (Elmira). Night. Scene 2: Baltimore, October, 1849. Room in the Washington Hospital. Night.

The writing of this review has frankly been put off to the last possible moment, since of necessity it will be more of a personal confession than a discussion of Sophie Treadwell's *Plumes in the Dust*, a play about Edgar Allan Poe that Arthur Hopkins brought to the 46th Street Theater last Friday night. It will of necessity be a personal confession because anything else would be unfair to the play. This reporter was originally introduced to Poe's work when he (the reporter, not Poe) was 9 years old; by the time he was 13 he had read all Poe's published writings, including even the tedious scraps of hack criticism—including even *Eureka*, that universe-enooming (See *PLUMES IN THE DUST* on page 27)

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

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"Theodora Goes Wild"

(COLUMBIA)

TIME—92 minutes.

RELEASE DATE—November 12.

PLOT—A small-town girl goes vent to her stifled desires by putting them into a best-seller book. Seeks to hide her identity, but runs into a cover designer who campaigns to get her out of her shell. She does by falling in love with him. Finds out, tho, that he's in a shell also, unhappily married and remaining so because his dad desires it. She campaigns for him to face facts and wins out to the extent that he gets a divorce and goes to the small-town girl, who by this time is a veritable heroine.

CAST—Irene Dunne, Melvyn Douglas, Thomas Mitchell, Thurston Hall, Rosalind Keith, Spring Byington, Elisabeth Risdon, Margaret McWade, Nana Bryant, Robert Greig and others. An outstanding cast, with Dunne and Douglas taking top honors, but with Miss Byington close behind. Dunne really giving one of her best performances.

DIRECTOR—Richard Boleslawski. Brilliant direction, Boleslawski doing a bang-up job of this rollicking pix, pacing the dialog, situations, etc., beautifully.

AUTHORS—Story by Mary McCarthy and screen play by Sidney Buchman. Ace authoring, dialog that's smart as well as humor-packed. An idea that involves very funny situations. A sort of *Mr. Deeds*.

COMMENT—More like this and picture theaters will be brighter places to visit. An evening of hearty laughs. A pix that never lets up on being funny. Technical treatment was brilliant all around.

APPEAL—Everybody, from carriage trade audiences to the entertainment bargain-seekers. Not for kids under 16.

EXPLOITATION—Should there be literary suppression, or should the public be permitted to read what it desires.

"And Come Get It"

(UNITED ARTISTS)

TIME—98 minutes.

RELEASE DATE—November 6.

PLOT—Barney Glasgow, lumberman, loves Lotta, a dance-hall girl, but leaves her to marry the daughter of his boss. She marries his best friend, a simple soul and a fine fellow. Later, when Barney is a millionaire with grown son and daughter, and Lotta has died, Barney meets her daughter and falls for her. In the guise of friendship for the father he brings them to his home town and makes things easy for them. But his son and Lotta's daughter fall in love and there ensues an unsavory competition between father and son for the favors of the girl. The son, needless to say, wins, while Barney is left with the sour realization that he threw away his one true love and is now a hopeless old man.

CAST—Edward Arnold, Frances Farmer, Joel McCrea, Walter Brennan, Andrea Leeds, Mady Christians, Mary Nash, Frank Shields, Edwin Maxwell, Cecile Cunningham and others. The performances are so uniformly excellent that credit must go chiefly to the direction. Farmer almost walks off with the picture in her early scenes as the dance-hall girl. It's top performing.

DIRECTORS—Howard Hawks and William Wyler. The best directorial job of the year. It makes the picture.

AUTHORS—Screen play by Jules Furthman and Jane Murrin from a story by Edna Ferber. Early lumber camp scenes have an animal excitement that

is never carried thru in the rather pallid body of the story.

COMMENT—Worth seeing, if only for the direction.

APPEAL—Upper brackets.
EXPLOITATION—The central situation.

"Pigskin Parade"

(20TH CENTURY-FOX)

TIME—93 minutes.

RELEASE DATE—Not given.

PLOT—Yale University, thru an error, invites Texas State University instead of University of Texas to come north and engage in a football match. The hick team unearths a marvelous ball passer on a melon patch, where he is engaged in flinging melons into a basket hundreds of feet away. After various vicissitudes the prairie boys go to New Haven for the game. They are temporarily stymied by a snowstorm which makes the field slippery, but the hero, he of the melon patch, reverts to nature and taking off his shoes runs all over the place for a victory. Interwoven thru all this is a strong dose of campus nonsense and song and dance routines.

CAST—Stuart Erwin, Patsy Kelly, Yacht Club Boys, Jack Haley, Arline Judge, Betty Grable, Judy Garland and Dixie Dunbar. Prothy enough.

DIRECTOR—David Butler. Does well with a spotty script.

AUTHORS—Screen play by Harry Tugend, Jack Yellen and William Counselman. Story by Arthur Sheekman, Nat Perrin and Mark Kelly.

COMMENT—Football musical mixture, fairly humorous.

APPEAL—General non-tonsy audiences.

EXPLOITATION—Timeliness and hilarious central situation.

"Our Relations"

(MGM)

TIME—74 minutes.

RELEASE DATE—October 30.

PLOT—Wild and woolly stuff resulting from mistaken identities. Both Laurel and Hardy have identical twins, who are thought to have been hanged during a mutiny on a tugboat. But they return from the grave, and their physical makeup involves their more respectable brothers in a series of zany scrapes, including mixups with showgirls, wives, thugs, G men and flying foodstuffs.

CAST—Stan Laurel, Oliver Hardy, Daphne Pollard, Betty Healy, Sidney Toler, James Finlayson, Iris Adrian, Lone Andre, Alan Hale and others. Laurel and Hardy as ever; if you like them you like them, and if you don't you don't. Support okeh.

DIRECTOR—Harry Lachman. Even he probably didn't know what was going on half the time.

AUTHORS—Screen play by Richard Connell and Felix Adler; adaptation by Charles Rogers and Jack Jevne; suggested by a story by W. W. Jacobs. An awful lot of acrotial talent to back a thrown custard pie.

COMMENT—About three reels of it is enough.

APPEAL—Comedy addicts.
EXPLOITATION—Laurel and Hardy.

"Here Comes Carter"

(WARNER)

TIME—60 minutes.

RELEASE DATE—October 24.

PLOT—Carter subs on the air for a drunken commentator and spills the truth about Hollywood, getting such a fan response that he's made a permanent feature. He has a grudge against a male star and goes out to dig dirt, which he does. But the star's brother,

who is a gangster, enters the picture and there are threats and what have you. Carter refuses to quit and in the end the cops have to clean up the mob. Low interest rung in thru Carter's secretary, who doesn't get him, and a sweet little singer, who does.

CAST—Ross Alexander, Glenda Farrell, Anne Nagel, Craig Reynolds, George E. Stone and Hobart Cavanaugh. Alexander a bit precocious, but gives a breezy performance. Others routine.

DIRECTOR—William Clemens. He gets the laughs.

AUTHORS—Screen play by Roy Chansior, from a story by Mr. Jacoby. Nice enough lower-bracket yarn.

COMMENT—An amusing minor offering.

APPEAL—Lower brackets.
EXPLOITATION—The inside of Hollywood over the air.

"Yellow Cargo"

(GRAND NATIONAL)

TIME—63 minutes.

RELEASE DATE—October 27.

PLOT—A Department of Justice investigator is borrowed by the immigration authorities to track down a gang that is smuggling Chinese into the country. The gang's plan is ingenious. Masquerading as an independent film-producing firm, the racketeers each morning take a boatful of extras, made up to look like Chinese, out to an island. Arrived there, an excuse is always found to postpone shooting, and the extras are sent home by a different route. Later the Chinese are brought back instead of the extras. After the due quota of excitement the investigator tracks down the gang.

CAST—Conrad Nagel, Jack LaRue, Eleanor Hunt, Vince Barnett, Claudia Dell and others. Adequate work for what they're called on to do.

DIRECTOR—Crane Wilbur. He keeps it moving.

AUTHOR—Screen play by Crane Wilbur. The greater part is hoke meller, but the ingenious central idea keeps it out of the ruck.

COMMENT—A nice-enough meller.
APPEAL—Lower brackets.
EXPLOITATION—The central idea.

"Straight From the Shoulder"

(PARAMOUNT)

TIME—71 minutes.

RELEASE DATE—Not given.

PLOT—All about how a guy's second wife wins over his little son, who starts off by hating her. Even chocolate layer cake and kindred dainties fail to affect the kid. He is finally pulled around to love and respect when she displays her marksmanship by shooting a gangster who is holding the child in front of him as a shield.

CAST—David Holt, Ralph Bellamy, Katherine Locke, Andy Clyde, Onslow Stevens, Chick Chandler and others. Young Holt, tho very cute, can't carry the burden of so big a role. Others okeh.

DIRECTOR—Stuart Heisler. He lets it drag pretty badly.

AUTHORS—Screen play by Madeline Ruthven, from a story by Lucien Carey. Not very convincing.

COMMENT—Weak.
APPEAL—Lower brackets.
EXPLOITATION—Marksmanship.

"Can This Be Dixie?"

(20TH CENTURY-FOX)

TIME—61 minutes.

RELEASE DATE—November 13.

PLOT—Col. Peachtree's Southern plantation is mortgaged to a naughty fellow who will either marry the colonel's granddaughter or sell the estate to the nasty Yankees. The colonel's only hope is that his horse will win the Derby, but that's blasted when the sheriff takes away the horse for an unpaid bill. The horse is pulled out of hock when the youngster, played by Jane Withers, takes a group of the colonel's cullud folk to New York, where they win an amateur radio contest and also get a theater engagement. But the villain keeps the horse out of the race, and the cunnel's in the soup again until the smart but nice young Yankee lawyer with whom his granddaughter is in love converts the ancestral home into a swank night club, and the colonel gets a handsome honorarium for indorsing some canned mint juleps.

CAST—Jane Withers, Claude Gillingwater, Slim Summerville, Helen Wood, Thomas Beck, Sarah Haden, Donald Cook and Jed Prouty. Withers is cute, as al-

ways. The rest are snowed under by what they have to do.

DIRECTOR—George Marshall. There wasn't much he could do about it, as director.

AUTHORS—Screen play by Lamar Trotti, from a story by Trotti and Marshall. Maybe Dion Boucault was in on it too.

COMMENT—It's a shame to waste this nice fall weather by sitting in a picture house.

APPEAL—Lower brackets—the lower the better

EXPLOITATION—Withers.

"Song of China"

(MAC LEAN)

TIME—64 minutes.

RELEASE DATE—Not given.

PLOT—A study of the conflict between old and new in China, as expressed in three generations of a family. Much emphasis on the filial piety of the Chinese, and much out-and-out—the dignified and simple—tear-jerking.

CAST—Lim Cho-Cho, Shang Kwah-wu, Li Sho-Sho, Chang Yin, Chen Yen-yen, Lo Shao-fen, Chen Chun-li and Mei Ling. Dignified and simple portrayals. Strictly in the modern mode, with much understatement, and entirely divorced from the formalized overemphasis of the traditional Chinese theater.

DIRECTOR—Lo Ming-yau. Also in the modern tradition. He takes his time about getting his effects, and there are hints of the Russian technique.

AUTHOR—Based on a story by Chung Shih-kan. Little in the story itself to appeal to the Occidental mind.

COMMENT—A silent, but extremely interesting none the less.
APPEAL—Curiosity value is high.
EXPLOITATION—Plenty of stuff on Chinese pix and traditions, both theatrical and philosophical. Chinese ballyhoo.

STANLEY, PITTSBURGH—

(Continued from page 18)

tion in the best Ina Ray Huttonish style. She next introduces the Twin City Duo (Jane Boyd and Pearl Kordae), ordinary tap team, who open with *Sing, Baby, Sing* and close with a monotonous routine to the tune of *Slightly Terrific*. Clara Wellman, band's concert violinist, plays Wieniawski's *Concerto No. 11* and *The Indian Love Call*. Fair hand. Jean Clark, bird imitator, follows with the usual imitations, but better than average. Closed big. Dorothy Heick, another band member, is spotlighted next, xylophoning a medley of pop tunes and the *Slavische Rhapsodie*. Good hand.

Dixie Trio, personable warblers, deliver an original ditty labeled *All Right, All Right*, a tribute to the Major. The girls (Peggy Dean, Doris Stauffer and Delma Ward) are pleasing in voice and delivery. Orchestra follows with *Heart Throb College*, clever novelty number, in which Miss Dowling, now outfitted in a glimmering gown, conducts a lesson in love. This makes way for the audience plant, Marie Woods, who comes on stage to stop the show with a Sophie Tucker rendition of *Some of These Days*. She should equip herself with an encoeur. In this case a mere "thanks" did not serve the purpose.

Katharine Thomas, Pittsburgh winner, enters to a big hand and plays on a saw when *I Grow Too Old To Dream*. Kay Krivichua, here before, scores again with two hillbilly songs. Her yodeling is tops.

Rita Frucht is one of the best impersonators the Major has ever exploited. She works with knowing ability of her subjects and tackles her job with welcome intelligence. Weak link is her impersonation of Maurice Chevalier. All others are excellent.

Marie Julio, talented prima donna, sings Verdi's *Sempre Libera* and *My Hero from The Chocolate Soldier*. Three bows. Lola Lee is next-to-closing with her tap number executed in an upside down position on a fittingly built contraption. Finale rounds up the lineup for another bow.

On the screen *A Woman Rebels* (Radio). House good at opening show. SAM HONIGBERG.

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TO HOPE and expect that some day in the very near future showmen engaged in buying and selling talent will be motivated solely by philanthropy is wishfulness that makes Barrie in comparison seem as earthy as Gorky. Nobody who takes a practical view of the personal management, agenting and booking market of the night club, hotel and theater fields expects the businessmen of these divisions to be other than enterprising, ambitious and self-seeking—building up their own business with one hand and destroying the business of competitors with the other. With all of this self-evident and with it being agreed also that the philosophy of business will never change until Stalin and his Moscow Square cronies take hold in Washington, this scrivener wonders whether the talent business would not be much better off if the more powerful among the showmen tried their hand at a game called fair play.

In strictly commercial lines the fair-play method has been employed and the participants in the experiment were very much surprised to find that it actually works. It can work in the talent field, too. At present, however, there is nobody to lead the way and mistrust of each other possibly prevents one of the group from arising and proclaiming himself as a leader. Meanwhile the prize goat of all time—the species of human kind known as the artist—gets it deeper and deeper in the neck.

In the hotel, night club and attraction-booking sector there is keenly felt the need of a centralization of booking control. But this is a fault that has been dealt with here before and will probably be discussed again. For the present it serves to preface the statement that with the lack of booking centralization the personal manager, because of the greater need of "connections," has come into his own. A phenomenon that was predicted in this pillar, incidentally, about two years ago.

* * *

Because of his importance as the hub of most of the real booking activity, the successful personal manager has reached the point where he can and does dictate terms. If he has enough talent tied up to him he can wield power even over the spots to which he sells. But even if he hasn't a corner on the talent market he can still do a little private and fancy bullying of the artists under his wing. All of this means that the personal manager—dressed up variably as an agent, a band booker or an artists' representative—has the artist where he wants him and unconsciously keeps him there. To the detriment, we maintain, of the artist, the bullying manager and the industry. For any system of representation that does not permit free choice of employers on the part of artists is destructive, shortsighted and fraught with other dangers too numerous to mention here.

We have examined numerous personal management contracts issued by the largest offices to artists and band leaders—large and small. During our examination we had the advantage of running comment by a man we pridefully regard as one of the keenest legal minds this side of the Hudson River. One could not fail to conclude—after listening to the vivavoce reading and the attorney's comments—that not more than one out of 10 contracts studied even approaches an equitable deal for the artist. These were not contracts issued by hole-in-the-wall showmen, mind you, but by several of the largest outfits of their kind in the business. How it was possible for sane, level-headed artists to sign such contracts is beyond us; unless, of course, we conclude that the victims do what the average man does who takes out an insurance policy. There isn't more than one man in a hundred thousand, perhaps, who has read word for word every policy he carries. The percentage might be even lower of actors, band leaders and such who read and intelligently interpret every personal management and engagement contract they sign.

* * *

So what has happened in the personal management business these last couple years? Simply this: Many hundreds of artists—on their own or representing large musical and other entertainment aggregations—are chained to contracts that tie them up more securely than was Samson for the hair-cutting episode. In most cases they are free to book anywhere they please so long as Mr. Personal Manager steps in for his lion's share. In most cases the personal manager guarantees nothing except such silly generalities as "promote career," "represent" and "advise." In return for these tremendous paper sacrifices he gets a good share of the artists' or band's earnings for a period of years (and maybe an option) whether or no he has anything at all to do with the booking.

It might well be said by the optimistic theorist that we are judging the personal managers too harshly because we regard the contract as an instrument to be interpreted literally; that we call a picture of a Mack truck *September Morn* because it is so labeled. In other words, that most contracts thru their wording might more or less give the personal manager a better break, but that actually their inequitable provisions are rarely enforced—like the non-transferable cigar-store premium coupon. We reply that, altho our point derives originally from consideration of the inequitable provisions of these contracts, it gains in effectiveness thru observing that the artists are actually suffering because they made contracts that prevent them from aligning themselves with personal managers who really manage. They therefore wait like beggars at a cathedral door for the crumbs thrown to pigeons.

* * *

The attitude of the average personal manager today (the higher geared he is, the worse is his guilt) is that he is duty bound as an allegedly smart showman to tie up an artist as securely as possible and obligate himself not at all—or at least as little as possible. The artists that are really in demand and who have been blessed with horse sense would throw back into his face a contract offered by a personal manager that does not include provisions for a guarantee of minimum weeks of work at a minimum figure for the duration of the contract. But the acts, personalities and bonds of merit that have been deprived of the formerly fruitful vaudeville field and who have no name-standing as yet in hotels and night clubs are practically forced to sign inequitable contracts. Hunger is the dictator and hunger might well be, too, the drug that dulls their judgment at the crucial moment of signing.

A contract that promises nothing save the doubtful value of the prestige of the personal manager is an offense against the lowest standards of decency and fair play, but we have our antiquated courts to thank for the fact that most such contracts are as legal as a marriage performed by a Supreme Court judge; as enforceable as the right to search with a warrant.

* * *

There is no such system as that of Equity's agents' franchise setup in legit to come to the relief of artists tyrannically contracted in the hotel and night-club fields. Even the well-gear'd franchising machine of the American Federation of Musicians cannot cope with the situation, because the AFM's policing has to do with union shop conditions, while contractual relations as to work guarantees are left to the band leaders as employers to work out. This is perhaps as it should be, but mention of it serves to indicate the nearest and yet so distant approach

(See SUGAR'S DOMINO on page 26)

The Broadway Beat

By GEORGE SPELVIN

THE Republic burlesque on 42d street is still going in for amusing titles; last week's was *The Devil Is a Missy*. . . . The benefit menace continues to crop up, the latest abuse occurring at the Hollywood Restaurant, where Joe Moss, the proprietor, is reported to have handed notice to Edna Sedgwick, a dancer, because she refused to play a free show. . . . Jacques Fray and Mario Braggiotti are teamed up again at the pianos at the request of Hotel Pierre patrons on the occasion of the Braggiotti ork opening there last Wednesday night. . . . WPA Federal Theater moguls, when asked for news other than the faldrald concocted for the release sheets, frankly admit that they're muzzled. . . . Most on the pan of the various WPA supervisors is Don Oscar Beque, of the Federal Dance Theater, who is continuously in the way of blasts from opposing factions of dancers. . . . Sarah Burton, who is appearing as the countess in *Horse Eats Hat*, continues to draw raves, even tho the show has been in for quite a while, with Bide Dudley and Stark Young among the latest to praise her. . . . The cable address of Mills Artists, Inc., is Jazz. . . . Mrs. Thomas Whiffen is awaiting her 92d birthday in her bungalow near Montvale, Va. . . . Ben Collada, owner of El Chico, bought the entire cargo of Spanish wine that was aboard the Cristobal Colon, which was grounded off Bermuda recently. . . . New York schools of music have chosen Olive and Amdur, dance team, as "the foremost exponents of satirical terpsichore." . . . Victor Balassi, who does a tomcat impersonation at the Broadway Hofbrau, was so good one night last week that a female patron thought he was a real cat—and promptly stuck him with her fork. . . . No reports, tho, on the lady's sobriety. . . . Vincent Minelli will go to the Coast soon on a picture contract—even tho he once swore that he'd never abandon the stage. . . .

Believe it or not, the latest fad that's sweeping the city is a variation of that old kids' game, jackstraws; it's called *Pick Up Sticks* and it's played with 41 hunks of colored wood, the idea being to lift up as many as possible without moving the others. . . . Try it when the scavengers get around the table to wish you had luck. . . . Bob Davies, p. a., whose wife had twins a month ago, can give you the age of his youngsters to the minute—and maybe, if pressed, to the split second. . . . Bob McMillan, copy reader, has shifted from *The Post* to *The News*. . . . Oh, yes, Mr. Spelvin sometimes gets around with newspaper men. . . . The New Central Artists' Bureau is booking performers for commercial photography and fashion shows as well as for theater spots. . . . Peter Randall, dialect comedian, has gotten himself in solid with the Greek waiters at the spots he's playing; whenever the wives of the waiters drop in Randall ooliges by including Greek dialect bits. . . . It's one way of getting special kitchen treatment when you're playing a night club. . . . Gloria Mossman, now at the Brass Rail, posed for a lot of pictures on Election Night because of her relationship to Alfred Mossman Landon—but when Landon lost so conclusively the papers wouldn't use the pictures. . . . Parisian burlesque operators, here for a talent once-over, dropped in at various local burly houses—and were shocked at the nudity and stripping. . . . It seems that Times Square is outstripping Gay Paree. . . . Larry Hart tells a story of John Murray Anderson, while Anderson was staging the Fort Worth frontier show; it seems that during a rehearsal a large herd of buffalo was coming down a hill at full speed—so John, with a characteristic wave of his hand, yelled: "Hold it!"

Chicago Chat

By NAT GREEN

BILL SNYDER, catering manager of the Hotel Morrison and a former showman, owns a string of 15 race horses. . . . Last week the boys along Randolph street laid some heavy dough on Jubilee Jim, one of Bill's nags; it romped home and paid \$17.80 for \$2 and the boys are eating at the Terrace Room in appreciation. . . . For weeks the Federal Theater unit at the Great Northern Theater has been rehearsing *Post Road*. . . . Now along comes *Leaning on Lefty*, which is the same play under another moniker, so the Fed opus is out of luck. . . . Emma Abplanalp, film board secretary, moving to new quarters in Room 1215, 624 S. Wabash. . . . Eddie Cantor, banjo-eyed comedian, stopped off in Chi during trains the other day long enough to do a little visiting. . . . In the old days Eddie used to spend quite a bit of time hobnobbing with the boys in the Atwell photo studio, where he gained a rep as champ story teller. . . . Dr. Allan Dario, physician whom the quints made famous, evidently enjoys night life. . . . During his visit to Chicago last week the quiet little man from Callender, Ont., on Tuesday evening saw Ina Claire in *End of Summer*, was guest at a cocktail party at the Tavern Club high above Michigan boulevard, dined at the Casino and wound up a busy evening by seeing the revue at Chez Paree. . . . As the Doc left by plane for New York next day he narrowly escaped service in a \$1,000,000 breach of contract suit by Ivan I. Spear, promoter, who claims Mr. and Mrs. Oliva Dionne signed a contract May 31, 1934, giving Spear exclusive publicity rights over the babies until January 1, 1935, and that the contract was broken.

Sara Phillips, cashier for Aaron Jones for 30 years, is leaving for an extended vacation in the South. . . . In appreciation of her services Jones presented her with \$500 and a four weeks' vacation. . . . Major Lenox R. Lohr, NBC head, paid a visit to the local studios early last week. . . . Chi Amusement Publicists' Association has leased new quarters, including a suite of five rooms, card room and assembly hall, in the Sherman Hotel. . . . Their annual ball will be held at the Sherman November 25. . . . Association, heretofore limited to newspaper and publicity men, has decided to include theater managers. . . . Jackie Heller threw a farewell party in the Four Georges Room at the Sherman for his newspaper and radio friends. . . . B. & K. "C" houses definitely set to go double feature December 1. . . . Bill Parent, night-club booker, has turned impresario and is presenting the Russian Ballet Royale at McVickers Theater, using the name W. Harrison Parent. . . . Les Atlass, local CBS head, has the most modernistic offices in town.

Rube Fulkerson in town organizing a tab show. . . . Staff of Erwin, Wasey & Company, Ltd., who handle many radio accounts, have been notified that after the first of the year the local branch will cease to exist. . . . Red Norval will be the next bandsman at the Blackhawk, succeeding Louis Prima. . . . Willard Rutzen, assistant to Leonard Hicks, of the Morrison, is doing a swell job of publicizing the Terrace Room, his material in *The Morrison Digest* being exceptionally good. . . . Bunny Bryan, manager of the Pantheon Theater, has revealed literary proclivities. . . . In the December *Esquire* F. MacDonald Bryan (who is Bunny) has an article on Captain Craig, deep-sea diver, and the proposed salvaging of the *Lusitania*.

Compares Paris And N. Y. Burly

NEW YORK, Nov. 14.—A French dance producer arriving here early this week made the Gaiety Theater one of her first stopoffs, and in comparing burlesque here with the burlesque revues in Paris found the nudity more daring in this country. In making other comparisons, she found the girls more charming here, but the comedy and ensemble numbers weaker.

The visitor is Helen Greasley, who is dance director at the Casino de Paris Music Hall and Alcazar in Paris, the latter playing burlesque revues. She arrived Monday on the Normandie with Henry Varna, operator of the theaters.

Miss Greasley revealed that the French burlesque revues have more weight than that seen at the Gaiety; that in France they are more of a book show. She also claims that the ensembles are better abroad, and that in

her theater the general talent and comedy are superior. However, she found the stripping here much better, admiring the technique and prettiness of the strippers. She was amazed at the extent of the nudity.

In Paris Miss Greasley reveals that the audiences at the Alcazar are 90 per cent male, and that the admission scale is much higher than here.

Toronto on Indie; Akron Shuts Down

NEW YORK, Nov. 14.—Casino, Toronto, is definitely set to become one of the spokes on the Indie wheel, with Issy Hirst, head of the circuit, arranging to start it off a week from tomorrow. Circuit's house in Akron, O., dropped out on Tuesday of this week.

While Akron dropped out, the week was retained by Hirst using Youngstown as a full week instead of a split-weeker with Akron. Hirst is now the operator of the Capitol, Toledo, having bought out Jake Cross, who recently supplanted Vic Travers as operator.

MARGIE MARCUS, chorine and wife of Robert (Red) Marcus, has been confined to her apartment, 318 South First street, Louisville, for the last three weeks with illness. Her friends are urged to drop her a line.

Managers To Deal Singly With BAA

NEW YORK, Nov. 14.—Members of the Eastern Burlesque Managers' Association met Tuesday night to discuss the Burlesque Artists' Association's request for individual negotiations with the member theaters of the group. Meeting was held at the insistence of the BAA for prompt action.

EBMA members agreed that security with the BAA should be an individual matter and not handled as last year when they gave the BAA a blanket guarantee. The organization's members also agreed that the group should continue functioning.

Raymonds Get Another Theater in Brooklyn

NEW YORK, Nov. 14.—The Raymonds, operating the Star, Brooklyn, took over the Shubert-Teiler Theater in that borough this week. They have not definitely decided, however, as to when it will open and what the policy will be.

A report circulated this week was to the effect that there were plans for another burlesque house in Brooklyn, with an undisclosed operator planning to take over the Park Theater.

U-Notes

By UNO

WINNIE AND FRANK SMITH, singing-strip and straight, now with the Metropolitan Circuit, have two weeks still to go at the National, Detroit, and Palace, Buffalo, before making their debut in New York.

GEORGE S. ROCHAE, juve dancer, styling himself a "stratospheric stepper," is a newcomer to burlesque. Opened at the Casino, Brooklyn, Sunday.

LUPE MILFORD, daughter of Sue Milford and Larry Francis, who has been working the RKO studios on the Coast (See U-NOTES on opposite page)

WINNIE SMITH

The Original TNT Girl of Burlesque



Now Touring Detroit-Buffalo-Toronto Circuit

After That Headed for New York To Accept the Best Offer

Until Nov. 25, NATIONAL, Detroit, Mich.

Starting Nov. 26, PALACE, Buffalo, N. Y.

Burlesque Reviews

Casino, Pittsburgh

(Reviewed Tuesday Evening, Nov. 10) Burlesque staging a comeback in the Smoky City, judging by crowds patronizing George Jaffe's Casino this season. Prices more than reasonable, matinee 25 and 35 cents and evenings 40 cents. Shows are continuous, four times daily.

At this viewing fans saw 30 minutes of screen shorts and over two hours of burly. House catering to family trade, and during this evening performance a large number of ladies dotted the SRO audience.

A minimum of stripping, with a carload of comedy. Show, labeled *Garden of Girls*, was well-paced and smoothly routinized. Max Coleman, at the head of the crop of funsters, boasts of a laugh-provoking physiognomy and clever delivery. He gets little time off in this show. An able assistant is Harry Bentley, who has no trouble getting laughs once he gets started.

Al Golden is featured straight and his work is as brilliant as ever. His voice, since last here, gained in volume and effect. His standout bit is his dead pan

nonsense in a hilarious scene with Coleman and Bentley. A welcome observation is the increased use of clean gags and the thorough washing given the shady material. Assisting straights were Charles Arthur and Charles Dane. Able bits by women contributed by Pearl Mylie, Ruth Coburn, Claude Ferris and Mickie Dennis (stripper).

Line of 15 chorines is far above average choruses. Girls displayed ability in precision and several types of dance routines. Add beauty to the production numbers, seven of them, which were trimmed with fresh scenery and colorful costumes. Finale is outstanding number, representing a winter scene, with the shapely beauties dressed in brief winter costumes. The cuties were also good in a modernistic turn and a speedy jazz number.

The strip specialties, limited to two, were outstanding. Mickie Dennis, vivacious package of rippling rhythm, opens with Indian Chief bump number and follows with show-stopping strip routine. She works with lightning-like speed. Diane Logan (featured) delivers (See BURLESQUE REVIEWS op. page)

Burly Briefs

CASINO, Brooklyn, and Eltinge, New York, started alternating shows Sunday. Bert Carr closed at the Star, Brooklyn, Friday after 10 weeks, to go to

Toronto to look after a will left by a relative of his wife, Beverly. . . . Bonita Germaine, dancer, opened at the Trocadero, Philly, for a week; then will go to the Palace, Brooklyn, for a week, and is optioned for the rest of the Metropolitan Circuit. Placed by Stanley Woolf. . . . Bob Alda shifted from the People's to the Irving Place, New York. Jimmy Calvo went from the Apollo to Alda's spot at the People's, where Henri Keller succeeded Jack Kelly and Harvey Carr (Howard Kent) was added to the cast. Betty Loudon returned to the People's, replacing Ruth Arnold. . . . Helen Colby moved from Minsky's Gotham to the Irving Place, New York, Friday. . . . George Murray leaves the Wilners Thursday night to open for the Weinstocks on the 22d.

MAXINE DESHON leaves for California after her two-week engagement at the Rialto, Chicago, to play for Popkin & Ringer, opening on the Pacific Coast November 27. . . . Frances Abrams, Milton Schuster's efficient secretary, is taking a week off due to illness. . . . Yvonne, miff dancer, opened at the Rialto, Chicago, November 13. . . . June St. Clair opened at the Palace, Buffalo, for one week beginning November 12 after a 20 weeks' run at the Rialto, (See BURLY BRIEFS on opposite page)

*** NADJA ***

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

The Essence of Toss & Tap Dancing.

MADGE CARMYLE

Ultra Nudes Modernistic
At STAR, Brooklyn, Indefinitely.

PROFESSIONAL CARDS

WATCH FOR

Anne Mitchell

Something Entirely New, Odd and Rare in an Undress Routine.
A Feathered Fantasy.
A Real Box-Office Draw — A Decided Rave.

HELEN COLBY

SWINGIN' WITH THE SWING CRAZE,
At IRVING PLACE, New York City,
Indefinitely.

GLADYS FOX

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

BOB—FAYE & VOGEELE—ERMA
PLAYING HIRST CIRCUIT.

BONITA GERMAINE

NEW FACE—DIFFERENT DANCES.
Dir. STANLEY WOOLF, 1897 B'way, N. Y. O.

MARY BOB
MURRAY & FERGUSON
In Stock with the Weinstocks, N. Y. City.

JEAN CARTER

A TALKING-STRIPPING PERSONALITY

BABE CUMMINGS

PERT—PEPPY—PERSONALITY—POISEUR
At THE PEOPLES, New York City.

NADINE MARSHALL

THE SWEETHEART OF BURLESK

PATRICIA PAIGE

THE BLACK ROSE
At THE CASINO, BROOKLYN, INDEF.

RITA (AGAR) LeROY

In Her New
STRIP SPRING STYLE SENSATION.

JOIE FAYE

A GENTLEMAN AND A SKULLER
APOLLO—GIZING WITH BURP GRUNT.

CHET ATLAND

TENOR-JUVENILE
DIRECTION FRANK BELMONT.

AGNES MURRAY

THE LATEST WOW OF A STRIP-TEASE.

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STRIP AND TALKING ARTISTE.
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OPENS ON OR ABOUT NOVEMBER 26

Tab Tattles

KEWPIE CHANDLER, former b.-f. funder, is now operating Kewpie's Corner, a beer emporium at Pleasant and York streets, Springfield, O. . . . Harrison Kimball's *Frisco Follies*, after filling several dates for the W. E. Uring Theater Circuit in Eastern Ohio and West Virginia, is returning to the South, where the show will remain indefinitely. . . . "Bozo" Malone, manager of the Lyric Theater, Allentown, Pa., will celebrate his 40th birthday November 22. . . . Don Phillips, piano ponder, with the girl show on the Mighty Sheesley Midway the past summer, thumbed into Cincy early last week. Failing to find a spot to peddle his art in the Queen City, Don continued his trek Wednesday, headed for his home down South. . . . Roy Cowen passed thru Cincy early last week, en route to the Roxy, Cleveland. . . . What has happened to Margaret Lillis and Chappie Chapman? . . . Ralph Canton jumped from his home in Uniontown, Pa., to Franklin, O., recently for a visit with Hazell Chamberlain. The two are seriously considering launching some sort of a trick for the winter. . . . Jack Murrel is framing a tab for a stock run at the Time Theater, Omaha.

EVELYN LYNNE queries from Youngstown, O.: "Where is Sandra Lydell, famed heart-breaker and 'Queen of Exotic Dancers,' hiding? Her many friends would like to get in touch with her." . . . Featured with the *Suing Time Varieties*, which last week played Grace M. Fisher's Maryland Theater, Cumberland, Md., are Henry Therrien, tenor; Flo Nickerson, mistress of ceremonies; Virginia Page, dancer; Eddie Daniels, impersonator; Eve Olson, soprano, and the Five Sweethearts of Rhythm. . . . *Folies de Nuit* is making the rounds in Western Pennsylvania for the Warner Bros. Lineup includes June Carr, comedienne; Joe Rollo, dancer; Andriol Brothers, musical wizards; Johnny Lee and the Three Lees, knock-about comics; the Stratosphere Donaldsons, Bert Byton, Arbutus Fullen, Bucky Flush and a line of girls. . . . Sam Nevin is busy these days contracting Cincinnati business houses for Christmas decorations. . . . Carl Frank, Elsie (Wiggins) Frank and Joe Bova, former tabloids, are entering their third year as band leader, personality singer and drummer, respectively, at Ben Ratalo's Cat and the Fiddle on Cincinnati's Central avenue.

AL TINT, formerly of minstrelsy and tabs and in recent years in night clubs, is now with *Suing, Baby, Suing*, new unit managed by Boyle Woolfolk. Show opens November 17 for a swing southward. . . . Martin Stevens, formerly well known in tabdom as a straight and character man and now a marionette expert, postals from Storm Lake, Ia.: "We're up here in the sticks, making more money than I ever did in rep or tab. Big marionette production for next year will be *Joan of Arc*." . . . Jack Keating and Renc Mahar are producing the show at Harry Poole's Happy Hour Theater, Houston. House features two units, with one working during the day and another at night. In the latter unit are Tommy (Umph-Umph) Burns, comic; Jess Phillips, straight; Lillian LaBerta, Clara Franklin, Doris Woods, Ray Parks, Lillian Murphy, Marie Burns, Gerlie Jefferies, Mabel Renwich. Orchestra comprises George Brock, Jean Luigi, Jess Asterote, Ernie Randall and Lew Holly.

U-NOTES

(Continued from page 3)

all summer, has adopted the name of Marlo and just signed a 16-week contract with Popkin & Ringer. Opened at the Capitol, San Francisco, Saturday.

EILEEN HUBERT, former dancing pupil of Lillian Law, who has been doubling from the line to Spanish and afro dance specialties at the Eltinge, New York, is headed for a principal's berth.

DIANE JOHNSON, with *Wine, Women and Song*, Indie show, grateful to co-members for their kindness in doing her numbers and scenes while she was ill in Buffalo recently.

MRS. SOLLY FIELDS, mother of Maxine and Lillian, sends word from the Center Theater, Denver: "Just started our 15th week and still going strong. Run shows on presentation

lines with 12 girls and four vaude acts, also a featured dancer. Had Ming Toi booked for a week. Did such a tremendous business that she was held over for three more."

JANE VITALE now doing toe-tap dancing routines in Long Island niterics.

HELEN NELSON, with a novel cello-phone dance introduced in various Atlantic City night clubs last summer, back to New York and ready to return to burlesque.

THE VIONS opened at the Irving Place, New York, November 6 for a two weeks' stay.

DOREEN HART, sister of Margie, returned to New York after a six-month vacation in her Minneapolis home. With other sister, Patricia, joined George Promath's showgirls at the Casino, Brooklyn, and Eltinge, New York, stocks.

BEVERLY CARR once more doubling as producer between Minsky's, Brooklyn, and Republic, New York, with Kenneth Rogers exiting after one week.

MARJORIE LEE, in a letter last week to her ma, Mrs. Harry Marian Baum, in New York, disclosed her marriage October 8 in Ripley, N. Y., to Buddy King, a Baltimore horseman. Spending a honeymoon in Florida.

JEAN CATON, with the Weinstocks, considering an offer by the firm for Miami this winter.

RUBY STATON has left the Republic, New York, to visit her family in Oregon.

JOHNNY KANE, manager of Minsky's, Brooklyn, pinch hitting as stage manager in addition to taking care of the front of the house.

MABEL FRANCIS, of the Weinstock shows, still another principal who is expert with the brush and colors. Hers are caricatures. Other artists in burlesque include Rose LaRose and Joan Carroll, of the Gayety, New York, and Dolly Dawson, at her home in Port Arthur, Ont.

BETTY NOVAK, fully recovered from recent illness, has returned to New York. Hubby Billy Brooks, with the Weinstock casts, will soon sign for another principal engagement.

LESTER MONTGOMERY, pro at the Palace, Buffalo, writes: "Giving fine shows and doing great business. Like very much working for Dewey Michaels."

ELSETTA (TOOTS) MILLER exited from Minsky's, Brooklyn, for her home in Tulsa, Okla., where she will be number producer at the Rialto.

LORRIE LAMONT, on the Indie Circuit, celebrated a birthday Sunday backstage of the Gayety, Minneapolis.

SHEILA GRANT, doing a high-kicking dance in addition to strip teasing at

the People's, New York, in a novel yellow satin ballet gown created by Eva Collins at the suggestion of Evelyn Ramsay.

MOTHER ELMS, 99 years old, familiar backstage figure at all Greater New York burly houses, laid up at the Coolidge Hotel, New York, because of injuries sustained in an auto accident in Union City, N. J., November 7.

HOWARD EVANS, former burlesque producer, now operator of a bar and grill in Minneapolis.

BURLY BRIEFS

(Continued from page 3)

Chicago. Milton Schuster booked her. . . . Arthur Clamage was a Chicago visitor this week, lining up talent and attractions for his two Detroit theaters. . . . Jack Kane has started routing his shows into the Drury Lane Theater, Fred Hurley's house in Louisville, according to reports. . . . "Rags" Ragland opens for Popkin & Ringer November 27. . . . Joan Barlow is opening a stock engagement at the Rialto, Chicago, November 27. . . . Marion Morgan and Marian LaMar are closing on the Independent Circuit November 21 and will return to their homes in Chicago. . . . Milt Schuster booked Jeanne, off Harry Krivitt's unit, into the Roxy, Cleveland, week of November 6. . . . A new unit is being organized in Chicago for the Independent Circuit, opening at the Rialto, Chicago, November 27. . . . Engaged so far are "Bozo" Snyder, Joe Forte, Harry Levine, Bobby Vall, Clyde Hodges and Bee Rogers. . . . Fred Clark will stage and Chuck Connors will direct the dance numbers.

ANNETTE is busy these days taking dance lessons from Gene D'Moe. Max Rudnick held her over at the Eltinge, New York, and she'll alternate to the Casino, Brooklyn. . . . Nat Mortan's recent placements included Boob Blake, Gotham, New York; Annette and Lee Laurel, Eltinge, New York, and Sid Harris, dancer, and Harry Levene Jr. and sister, Casino, Brooklyn. . . . Dave Cohn's placements include Arnold O'Connor, Irene Austin and Abe Gore, Oxford, Brooklyn; Patsy Johnson, Joe Devlin (November 20) and Jean Carter (November 27), Star, Brooklyn; Juno, Casino, Brooklyn; Helen Colby, this week, and Bobby Faye, next week, Irving Place, New York; Hamilton Brothers, Shubert, Philly; Three Cyclones, Apollo, New York; Billy and Millie, Eltinge, New York; Ann Hattie, from Chicago, November 20 at Apollo, New York, and Ann Norton as added attraction week of November 29 at Gayety, Washington.

BOB BURCH'S stock at Grand Opera House, Canton, O., continues successfully as it swings into seventh week. Six new principals in current show comprise Evelyn Cushman, Betty Sharon, Bobby Young, Walter Collins, Freddy Walker and Megg Lexing. Eleanor Cook took over producing end last week. Adrienne in her third week and scoring heavily, also Vic Hallen, whose work is

more amusing each week. Rance and Gordon have been in show since its September opening.

TAMARA got jammed up on bookings, being contracted for a couple of houses at the same time. Bijou, Philly; Eltinge, New York, and Bob Birch's stock in Canton, O., were involved. . . . Marty White is recovering from powder burns from a blank gun fired by Jean Bedini at Casino, Brooklyn.

CARRIE FINNELL out to make a marathon run of it at the Shubert, Philadelphia, this being her ninth week. . . . Bonita Germaine giving Philadelphia its first see, coming in as an extra added attraction with the IBA *Gayety Girls* at the Troc. . . . Bijou show featuring a quartet of specialty sirens, Olga Brae, Mimi Lynn, Jean Carter and Sugar Farrell.

BURLESQUE REVIEWS

(Continued from page 3)

a song with a high degree of talent and swings into her tense turn that is brief and not offensive. She is one of the less frivolous hour-glass beauties and works mild mannered.

Specialty acts topped by Buddy and Jean, roller-skating duo, who bring the show to a fast finish. They do an intricate number with ease and unusual ability. The girl has plenty of charm, too. Singing assignments turned over to Charles Dane; Ruth Coburn, fairly good prima, and Pearl Mylie, who at this viewing was handicapped by a severe cold. Charles Arthur scores with a neat soft-shoe offering.

SAM HONIGBERG.

Republic, New York

(Reviewed Wednesday Afternoon, November 11)

House of Weinstock on 42d street shows considerable improvement in current fare as compared to the last two seen by this reviewer. It's a compliment to Beverly Carr, producer, who provided this hour and 25-minute show with everything. Grand production numbers, attractive array of scenery and costumes, expertly routined and tempoed, and to top it all a most effective cast. Girl numbers in large doses, but comedy gets long innings, which are very funny even tho dipping into the blue.

Comics are Irving Selig, Vic Plant and Frank Smith. They're hilarious fun-makers, giving the folks ample reasons for belly laughs. Run each other a close race for top honors, tho Plant seemed to take it by a nose. He's got a delightful style. Selig's a clever chap as well, and Smith has plenty on the comedy band also.

Expert straighting for the comics is turned in by Jimmy Francis and John Grant, as fine a pair of line feeders as you could unearth. Billy Crooks, singer, helps out ably also, and most of the strip girls do their share in bits as well.

Strippers are Lillian Murray, Lillian Harrison, White Sisters, Mabel Francis, Dorothy May and Dotty Ahearn. All are lookers, are gowned well and know their teasing onions. Not all of them are announced, only Miss May and Miss Murray. Some work fast and spice it up, some work slow and mild, and others do an in-between. All good, and the out-fronters liked it.

Billy Crooks and Chet Aklund do a nice job of singing the show, working often. Seven parading showgirls and 14 chorines have many assignments and handle them well. Jane Dobbins, blonde, is spotted a couple of times for effective sensuous dance routines.

SIDNEY HARRIS.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Balfour Closes Houston Walkie

HOUSTON, Nov. 14.—Vernon Balfour Walkathon Derby Show closed here November 1, after nine weeks and two days. Jack Cominsky and Mickey Martin garnered first money after being declared winners by Buddy (Dogface) Dyer, executive floor judge. Second place was awarded to Bob O'Brien and Margerie Knobles.

Curley Linder, formerly with the Carl W. Raabe org., was head emcee and boomed biz with his daily air shots over KXYZ. He was assisted by Jimmy (Wooden Leg) Johnson, said combo supplying effective comedy relief. Hazel Fisher, local press agent, handled publicity.

Three contestant weddings were dished up for the delectation of the fans: On the theory, we suppose, that everyone enjoys somebody else's fight.

MAXIE CAPP wants to get a line from Jack Lewis, Ruthie Keller and other friends.

Two Killed in Auto Wreck

DETROIT, Nov. 14.—John Stevenson and Eddie Fetter were killed near here November 7, when the car in which they were riding overturned and caught fire (See *ENDURANCE SHOWS* on page 29)

CONTESTANTS WANTED AL PAINTER OPENS GIGANTIC DERBY SHOW

PORTLAND, OREGON, WEDNESDAY, DEC. 3, IN THE BEAUTIFUL "JANTZEN BEACH" BALLROOM

NO OUTSTANDING TOPNOTCH SPRINT TEAM CAN AFFORD TO MISS THIS CLASSIC, BLUE RIBBON, TOP MONEY ENDURANCE SHOW. SPONSORSHIP MONEY GUARANTEED FOR EACH TEAM FROM THE START. SIX PRIZES UP TO \$2,000.00. All Endurance Show People known to AL PAINTER and MICKEY THAYER, communicate air mail or wire, but do not come on without confirmation. Address PARK AVE. HOTEL, PORTLAND, OREGON.

Majestic, Peoria, To House Fed Show

PEORIA, Ill., Nov. 14.—Negotiations have been completed with Public interests by Federal Theater officials for the use of the Majestic Theater here for permanent stock productions. Opening has been set for November 18, with a policy of five days a week and a matinee performance Sunday.

Many well-known stock men are listed on the administrative and directing staff of the Peoria unit. H. C. Howard is supervisor of the Peoria district. George Roberson will manage the house, with Guy Beach directing the first production, *Cradle Snatchers*. L. Verne Slout will supervise the publicity. Jack Lowry and Fred Gordon, former stock managers, are connected with the directing activities.

Lance Davis, leading man, will head the Majestic cast. Others listed in the personnel are John Kane, Bert C. Arnold, Les Obrien, Greg Rouleau, Wayne Kennedy, Kathryn Cameron, Jesse Stewart, Delpha Kent and Gullynn Hickman.

A popular price range will be maintained, with 40 cents for lower floor and 35 cents for the balcony. Harrison Rankin is the supervising artist.

House is being thoroughly cleaned and decorated under the supervision of George Roberson, while an extensive advertising campaign is in progress for the opening.

Hynes Troupe in Hamilton, O.

HAMILTON, O., Nov. 14.—William A. Hynes' company of river actors presented the old-fashioned meller, *Hearts of the Blue Ridge*, in the main ballroom of the Anthony Wayne Hotel here this week. Offering pulled fair crowds. In the cast were Arthur L. Hayes, Art Browning, Robert Trimble, Lee Taylor, Bernyce Clemons, William A. Hynes, Charles Clemons and Joe Martin. Between-the-act vaudeville was supplied by Cal and Bob Trimble, Art Browning and Vic Faust.

Tolbert Show in Dothan

NEW ORLEANS, Nov. 14.—Milt Tolbert Show opens indefinite stay at Dothan, Ala., November 16. H. D. Hale, owner and manager, says he will stick it out in the Southeast for the remainder of the winter. Lou Childre, well known in Southern radio circles, left here this week to join the group at Dothan.



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Rep Ripples

CARL SAVAGE is enjoying the warm climate at Tampa, Fla., these days. He expects to remain in Florida thruout the winter and is now on the search for something to keep him busy that long.

MASON COGSWELL, stock and rep actor now directing the Little Theater, Mobile, Ala., reports that Wright Esser, his house guest at present, has just finished a new play, *Serrat*, which the Mobile Little Theater group will go into rehearsal on soon. Play will have its world's premiere in Mobile the first week in January under auspices of the Mobile Little Theater and various civic organizations, Cogswell says.

BILL AND BEULAH CUMMINGS postal that they're still with Stout Jackson's Tent Theater, now in its 24th week in Kingsville, Tex. "Business is fair," Bill pencils. "Just had our first real norther, which tore a couple of panels out of the big top. Break was repaired without losing a night, however."

IRENE COWAN, who played one of the leads in George Sharp's production of *The Drunkard* in Pittsburgh last year, has returned to the Smoky City for a role in *Snatched From the Noose*, which M. E. Fierst and Clyde McFall are opening at the Fort Pitt Hotel December 1. Others already engaged include Josephine Kristoff, Georgie Etta Taylor, Eugene Kline, Eugene Holland and Joe Woods.

Van Arnam's Barn Dance

NAHUNTA, Ga., Nov. 14.—When this reaches print our 1936 tent season will be history. This is our closing stand and the equipment will be stored in winter quarters at Jacksonville, Fla. After a short vacation the unit will open in theaters for an extended winter tour.

Bud Davis, formerly with Johnny J. Williams, Ona Williams, Reno's Fun-makers and other rep shows and now connected with the Martin Theaters, with headquarters in Columbus, Ga., was a visitor in Hawkinsville, Ga.

Under the auspices of the American Legion we spent Armistice Day at Baxley, Ga., where our band furnished music for the gala parade in which 3,000 school children participated. Rudy Hoff and the band boys are to be commended on the excellent way they played the parade. In the afternoon U. S. Senator Richard Russell delivered the Armistice Day address in our tent. Whole-hearted co-operation on the part of the Legion gave us SRO business at night.

Majority of the company will spend the layoff in Jacksonville, while others will make trips home. Dome Williams will go to Nashville to visit his wife, Emma, who is out of the profession and now operates two rooming and boarding houses there.

With the closing here we will have had a 26 weeks' season under canvas. Opening in Baldwinville, N. Y., we toured New England to the northern tip of Maine, thru New Jersey, Maryland, Virginia, West Virginia, the Carolinas and Georgia, covering approximately 7,500 miles. Season has been great, with not a single performance missed.

With these notes the writer will say "good-by" for a while, at least. To those who have written me telling me they have enjoyed my efforts, "thank you." I'll be seeing you.

MACE D. FERGUSON.

Wehles Fly to Cincinnati To Watch Son in Action

CINCINNATI, Nov. 14.—Mr. and Mrs. Billy Wehle, of Billroy's Comedians, came here by plane yesterday from Texas, where the show is now playing, to watch their son, Billy Jr., quarterback and captain of the local Ohio Military Institute, in action against the Highland High School grid team. Young Wehle distinguished himself in the game, which his team lost 20 to 0.

The Wehles left here by plane this evening to rejoin the show at Waco, Tex., where the company plays tomorrow. In a visit to the home office of *The Billboard* here Wehle expressed himself as highly pleased with business in the

Warren Comedians Enjoy Big Season

SHREVEPORT, La., Nov. 14.—Warren's Comedians, Jim Warren, manager, have just concluded a 35 weeks' season, with all of the show's equipment placed in winter quarters here. Tour just ended was the best since 1929. Manager Warren reports. Company lost only one night during the canvas trek.

In the roster at the closing were, besides Manager Warren, B. E. Bly, Andy Randels, Freddie Jordan, Jack Gould, Velda Lee Curry, Nila Curry, Frances Maloy, Florence Randels, Georgia Lockwood, Kitty Bly, Amos Woodall, Monty Elkins, Dave Villescas, Andy Borunda, Darl Jordan and Jack Driscoll with a working crew of five. Jack Lockwood had the advance.

Manager Warren states that he will open the 1937 tent season early in April under a new top with a seating capacity for 1,000 people.

Jim Warren and wife are at the home of John M. Lott here. Latter is the well-known Louisiana showman.

Kansas City Jottings

KANSAS CITY, Mo., Nov. 14.—Sid Kingdon left here recently to blaze the trail for the Wallace Bruce Players in Kansas.

Eddie and Lois Lane, with Skippy Lamore's Comedians the past summer, are playing vaude dates in around the city.

Jack Hart's Comedians closed their tent season last week in Arkansas after a long and successful tour which began in the early spring. Mr. and Mrs. Hart will visit relatives in Ohio, after which they will return to their home in Foreman, Ark.

Perce Hall and Nellie Kempton, who closed recently with the Henderson Players in Iowa, are in the city for a few days.

Jack and Myrtle Albright have joined Hal Stone's Comedians, now trouping under canvas in Louisiana.

Sam Bright and Betty Fromen are recent arrivals here, after closing with the Mac-Bell Players, Iowa.

Frank Wilder closed his Northern Minnesota circle last week and is now at home in Fairmont, Minn. It is said he will organize a winter show in the near future.

Austin Rush and Gladys Adams, after a season with Jack Hart's Comedians, have gone to their home in Pine Bluff, Ark.

Reports reaching here are that Henry Brunk has recovered from his recent accident and has resumed management of the show in Texas.

Jimmy and Mildred Tubbs, after 100-week season with the Neal Players, are in the city.

Frank and Hazel Monett, formerly with Zarlington's Comedians, have joined the Princess Stock Company.

Mal Murray, who has successfully conducted a circle within driving distance of this city for the past several years, will reopen next week. Besides Murray, the cast includes Doc (Toby) Wilson, Elva Walters, Harry Eastbury, Sonny and Ardyce Dexter, Millicent Devere and George Gregory.

Sally Ketchum recently closed a 50 weeks' engagement with the Frank Wilder Show and is now sojourning at Newton, Ia.

Joe and Mae LaPalma recently closed with the Princess Stock Company and have joined the Monroe Hopkins Players in Houston.

Fred Harris and Blanch Rollins closed recently with the Hank Neal Show and were spotted on the main stem this week.

Jack and Grace Bell are in the city after closing with Silver's Comedy Company.

Jay Coggshall, formerly with Morris-Davis circle, is now sojourning in Mason City, Ia.

Glenn Morris, formerly with Frank Wilder's Circle, has joined the John Caylor Players in Minnesota.

Wallace Bruce circle, now operating in Southern Kansas, with headquarters at Hutchinson, has the following cast: Wallace Bruce, manager; Ruby Bruce, Gus Locktee, Lucilla Locktee, Roy Kinkle, Eva Kinkle, Esther Macklin, Hugh Philpitt and Sid Kingdon.

Jerry Ketchum, advance man with Christy Obrecht the past summer, was seen on the village Riato this week.

Lone Star State. From all indications the show will remain out all winter, he says.

Stock Notes

PAULA BAUERSMITH, formerly with the Carnegie Tech Players, Pittsburgh, landed the lead in E. P. Conkle's new play, *Two Hundred Were Chosen*, which opens in New York November 20.

EDDIE BLAINE has signed for a role in Johnny Walker's new show, which is slated for production on Broadway this season.

E. W. HICKMAN is directing Tolstoy's *Redemption*, which opens an engagement at the Carnegie Tech Playhouse, Pittsburgh, Wednesday (18).

Billroy Show Briefs

RANGER, Tex., Nov. 14.—It is with regret that I report the death of Boyd Thompson, colored, our bus porter, who died of pneumonia Thursday of last week in Abilene, Tex. He was a loyal, well-behaved Southern darkey.

Colonel Mayo (Waltz-Over-Kick) Holland has been relieved from his duties at the wheel for a few days and is spending his time nursing a temperamental appendix in hopes that he can avoid having to pay Old Doc Saw-bones a visit for a "coming out" party. Should that prove necessary, however, he has agreed that he will let Cal (Ranger) West provide the anaesthetic by fervently reciting his preacher monolog.

Chorine Alma Findley's heart is beating regularly and contentedly once more, hubby, George, having recently joined our crew.

Things we sometimes wonder about: If Mac Johnston remembers Lake City, Fla., and "split-in-the-ocean"?

If Benny (The Biz) Fratantoni remembers Norristown, Tenn.?

If Billy Dunn, Cora Mae Davis Floyd Butler (I hope she'll forgive me for having abbreviated her name), Betty Hutchinson and Daisy Murphy recall "the gay desperado" in Ft. Bennington, Vt.?

A former Billroyian shoots me a card with the following "Has Jack Hutchinson lost his pocketbook yet this season?"

JOHN D. FINCH.

SUGAR'S DOMINO

(Continued from page 23)
made to bring about better conditions between artists and managers in the after-dark sector.

This is not a plea for unionization. No such plea is needed. If the artist doesn't realize by now that his salvation lies in an organization that is his own, it is about time that he took his horse and buggy and drove to the backwoods. No organizational progress—regardless of how phenomenal—can help the artist in his contractual troubles. This alone is a matter that he has to work out for himself—and each man in his own way. Every man's problem is imbued with that shade of difference that makes it impossible to pair it with anybody else's. The hungry actor or band leader should borrow and beg, if necessary. Both are bad, but not quite as bad as signing one's professional life away to a cold-blooded bully. Before an artist signs a contract he should read it and study it. If he fails to understand certain provisions the advice of persons well qualified should be solicited. There are plenty of attorneys who would be pleased for a moderate fee to interpret in layman's language the more esoteric clauses of a contract.

But the artist must avoid the pettifoggish shyster as he would the plague. The shyster is easily recognizable. He is the gent who constantly bounds you to give him "business," who would stir up negligence litigation over the slightest trifle of an injury and who professes to be a "theatrical attorney" because he sued a railroad five years ago in behalf of a hooper who twisted his ankle practicing routines in the smoking compartment. As much credence can be placed in such a gink as in the ham who tells you he never failed to stop a show in his whole career. Both species are deadly; one to your pocketbook, the second to your feeling of well-being—because you know darn well that you are the only one who possesses that distinction.

Additional Club Chatter

Chicago:

ROCKY ELLSWORTH, Gale Parker, Lucille Brown, Bobby Mathis, Ray Stringer, Griffith and Wells, Loretta White, Mildred Parr and Roy Dixon are playing the Casino. . . . **MARCELIA MITCHELL**, O'Malley Trio and Two Als have opened at the Town Club, Cicero, Ill. . . . **DARSHA**, Ramona Hughes, Virginia Audrey and Howe and Perrin opened at the Club Minuet November 4. . . . **AL GARBEL**, Evelyn Lee, Dorothy LaBelle, Yvonne Faith and Florence Lee opened at the Club Marine the same date. . . . **GENE EMERALD** and Ruth Dean opened on the Steamship Zee here November 3. . . . **BUDDY LESTER** and Eleanor Leonard opened at the Marquette Club the same date. . . . **JIMMY AMES** and Lynn Jordan are playing the Broadmont Cafe. . . . **RING AND PETERSON** and Inez Gonan opened at the Winona Gardens November 7. . . . **MARY NEVELLS**, Sally Keith, Irene Faery and Justine Gerard opened at Dutch's Cafe November 7. . . . **THELMA RAYE**, June Glory, Ames and Vivian Ed Barney Richards are playing the Limehouse Cafe, booked by Charles Andrews. . . . **HAZEL LEE**, Buddy Kirby, Tom Garvey and LaPetite Sisters opened at the Silver Cave November 7. . . . **WALLY ROSS**, Jerry Leonard and Frances Gordon opened at Von Thenen's Cafe November 7. . . . **CHESSAIN SISTERS**, Marion Parker, Cecil Hanley, Deone, Nora Ford, Jane LaVone, Ione O'Donnell and Gloria Gale are now at the 606 Club.

TANYA, Mae Alix, the Three California Step-Sons, Albertha Adams, Desoree Alexander and Maxine Johnson opened at the Swingland Cafe November 13. . . . **BARONESS TERAH NOAH** and McDonald and Ross opened at Harry's New York Cabaret November 13. . . . **LACROSSE SISTERS**, Heine Kramer, Chita, Bonnie Lee and Joe Scangleone opened at the Show Club November 11.

Boston:

LARRY THORNTON at the Club Mayfair. . . . **FLYING HIGH** is the new revue at Tom Maren's Penthouse, with Althe and Amdur, Dunne Brothers and Doty and Francetta Mallory. Billy Payne, tenor-emcee, is being held over. . . . **REIS AND DUNN** and Avila and Nile are at the Normandie Restaurant during cocktail hour. Frankie Ward's Ork, with Cyril Mansfield, is also there.

Youngstown, O., Area:

HARVEY BELL, direct from the Texas Centennial, has started at the Frolles Club. . . . **CURRENT** at Purvey's Palace are Milton Hamilton, Helen Carroll, Ross Trio, Tommy, Bill and Bunny, and the McDonald Ross team. . . . **ARMANDO AND MARIA**, dance couple, are headlining at the Lido Club. . . . **MICHAEL PUCCI**'s combo plays at the Ohio Hotel nightly, while Ted King and Gayle Reed continue at the Patio. . . . **ROBERTA CRONE** is in her sixth week at the Backstage Club, Cleveland.

Around Canton, O.:

FRANKIE SENNES has spotted another great show at his Little Hofbrau here. Tommy Ball, of New York, credited with its production. Lineup includes 10 Nudists, Ruthena Warner, Midesca and Michaels, Bert Privul, Duval, Walt Donahue and George Williams Band. . . . **RINALDI** offers Sailor Jack and his Pal Zippy, Ann Thayer, Ruth Dryer, Stubby Kenmore and Jimmy Sutton's Band.

Here and There:

RODRIGO AND FRANCINE and **JOHN TO** opened November 12 at the Muehlebach Hotel, Kansas City, Mo., newest hotel on the Sligh & Tyrrell circuit. . . . **TED AND MARY TAFT**, Rudy Bale, Teresa Rudolph and Sandy Lyle opened at the Pre-Marquette Hotel, Peoria, Ill., November 13. . . . **ALFRED LATELL** jumped from the Coast to open at the Jefferson Hotel, St. Louis, November 13. . . . **PROSPER AND MERIT** and Charles and Helen Stone opened there the same day. . . . **DE ANGELO AND PORTER** and the DeLong Sisters are being held over at the Chase Hotel, St. Louis. . . . **NICE, FLORIO AND LUBOW** and Manno

and Stratford open there on November 20 for an indefinite run, booked by Sligh & Tyrrell. . . . **BILLY RANKIN**, recently producer at the Town Club, Chicago, has joined hands with "Curly" Ross in a booking and producing venture. . . . **PEGGY MARLOWE** opened at the Colony Club, Chicago, November 13. . . . **FRED MONROE**, of Monroe and Adams Sisters, opened as a single November 10 at the Lookout House, Covington, Ky. . . . **MURIEL PARKER**, Bill Anson, Enters and Borgia and Francis opened November 6 at the Park Plaza Hotel, St. Louis. . . . **WANDA AND COLLENS** opened at the Webster-Hall Hotel, Detroit, November 13. . . . **MANNO AND STRATFORD**, Waldman Sisters and Bobby Parker opened at the new Wagon Wheel, Nashville, November 13. . . . **EDDIE WHITE** opened at the Yacht Club, Chicago, November 12. . . . **FAYE AND WELLINGTON** opened at the Berghoff Gardens, Ft. Wayne, Ind., November 13. . . . **JOSE GONZALEZ** and his dog act opens at the College Inn, Chicago, November 20, booked by MCA. . . . **PAT KENNEDY** has been signed for another four weeks at the Colony Club, Chicago. . . . **BABETTE**, singing comedienne and mistress of ceremonies, has closed at the New Penn Club, Pittsburgh.

THE TIFFANY'S, until recently with Jack Kane's burly units, are working Paddy Ann's Gardens, Bay City, Mich., doing the whole floor show by themselves. They are hoofers. . . . **RALPH SHAW**, emcee, is current at the Moose Lodge Club, Erie, Pa., with his comedy,

Additional Bands and Orchestras

JERRY MONROE and his Casa Nova Orchestra have left the Varsity Casino, New York, to move to Danny's Stage-Door, West Hempstead, Long Island. Earl Faber emcees the floor show at the latter spot.

JACK STAULCUP and ork, who opened at the Arcadia Ballroom, St. Louis, November 3, will remain there until December 15. Boyd Meyers and Earl Harrison are the featured entertainers.

AL MARSICO and orchestra returned to John Maganotti's Plaza Cafe, Pittsburgh.

TED WILLIAMS and his boys moved into the Willows, Pittsburgh.

JIMMY BRAY's outfit succeeded Lee Hayden's Ork at the New Penn and Benny Burton's aggregation opened the Trianon Club Saturday in Pittsburgh.

EDDIE GREER and orchestra are filling an engagement at Jack Secher's The Village in Pittsburgh.

MORT LOND and his Londoners have been signed for another six months at the Blue Ribbon Casino, Racine, Wis., where they opened last May.

DON FERNANDO and orchestra open at the new Trocadero Casino, Chicago, late this month.

HAL SMITH and orchestra have opened at the Coconut Grove, Bridgeport, Conn. **FLORENCE RANGER**'s Band has a new commercial on WELL, New Haven, Conn.

AL WHITE's Vagabonds, with Mitch Lucas vocalizing, are on WDRC, Hartford, Conn.

DON VALERA's Swing Serenaders now on WMBC, New Britain, Conn.

MIKE DeVITO going great over WIXBS, Waterbury, Conn.

ERIC PETERSON has returned to Seven Gables, Milford, Conn., succeeding Nan Elliott and her girl band.

EDDIE MAYERHOFF now at Hotel Onondaga, Syracuse, N. Y.

HARRY NEILAN's Band now at WNLC, New London, Conn.

ABE LYMAN goes into the New Yorker, New York, November 19, replacing Osborne. Connle Boswell to head the floor show. Booked by Michael Nidorf, of the Rockwell-O'Keefe office.

DICK GASPARRE moves into the Biltmore, New York, November 15, to stay until December 5, being replaced by Horace Heldt.

GUS ARNHEIM now handled by Rockwell-O'Keefe.

BENNY MEROFF is at the Roosevelt, New Orleans.

CARL RAVAZZA will hereafter be known as Carl Ravell. He now has Tom Coakley's Band, Coakley going into the practice of law.

ART SHAW makes his first stage ap-

pearance at the Paramount, New York, December 2 or 9.

JACK MAYNARD in his fifth week at the Golden Phensant, Jamestown, N. Y. Opens in Miami January 5.

TED ZWOLIN and his band now in their fifth week at Jake McKeivitch's Main Street Bar, Detroit.

BILLY GOHO is well into his third year at the Checker Box Cafe, Buffalo.

COUNT BASIE, now at the Grand Terrace, Chicago, opens at the Roseland Ballroom, New York, Christmas Eve.

DON WARNO and his band are building up an enviable record in the South.

WINGY MANNONE goes to town every night at Hollywood's Famous Door.

MARIO BRAGGIOTTI opened at the Pierre, New York, Armistice Day. He not only conducts but does his own special arrangements and has composed a number of dance melodies.

ORIGINAL ROYAL RAMBLERS are being reorganized by Ray Raye. Have spot with radio outlet in view.

JOHNNY HAUSER succeeds Allen Leifer's Band at the Brass Rail, New York, November 17. Hauser, a newcomer to the baton, waving fraternity, was formerly a vocalist with Paul White-

man.

GUY LOMBARDO recently celebrated his 20th anniversary in the music world.

COUNT BULOWSKI and his ork, having played 35 out of 40 weeks at the El Tivoli, Dallas, and six weeks at the Centennial, is now at the Blossom Heath, Shreveport, La. Bulowski, in town recently with Phil Baxter, songwriter, sold their *Duke of Dallas* to Feist. They are also composers of *Deep, Deep South* and a dozen others now being placed.

VICTOR HYDE, one-man (18-piece) band, closed two weeks at Club Rio, Allentown, Pa.

ALBERT KAVELIN features Carmen, pianist, and Carlson, vocalist, on his Mutual network broadcast.

JERRY GILBERT and ork, now doubling the Castle Inn and Sunset Lodge, Far Rockaway, N. Y., will open the new Montauk Grill, Brooklyn, soon. Outfit carries its own show, with Chip Decker as emcee.

PLUMES IN THE DUST—

(Continued from page 21)

passing dream which so many fools have called the work of a madman. Since then he has gone thru, at one time or another, some 20 or 30 books concerning Poe, from Griswold's malignant preface all the way down to Hervey Allen's two-volume *Israfel* (a work which, despite Allen's subsequent *Anthony Adverse*, is a magnificent and definitive biography), and including Joseph Wood Krutch's ridiculous spadings in abnormal psychology, that burrowed deep to find reasons for things which, if Krutch had had any sympathy for or understanding of his subject, would have been obvious.

That background must be peculiarly uninteresting, but it has to be given in justice to Miss Treadwell's play. For that background is bound to color any opinion of the play; it is probably the reason why this corner felt that *Plumes in the Dust* was episodic and inconclusive, adding nothing to a conception of Poe, shedding no light on character, achieving no particularly dramatic arrangement of events, and showing no reason why it should have been written.

Miss Treadwell picks up the poet in his home in Richmond, showing the fight with his foster father; skips to Baltimore seven years later to sketch in the early relationship with Virginia and Mrs. Clemm; jumps 14 years to the cottage in Fordham, to bring out the penury that hung like an evil dream about it, and to lead up to Virginia's death; moves on to Miss Lynch's parlor in Waverly Place, evidently simply in order to introduce Margaret Fuller, Frances Sargent Osgood, Griswold, Nat Willis and other background figures; moves back to Richmond on the occasion of Poe's last ill-starred visit there to offer a sentimentalized version of his meeting with Elmira Shelton, and ends in the hospital in Baltimore, with Poe raving away his life in a drunken delirium which, according to Miss Treadwell, was largely made up of quotations from his own writings.

The writings, incidentally, are frequently quoted—which, of course, was only to be expected. It is interesting to note that Miss Treadwell on several occasions makes use of excerpts from the magnificent little preface to *Eureka*—"What I here propound is true; therefore it cannot die." The use made of *Eleanora* (in a badly cut version) and the early *Song*, both in the Fordham scene, is less fortunate.

Entirely aside from the carpings of a Poe fanatic there are some things that definitely militate against the success of Miss Treadwell's play. For one thing, she has seen fit to attempt to span most of the poet's life; her play is therefore episodic in the extreme—and an episodic play, according to this corner's book of theatrical maxims, is an ineffective play, since interest bounces up and down in the various scenes, and can never be managed so as to create a unified effect. The fact that so much time is skipped between scenes makes necessary the device of having the characters stand around and describe what has happened in the interim. This is something less than fortunate.

Also, there is the tremendous difficulty of presenting a genius convincingly upon a stage. Geniuses in life may be (tho' I've never seen one) ordinary seeming people—but the standards of the theater and of life are differing standards, and on the stage a genius must appear to be in every way—a genius. Unless the author of the play also happens to be a genius, this is impossible. Miss Treadwell unfortunately does not fall within the category—which would be nothing against her if she hadn't elected to do a play about Poe.

In addition it seems to me that Miss Treadwell offers the most obvious theatrical explanation for everything connected with her subject; thus the dipsomania (in a very specialized form) that was Poe's curse emerges simply as the Curse of Drink (caps, please). Also the author tries to do a rather complete job of whitewashing, glossing over events at the University of Richmond, forgetting to mention many incidents that would have thrown an illuminating light upon the character, and in general turning Poe into a typical misunderstood Bohemian—which he certainly wasn't. Complete and senseless whitewashing can often be as deleterious to the subject as calumny of the Griswold type.

Henry Hull plays Poe or, rather, he attempts to play him, for it is an impossible assignment. He is at his best in the Fordham and Waverly Place scenes, wherein, miraculously enough, a real hint of the poet creeps across the footlights. He is at his worst in the delirium of the final scene, wherein any actor living would probably show in his worst light.

A large supporting cast is generally capable, with the work of little Amelia Romano, a newcomer who plays Virginia, standing out for its clarity and simple beauty.

"What I here propound is true, therefore it cannot die." One fears, however, that Miss Treadwell's play can die—and will.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HE KNOWS ALL, sees all and tells all—but he can't pay his hotel bill!

IRVING is booked to play night clubs in and around Chicago.

ALEXANDER is playing clubs in and around South Bend, Ind.

JACK GWYNNE opens at the Roney-Plaza Hotel, Miami, New Year's Day.

SHE WAS DIVIDED between two men—the woman they sawed in half.

CARL SHARP, Chicago magician, opened at the New Michigan Hotel, Benton Harbor, Mich., November 5.

BILL BAIRD, who just completed an engagement at the Beacon Theater, Winnipeg, opens in the Walnut Room of the Bismarck Hotel, Chicago, November 27.

IT IS RUMORED that Tommy Martin, now on tour in England, was recently married in London to Ann Pope, sister of Glenn Pope, magician.

THE MEANEST MAGICIAN is he who taunts another with a past mistake.

HENRY HAVILAND, "magical paper tearer," recently at the Beechwood Tavern, Columbus, O., opened Friday at the Brass Rail, Parkersburg, W. Va.

AL FLOSSO, comedy magician, who worked at Coney Island, N. Y., last summer, is now lining up club dates in New York City.

RINALDO, New York State mentalist, has just concluded a fortnight's stay at the RKO-Albee, Providence, where he gave private readings on the theater mezzanine, four times daily.

CAUPERT THE MAGICIAN, who closed recently with the advertising department of the Tom Mix Circus, is now playing theaters thru the South with his mystery show. He claims to be booked up until the middle of February.

JIMAE made a flying trip to Seattle from Chicago last week in order to open at the Musio Hall Theater November 16. He has five more weeks of theater dates on the Pacific Coast after that.

NO MAGICIAN'S grouchbag is big enough to hold the money he believes he ought to earn.

THE GREAT MAURICE eluded heavily at an entertainment and dance recently sponsored in New York by the Newspaper Guild. Worked with cards, rings and balls and proved amazingly fast and adept.

MEMBERS OF LOS MAGICOS and the Los Angeles Assembly, American Society of Magicians, entertained in a public program sponsored last Friday by the Pasadena Shakespearean Club. On the bill were L. O. Gunn, Haskell, William Larson and Gerald Kosky.

WHICH IS THE MORE flagrant, the expose offered by a magician via newspaper or the same expose offered by a magic dealer at a magic convention to any Tom, Dick or Harry who has the price to buy the trick—no questions asked?

W. W. DURBIN, registrar of the United States Treasury and popular president of the International Brotherhood of Magicians, is reported to be recuperating in fine shape from a serious illness which had him confined to his bed at his home in Kenton, O., for the last three

weeks. He is able to be up and about, but it will be some time before he will be able to resume his post in Washington. Why not drop him a cheery note to aid in speeding his recovery?

S. S. HENRY reports from Little Rock, Ark., that business is nothing to kick about and that the show is heading south from there to keep away from the cold weather. Henry says he sent a man out on a booking trip with his car containing considerable show equipment some six weeks ago and hasn't seen or heard of him since.

WHO WAS IT that first said: "One doesn't have to be nuts to be a magician, but it helps?"

SEVERAL MEMBERS of R. I. Assembly No. 26, SAM, motored to Boston recently to witness Blackstone's performance at the Metropolitan Theater there. After the show the group had a pleasant visit with the headliner and his manager backstage. Those who made the trip were President Cliff Hard, Vice-President Harry A. Scheer, Secretary Waldo Rouviere and others.

LOUIS E. COLLINS (Roba) is back on the road with Rolling Cloud's Variety Players in Southern Illinois. He is doing his magic and mental work, in addition to a line of parts. Collins was out with the Riddle Circus unit the past summer and recently spent three weeks at the home of his parents in Patterson, Mo.

MARQUIS THE MAGICIAN and his company of mystery workers, now playing in Michigan's Upper Peninsula, are enjoying unusually good business, according to word from the show. Sellouts and turnaways have been registered at several spots recently, Marquis says. *The Marquette Daily Mining Journal*, which blankets the territory, has given the Marquis company grand co-operation. During a recent engagement at the Louis G. Kaufman Memorial Auditorium, Marquette, Mich., under Elwants auspices, the Marcus organization drew an eight-column streamer in *The Journal*. The show's engagements in the Michigan copper country were also highly successful, Marquis reports.

MYSTERIOUS HOWARD and Company, now playing Alabama territory, will shortly head into the Lone Star State for the winter. Show is working schools, theaters and clubs, doing from three to seven shows a day. Business is just fair. Paul Smith, of Chattanooga, known professionally as Elmer, the comedy magician, is a feature with the Howard show. He has recently perfected a version of the levitation which he claims will fool even a magician. Howard recently caught Don White, with *The International Review*, and describes him as "one of the fastest talking magic acts on the road today."

BENITO CHAVEZ and DOLORES are headed back to Chicago after a long string of theater dates along the West Coast. Chavez decided several months ago to take his wife and daughter on a vacation to the Hawaiian Islands. However, when they got to the Coast they found so many tempting offers awaiting them that the vacation was called off for the time being at least. "Magicians need not fear the West Coast," Chavez pencils. "San Francisco is a good spot for magi. We turned down several night club engagements there because we were anxious to start east again. We met some swell magic lads from Oakland to Canada. We had a particularly good time in Portland, thanks to Jay Gore. Mrs. Gore is a perfect hostess and the eats were delicious."

JIM MCGILL was one of the highlights of the International Lyceum Association dinner at the Auditorium Hotel, Chicago, recently.

HYANDI AND COMPANY, magicians, are at the Cinema Aranjula in Rome.

GEORGE THE MAGICIAN (Grover G. George) writes from Pittsburgh that his show has experienced several reverses, entirely unexpected, which have hindered the completion of plans for the winter season. One handicap was with the



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 LEGIT MUSICAL

HARRIS AND SHORE—youthful dance couple seen last week at the Radio City Music Hall, New York. Merit recognition from a revue producer. Do satirical ballrooming in a manner that displays talent, class and a sure knowledge of comedy effect. Especially funny is a burlesque of an adagio couple.

VERA NIVA—singer now at the Continental Room, Brass Rail, New York. Is pretty and has an outstanding personality. Does Continental ditties well and American pop tunes cleverly, with an ingratiating European accent. Definitely a personality who should do well in a show.

PRITCHARD AND LORD—an excellent dance team caught last week at Loew's State, New York. Do ballroom dancing in the manner of the

Astaire-Rogers combo, but are by no means copyists. Clever routines include graceful and charming tap dancing, plus the added value of Miss Pritchard's beautiful spins. Excellent appearance, too.

For FILMS

AMELIA ROMANO—young actress now appearing in *Plumes in the Dust* (legit) at the 46th Street Theater, New York. Scored a personal success in the show, which is about Edgar Allan Poe, in the role of Virginia, Poe's child-wife. Has definite quality which should get across effectively on the screen. Rates a test.

JOSEF CHERNIAVSKY AND ORCHESTRA—musical aggregation heard on the NBC-WEAF chain Sunday afternoons. Suggested for a series of shorts following out his idea of the "Musical Camera" as heard on the air. Pictorial shots could be included against musical background, as well as shots of the work in action.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

NAZIR GROTTO, Canton, O., will present its second annual minstrels with a break-in at the Wooster Opera House, Wooster, O., Friday night, November 20, to be followed by a presentation at the Lincoln High School Auditorium, Canton, O., a week later. Cast will number more than 50. Production is under the personal direction of Robert Hurford.

"NOTE WHERE SAM GILL came to life," posts Al Tint from Chicago. "I didn't know he was dead. When was he laid out or when was the last time he hung the crepe? Wonder if he found a copy of *The Billboard* in California?"

RUSSELL M. (RUSTY) WIDENER, at present in Massachusetts Memorial Hos-

advance, George says. First advance man proved unsatisfactory and the second one died suddenly shortly after being hired by Georgie. Later the company lost a couple of weeks trying to get organized, but George expects everything to run smoothly again in a few days. Business in Beaver Falls, Pa.; Carnegie, Pa., and East Pittsburgh, Pa., was unusually good, George reports. He says he will take action against the magician, now on tour, using the George name.

YOUR APPEARANCE and deportment are as important as your bag of tricks. We know of one magician who killed nearly every school and club date in a certain town by avoiding soap, water and the dry cleaner. Booked into the spots by an agent with a fairly decent front, the magician had the habit of showing up for the shows looking like a wolf wearing a fright wig. The magician was capable enough, but his appearance was such as to make him a subject for the board of health. Result was that nearly the whole town was closed to all magic turns for a long time.

HOUDINI CLUB, Philadelphia, organized 10 years ago to promote the art of legerdemain, will celebrate its anniversary December 5. Mrs. Harry Houdini, honorary vice-president of the organization, indicated that she will be present for the celebration. President of the Philly Houdini Club is Ernest Ruth, escape artist. W. C. McNutt Jr. is secretary-treasurer.

pital, Boston, where he will shortly undergo a rib operation, would like to hear from his many friends of minstrelsy. Widener has been confined to home and hospital since last May with lobar pneumonia. His home address is 12 Parkway road, Stoneham, Mass.

CHARLES COLLIER'S *Silas Green* From New Orleans minstrel, under tent, with a capable all-colored cast, played Natchez, Miss., to a capacity house recently. Troupe features Ferd Wiggins, Billy Mills, "Lasses" Brown, "Jazz-Lips" Richardson, comedians; Princess White, singer, and a tumbling and tight-wire act by Al Gaines and the Gaines Family. Charlie Ruth is interlocutor. Troupe has been on road since April and expects to go to Florida soon, closing there latter part of February. Collier, who has recovered from a recent illness, joined show at Hattiesburg, Miss.

MINSTREL UNIT of the Federal Theater Project, New Orleans, last week began on a tour of CCC camps within a radius of 150 miles of the city. Troupe of 20, headed by Jimmie Cooper, has just finished an extended 60-day tour of one-night stops in Arkansas, East Texas and Louisiana.

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JOHN W. VOGEL, "The Minstrel King,"
465 South High Street, Columbus, O.

W. C. DORNFIELD

Writes on

The Magician of
Today

In the Christmas Number
of The Billboard Dated
November 28, 1936

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Pittsburgh.

I have learned by being around Pittsburgh since July that professional actors do not stand a chance here because locals work so cheaply. I am a 100 percent member of the American Federation of Actors, but it is just beginning to get set here. Recently when I worked a club with two local girls the manager asked us to do an extra show at a country club, saying that it was for charity. When I refused the girls complained, saying that they had to work here year after year and that I was causing hard feeling on the part of the boss. So they did the free show. They declared that if the AFA were stronger here they would join; in other words, they want the roof on the house before they start building. Such people do not belong in show business and the AFA should be informed about them. Some agents here favor locals because they can make more on them. The sooner the AFA gets a set salary here the better it will be. But the local pets will get what real show people fight for. Therefore agents should employ only AFA acts and not those who want the soup after it has been cooled but who wouldn't help to cook it. I believe the AFA should rule that locals must pay double to join after they have hung back to see whether things are coming along okay. I can give the names of locals and agents who are what I call slackers, afraid to fight for a cause, but who say, "I'll be with you later; you fight," just like some people said in 1914.

BILL CHURCH.

Youngstown, O.

At the last convention of the International Brotherhood of Magicians and also at previous conventions William Russell gave exhibitions of what used to be known in show business as "resistance." That is, he seemed to have the power of making himself heavy or light at will, so that it was impossible for anyone to lift him off the ground. A few years ago Johnny Coulon, a boxer, gained considerable publicity with the stunt, and nearly half a century ago two exponents of international fame were rivals. One was Lulu Hurst and the other Annie Abbott. However, one of the finest exhibitors of this "psychic force" was a girl called Virginia Knapp, who not only performed the resistance feats, but who also did tests with hidden objects in the muscle-reading style. I wonder whether any readers of The Forum know what became of Virginia Knapp. I have not heard about her for many years and have been very curious about her. I tramped with a novelty and vaudeville company, of which she was the star.

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CHARLES A. LEEDY.

Mt. Washington, O.

I noted in *The Billboard* of October 17 that Russell Bros. Circus had placed a memorial over the grave of our old-time friend Daddy Whitlark. I had been acquainted with Daddy for the past two decades and a more lovable soul could not be found in the circus world, a man who always had a good word for his fellow men and always was ready to help out. I know that Mrs. C. W. Webb must have started the subscription, as she is one of the most thoughtful women of the circus, trying to make the season enjoyable to everyone connected with the organization. Was it not wonderful to learn that everybody on the show gave toward the fund? Circus life is a hard grind at best, but one can't get away from the fact that, as a whole, circus folk have hearts as big as the great outdoors in which they live.

CAREY C. EMBRIE.

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CAREY C. EMBRIE.

Hollywood, Calif.

I quote my esteemed friend Doc Waddell from *The Billboard* of November 7: "The only one of the old school of fixers now alive is faithful John Talbot, retired and residing at Los Angeles." I am sure that Doc will be glad to know that our pal George H. Hines still resides among us, having been the manager of the Ambassador Hotel Theater here for several years. When the writer met him, just a day or so ago, he was the picture of health. It is hardly necessary to relate his circus connections to any oldtimer.

BERT J. CHIPMAN.

Mansfield, O.

A few months ago readers of The Forum showed keen interest in being informed about ground tumbling and especially data on originators of special feature tricks. I contributed some, to the best of my knowledge, but recently there came to my mind one that I would like to add. I refer to that famous English clown, Happy Ashby. I witnessed his act in Berlin in 1883 at the Carty-Althoff Circus. Besides clowning his specialty was a rolling-globe act. In general slack-wire and globe acts are looked upon as so-called fill-in acts in a circus. But Happy Ashby had his specialty so perfected that the manager featured him on the bill. He used a large globe, about two and a half feet in diameter, worked on a platform and was a great hand balancer. He made his entry on a runway, manipulating the globe while doing a hand stand. He also introduced juggling in his act, some clever hat spinning and rolled all over the platform in a sitting position, which was very comical. But the outstanding feature was the finish. He rolled the globe to the center of the sawdust ring and by jumping up and down a few times on the globe it attained a steady position. Then he did a back somersault on the globe and a second one to the ground, following it up with a row of flip-flops and a high twisting somersault. So far as I know, he had no imitators at the time. But I should not be surprised to hear that some clever artist has duplicated his feats. If not, I think there is a chance for someone to create a novelty that should be in demand in the big money.

HARRY LAKOLA.

Saranac Lake

By JOHN C. LOUDEN

Gladys Palmer is in General Hospital, where she will undergo the pneumolysis operation. She was formerly a member of the vaude team of Tanner and Palmer. Her sister will shortly visit her from Chicago.

Ford Raymond has returned from the hospital, where he recently underwent another stage of the rib operation. He came thru nicely and hopes to be up and about soon.

Mrs. Carpenter, of Boston, spent several days here last week visiting her daughter, Camille. Latter's condition is reported greatly improved.

Eddie Ross has moved to the third floor, where he will do his own house-cleaning. Eddie has made remarkable progress and contemplates indulging in the ski jumping during the season.

Dolf Singer has left the Lodge for a few days to visit friends in New York. Dolf, who will be remembered as the composer of *Just Around the Corner*, a hit of a few years back, has improved satisfactorily here.

Tony Anderson, manager of the Pontiac Theater, and Harry K. McWilliams, manager of the Major Bowes all-girl band unit, brought their bevy of beauties to entertain the patients at the Lodge last week. Included in the cast were Elaine Dowling and her swing band, Dorothy Brick, Clara Wellman, Lola Lee, Kay Kowohucha, the Dixie Vocal Trio, Doris Stauffer, Marie Julio, Virginia Nightingale, Reta Frucht, Marie Woods and the

Three Dancing Darlings. Patients were grateful for a grand evening's entertainment.

Write to those you know at Saranac Lake.

ENDURANCE SHOWS

(Continued from page 25)

after being crowded off the road by another car, driver of which as yet unappreciated at this writing. Both victims were well known in the endurance field.

Ross Closes in San Antonio

SAN ANTONIO, Nov. 14.—Hal J. Ross closed one of the most successful of his Texas derbies here November 8. He will move either to Austin or Corpus Christi for the next show. First-place winners here were Joe and Margie Van Raam. Event, held under a circus big top, drew from surrounding cities and was well publicized in local papers and by radio.

Mullins Walkie Closes

KNOXVILLE, Nov. 14.—Moon Mullins' Walkathon closed here November 5. Winners were Millie Sweet and Billy Ryan, first place; Marcelle Bainter and Jimmie Sweet, second, with Billie White and Jackie Parr, runners-up. Prize money was awarded the following night after the victory ball.

BUCK ROGERS letters that he will resume tripping the not-so-light fantastic this winter. Would like to hear from Mickey Rosenberg, the Three Ryan Boys, Bill McDaniels and other walkie friends via Letter List.

HANK SHELBY postals from Dallas that he will presently be back in the field. S. M. Fox can reach him thru the Letter List.

J. L. HUTCHINS would like to hear from Jerry Greenlee via *The Billboard* Letter List.

JOAN MASON letters that she has been working the Philly niteries the past two years. She would like to hear from Tim Hammack, Joanie Lee, Eddie Worthington and Billie Lyons thru *The Billboard* Letter List.

STEVE LAMAR has left the walkathon field to become a bus jockey in New York. He would like to hear from Tom Day, Austy Dowdell and Johnny Reed.

"AS I LOOK THRU my scrap book," letters Gene Montgomery, "I begin to wonder if the endurance shows are slowly becoming extinct or, if the contestants and operators are too lazy to send in a writeup. I'm sure there are plenty of folks who would like to know where their old walkie friends are and what they are doing, so come on, friends, and let's send in jottings more frequently."

EDDIE BEGLE AND EARL FUGAR are working Frank Ravese's New York contest. They are doubling up on the emseing and report good biz. Friends can reach the boys via the Letter List.

ANDY LYNCH, former trainer and contestant and now working as emsee in a nitery near Philadelphia, epistles that he is pondering a return to the field. Lynch says he is scouting for a partner and would like to hear from Mabel Cooper, Anita O'Day, Betty Lee Jackson, Wilma Floyd, Scotty (Hoot Mon) Reed, Forrest (Sour-Puss) Bailey, Jack Steinel, Verne Balfour, Fred Carter and George Berstein.

BILLIE WHITE AND ANNE BENSON are in Chicago, where they are resting the tootsies after the recent Mullins walkie. The gals would like to hear from friends via the Letter List.

MICKEY THAYER will again be associated with Al Painter when the latter's new Derbyshow opens soon in the Pacific Northwest. Bill Darby's Transcontinentals Ork is scheduled to appear with the same org.

KENNY GRUWELL infos from Pasadena, Calif., that he is leaving the endurance game for good this time. Plans to visit the Houston show before it closes as he is anxious to see his many friends there.

MICKEY HOGAN, former veteran walkathon emsee and producer, letters that he will soon begin emseing in the night-club field in and around Seattle, booked thru the Ed J. Fisher agency.

42d YEAR

The Billboard

Founded by W. H. DONALDSON

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Vol. XLVIII, NOVEMBER 21, 1936, No. 47

He would like to hear from Smithy Smythe, Lew White, Jack Kennedy, Tex Falk, Tony Lewis, Al Painter, Paul Bryant, Skippy Williams, Kenny Kneld and other friends thru the Letter List.

DOUBLE DUMMY

(Continued from page 21)

might have been the farce hit of the season.

Chiefly it is a matter of pace and of lack of sufficient integration. A firm and steady hand is needed in the direction of these wildfire and insane farces, and Edith Melsner, who staged this one, she showed flashes of bright directorial insight, failed both to maintain the necessary speed and to whip the performance into an integrated whole.

The basic idea is amusing—and the way the thing starts off holds promise of an hilarious evening. In a jail run by a bridge-mad warden is a promoter who gets the idea that there's money in ballyhooing a bridge wizard. So he signs the warden to a contract, gets out on parole and engineers a match between the warden, billed as "The Unknown," and Nullo Sykes, the great expert. After that things go merrily haywire. Brains, the promoter, gets into a boarding house that also contains a young mathematics professor. The young mathematics professor gets into a situation that causes him to lose his job. So Brains signs him to ghost the new book about bridge. At the same time the president of the university is shanghaied, for reasons too complicated to be retold in a synopsis such as this; Sykes, hearing of the warden's prowess, has a couple of plug-uglies beat him up, and the young professor substitutes as "The Unknown," with the university president as his partner. They take Sykes over in a match that is as exciting (and as expected) as a screen football game.

All of this is written out at a wild-fire pace, events stumbling over themselves helter-skelter in the proper manner of such zany farce. It is, however, a pace that is seldom duplicated in the direction—and there lies the rub.

An excellent cast turns in a series of excellent individual performances, led by Charles D. Brown, that dependable comic, as Brains. Others contributing top-notch work include John McGovern, as the young professor; Teddy Bergman, who gives a grand comedy portrayal as Brains' henchman; Barbara Weeks, who stands out as a lady known as Lou; Carrie Weller, as the boarding-house keeper; Dudley Clements, as the warden; Hanley Stafford, as Sykes, and Martha Sleeper, as the professor's heart interest.

It's a funny show at the Golden; there's no doubt of that. But it's not nearly so funny as it might have been.

The Final Curtain

ABATINO—Pepito, former manager of Josephine Baker, in Paris October 30.

ALISPAW—Mrs. Fred, 52, known as Mme. Lucie Zora, November 10 at Fort Pierce, Fla., after a year's illness. When a girl she joined a light opera company and later Sells-Floto Circus. She was known for her ability to handle animals.

ARNOLD—Art, 55, veteran carnival man, at his home in Pittsburgh November 7 following an attack of pneumonia. Survived by his widow and one son.

ASSION—George J., 58, musician and organist, at Youngstown Hospital, Youngstown, O., November 7 after an operation for a ruptured appendix. He was pianist at the Grand Opera House, Youngstown, for many years. His widow and three children survive. Funeral services and burial in Youngstown.

BOYETT—Lee, with Dan Rice Circus, November 3 at Troy, Ala., of severe burns after the light-plant truck was crowded off the road and caught fire. He worked for James Wright, who also died in the accident, in the Wild West concert. Show buried Boyett.

CAPRICE—June, stage and film player, known in private life as Mrs. Harry Millard, in California November 9. She was the widow of Harry Millard, who died six years ago. Survived by her daughter, June. Burial in Los Angeles.

CARRIE—George C., 63, operatic and concert tenor, of a heart attack during a concert at St. Thomas, Ont., November 8.

CHANDLER—Carstine (Speck), 22, of Hoffer Amusement Company, in a Charleston (W. Va.) hospital October 28 from injuries sustained when his motorcycle upset. He was on his way from Dixon, Ill., where the Hoffer company had been playing, to Christiansburg, Va., his home, when the accident occurred. Last season he operated the Kiddie Auto ride on the Hoffner Shows.

CIANCIOIA—Charlie, 42, operator of the Golden Slipper night club, Covington, Tenn., and brother of Mike Cianciola, owner of the Rosemary Theater, Memphis, from a gunshot wound recently when three men robbed him of \$60 and stripped his club. Cianciola leaves his wife, four children, three sisters, three brothers and his mother.

CLARK—May, 52, wife of Donald Clark, November 5 in Indianapolis. Burial in Washington Park Cemetery, that city.

CULLEN—Albert, 51, first husband of Dorothy Russell, daughter of the late Lillian Russell, in Tucson, Ariz., November 8.

DE FREEST—Arthur W., 53, vice-president of the Flint Park and Amusement Company, operators of Flint Amusement Park, November 7 at his home in Flint, Mich., after a brief illness. Survivors are his widow and a son. Burial in Flint.

ELWARD—Frank, 36, former doorman at the Roxy Theater, Toronto, Ont., in the Hamilton (Ont.) Sanitarium November 3. Survived by his widow and a son.

FURTMAN—Charles, 56, well-known screen writer and formerly scenario editor at Paramount Studio, of pneumonia in Hollywood November 7. He wrote several original scenarios, including *The Goose Woman*, *Blind Goddess*, *The Way of All Flesh*, *Underworld*, *The Sins of the Fathers*, *Broadway*, *Hell's Highway* and *Hard-Rock Harrigan*. Surviving are two brothers, Jules and Williams, and one sister, Mrs. Mara Cole, of Long Beach.

GERMAN—Sir Edward, 74, composer, in London November 11. Altho he devoted most of his life to composition, he conducted at most of the great music festivals of his time. Among his later works were the comic opera *Tom Jones* and the *Coronation March and Hymn*, performed in Westminster Abbey at the coronation of King George V in 1911.

HARTMAN—Gustave, 56, prominent as a jurist and in social service work, charitable and fraternal movements, of a heart ailment in the Israel Orphan Home, which he founded, in New York November 12. He is best remembered by show people for the many benefits he sponsored and his affiliation with the Jewish Theatrical Guild.

brothers, Walter and Clarence E. Harvey. Services at Aker's Funeral Home, San Antonio, with interment in Roselawn Burial Park, that city.

HERRO—Daher, 86, horseman and stunt rider who traveled with Buffalo Bill's Wild West Show for several years, November 10 in Milwaukee from injuries received when struck by an auto. He also traveled for several years with circuses. Survived by three children, a sister and a brother.

HILL—Charles A., 34, manager of Station WIBM, Jackson, Mich., killed November 4 when the automobile in which he was riding overturned two miles east of Jackson.

LOCKE—M. Katherine, writer, traveler and lecturer on music, of influenza in Buffalo November 9.

LOTZ—Harry, 43, branch manager of the United Artists' film exchange, Chicago, at his home in Chicago November 8 of a heart attack. Burial at Buffalo. Surviving are his widow and son.

LOVE—Hugh, 80, one of the founders and for 30 years on the directorate of St. Stephen (N. B.) Fair, recently in St. Stephen, N. B. Active as a harness horseman, he campaigned his stable many years on fair tracks in Maine and Eastern Canada.

MALINOWSKI—Fred, employed by the J. C. Lemoine Attractions for the last two seasons, in Westfield, Mass., from injuries sustained in a fall from a tree October 15. Survived by his mother, Mrs. Antonina Malinowski; four brothers, Walter, Joseph, Stanley and Max, and one sister, Mrs. Thomas Wall, all of Westfield.

MATHER—Don C., advertising manager of Station WIBM, Jackson, Mich., killed November 4 when the automobile in which he was riding overturned near Jackson.

MEDBURY—Mrs. John P., 40, the former Phyllis Eltis of musical comedy and vaudeville and wife of John P. Medbury, screen commentator and producer of *Travel Laughs*, of pneumonia in Los Angeles November 8.

MOORE—Johnnie, with the Milton Comedy Company for the last three years, burned to death in a hall at Buckner, Ill. He was widely known to show people.

NICOL—Mrs. John, 87, mother of Will Nicol (*The Great Nicola*), internationally known magician, at her home in Monmouth, Ill., November 12, following a heart attack. Funeral services November 15, with interment in the family lot in Monmouth Cemetery, Monmouth. Two sons and one daughter survive.

PILZ—Happy, circus trouper, of heart attack at his home in New Britain, Conn., November 7. He formerly was with Major G. W. Scott, Charles H. Rooney, William K. Shultz and Frank

Wirth. Survived by his widow, Esther, and two sons, Al and Everett.

REUTHE—William A., 68, many years ago a member of the maintenance crew of the Barnum & Bailey Circus, in Bridgeport, Conn., November 7 from gas poisoning. He was a retired carrier.

ROBERSON—"Foot," colored comedian, in Memphis November 4. He was recently with the "Sugar-Foot" Green Show.

SCHOTT—Frederic J., 72, pioneer motion picture scenic artist, November 4 in Los Angeles. He had been with Paramount the last five years.

SIMS—George (Musical Sims), 65, in Gallinger Hospital, Washington, following a heart attack November 5. He had been in show business 45 years and at the time of his death was working for J. W. Drane's medicine show. Survived by two sisters, a brother and one son. Interment in Cedar Hill Cemetery, Washington.

STOIA—Joseph, 12, son of Joseph Stola, owner of the Midway and Alden theaters in Dearborn, Detroit suburb, recently following injuries received in a football game.

STOWELL—Edgar S., 58, violinist with the old New York Symphony Orchestra and former music instructor at Columbia University, in Pleasantville, N. Y., November 10. Survived by his widow, two daughters, two brothers and two sisters.

THOMPSON—Boyd, colored bus porter with Billroy's Comedians, at Abilene, Tex., November 5 of pneumonia. He was ill two weeks. Body was shipped to his home in Anderson, S. C., for burial.

TRAUB—Joseph L., 35, screen writer, in his hotel room in Hollywood November 8. He had written dialog for Columbia, Warner and Universal studios.

VAN SANTVOORD—George E., formerly a flutist of the Boston Symphony Orchestra and author of several books on music, of pneumonia in St. John's Riverside Hospital, Yonkers, N. Y., November 10. Survived by his widow, sister and brother.

WALL—Captain Charles, carnival show owner, working in France with an alligator show, at Lyons, France, October 21.

WEST—John A., 69, of the old vaudeville team of Allen and West, recently at his home in Chicago. He toured for many years in vaudeville and burlesque as a musical monologist. For a number of seasons he was billed in vaudeville as John A. West and his Singing Wolf. He was also with Roger Imhoff and Conn and Corinne and was a favorite on the old Empire Burlesque Wheel. His greatest novelties were his Musical Brownie and Musical Hats acts. Burial in Calvary Cemetery, Chicago.

WESTON—Fred W., 43, chairman of

Maine State Racing Commission and former secretary of Skowhegan (Me.) Fair, of heart attack in Waterville, Me., immediately following close of the annual Maine fairs' meeting recently. He had been active in New England amusement and racing circles many years. Survived by his widow and a daughter.

WRIGHT—James (Jitney), with Dan Rice Circus, November 3 at Troy, Ala., of severe burns after the light-plant truck was forced off the road and caught fire. Wright was a dancer and an all-round cowboy. For years he was with Wright and Dale in vaudeville. Survived by his widow, Margaret. Show buried Wright and a number of the showfolk attended his funeral at Troy.

Marriages

BARRYMORE-BARRIE—John Barrymore, stage and screen actor, and Elaine Barrie, actress, in Yuma, Ariz., November 9.

BOODY-FEANNOT—Jack Boody and Babe Feannot, of Tilly Shows and Gold Medal Shows the past season, in Scottsburg, Ind., October 19.

CHUMBLEY - THOMPSON—Montgomery J. Chumbley, nonprofessional, to Helen Thompson, actress, in New York November 13.

COMDEN - KATZ—George Comden, manager of the Fine Arts Theater, Westport, Conn., and former theater owner in Waterbury and New Haven, Conn., to Charlotte Katz, of Brooklyn, in the latter city November 8.

FINCH-FANCHER—Leon Finch, former stock and repertoire actor, and Ruby Mae Fancher, former stock actress, of Indianapolis, in Kansas City, Mo., October 16.

HAYDEN-DeMATTY—Lee Hayden, orchestra leader, who has been filling dates in Pittsburgh territory, and Mary DeMatty, nonpro, in Pittsburgh recently.

KIEPURA-EGGERTH—Jean Kiepura and Martha Eggerth, film players, at Katowice, Poland, October 31.

RUSSELL-KRAMER—Harry Russell, operator of the Supreme Booking Office, Detroit, and Victoria Dolores Kramer, his former dancing partner, November 8 at Corktown Tavern, Detroit.

SPRENKLE-HOWARD—Charles Sprengle, announcer for Station WWSW, Pittsburgh, and Ruth L. Howard, nonpro, in Pittsburgh November 14.

VENTER-DAVIS—Mel Venter, announcer at Station KFRC, San Francisco, and Betty Lou Davis, nonprofessional, of Honolulu, in San Francisco November 14.

WHITNEY-EASTMOND—George Whitney, orchestra leader, at Station KFRC, San Francisco, and Georgia Prather Eastmond, nonprofessional, in that city November 14.

Births

Twin sons to Mr. and Mrs. Wally Vernon at California Lutheran Hospital, Hollywood, November 7. Father is an emcee and mother an actress, known on the stage as "Stephanie."

To Mr. and Mrs. Harold Jackson a 7-pound 10-ounce son in Chicago November 6. Father is an NBC engineer and mother the former Edna Cunningham, of the Chicagoettes Trio.

A seven-pound son to Mr. and Mrs. Walter Cassel in Medical Arts Hospital, New York, October 29. Father is baritone soloist on several network radio programs. Mother is a radio singer known professionally as Nadine Blackburn.

A 7½-pound daughter to Mr. and Mrs. Charley (Stretch) Coleman in Philadelphia November 3. Father is an engineer at Station WFIL, Philadelphia.

To Mr. and Mrs. Phillip G. Lasky, a six-pound son at Children's Hospital, San Francisco, November 6. Father is manager of Station KSFO, San Francisco.

To Mr. and Mrs. Russell McNeil, a daughter at Cottage Hospital, San Rafael, Calif., November 4. Father is NBC librarian in San Francisco.

A child recently to Mr. and Mrs. Cliff White, of Detroit. Father is owner of the Beechwood Theater, that city.

A son to Mr. and Mrs. Harlan Thompson in Los Angeles November 10. Father is associate producer for Paramount Pictures. Mother is connected with the same studio.

Twin sons to Mr. and Mrs. Wally Vernon in Los Angeles November 6.

Coming Marriages

Jack Engel, executive at the Philadelphia exchange of Universal Pictures (See COMING MARRIAGES on page 77)

In Memoriam



GEORGE E. ROBINSON

Our Partner and Pal

Died Nov. 22, 1923

BECKMANN & GERETY'S WORLD'S BEST SHOWS

IN LOVING MEMORY OF
Richard R. Henderson
Manager Henderson Stock Company from
October 8, 1898, until his death,
November 15, 1935
His wife, Fannie A. Henderson

HARVEY—Robert F., 55, owner of San Antonio Snake Farm, November 2 in a San Antonio hospital. Survived by his widow; father, Warren Harvey; two

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.
Abbott & Tanner (Yacht Club) Chi, nc.

Bahama Dancers (Cotton Club) NYC, h.
Balnes, Pearl (Kilt Kat Club) NYC, nc.
Baker, Babe (Howdy Club) NYC, nc.

Barnes, Billy & Beverly (Biltmore) Los Angeles, h.
Bennett, Eddie (Place Elegante) NYC, nc.

Berry, Bob (Edison) NYC, h.
Bert & Jay (Colonial Village) Peoria, Ill., nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS AND BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater.

NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Carter, Stan (Vanity Fair) Chi, nc.
Carver, Zeb (Village Barn) NYC, nc.
Castillo, Carmen (Stevens) Chi, h.

Cortez, Tanya (Bob's Premier) Columbus, nc.
Coudriet & O'Dea (Seventh Ave.) Pittsburgh, Pa., h.

D'Arcy, Jean (Park Central) NYC, h.
Dante, Elmer (Circus) (Montgomery Royal) Brooklyn, N. Y., re.

Dot & Dash (Frolles) Toledo, O., nc.
Douglas, Milton (Ritz-Carlton) NYC, h.
Doyle & Donnelly (State-Lake) Chi, t.

Farrall, Charlie (Dizzy Club) NYC, nc.
Farrar, Jean & Jane (1523) Phila, nc.
Farrell, Bill (Place Elegante) NYC, nc.

Gable, Carol (Lookout House) Covington, Ky., nc.
Gaby, Frank (Pal.) Cleveland 16-19, t.

Gentlemen of Rhythm, Four (New Yorker) NYC, h.
Gerard, Adele (Lincoln) NYC, h.
Gerrits, Paul (St. Regis) NYC, h.

JACKIE GREEN

New Playing TERRACE ROOM, CHICAGO. Management JACK KALCHEIM.

Greenway, Ann (Elysee) NYC, h.
Greenwood, Dawn (Paradise) NYC, re.
Gregorie, George (Boulevard) Sandusky, O., c.

Hacker, Monty (Imperial) Roanoke Rapids, N. C., 18; (Capitol) Raleigh 19; (National) Greensboro 20-21.
Harrison, Marion (Bmall's Paradise) NYC, nc.

Kalama, Willie (Buchhorn) Rockford, Ill., nc.
Kaiser & McKenna (Frolles) Niagara Falls, N. Y., c.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Cortez, Tanya (Bob's Premier) Columbus, nc.
Coudriet & O'Dea (Seventh Ave.) Pittsburgh, Pa., h.

D'Arcy, Jean (Park Central) NYC, h.
Dante, Elmer (Circus) (Montgomery Royal) Brooklyn, N. Y., re.

Gable, Carol (Lookout House) Covington, Ky., nc.
Gaby, Frank (Pal.) Cleveland 16-19, t.

Farrall, Charlie (Dizzy Club) NYC, nc.
Farrar, Jean & Jane (1523) Phila, nc.
Farrell, Bill (Place Elegante) NYC, nc.

Fern, Vera (Congress) Chi, h.
Fertler & Monn (Park Lane) NYC, h.

Gall-Gall (Versailles) NYC, nc.
Gall, Wanda (Chateau Moderne) NYC, nc.

Hacker, Monty (Imperial) Roanoke Rapids, N. C., 18; (Capitol) Raleigh 19; (National) Greensboro 20-21.

Harrison, Marion (Bmall's Paradise) NYC, nc.
Hart, Carl (Number One Bar) NYC, h.

Kalama, Willie (Buchhorn) Rockford, Ill., nc.
Kaiser & McKenna (Frolles) Niagara Falls, N. Y., c.

Katoff, Volodia (Russian Kretchma) NYC, re.
 Kay, Beatrice (Tony's) NYC, re.
 Kay, Dolly (Fried) Chicago, Ill., re.
 Kay, Johnny (Ritz) Steubenville, O., re.
 Kean, Betty (Adelphia) Phila., h.
 Keek, Eddie (Shrine Circus) Evansville, Ind., 23-28.
 Keene Twins, Vic & Lamsar (State-Lake) Chi., t.
 Keller, Leonard (Casa Madrid) Louisville, re.
 Kenanedy, Billie (Howdy Club) New York, re.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., re.
 Kennedy, Pat (Colony Club) Chi., re.
 Kenny, Lillian (Venezia) NYC, re.
 Kent, Carl (Callente) NYC, re.
 Kewple Dolls, Five (Waterfront) Boston, re.
 Khan, Hachem (Original Maisonette Russe) NYC, re.
 Knisely, George (Le Mirage) NYC, re.
 Knox, Agnes (Le Mirage) NYC, re.
 King, Kenn (Plaza) Steubenville, O., re.
 King, Tommy (University Grill) Albany, N. Y.
 King, Wally (Vogue) NYC, re.
 Kingston, Marjorie (Yacht Club) NYC, re.
 Kinley, Eddie (Village Casino) NYC, re.
 Koubek, Zdenek (French Casino) NYC, re.
 Kramer, Dolly (Midget City) Texas Centennial, Dallas.
 Kramer, Ida (Swanes) NYC, re.
 Kruger, Jerry (Ernie's) NYC, re.

L
 Lahiri, Surat (La Salle du Bois) NYC, re.
 LaMonte, Jean (New Casino) Toledo, re.
 Lambert, Helen (Man About Town) NYC, re.
 Lambert, Don (Man) NYC, re.
 Lambert, Nellie (Man About Town Club) NYC, re.
 Lendau, Renee (Village Rendezvous) NYC, re.
 Lane & Carroll (Village Casino) NYC, re.
 Lane, Mary (Jimmy Kelly's) NYC, re.
 Lane, Ted (Hi-Hat) New York, re.
 Lang & Lee (Gladstone) Casper, Wyo., h.
 Langdon, Virginia (Cafe Ball) NYC, re.
 LaPleur, Arthur, & Co. (Tower) Kansas City, t.
 La Marr, Bobbie (Jungle Inn) Youngstown, O.
 La Marr, Frank (Swing Club) NYC 13-20.
 La Marr, Jacqueline (Spinning Wheel) Kansas City, Mo.
 La Marr, Sally (21) Phila., re.
 La Milonguita (Yumuri) NYC, re.
 La Montez (El Toreador) NYC, re.
 LaRue, Bobbie (Plaza) Steubenville, O., re.
 LaRuss, Aerial (Million-Dollar) Los Angeles 16-21, t.
 Lara, Ricardo (El Toreador) NYC, re.
 Larry & Freddie (Green Mill) Saginaw, Mich., re.
 LaRochelle, Cecile (Port Arthur) Providence, R. I., re.
 LaVoia, Don (Shrine Circus) Grand Junction, Colo., 21-28.
 Lawlor, Terry (Adelphia) Phila., h.
 Lawrence, Lucille (Swanee) NYC, re.
 Lawson, Iowen (Lido Club) Long Beach, N. Y., h.
 Lazier, Freda (Club Diamond) Wheeling, W. Va., re.
 Lee, Connie (Philadelphia) Phila., h.
 Lee, Joe & Betty (Club Greyhound) Jeffersonville, Ind., re.
 LeLueha, Princess (Buckhorn) Rockford, Ill., re.
 Lee, Mary (21) Phila., re.
 Lenora's Debutantes (Philadelphia) Phila., h.
 Lenti, Steve (Place Elegante) New York, re.
 Leonard, Jack (Kenmore) Albany, N. Y., h.
 LePaul (William Penn) Pittsburgh, h.
 LeRoy, Hal (Hollywood) NYC, re.
 LeMay & Mayra (Canadian National Motor Show) Toronto.
 Leslie, Gaby (Walton) Phila., h.
 Leslie Sisters (Gloria) Columbus 16-22; (Silver Slipper) Mansfield O., 23-29, re.
 Lewis, Ann (Coca Club) NYC, re.
 Lewis, Dad (Talk of the Town) Peoria, Ill., re.
 Lewis, Frank (Gramatan) Bronxville, N. Y., re.
 Lewis, Henry (Meirs Old Mission) Modesto, Calif., re.
 Lewis, Jane (McVan's) Buffalo, N. Y., re.
 Lewis Jr., Ted (Kit Kat) NYC, re.
 Lewis, Mary (Versailles) NYC, re.
 Liazed Troupe (Roxey) NYC 16-19, t.
 Lieblich, Tod (Riverside) Milwaukee 16-19; (Muehlebach Hotel) Kansas City 20-28.
 Light, Rose & Ray (Philadelphia) Phila., h.
 Lime Trio (Riverside) Milwaukee, t.
 Liptova, Schura (St. Regis) NYC, re.
 Little Words, Three (Small's) NYC, re.
 Long, Avon (Ubangi) NYC, re.
 Long Jr., Niles (Coca Club) NYC, re.
 Lopez & Anita (Brill's) Newark, N. Y., re.
 Lora, Velma (Paradise) NYC, re.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Lorraine & Manners (Cocoanut Grove) Boston, re.
 Lorraine Sisters (Stevens) Chi., h.
 Lovett, Sonya (18 Club) NYC, re.
 Lucky Sisters (Small's Paradise) NYC, re.
 Lucy, Alice (Palumbo's) Phila., re.
 Lurya, Dec (Vanderbilt) NYC, h.
 Lyman, Tommy (Beaumont House) NYC, re.
 Lyons, Donnie (Ubangi) Phila., re.
 Lyons, Geo. (Drake Hotel) Chi., h.

M
 Mackay's Rhythm Debs (Broadway Room) NYC, re.
 MacLean, Ross (Adelphia) Phila., h.
 Maddux, Frances (La Rue's) NYC, re.
 Mae, Edna (Paradise) NYC, re.
 Mahoney, Billy (Crystal Gardens) Paterson, N. J., re.
 Maiken, Dave (Le Mirage) NYC, re.
 Mahlandt, Kitty (New Town Bar) New York, re.
 Manhattan Scandals of 1937 (Pal.) Cleveland 16-19, t.
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.
 Mantaria, Mata (Bismarck) Chi., h.
 Maple City Four (Oriental) Chi., t.
 Marciano, (The Edison) NYC, re.
 Marcel & Louise (Kit Kat) NYC, re.
 Marlane (St. Moritz) NYC, re.
 Marie & Pals (Grand) St. Louis, t.
 Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.
 Marlowe, Boopsie (Dizzy) NYC, re.
 Marlowe, Peggy (Royal Frollics) Chi., re.
 Marlowe, Stella (Royale Frollics) Chi., re.
 Marquis & Leonora (Pelay's) Canton, O., re.
 Marsh, Howard (Mayfair Club) West Orange, N. J., re.
 Marshalls, Three (New Yorker) NYC, re.
 Maria, Joan (Club Diamond) Wheeling, W. Va., re.
 Martin, Lee (Dizzy) NYC, re.
 Martin & Laverne (Flatiron) Peoria, Ill., re.

Martin, Rubber Legs (Flat Iron) Peoria, Ill., re.
 Martin, Vera (French Casino) NYC, re.
 Matz, Fred (Colonial) Jackson, Miss., re.
 Maryland Singers (Chesapeake House) NYC, re.
 Mason, Jack (La Rouge) NYC, re.
 Masters & Rollins (Gramatan) Bronxville, N. Y., re.
 Mathew, Babe (Ubangi Club) NYC, re.
 Maurice & Norva (Stevens) Chi., h.
 Maxwell, John (McVan's) Buffalo, N. Y., re.
 Maybank, Jan (Royal Pines) Lake George N. Y., re.
 Maye, James (Torch Club) Cleveland, re.
 Mayer, Lottie, Diving Ballot (Riverside) Milwaukee, re.
 McBride, Jack (Romance Inn) Angola, N. Y., re.
 McConnell & Moore (Frontier Centennial) Dallas 15-28.
 McCoy, Frances (18 Club) NYC, re.
 McCullough, Gene (Madrid) Buffalo, N. Y., re.
 McCune Grant Trio (Streets of Paris, Expo.) Dallas, re.
 McEwen, Doreen (Paradise) NYC, re.
 McKim, May (Book-Cadillac) Detroit, h.
 Medrano & Donna (Ambassador) NYC, h.
 Mendez, Nilo (Stevens) Chi., h.
 Menorcas, Seven (French Casino) NYC, re.
 Mercer, Marjorie (Callente) NYC, re.
 Merrill & Zona (Tokay) NYC, re.
 Meyers, Ernie (Man About Town) NYC, re.
 Miller, Marty (Turk Club) Pittsburgh, re.
 Mills & Kover (Palmer House) Chi., h.
 Minor & Root (Versailles) NYC, re.
 Mitchell, Charlie (Man About Town Club) NYC, re.
 Mitchell, Vivano (Cocoanut Palms) East Detroit, re.
 Moeller, Mary (Savarin) Buffalo, re.
 Mogue (Memorial) Boston 16-19, t.
 Mollison, Dorothy (Benny the Bum's) Phila., re.
 Monroe, Clyde (Lookout House) Covington, Ky., re.
 Montes, Mona (El Chico) NYC, re.
 Montgomery, Anne (Brill's) Newark, N. Y., re.
 Montes, Nena (El Toreador) NYC, re.
 Monti, Milly (Rainbow Room) NYC, re.
 Montmartre Boys, Four (Jimmy Kelly's) NYC, re.
 Monty, Paul (Man About Town Club) NYC, re.
 Moody, Ann (Variety) NYC, re.
 Morales Bros. & Little Daisy (Blue Boat Inn) Detroit.
 Moreno, Conchita (Chesapeake House) NYC, re.
 Morgan, Grace (Park Plaza) St. Louis, h.
 Moriche, Jose (Marta's) NYC, re.
 Morris, Dwight (Gabriel's) NYC, re.
 Morris, Will, & Bobby (Shrine Circus) Toronto.
 Mura, Corinna (Blackstone) Chi., h.
 Muriel, Mimi (Meurice) NYC, re.
 Murphy, Marion (Variety) NYC, re.
 Murray & King (Hollywood) NYC, re.
 Music Masters Trio (Ritz) NYC, re.
 Myers, Timmie (Town Tavern) Cleveland, re.
 Myra (Tillie's Chicken Grill) New York, re.

N
 Nash, Nickie (Savarin) Buffalo, re.
 Nazario Jr., Nat (Lido) Montreal, re.
 Nelidoff, George (Bismarck) Chi., h.
 Nesbit, Evelyn (Maxine's) NYC, re.
 New Yorkers, Three (Stork Club) NYC, re.
 Newhall, Clifford (St. Regis) NYC, re.
 Nichols, Thorne (Chez Maurice) Montreal, re.
 Newman, Harry (Gabriel's) NYC, re.
 Nevell, Laurene (McVan's) Buffalo, N. Y., re.
 Nicoli, Nikki (Hi-Hat) Chi., re.
 Nils & Nadyne (Club Lido) Montreal, Can.
 Niles, Norma (Swanee) NYC, re.
 Noland, Nancy (Navarro) NYC, h.

THE NONCHALANTS
 ABC Theatre, Paris, France
 Personal Direction
 MUSIC CORPORATION OF AMERICA.

N
 Norman, Nita (18) NYC, re.
 Norworth, Ned, & Co. (Grand) St. Louis, t.
 Novak, Yvonne (Paradise) NYC, re.
 Novak, Ruth (Variety) NYC, re.
 Novak, Wilma (Village Casino) NYC, re.
 N. T. G. & Girls (Boston) Boston 16-19, t.

O
 Oakford, Fifi (Yorktown Tavern) Elkins Park, Pa., re.
 O'Brien Twins (Shubert) Cincinnati 16-19, t.
 O'Connor, Eileen (Ritz-Carlton) NYC, h.
 O'Connor Sisters (Green Gables) Hazelton, Pa., re.
 O'Doherty, Molly (Chesapeake House) NYC, re.
 O'Neil, Edna (Palumbo's) Phila., re.
 O'Neil, Cecile (Hollywood) NYC, re.
 Olive, Dorothy (Leon & Eddie's) NYC, re.
 Olive & George (Roxey) NYC 16-19, t.
 Olivette, Nina (Hollywood) NYC, re.
 Olmstead, "Minto" (Number One Bar) NYC, re.
 Olsen, Paul (Club Greyhound) Louisville, re.
 Olympe, Three (Beaumont Bar) NYC, re.
 Orlin, Bobbie (Black Cat) Phila., re.
 Orlin, Toddy (Nut Club) NYC, re.
 Owen Sisters (Colonial) Jackson, Miss., re.

P
 Page, Lucille (Starland) Rochester, N. Y., re.
 Page, Marion (Hollywood) NYC, re.
 Paige & Jewett's Paradise Scandals (Capitol) Atlanta, Ga., 23-28, t.
 Palm, Margie (Hipp.) Toronto 16-19, t.
 Palmer & Doreen (Michigan) Saginaw, Mich., 19-21, t.
 Park & Clifford (Ritz-Carlton) NYC, h.
 Parker, Bobby (Berghoff Gardens) Ft. Wayne, Ind., re.
 Parker, Cecile (Steuben) Boston, re.
 Parker, Ray (Walton) Phila., h.
 Parsons, Joe (Oriental) Chi., t.
 Patterson, Pat (Oriental) Chi., t.
 Patterson, Robert (Perseus New Yorker) NYC, h.
 Paul, Charles (Montclair) NYC, h.
 Paulette (Piccadilly) NYC, h.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., re.
 Pecoraro, Dick (Monte Rosa) NYC, re.
 Peck & Luis (Dickerson) Parsons, Kan., 23-28, t.
 Pedulla, Hugo (LaRue's) NYC, re.
 Pegue, Paul (Gloria Palast) NYC, re.

Peppe & Peanuts (Holland Tavern) NYC, re.
 Perkins, Ray (Capitol) Washington, D. C., 16-19, t.
 Perona, Anthony (Gabriel's) NYC, re.
 Perry, Dorothy (Tokay) NYC, re.
 Perry, Katherine, & Her Girls (Cotton Club) NYC, re.
 Perry, Yvonne (Downtown) Detroit, t.
 Perle & Jetan (Golden Grill) Rochester, re.
 Petch & Deauville (Pal.) Cleveland 16-19, t.
 Phelps Twins (Hi-Hat) Chi., re.
 Picchiani Troupe (Michigan) Detroit 16-19, t.
 Pickford, Murrey (Club Paradise) Baltimore, re.
 Picon, Molly (Met.) Boston 16-19, t.
 Pierce & Harris (Mayfair Casino) Kansas City, re.
 Pinkus, Bobby (Dizzy) NYC 16-19, t.
 Flat, Jerry (Dizzy Club) NYC, re.
 Pomeroy-Earle Girls (Zell's) NYC, re.
 Pontee, Joe (Claremont Inn) NYC, re.
 Pope, Glen (Ritz-Carlton) NYC, h.
 Pope & Thompson (American Music Hall) NYC, re.
 Pope, Virginia (Savoy) London, Eng., h.
 Proctor, Ferns (Romance Inn) Angola, N. Y., re.

Q
 Queens of Rhythm, Four (Red Hill Inn) Pennsauken, N. J., re.

R
 Radcliffe, Roy (Belgian Village) Boston, re.
 Rand, Kathryn (Philadelphia) Phila., h.
 Randall Sisters (Embassy) Phila., re.
 Randolph, Amanda (Black Cat) NYC, re.
 Ray, Iris (Holland) NYC, re.
 Ray & Trent (Pal.) Cleveland 16-19, t.
 Ray, Vivian (Hollywood) NYC, re.
 Raye, Gilbert & Vicky (Moose Club) Erie, Pa., re.
 Raye, Prince & Clark (Callente) NYC, re.
 Recker, Doris (Waterfront) Boston, re.
 Rector & Doreen (Downtown) Detroit, t.
 Reed, Billy (Dizzy Club) NYC, re.
 Reed & Blane (Wellington) NYC, re.
 Reed, Eta (Arrowhead Inn) Cincinnati, re.
 Reed, George (Palumbo's) Phila., re.
 Reed, Jeanne (18 Club) NYC, re.
 Rees & Moran (Maris's) NYC, re.
 Reeve Sisters (Chez Maurice) Montreal, re.
 Remos, Paul (Casa Manana) Fort Worth, Tex., re.
 Revolutions of 1936 (Play) Providence 16-19, t.
 Rhodes, Dale (Stork Club) Providence, R. I., re.
 Rhythm Boys (Weylin Hotel) NYC, re.
 Rhythm Debs (Clover) NYC, re.
 Rinaldo & Roma (French Casino) NYC, re.
 Rice, Al (Oriental) Chi., t.
 Rich, Ernie (Subway Gardens) Canton, O., re.
 Richards, Jimmy (Paradise) NYC, re.
 Rima, The (Pal.) Chi. 19-21, t.
 Rinaldo (El Chico) Providence, R. I., 16-19, t.
 Rios, Rosta (El Chico) NYC, re.
 Riser, Pancho (Yumuri) NYC, re.
 Riskha, Irma (Venezia) NYC, re.
 Roark Edith (Vogue) NYC, re.
 Robbins, Doris (State-Lake) NYC, re.
 Roberts, Dave (Met.) Springfield, Mo., h.
 Robey, Four (State) NYC 16-19, t.
 Robinson, Evelyn (Ubangi) NYC, re.
 Robinson, Paul (Club Rio) Allentown, Pa., re.
 Rocketts, The (Show Boat) Pittsburgh, re.
 Roccos, Three (Kit Kat) NYC, re.
 Rockwood, John (Jimmy Kelly's) NYC, re.
 Rodeo Revue (Rialto) Trinidad, Colo., 19-20; (Coronado) Las Vegas, N. M., 21; (Paris) Santa Ana, 22; (Shuler) Raton, 24; (Luna) Clinton 25, t.
 Rodrigo & Francine (Muehlebach) Kansas City, Mo., h.
 Rogers, Muriel (Chateau Moderne) NYC, re.
 Rohrkaste, Marianne (Cocoanut Grove) Boston, re.
 Rollet & Dorothea (Colonial) Jackson, Miss., re.
 Rollins, Mimi (Hi-Hat) Chi., re.
 Rolph, Wynne (Wivel's) NYC, re.
 Rose, Mr. Eddy, Baby (Top Hat) Union City, N. J., re.
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, re.
 Ross & Edwards (Met.) Boston 16-19, t.
 Ross, Pat (Cafe Loyal) NYC, re.
 Ross, Al (Rialto) (Bonita's) NYC, re.
 Roy, Dorothy (Bossert) Brooklyn, re.
 Roy, Rita, Roulia (Downtown) Detroit, t.
 Royal Hawaiians (Dizzy Club) NYC, re.
 Russell, Al & Sally (Paddock Club) Cleveland, re.
 Russell, Frank (Gay Nineties) NYC, re.
 Russell, Mabelle (Venetian Room) NYC, re.
 Russell, William (Ritz-Carlton) NYC, h.
 Ryan, Sue (Ambassador) St. Louis 16-19, t.

S
 Sable, Mickey (Man About Town) NYC, re.
 Saiters, Dorothy (Kit Kat) NYC, re.
 Sals, Al Buckley (St. Francis) San Francisco, h.
 Sanford, Teddy, & Jack Twain (Vilpeque's) Sheepshead Bay, Brooklyn, re.
 Santelli, George (Hotel St. Regis) NYC, h.
 Sargent, Jean (Sapphire Room) NYC, re.
 Sanders, Sylvia (Jolly Club) Schenectady, N. Y., re.
 Savage, Jean (Southern) Baltimore, h.
 Sawyer, Bobby (Gabriel's) NYC, re.
 Schneider, Barbara (Venezia) NYC, re.
 Scott, Blondie (Black Cat) NYC, re.
 Scott, Ian (Stevens) Chi., re.
 Seabury, Doris (Holland Tavern) NYC, re.
 Sedgwick, Edna (Hollywood) NYC, re.
 Seldon, Harry (Pioneer Nut Club) NYC, re.
 Selby, Arlene & Norman (Philadelphia) Phila., re.
 Senator, The (Brass Rail) NYC, re.
 Sharpe, Robert (Le Mirage) NYC, re.
 Shaver, Buster (Roxey) NYC 16-19, t.
 Shaw, Bret (Lincoln) NYC, h.
 Shaw, Frank (Coffee Dan's) NYC, re.
 Shaw & Mead (Gloria) Columbus, re.
 Shaw, Ralph (Moose Lodge) Erie, Pa., re.
 Shawn, Jack (Club Royal) McAllen, Tex., re.
 Shay & Raymond (Hipp.) Toronto 16-19, t.
 Shelby, Bubbles (1523) Phila., re.
 Shelton, James (Club Normandie) NYC, re.
 Sherridan, Eileen (Stork Club) NYC, re.
 Sherman, Hal (Colonial) Dayton, O., t.
 Sherman, Shavo (Chateau) Cleveland, G. re.
 Shooting High (Shubert) Cincinnati 16-19, t.
 Sigman & Fields (Paradise) NYC, re.
 Silk, Robert (Lion Casino) London, re.
 Simmons, Lee (Ubangi) NYC, re.
 Sinda (Russian Kretchma) NYC, re.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.

T
 Slatten, Garland (Midget City) Texas Centennial, Dallas.
 Slavina, Elena (Russian Bear) NYC, re.
 Small, Ed (Vilpeque's) Sheepshead Bay, N. Y., re.
 Smith, Alma (Ubangi) NYC, re.
 Smith, Essie (Ubangi) Phila., re.
 Smith, Chubby (Swanee Club) NYC, re.
 Smith & Sully (Dizzy Club) NYC, re.
 Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
 Solar, Willie (Le Mirage) NYC, re.
 Sols, Aerial (Shrine Circus) Toronto.
 Southland Rhythm Girls (Astor) NYC, re.
 Spenser, Amy, & Roger Sinclair (Black Cat) NYC, re.
 St. Claire, Putnam (Ubangi) NYC, re.
 St. Claire, Sylvia (Le Mirage) NYC, re.
 Standish, Helen (Le Club) NYC, re.
 Stanley, Eileen (Park Lane) NYC, h.
 Steele, Don (Club Deauville) San Francisco, re.
 Stephens, Three (Ubangi) NYC, re.
 Sterling, Joe (Mayfair) Williamsville, N. Y., re.
 Stevens, Ann (Philadelphia) Phila., h.
 Stevens, Harry (Kenmore) Albany, N. Y., h.
 Stone, Dick (Essex House) NYC, re.
 Stone, Harold (Chateau Moderne) NYC, re.
 Stoner, Percy (Man About Town) NYC, re.
 Stuart & Lee (Capitol) Washington, D. C., 16-19, t.
 Southland Rhythm Girls (Astor) NYC, re.
 Sullivan, Bobby (Swanee Club) New York, re.
 Summerfield, Wesley (Astor) NYC, re.
 Swartz, Dick (Montclair) NYC, h.
 Sweeney, Bud (Merry-Go-Round Club) Akron.
 Sydel, Paul (Paradise) NYC, re.
 Sylvia & Cleance (Arrowhead Inn) Cincinnati, re.

T
 Tamara, Maria (French Casino) NYC, re.
 Tania & Kiroff (Cocoanut Grove) Boston, re.
 Taniel & Fincannon (French Casino) NYC, re.
 Tans, Erskine (Vanity Fair) Chi., re.
 Taylor, June (William Penn) Pittsburgh, h.
 Taylor, Nila (21) Phila., re.
 Tennill, Frank (New Yorker) NYC, re.
 Theodore & Denesha (Stork Club) Providence, re.

T
 Tili & Mengol (Gauchon) NYC, re.
 Thels, Al (Midget City) Texas Centennial, Dallas.
 Thomas, Chick (Garrick) St. Louis, t.
 Thomas, Edie (College Inn) Phila., re.
 Thompson, Bill (Oriental) Chi., t.
 Thompson, Kay (St. Regis) NYC, h.
 Thompson Twins (Club Roxie) Washington, Pa., re.
 Thury, Mona de (Tokay) NYC, re.
 Tint Al (Von Thener) Chi., re.
 Titan Trio (Terrace Gardens) Chi., re.
 Tolle, Mildred (Hi-Hat) Chi., re.
 Tomasso, Oria (Place Elegante) NYC, re.
 Torrence, John & Edna (Netherland Plaza) Cincinnati, re.
 Torres Ralph, h.
 Trent, Tommy (State) NYC 16-19, t.
 Trini (Chateau Moderne) NYC, re.
 Trotter, Bobby (Nut Club) NYC, re.
 Tucker, Dan (Pioneer Nut Club) NYC, re.
 Tudor Sisters & Avery (Shrine Circus) Evansville, Ind., 23-28.
 Tuscher, Sid (LaRue's) NYC, re.
 Tyber, Ben (French Casino) NYC, re.
 Tyner, Evelyn (Radio City Rainbow Room) NYC, re.

V
 Vagabonds, The (Oriental) Chi., t.
 Valdez, Vern (Plaza) Lubecville, O.
 Valencia & Ramon (Club Gauchon) NYC, re.
 Valera, Lou (Edison) NYC, h.
 Valerie, Dorothy, May & DeLories (New Yorker) NYC, h.
 Valera, Lou (Edison) NYC, h.
 Valley (Club Normandie) NYC, re.
 Van Allen, Mary (Du Piertrot) NYC, re.
 Van, Gus (Oriental) Chi., t.
 Vance, Valerie (Village Casino) NYC, re.
 Varone, Joe, & Four Sparklers (Bartlett Club) Sheepshead Bay, N. Y.
 Velez, Ester (Roosevelt) NYC, h.
 Vene, Angela (Venezia) NYC, re.
 Venezia, Chiquita (Jimmy Kelly's) NYC, re.
 Verne, Miriam (St. Moritz) NYC, re.
 Verrill, Virginia (Paradise) NYC, re.
 Vesper, Four (Adelphia) Phila., h.
 Vesloff, Floria (Paramount) NYC 16-19, t.
 Vival, Victoria (Ubangi) NYC, re.
 Vilano & Lorna (Old Mill Inn) York, Pa.
 Vinton, Doris (Seventh Ave.) Pittsburgh, h.
 Vincent, James, & Norbert Ludwig (Empire State) Tower) NYC, re.
 Vincent, Romo (Blackhawk) Chi., re.
 Vox & Walters (Michigan) Detroit 16-19, t.

W
 Wacker, Bob (Lexington) NYC, h.
 Wages, Johnnie (Frollics) Youngstown, O., re.
 Waldman, Al & Ted (Yacht Club) Chi., re.
 Waldron, Jack (Hollywood) NYC, re.
 Wallace, Edna (Ritz-Carlton) NYC, h.
 Wallace Sisters (Number One Bar) NYC, re.
 Wallace Whiteys, The (Lookout House) Covington, Ky., re.
 Walsh, Sammy (Lookout House) Covington, Ky., re.
 Walters, Walter (Philadelphia) Phila., h.
 Wamby, Donna (Wagon Wheel) Akron, O., re.
 Ward, Diana (Mon Paris) NYC, re.
 Watson, Betty (Callente) NYC, re.
 Weber, Rex (Yacht Club) Chi., re.
 Weidner, Helena (Maple Diner) Hartford, Conn., re.
 Wells, Billy, & Three Fays (Village Bar) NYC, re.
 Wells, Pety (Nut Club) NYC, re.
 Wences (Walter Wanger Productions) Hollywood, re.
 Wessels, Henri (Cotton Club) NYC, re.
 Weylin Knights (Weylin) New York, h.
 White, Billy (Oriental) Chi., t.
 White, Danny (Chez Maurice) Montreal, re.
 White, Hal C. (Paramount) Ft. Worth, Tex., 20-26, t.
 White, Jack (18 Club) NYC, re.
 White, Lawrence (Sapphire Room) NYC, re.
 White, Eddie (Yacht Club) Chi., re.
 White, Teddy (Normandie) New York, re.
 White's Maniacs (Cotton Club) NYC, re.
 Whitney, Robert (Astor) NYC, h.
 Whitney, Jayne (Rainbow Grill) Radio City, N. Y., re.
 Whitney, Ollie (Castle Terrace) Columbus, re.
 Wicke, Gus (Gay Nineties) NYC, re.
 Wilbert, Raymond (Pal.) Cleveland 16-19, t.
 Wilcox, Robert (Lion Casino) London, re.
 Williams, Cookie (Small's Paradise) NYC, re.
 Williams, Corcky (Callente) NYC, re.
 Williams, Roseta (Kit Kat) NYC, re.

Williams, Rubberlegs (Leon & Eddie's) NYC, nc.
Wilson, Beth (Astor) NYC, h.
Winchell, Cliff (Arrowhead Inn) Cincinnati, nc.

Dare, Ronald: (Hilton) El Paso, Tex., h.
Darell, Pat: (Wonder Bar) Zanesville, O., nc.
Datsko, Yasha: (Russian Art) NYC, re.
Daugherty, Doc: (Babette's) Atlantic City, cb.

Krumlin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.
Kushner, Richard: (Pierchez) NYC, re.

Raginsky, Mischa: (Commodore) NYC, h.
Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.

Yellenti, Mary (Hollywood) NYC, re.
Young, Irwin (Vaihalia) NYC, nc.
Youngman, Henry (Yacht Club) NYC, nc.

Eaves, Jack: (Copley Plaza) Boston, h.
Edmund, George: (Loyalist) NYC, h.

Le Marr, Frank: (Arcadia) NYC, h.
La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trilanon) Mobile, Ala., nc.

Rice, Arline: (Town Tavern) Cleveland, O., nc.
Rinaldo, Nino: (Yacht Club) NYC, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Abbott, Dick: (Netherland Plaza) Cincinnati, h.
Adams, Jackie: (Piccadilly Club) Baltimore, nc.

Farley-Riley: (Hickory House) NYC, re.
Farnum, Will: (Leon & Eddie's) NYC, nc.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.

McCarr, Grace: (Chinese T Gardens) Detroit, re.
McCune, Will: (Plaza) NYC, h.
McDaniels, Henry: (Governor Clinton) NYC, h.

Sanabria, Juanito: (Marta's) NYC, re.
Sansone, Charles: (Stanley) Phila, h.
Saunders, Joe: (Gibson) Cincinnati, h.

Bannen, Al: (Book Cadillac) Detroit, h.
Bartel, Jean: (Duhonnet) NYC, re.
Bartha, Alex: (Steel Pier) Atlantic City, h.

Gaines, Charlie: (Parthill) Phila, nc.
Gallagher, Jimmy: (Round-Up) Boston, nc.
Garber, Jan: (Ambassador) Los Angeles, h.

McGill, Billie: (Duffield Bar) Detroit, nc.
McGraw, Robert Fletcher: (LaSalle) Chi, h.
McHale, Jimmy: (Brown Derby) Boston, nc.

Stable, Dick: (Lincoln) New York, h.
Stanley, Stan: (Star Dust Club) Chattanooga, Tenn.
Staupel, Jack: (Arcadia) St. Louis, h.

Benson, Ray: (Plaza) NYC, h.
Berkley, Duke: (Honkey-Dory) Stamford, Conn., nc.

Hall, Ewen: (Plaza) San Antonio, h.
Hall, George: (Taft) New York, h.
Hallett, Max: (Commodore) NYC, h.

Manuti, Al: (Man About Town) New York, re.
Manzanetas, Jose: (Centennial) Dallas, Tex.
Mason, Nelson: (Joyce Crest) Pittsburgh, nc.

Talge, Tommy: (Walber's) Essington, Pa., re.
Taylor, Art: (Bartlett's) Rochester, N. Y., re.
Terry, Frank: (McVan's) Buffalo, N. Y., re.

Boulanger, Charles: (Coffee Dan's) NYC, nc.
Bragale, Vincent: (Arrowhead Inn) Saratoga Springs, NYC, nc.

Hamp, Johnny: (Radio City Rainbow Grill) NYC, nc.
Hanson, Jack: (Schneider's) Detroit 16-22, (Palace Gardens) Lansing, Mich., 23-28, c.

Martin, Ted: (Childs' Paramount) NYC, re.
Martone, Johnny: (Semler) Akron, O., h.
Martucci, Tony: (Marta's) NYC, nc.

Travers, Vincent: (French Casino) NYC, cb.
Trickey, Bobbie: (Irvin Cobb) Paducah, Ky., h.
Tuttle, Elsha: (Le Mirage) NYC, nc.

Caceres, Emilio: (Merry-Go-Round Club) Dayton, O.
Calloway, Cab: (Cotton Club) NYC, nc.

Holst, Ernie: (El Morocco) NYC, nc.
Hops, Hal: (Montaluis) NYC, h.

Monroe, Jerry: (Danny's Stage Door) West Henstead, L. I.
More, Carl: (New Blossom Heath) Tona-ware, N. Y.

Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Walt, Bill: (Yacht Club) NYC, nc.
Warmack, Captain: (Vandome) Buffalo, N. Y., h.

Claib, Paul: (Brightview) Rochester, N. Y., nc.
Clemente: (Versailles) NYC, nc.

Imperial Trio: (Imperial) NYC, h.
Jelenik, Eugene: (Savola) NYC, re.

Nelson, Ozie: (Lexington) NYC, h.
Nichols, Frank: (Riverside Club) Riverside, N. Y., nc.

Williams, Roy: (Cabin Club) Cleveland, nc.
Wilson, Les: (3 o'Clock) Brooklyn, nc.
Wilson, Ray: (Golden Pheasant) Jamstown, Pa., h.

D'Arcy, Phil: (Shelton) NYC, h.
Dantzig, Eli: (St. George) Brooklyn, h.

King, Henry: (Casa Del Mar) Santa Monica, Calif., nc.
King, Rube: (Mayfair Casino) Cleveland, nc.

Owens, Bob: (Minkahda) Minneapolis, Minn., nc.
Padern, Sid: (Plaza) Brooklyn, N. Y., re.

Zarin, Michael: (Waldorf-Astoria) New York, re.
Zatour, Joseph: (Larus's) NYC, re.
Zelman, Rubin: (Caravan) NYC, nc.

DRAMATIC AND MUSICAL

Bedtime for All Ball: (Shubert) New Haven, Conn., 16-21.
(See ROUTES on page 65)

South Good For R-B Show

Atlanta will be continued as two-day stand — cold, rainy day at Macon

MACON, Ga., Nov. 14.—A huge crowd braved adverse weather to attend the night performance of Ringling-Barnum Circus here recently. Day was cloudy and cold and matinee was light. Toward nightfall rain started. City-owned Central City Park lot was used, requiring very short haul. Willie Carr was 24-hour agent in charge of town.

General Manager Sam W. Gumpertz was satisfied with business under such bad circumstances. He stated that business in the entire South had been exceptionally good this year.

"Our first two-day engagement in Atlanta was an unqualified success," he said. "Hereafter we will play Atlanta as a two-day stand."

Many troupers, formerly with Sparks show that wintered here for many years, received hundreds of visitors. These big show troupers included Franz Woska, boss animal man; Walter Gulce Troupe; Ray Marlowe, superintendent of front door, and wife, Theol Nelson Marlowe; Bobby Worth, head usher; Herbert and Hubert Sick, in ticket wagons, and others.

Ralph Clawson took show off lot in good time. Carl Hathaway was also greeted by many local friends. Several from Ringling-Barnum advance caught the performances here.

There were many showmen visitors, including Fred Kilgore, contracting agent of Cole Bros.' Circus; Ednie Jackson, press agent with Downie show; Howard Ingram, trainmaster of Shesley Shows. Paul M. Conway, former circus press agent, spent the day on the lot.

Frank Braden, in charge of press here, made splendid showing, breaking through new publicity restrictions of Macon newspapers and landing front-page layouts on both dailies.

Polack May Be First To Use New Building

EL PASO, Tex., Nov. 14.—Polack Bros.' Circus may be the first to use the new \$17,000 exposition building, started at Washington Park this week.

The show, booked for the annual Shrine event, was nosed out of a week's stand in Liberty Hall, only other large hall, by a weekly wrestling promotion. Dates were set tentatively for January 13-21.

The new building will be 186 feet by 84 feet. It will seat nearly 5,000 on bleacher seats. It is owned by city and county.

Carl Hathaway Ill

CORDELE, Ga., Nov. 14.—Carl Hathaway, with Ringling-Barnum Circus, was taken off the train here and placed in hospital with intestinal flu. He was in a serious condition for a few days, but seems to be a little better now. His wife is with him.

Newman, Hopper Change

CINCINNATI, Nov. 14.—It is rumored that Jake D. Newman, who was with Cole Bros.' Circus this season, will join the Al G. Barnes circus as general agent, and that Arthur Hopper, who had been g. a. of Barnes, will replace C. G. Snowhill as pilot of the Ringling-Barnum Circus.

FRED HIGH

Writes on

Why Circuses and Towners Should Co-Operate

In the Christmas Number of The Billboard Dated November 28, 1936



A VIEW of the Tom Mix Circus snapped on lot at Chattanooga, Tenn., by W. B. Dyke. Big top was being put up in the background.

Fine Closing For Cole-Beatty

ROCHESTER, Ind., Nov. 14.—With excellent weather and all else in keeping for a perfect closing day, the Cole Bros.-Clyde Beatty Circus brought its season to an end November 11 at Clarksdale, Miss.

A fair afternoon audience and a near-capacity night house marked the last two performances, which were presented without a single deviation from the original program.

Messrs. Adkins and Terrell were jubilant over their second season, which proved far better than their expectations. According to present plans they will feature many new acts and displays and several innovations for the comfort of their patrons.

The show train left Clarksdale over the Illinois Central Railroad for winter quarters at Rochester, Ind. The route covered the Illinois Central to Neoga, Ill., where the train was transferred to the Nickel-Plate for the rest of the run. A feed stop was made at Centralia, Ill.

All was in readiness at quarters for arrival and unloading, and quartering of the stock and animals was accomplished without delay.

Karl K. Knecht and wife, of Evansville, Ind., and Erma Ward, of Tom Mix Circus, were last-day visitors.

Those of the advance forces who were present were Klara Knecht, J. D. Newman, Jack Mills, Don Hanna and Ora O. Parks. Al Hoffman and John Corey, veteran 24-hour men, were also on hand.

Legislative Committee of CFA Asking Removal of Admission Tax

WASHINGTON, Nov. 14.—A determined effort to prevent the renewal of the 10 per cent admission tax, insofar as it applies to the circus, is being made by the Legislative Committee of the Circus Fans Association. Melvin D. Hildreth, who for many years has been chairman of this committee, stated:

"The admission tax is now 10 per cent on admissions over 40 cents. The law, by its provisions, expires on June 30, 1937, unless it is continued. In the last fiscal year this tax, on all amusements yielded \$17,112,000. Treasury experts and agents of the Congressional Joint Committee on Internal Revenue Taxes are now working on possible changes as a result of instructions from Treasury Secretary Morgenthau and Chairmen Pat Harrison and Robert L. Doughton of the Senate and House Finance Committees.

"The Legislative Committee of the Circus Fans Association is appearing in this matter for the public. It does not represent, directly or indirectly, any circus and no circus which might benefit from our work will be permitted to contribute to the expense of carrying it on. We believe that this tax should be discontinued not only because it represents a direct tax upon fathers, mothers and children who patronize the circus, but it is, in many cases, also a tax which cannot be passed on to the public, being absorbed by the circus.

Russell Knisely Active

CINCINNATI, Nov. 14.—Russell G. Knisely is engaged in the presentation of National Home Shows and has the co-operation of the Federal Housing Administration, National Association of Real Estate Boards, etc. Two carloads of Federal Housing exhibits material are being used. Knisely has bookings covering Tennessee, Georgia, Florida and Ohio.

While visiting his family in Pulaski, Va., Knisely attended Tom Mix Circus and renewed old acquaintances with Rhoda Royal, Max Gruber and Charles Warrell.

Mix Show in Rain At Chattanooga, Tenn.

CHATTANOOGA, Tenn., Nov. 14.—The Tom Mix Circus appeared here Election Day and attracted only a fair crowd, although schools had been turned out for the day. Rain fell during afternoon performance and reached almost deluge proportions for night show.

The following day, at Rome, Ga., was little better, with the day being cold and dreary.

Mabel Stark Leaves Barnes

LOS ANGELES, Nov. 14.—Mabel Stark, for a number of years with the Al G. Barnes Circus, has left that circus. The tiger act has been sold. An unconfirmed rumor has it that she may be with an Eastern show next season.

It therefore becomes a direct tax upon that institution and adds materially to the expense of carrying on their business.

"The circus as an institution is not having an easy time. Some 10 shows last year were compelled to fold up during the season, and performers, executives and workers were thrown out of employment. In one notable example a well-known railroad circus did not go out at all, but remained in quarters.

"Our committee is making a direct appeal to those in charge not to renew this 10 per cent tax on the circus. We are very much of the opinion that it represents a real and distinct hardship, far greater than the small amount of revenue which the government receives. We hope to be successful."

Mr. Hildreth, chairman of the committee, was a member of the District of Columbia delegation to the Philadelphia convention which nominated President Roosevelt. He was one of the committee of 75 Progressives which, under the leadership of Senator LaFollette, supported the President, and he was also active on the speakers' staff of the Democratic National Committee. He is at the present time vice-president of the National Democratic Council, and at the last inaugural had charge of the distribution of tickets and seating.

Russell Has 30-Week Tour

Longest since 1933—season highly successful as a whole—39 Texas stands

ROLLA, Mo., Nov. 14.—Russell Bros.' Circus closed season at West Plains, Mo., November 8. This brought show within 105 miles of winter quarters at Rolla. Only a matinee performance was given.

The season, which opened at Rolla April 16, was only three days short of 30 weeks, and was the longest the show had since 1933. It was a highly successful one as a whole, despite several strenuous weeks in the drought region of Iowa, Nebraska and Kansas and some heavy rains in Texas.

The show came back into its home State from Arkansas, where it encountered consistently excellent business in all its stands except Fordyce, where, on Election Day, there was a steady downpour of rain all day, turning to sleet at night. Favorable weather prevailed rest of the season, although there were some low temperatures.

Texarkana, where Russell show played one day ahead of Cole Bros., marked the conclusion of an extended tour of Texas which lasted more than six weeks and included 39 towns. The season's route took in 12 States and covered almost 10,000 miles. The longest move was 140 miles from Ballinger, Tex., to Lampasas, Tex., and shortest was 13 miles from Rusk, Tex., to Jacksonville, Tex. Per-

(See 30-WEEK TOUR on page 55)

R-B Has Sellouts On Closing Day

TAMPA, Fla., Nov. 14.—Ringling-Barnum Circus closed season here on Armistice Day, with sellouts at both afternoon and night shows. Samuel W. Gumpertz, general manager, announced that the season's tour of 16,000 miles was the most successful experienced since 1929. "Last season," said Mr. Gumpertz, "we had normal business, and we did better this year. I am looking forward with great enthusiasm to the future."

The circus moved to quarters at Sarasota.

Exhibitions for Teeters

SAN ANTONIO, Nov. 14.—Tol Teeters is here temporarily with his bulls and other animals off the Harley Sadler show. Teeter and party will soon depart for Los Angeles for a series of indoor exhibitions with his menagerie. C. Carpenter is handling the publicity.

Ben Mouton, high diver and former circus owner, is at his home here. Mouton, who suffered a slight injury to his ankle last season, has recovered and will be with a show next season.

Happy and Marie Lots were here recently visiting friends.

Show at Syracuse Changes to Armory

SYRACUSE, N. Y., Nov. 14.—Frank Wirth's Circus for the Tigris Shrine will be at the Armory instead of the Arena this year. Seating capacity is greater, advance sale double, and there is more billing, display advertising and radio. Frank Wirth is now a Noble in Tigris Shrine here.

Jean Belasco is here paving the way for the circus.

JOHN P. GRACE

Writes on

The Circus During The Billboard's Span of Life

In the Christmas Number of The Billboard Dated November 28, 1936



With the Circus Fans

By THE RINGMASTER

President. Secretary.
FRANK E. HARTLESS, W. M. BUCKINGHAM.
 2030 West Lake Street, Chicago, Ill. Times Bank, Norwich, Conn.
 (Conducted by WALTER HOENADEL, Editor
 "The White Tops," care Hohensadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 14. — Don S. Howland, president of Fred Warrell Tent, No. 18, South Bend, Ind., opened circus room in his residence, 1252 Sunnymede avenue, November 9, with an informal gathering of the local tent members. Howland has over 500 photos of circus people, every one autographed and framed; 5,000 circus lot snapshots fill 14 scrapbooks; shelves bearing hundreds of carved ivory elephants, bull hooks, trainer whips, elephant teeth, circus wagon carvings and lot souvenirs make up the collection. A parade wagon wheel, each spoke marked with varicolored globes, is the center chandelier. Howland visited 16 different circuses the past season and is a frequent caller at the quarters of Hagenbeck-Wallace Circus, Peru, Ind., and Cole Bros.-Clyde Beatty Circus, Rochester, Ind.

Harold T. Ramage writes that he attended opening of Circus Night Club at Bloomington, Ill., operated by Bert and Agnes Doss and Gene Enos. He states that they have one of the finest clubs in that part of the country, being decorated in true circus style, and they are all kept busy greeting their many friends. At present there are 15 aerial and one high-wire act wintering in Bloomington.

Bill Montague, CFA of West Hartford, Conn., has just obtained an interesting etching for his "circus corner." It is by John Stuart Curry, depicting a line of nine elephants in a menagerie tent. National President Frank Hartless and wife are now in Miami, Fla., and expect to return home to Chicago about December 15 and after a short stay at home will leave for San Antonio, Tex., for remainder of the winter.

Circus Fans at Danville and vicinity had the pleasure of hearing Courtney Ryley Cooper when he appeared there evening of November 10 on a speaking engagement.

Col. William Sneed, Chicago, was at Rochester, Ind., to meet the Cole show when it arrived at quarters.

F. E. Loxley, of Cranston, R. I., attended Col. William P. Johnson's Rodeo at the Boston, Mass., Garden, November 8.

Where Seils-Sterling Side-Show People Went

SPRINGFIELD, Mo., Nov. 14.—When Seils-Sterling Circus closed, Side-Show people departed as follows: King Baile, after resting at Donovan Hotel here, will go to his home at Muskegon Heights, Mich.; Walter Levine and wife, Lola, Springfield, Ill., to work store; Doc F. A. Cox, Springfield, Ill.; Blackie Ballard, Dickson, Tenn.; Joe Snyder, Huntington, W. Va.; P. Vaughn, Clintonville, Wis.; Clifford Krueger, Merrill, Wis., where Dad Krueger was elected sheriff; Billy Austin, Minneapolis; Pauline King, Buffalo; Tangara Reed, Buffalo; Phyllis Darling, Philadelphia; Louise Mayo, Chicago; Willie Mayo, Mount Vernon, Ill.; Ruth Saunders, Macon, Mo.; Flossie Wilson, Bowling Green, Mo.; Tom (Rabbit) Ryan, Mount Vernon, Mo.; George Schafer, Buster Nelson, Eddie James, Willie Bonner, Rastus Williams, A. Gaines, to Pine Bluff, Ark.; Ralph Ward, Springfield, Mo.; Tex Bryan, New Orleans; Stanley Luzak, Milwaukee.

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS
WINTER QUARTERS
SARASOTA, FLA.
THE GREATEST SHOW ON EARTH

Funeral of Ed M. Ballard

WEST BADEN, Nov. 14.—Funeral services for Ed M. Ballard were held here Monday and burial was at Ames Chapel, five miles from the city.

More than a thousand persons gathered in the atrium under the dome of the old West Baden Springs Hotel. In the vast rotunda the casket was placed at the base of the large statue of Christ which the Jesuits had erected in the center after they had taken over the hotel building for their school. A large number of beautiful floral pieces were banked around the casket, among them one from the National Association of Circus Fans. Karl K. Knecht was present for the CFA. Walter Driver also was here.

Out of respect for and in appreciation of Mr. Ballard's former association with the hotel as its owner and operator and his being the donor of the building and its vast grounds with additional acres, all of which he gave to the Jesuit order some time ago, it was deemed fitting that the services be held there. The Ballard home has been closed for the last several years while the Ballards were living in the East and abroad and while the children were away at school.

Father Thomas Donnelly, rector of the Jesuit college, delivered a splendid sermon, referring to the philanthropes and the benevolent charities as exercised by Mr. Ballard in so many ways in the years of his life. The 150 students and members of the faculty of the Jesuit college marched in from either side and stood at the end of the grouped bowers of floral pieces. The college choir rendered two hymns.

Many friends came from distant points, quite a number of Indiana and Illinois State officials being in evidence, as were some from the show world, with which Mr. Ballard was connected from 1913 to 1929 while he was one of the principal owners of the American Circus Corporation, which owned a number of the major circuses in that period.

Palbearers were Harry Ballard, Norman Ballard, Newell Ballard, Claude Ballard, Frank Pope, George Pope, Arthur Porter and Fred Tully. Honorary palbearers were Perry McCart, of the State Public Service Commission; Tom D. Taggart, of the French Lick Hotel; Will Cave, Dr. Dowden, Charles Cory, Lee Persise, George Rayan, Phillip Lane, Sherman Lomax, Ed Claxton, Barry Shannon, Elmer Sorriett and Harry Sam Stapleton.

Houston Pickups

HOUSTON, Nov. 14.—Roy and Freddie Valentine and Francis Reiner (Flying Valentines), who closed with Big State Shows as free act, are here for a brief rest, after which Roy will head for Florida for the winter.

D. N. (Slim) and Evelyn Cantrell are here for a few days' visit before heading for Louisiana for the winter.

T. F. (Red) Everett is again wintering

Rice Still on Road; Both Light Plants Destroyed at Troy, Ala.

JACKSON, Tenn., Nov. 14.—The Dan Rice Circus will again winter at the fairgrounds here, but closing date not decided. Show is now in its 33d week, having made 16 States and has covered 11,000 miles. Staff and personnel remain about the same as when show opened at Jackson last April. But one matinee has been missed, that when show was forced to play Jaeger instead of Vivian, W. Va., because of low bridges. One night house was lost at Weirton, W. Va., because of a heavy storm. There were two blowdowns, Washington C. H. and Athens, O.

Show jumped out of drought section of Iowa to good business in West Virginia. Coming out of stricken territory, show made 1,048 miles in five moves. No serious mishaps in truck movements except when show lost both light plants, a 25 and a 15 kilowatt, when light-plant truck was forced off road at Troy, Ala. Fire, which started immediately after truck turned over, destroyed truck, trailer and plants.

It was all new equipment, but the loss felt more than any other by the show was that James (Jitney) Wright and Lee Boyett were burned to death. Boyett was a newcomer to the show and worked for Wright in the Wild West concert, while Jitney, as he was familiarly known, to thousands in show circles,

Baraboo Elks Buy Al Ringling Home

The Baraboo, Wis., Lodge of Elks voted September 29, 1936, to accept an offer of Mrs. Ida Ringling North and purchase the Al Ringling home. One of the show places of Baraboo and always of interest to tourists as the home of the eldest of the brothers of circus fame, the Elks may well be proud to acquire this property. With the acquisition of this beautiful clubhouse the membership of the local lodge is to be enlarged.

Built in 1908, the house has been vacant since 1927. The purchase price and contemplated improvements which the Elks will make amount to approximately \$15,000.

The substantial nature of the house makes it a highly desirable property, for into it went nothing but the best, and it was a year and a half in building. The exterior is of Superior red sandstone and it combines several forms of architecture, a tower and broken lines being outstanding. In size the structure is 71 by 66 feet, and at the time of its building it represented an investment of \$100,000. Carl and George Isenberg, Baraboo contractors, supervised the construction.

The house represents something in Baraboo history. The first important social event held there was a housewarming given by Mr. and Mrs. Al Ringling when it was completed, to which hundreds of people were invited and at which time people were given an opportunity to view the house into which Mr. Ringling had put so much of planning, as well as of money. Both Otto and Al were buried from this house, Otto in 1911 and Al in 1916.

At his death the widow received the home, but finding it much too large for her needs she turned it over to the brothers and they in turn to their sister, Ida Ringling North.

In October, 1927, negotiations were made to raze the house and it was expected that a firm of Madison contractors would start the work within a few days, but the plan never materialized. The last residents were Mrs. Ida Ringling North and her family, who left to make their home in Sarasota, Fla., in the fall of 1927.

The house combines architecture which is English, French, Gothic and Dutch.

The barn, located at the rear, is as large as an ordinary house and of the same substantial construction as the house.

(Reprinted, in part, from *The Baraboo News-Republic* September 30, 1936.)

here and interested in the cafe business.

Mr. and Mrs. Frank J. Walter are home after an extended visit, with the Beattys and other Cole Bros. friends.

Clarence (Red) Shelton passed thru here last week and will be in and out of Mexico for the next few weeks.

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 Planning Something New
 In That Midway Line Up
 How About YOUR Canvas Equipment?
 Let Us Help YOU Make It
 Bigger and Better Than Ever.
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WANTED For SEAL BROS. CIRCUS
 Will pay cash for two young Double Hump Camels and other Circus Animals, also Cross Cages. Want to hear from people in all lines for 1937 season. Will answer if I can use you.
MANAGER BUO E. ANDERSON, Emporia, Kan.

WANTED QUICK
 High-power Legal Adjuster, fast-stepping Banner Man with car, Press Agent and Billposter with car, good Lecture, Freaks, Curiosities and Oddities of all description. Featuring **ALENE ALLEN**, Double-Body French, and **OLEPHANTS**, Elephant-Face Boy. First time in America. Address
JACK WALSH, Care The Billboard, Cincinnati, O.

WANTED
 Showmen Who Are Interested in **MOTORIZING**
 Write for Our Special Finance Plan.
CHARLES T. GOSS
 With Standard Chevrolet Co.,
 East St. Louis, Ill.

Under the Marquee

By CIRCUS SOLLY

JOE HAWLEY and L. Billings were on the No. 1 car of Cole-Beatty Circus.

CLIFF McDOUGALL was recently ill of the flu.

JIM CURRY clowned last week for a downtown Pittsburgh store.

It won't be long before all circuses are in the barn. Still a few on the road.

T. DWIGHT PEPPLER is contracting agent of Polack Bros.' Circus.

PEERLESS POTTERS will be at Bertram Mills' Circus at the Olympia, London.

THE FLYING SENSATIONS were among the acts at the Hamid-Morton Circus in Toronto.

MEMBERS of Harry Liniger Show visited Silver Bros.' Circus at Park Hill, N. C., November 5.

Be cheerful and optimistic. It might not rain tomorrow!

DuBELL'S PETS, a Swiss Alpine dog act, recently closed season with the Jay Gould Shows at Glencoe, Minn.

KING BAILE states that he had a wonderful season with Sells-Sterling Circus and expects to go home at Muskegon Heights, Mich.

ADOLPHINE, after closing with Al G. Barnes Circus, joined Billy Dick's Side Show with Barney Bros.' Circus as an added attraction.

IT HAS BEEN announced that winter quarters of Ringling-Barnum Circus, Sarasota, Fla., will open to the public November 21.

If you cannot buy The Billboard where you arc, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

THE KLINES (Elmer and Elvira) will open November 21 at Vandorwort's Toyland, Lansing, Mich., and will be there until Christmas. It will be their second year at the store.

WILLIE C. CLARK closed the season a week previous to clothing date with Sells-Sterling Circus, being called home due to death of his brother, Lum R. Clark.

LEO BLONDIN and wife, Jack Elliott and wife and Billy Jack Elliott visited Tol Teeter's quarters in San Antonio, Tex. Teeters is planning opening a store-room show.

ARCHIE MAJORS, colored comedian and dancer, who broke both legs on Cole Bros.' Circus, is in the Altoona, Pa. Hospital and would like to hear from friends.

Have you written back home lately? Just a line or a card cheers the old folks up. When you don't write they worry.

BILL MCGOUGH, boss ticket seller on Hagenbeck-Wallace Circus last season and Steel Pier, Atlantic City, this season, is now treasurer of the Nemo Theater in New York City.

GEORGE H. DEGNON is doing advance work for Charles Washburn's new play, *All Editions*. Show was in Baltimore week of November 9 and from there went to Vanderbilt Theater, New York.

MRS. BEATRICE LESLIE SWALLOW, who had been with the Ringling and other large shows with her Python snake act, is very ill at the Boston City Hospital, being in Medical Ward No. 4. Word from friends will be appreciated.

CIRCUS ACTS WANTED

All kinds doing two or more. Pech, Comedy, Acrobatic, Bicycle, Wire Acts, Breakaway, Ladder, Dog, Pony, January. WANT ACT TO FEATURE. Out all winter, one-day stands, work in open. Rain or shine. State lowest winter salary, furnish own transportation. Feed and sleep yourself. Unit opens South Mississippi December 1. Write. Do not wire.

CIRCUS, Ambassador Hotel, Memphis, Tenn.

Don't figure how little you can give them, but how much. Get away from the idea that four different species of wild animals constitute a suitable menagerie.

PEDRO AND LUIS are with the *Parisian Follies*, playing leading theaters in Oklahoma. They are doing hand and head balancing and tumbling. Pedro Morales is presenting forward slide from balcony to stage.

W. B. DYCHE, of Chattanooga, Tenn., attended Downie Bros., Ringling-Barnum and Tom Mix shows in that city this season. Says that those three days was the only vacation he has had in six years and was worth a great deal to him.

GERTIE REDDEN, late of Cole Bros.' Circus, recently entered Macon Hospital, Macon, Ga., for an operation on her arm and would be pleased to hear from all friends. She will be in hospital three weeks.

AERIAL SOLTS closed outdoor season at Burlington, Ia., October 3, losing but two weeks all summer. Played Shrine Circus, Toronto, and at Clay Center, Kan., Armistice Day. Will be at indoor circus in Salina, Kan.

Where are the chariot races? It is a fitting and expected climax to any circus. Get an engine bell for the races and see that the fellow who operates it knows what it is for. Atta, boy! Twice around!

WILLIAM STEPHENS, traveling representative of American Federation of Musicians, visited Cole Bros.' Circus, meeting band members and leader, Vic Robbins, who is contracted for next season with a larger band.

EDDIE KECK was at Shrine Circus in Toronto, presenting his comedy table act. It was his fourth consecutive year there for Bob Morton. Tudor Sisters and Avery with Keck are at present playing vaude dates in the Midwest.

C. L. KARR and Ray Brownell spent a month on the beach at Ocean Park, Calif. Both were members of Eddie Woekener's Band on Al G. Barnes Circus past season. Brownell is now at home in Riverside, R. I., and Karr is living at Van Nuys, Calif.

GLOOM was cast over the coming fourth annual Masonic Circus, New Britain, Conn., when the death of Alfred (Happy) Pilz, trouper, became known. He was very active in the Masonic circuses there and was to supervise the billposting and housing of animals this year.

It was not so long ago that Jerry Mugivan, Bert Bowers and Ed Ballard, of the American Circus Corporation, were in the limelight as owners of Hagenbeck-Wallace, John Robinson, Sells-Floto and other circuses. These shows were sold to John Ringling in 1929. The triumvirate has passed. First it was Jerry, then Bert and now Ed, the last named having died at Hot Springs, Ark., November 6. They were indeed a power in the circus field.

REX M. INGHAM and wife and Jack Van Buren and wife visited Captain and Mrs. Earl Hammond at their headquarters in Bruceton, Pa. Hammond is now lining up a number of the larger cities for Santa Claus parades. Hammond visited Ingham and Van Buren at Alliquippa, Pa., where they were appearing in a large furniture store and again at Ambridge, Pa., where they were at the Ford Motor Company.

FUNERAL services for James (Jitney) Wright, of Dan Rice Circus, who died November 3 at Troy, Ala., were conducted by Rev. Callen at Woods Funeral Home, that city, November 5, and attended by the widow, Margaret, of Toledo, O., and Mrs. Johnnie Stein, Mrs. S. Webb, Mrs. Ruby Moore, Ann Sutton, Mr. and Mrs. William Henry, Ray Marsh Brydon, Doc Heffner and Joe Sniga, of the circus. Beautiful floral tributes were sent by members of the show.

Where Downie Folks Went

MACON, Ga., Nov. 14.—Downie Bros.' Circus, which closed at Live Oak, Fla., Wednesday, has returned to quarters here. Manager Charles Sparks stated

that the season was very satisfactory. Fred Kilgore, of Cole Bros.' Circus, visited at St. Augustine, Fla. Bob Spear also was a visitor.

Destinations of the folks:

Mr. and Mrs. Charles Sparks will be at Macon; Charles Katz, Macon; William Morgan, Zanesville, O.; Clint Shufford and wife, Macon; Frank McGuyre, Dan Rice Circus; Jerome Harriman, Washington, D. C.; Harry Allen, Washington, D. C.; Willie Wilkens, Logansport, Ind.; Eddie Jackson, Macon; Harry Mack, Macon; Irish Horan, Macon; Bob Parker, Cincinnati; Soldier Langford, Macon; George Singleton, California; Chester Mays, Mt. Airy, N. C.; Harry Miller, Macon; A. L. McCarty, Columbus, O.; M. Maiman, Hot Springs, Ark., and then on a lecture tour with his book, *Why Young People Go Wrong*.

E. W. Somers, Waterbury, Conn.; B. F. Bussell, Atlanta; Clyde Walsh, Macon; Hugh Sullivan, Washington, D. C.; Slim Harris, Havana, Cuba; Hobart Branam, Miami, Fla.; Carl Walters, Miami, Fla.; Jake Jacobson, New Orleans; Bench and Gloria Hand, Indianapolis; Melvin Milton, Plant City, Fla.; John Sullivan, Jamaica, L. I., N. Y.; Benny Moore, Raleigh, N. C.; Tom Falcloth, Raleigh, N. C.; Harry Ford, Bennettsville, S. C.; Edward Bristow, Bennettsville, S. C.; Roy Horning, Lawrence, Mass.; Jerome Bates, Birmingham; Everett E. (Curley) Bridgeman, Spartanburg, S. C.; Jack Allman, Macon; Duff Moye, to his pig farm, Macon; Joe Gilligan and Isabelle Gilligan, Jensen, Fla.

Mr. and Mrs. Bert Wallace, Macon; Butters Troupe, Macon; Mr. and Mrs. Charles Poplin, Cincinnati; Stuart Roberts and wife, Jensen, Fla.; Mickey and Georgia Lund, Macon; Johnnie Bossler, Allentown, Pa.; Marshall Chapin, Indianapolis; George Hanneford and family, Glens Falls, N. Y.; Jasper Davis, French Lick, Ind.; Ida and Ernie White and daughter, North Chattanooga, Tenn.; Bert and Corinne Dearo, Cincinnati; Shorty and Merlin Hinkle, Cincinnati; Daniel Shafer, Allentown, Pa.; Clyde Widner and wife, Oklahoma City; Albert White, Baltimore; Charlie Forrest, Cincinnati; Jack Skimin, Detroit; Tona Scaler, Valdosta, Ga.; Harold Hall, Decatur, Ill.; Chester Hooper, Cincinnati.

Edward Williams, Jeffersonville, Ind.; Erwin Arnold, Macon; Carlos and Etta Carreon, Macon; Mr. and Mrs. Jack Hoxie and Jack Jr., Hollywood, Calif.; Steve Burke, Hollywood, Calif.; Mr. and Mrs. W. E. De Barrie, Fort Wayne, Ind.; Mac's South Sea Islanders, Cadillac, Mich.; Clint Edwards, Susquehanna, Pa.; Jack Cavanaugh, Fall River, Mass.; Carl Thorson, Chicago; Myrna Karsey, South Orange, N. J.; Mrs. Annette Cavanaugh, Fall River, Mass.; J. S. Kritefield, Atlanta; Mr. and Mrs. McNeil, Macon; Roy Leonard, Macon; C. C. Landers, Macon; L. M. Bush, Macon; Edward Washington, New York City; Samuel Hazle, Savannah, Ga.; Amos Strickland, Louisville.

H. C. Johnson, Alexandria, La.; Joe Brantley, Longview, Tex.; Alvinia Prince, Savannah, Ga.; Willie Jones, Albany, Ga.; Lucille Anthony, Savannah, Ga.; Minnet De Orlo and wife, Connecticut; Mickey O'Brien, Macon; Mitt Carl, Macon; Charlie Pense, Macon; Edward Dougherty, Macon; Frank Detrick, Sarasota, Fla.; Lois Whiteside, New York City; Ivan Starr, Hollywood, Calif.; Martha Principis, Uniontown, Pa.; Carl Larkin, Macon; Jimmie Salters, Milledgeville, Ga.; Fred De Ivey, Macon; Bud Cave, Macon; Sandy Sanderson, with De Barrie's *Bird of Paradise Revue*; Leslie Avery, Macon.

Frank Stansbury, Tarpon Springs, Fla.; Bill Lund, Miami, Fla.; Frank Eccles, Mississippi City, Miss.; Frank Williams, Philadelphia; Woodrow Brokaw, Orlando, Fla.; John Slovinsky, Starford, Pa.; Jake Mills, Cleveland; Bill Sweinhart, Logansport, Ind.; Sandy Sanderson, Miami, Fla.; Craig Ferguson, Miami, Fla.; Babe Minor, Oblong, Ill.; Dick Slattery, New York City; Kelly Ebert, Macon; Ray Coennin, Atlanta; Tex. Farnham, Atlanta.

Scattering of Advance of Seils-Sterling Show

SPRINGFIELD, Mo., Nov. 14.—The advance of Sells-Sterling Circus closed several weeks ago and the destinations of its personnel follows: Arthur W. (Art) Miller, general agent, Walnut Ridge, Ark.; F. Robert Saul, press agent, Adrian, Mich.; J. Eddie Holmes, contracting agent, Mt. Vernon, Mo.; W. J. Page, car manager, San Antonio, Tex.; Roy Roberts, brigade agent, Kansas City; C. L. Thornton, billposter, Little Rock, Ark.; Eddie Thomas, lithos, Delavan, Wis.; Vir-

15 Years Ago

(From The Billboard Dated November 12, 1921)

While the Sells-Floto Circus was giving a night performance in Phoenix, Ariz., November 4 an explosion occurred across the street from the lot. Police claimed it was caused by a bomb. Two men recently dismissed from the show were taken into custody. No one was injured. . . . The Picchianis opened with the Santos & Artigas Circus in Havana, Cuba, recently after closing with the Ringling-Barnum Circus in Richmond, Va. . . . Financial conditions are reported to be very bad in Havana, with the Cuban Government attempting to negotiate a \$50,000,000 loan from American bankers.

The Great Sanger Show is wintering in Memphis, where two large buildings have been obtained to house the show's paraphernalia. . . . Howard King, after visiting Christy Bros.' Circus and the Rhoda Royal Show, said that while neither of the organizations was having turnarounds, business was good considering the condition of the country. . . .

After a successful 32 weeks' season the Wheeler Bros.' Shows are scheduled to close at El Reno, Okla., November 15. . . . A visitor to the home offices of *The Billboard* recently was Raymond B. Dean, press representative with the Sparks Circus.

Val Vjno, for nine seasons lecturer and announcer in the Side Show for Lew Graham on Ringling Bros.' Circus, was connected the past summer with the Patterson & Kline Carnival. . . . The body of Mrs. William F. Cody has been placed beside that of her husband, "Buffalo Bill," at the top of Lookout Mountain, near Golden, Colo. . . . The C. A. Wright Show closed a successful season November 2 at Andover, N. H. Management said Vermont was overrun with small shows, but all apparently enjoyed good business.

Sells-Floto Circus played 28 stands in California and had excellent business thruout. Show played four days in San Francisco and three in Los Angeles. . . . The Hanneford Family left the Floto show in El Paso, jumping directly to New York to join a Schubert vaudeville unit. . . . Slat's Beeson has signed with the Sells-Floto management to present his wire act for the 1922 season.

WPA's Second Indoor Season

NEW YORK, Nov. 14.—This city's WPA circus unit, operating under direction of Walter Diggs, opened its second indoor season last week at the 212th Regiment Armory. Attendance for the three-day period reached 7,500. The unit, completely revamped since closing its outdoor season, is playing three days a week in armories and halls. Current at the Broadway Arena in Brooklyn, closing there this evening.

Main Still on Tour

NATCHEZ, Miss., Nov. 14.—Favored by ideal weather, the Walter L. Main Circus entered its 31st week by showing to a near-capacity crowd at East End Park here Armistice Day.

Management stated the show will be out three more weeks, closing in Meridian, Miss., and expects to winter in Jackson, Miss. Show has had fine biz and fair weather most of the tour.

gil Jones, boss lithos, Viroqua, Wis.; Johnny Russell, boss billposter, Cape Girardeau, Mo.; Charles Payne, biller, Fort Scott, Kan.; Marvin Lumberg, lithos, Stillwater, Minn.; Happy Hartman, billposter, Beloit, Wis.; Pearl Lake, billposter, Jacksonville, Ill.; H. A. (Whitey) Burdge, lithos, Portland, Ind.; Brownie Ryan, lithos, Aledo, Ill.; Ralph H. Bliss, billposter, Los Angeles, Calif.; Michael Birge, lithos, Sheboygan, Wis.; Ralph Decker, lithos, Sikeston, Mo.; George Lewis, billposter, St. Paul; Kenney Johnson, biller, Boscobel, Wis.; Larry Denofore, programmer, Ishpeming, Mich.; Robert S. Shippy, manager opposition brigade, Kendallville, Ind.; Billy Burland, opposition biller, Eau Claire, Wis., and Maynard Upston, Des Moines.

The Corral

By ROWDY WADDY

LET'S HAVE the results of all rodeos staged during the winter months for publication.

RODEO FOLKS who made the recently concluded Eastern rodeos. Where are you going and what are you doing?

SHOW STOCK of the Circle Six Rodeo is now in winter quarters at the Paulding, O., fairgrounds, where it will train for next season. Ray Richman is in charge of stock.

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

COL. JIM ESKEW, with a truck load of saddle and roping horses; Monte Reger and his longhorn steer, Bobby; Junior and Tom Mix Eskew, Slim Walsh, Pat Plaskett and Elmer Whitesell assisted Bob Follette in staging the recent Bennettsville, S. C., Rodeo.

ED BOWMAN, trick and fancy rider, made the "pony express" ride from Placerville, Calif., to San Francisco in conjunction with the opening of the Golden Gate Bridge there November 12. Ed carried a message from Governor Richard Kirman of Nevada to Governor Frank F. Merriman of California.

CHICAGO — Arthur Wirtz, executive vice-president of the Chicago Stadium, announced this week that the rodeo would be held again in 1937. Stadium officials were highly pleased with the showing made by this year's rodeo, Wirtz stated, and they plan to make next year's event much larger. Barnes-Carruthers, who produced and managed this year's show, have been re-engaged for 1937.

EVERETT JOHNSON, in a wire from Lagrange, Ind., takes exception to a statement which appeared in the November 14 issue of The Billboard concerning the playing of Empty Saddles by his band the night of the strike at the Boston Rodeo. He emphatically states that the rendition of the number was not a gesture on his part in favor of the strikers and that the song was a regular number on his program during the New York show.

MIDNIGHT, the mighty black "Sultan of Buck," who died at the McCarty-Elliott Ranch, Cheyenne, Wyo., recently, was one of the greatest bucking horses of all time. He was 20 years old when he died. Present-day riders frequently argued that he was a better horse than "Old Steamboat," who had to be shot in 1914. Oldtimers, however, scoffed and it wasn't until Midnight demonstrated he could throw all the best bronk peelers in the business that the skeptics were convinced. It is recalled that contest riders asked to have Midnight retired from competition at the peak of his power. Even when ring bones and other infirmities brought about his retirement in 1933 he was able to toss one of the best peelers in the business in three seconds.

COWBOY STANDINGS for the 1936 Grand Champion Cowboy title, as announced November 10 by Fred S. McCarger, secretary, Rodeo Association of America, were as follows: John Bowman, 6,887; Pete Knight, 4,719; Eddie Woods, 4,612; Doff Aber, 4,520; Clay Carr, 4,233; Everett Bowman, 3,692; Harry Knight, 3,257; Canada Kid, 3,022; Smoky Snyder, 2,783; Hugh Bennett, 2,705; Jake McClure, 2,597; Pat Woods, 2,681; Herman Linder, 2,687; Pete Grubb, 2,542; Frank Schneider, 2,440; Turk Greenough, 2,412; John Schneider, 2,401; Everett Shaw, 2,378; Earl Thode, 2,366; Clyde Burke, 2,323; Leo Murray, 2,297; Melvin Tivlis,

2,251; Eddie Curtis, 2,230; Ike Rude, 2,182; Dick Truitt, 2,125; Richard Merchant, 2,120; Burl Mulkey, 2,095; Breezy Cox, 2,013; Leonard Ward, 1,966; Harry Hart, 1,988; Dick Griffith, 1,954; Buck Sorrells, 1,845; Carl Shepard, 1,860; Bob Crosby, 1,851; Jack Kerschler, 1,838; Carl Arnold, 1,798; Hugh Strickland, 1,735; Stub Bartelmy, 1,682; Charles Jones, 1,645; Lawrence Conley, 1,634; Bill McMackin, 1,528; Siata Jacobs, 1,611; Asbury Schell, 1,594; Fritz Truan, 1,590; Ralph Bennett, 1,505; Dave Campbell, 1,505. Bronk Riding, Pete Knight; Bareback Riding, Pete Grubb; Bull Riding, Smoky Snyder; Calf Roping, Clyde Burke; Single Roping, John Bowman; Team Roping, John Rhodes; Steer Wrestling, Everett Bowman; Steer Decorating, John Schneider.

RESULTS of the recent Bakersfield, Calif., Frontier Days Rodeo: Bronk Riding—First day, Earl Thode (96 RAA points), John Schneider (57), Frank Schneider (38). Second day, Frank Schneider (96), John Schneider (57), Earl Thode and Leonard Ward (19 each). Finals, Earl Thode (191), Frank Schneider (115), John Schneider (77). Bull Riding—First day, Mitchell Owens, John Schneider and Blondy Brunzell (54 each). Second day, John Schneider (81), Joe Burrell (48), Leonard Ward and Frank Schneider (16 each). Frank Schneider (16 each). Bareback Riding—First day, Frank Schneider and John Schneider (59 each), Leonard Ward (20). Second day, John Schneider (73), Joe Burrell (44), J. Barneson and Don Reno (15 each). Calf Roping—First day, Clay Carr and Jess Hill (61 each), Al Allen (31). Second day, Buck Sorrells (76), John Bowman (46), Andy Jauregui (31). Finals, Buck Sorrells (153), Clay Carr (92), Andy Jauregui (61). Steer Wrestling—First day, Clay Carr (50), John Bowman (30), Leonard Ward (20). Second day, Oscar Warren (50), Earl Thode (30), Al Morris (20). Finals, Leonard Ward (100), Clay Carr (60), John Bowman (40). Team Roping—First day, Hugh Strickland and John Bowman (113 each); Buck Sorrells, John Rhodes, Walt Stuart and Roy Stuart (56 each). Second day, Hugh Strickland and John Bowman (113 each); Buck Sorrells and Tony Altamus (68 each); Buck Sorrells and John Rhodes (45 each). Finals, Hugh Strickland and

John Bowman (225 each); Buck Sorrells and Tony Altamus (135 each); Buck Sorrells and John Rhodes (90 each).

Around Ringling-Barnum Lot

SARASOTA, Fla., Nov. 14.—Another successful season for Ringling-Barnum Circus has drawn to a close—a season more successful than any since 1929.

A few weeks ago the so-called "fifth section" began to appear on the lot—to grow steadily larger and larger until there was quite a number of private automobiles to be seen around the dressing room by the time the circus entered Florida. There has been quite a large number of new cars bought by the performers of the show at close of season.

Many friends of the showfolk were visitors in Jacksonville, Orlando and Tampa. This was followed by one of the greatest welcomes ever tendered the Big Show family by the citizens of Sarasota on its return to winter quarters.

The majority of the folks will remain in Sarasota for several weeks before beginning winter dates in various parts of the country. Some have purchased homes in Sarasota, where they will live until the call to the road in the spring.

Winter quarters is the scene of preparations in order to have everything in shape for opening to the public.

HUGH HART, SMILEY CARLTON.

Closing of R-B No. 2 Car

TAMPA, Fla., Nov. 14.—The No. 2 car of Ringling-Barnum Circus closed here November 2. Car and trucks went to Sarasota November 3. Doc St. Clair carried the car in, and the following brothers carried the trucks thru: Thomas Bryden, J. Raymond Morris, George Ratcliffe, Henry Riley, Jack Scott, Dick Connor, Harry Lock and Percy S. Kingman. The brothers were guests of Harry Lock and his uncle at Ringling Art Museum. They were also shown thru winter quarters by the caretaker.

The boys left for their homes as follows: Bryden, Springfield, Mass.; Morris, Chattanooga, Tenn.; Ratcliffe, Detroit; Riley to New York to visit Joe O'Hara for a week and then to Mansfield, N. H.; Scott, Chicago; Connor, Atlantic City; Lock will spend winter in Sarasota and New York; Kingman, Macon, Ga., and Miami, Fla.; St. Clair, Chicago.

Mix Has Profitable Season; Show Exhibits in 26 States

ANNISTON, Ala., Nov. 14.—The Tom Mix Circus closed a most profitable season here November 5. Opening in Compton, Calif., early in March, show exhibited in 26 States, with visits to many big cities, including a four days' stay in San Francisco and Oakland; two days in Kansas City, 10 days in Chicago at the Coliseum, two days in Newark, N. J., and two at Norfolk, Va. Exhibitions were presented in practically all the big New England cities. The show covered some 15,000 miles, with many jumps ranging from 180 to 300 miles without a mishap, the longest run being from Sterling, Colo., to Hayes, Kan.

Manager Dall Turney and General Agent P. N. Branson selected winter quarters at Anniston as the most desirable after viewing many other locations offered the show in the Southland. Thru the efforts of Charles Vaughn, secretary of the local Chamber of Commerce, the grounds and plant of the former U. S. Pipe Company were placed at the disposal of the show.

The grounds cover 47 acres and are inclosed by sturdy wire fencing. A paved roadway extends thru the grounds, which are landscaped with shrubbery and flower gardens. The main entrance gate is supervised by company watchmen on 24-hour duty in eight-hour shifts. The buildings are of brick and steel with concrete floors. Steam heat is provided from a central plant, which also generates electrical power for lights and motor-driven machinery.

Building for Trucks

The former foundry building, some 400 by 100 feet square, will house the trucks and trailers. Near by is a fully equipped machine shop, a wood-working plant and a cafeteria, which will be used as the circus dining hall.

The horses will be housed in a double brick building. A carload of lumber was purchased locally to be used in making horse stalls. With horses on one side of this building, the other side will be used for elephants and ponies.

Superintendent Denny Helms and his

crew have the rolling stock under cover in the main building. The canvas and rigging are stored in a smaller brick building. The wardrobe and electrical effects have been put away in front portion of the bath building. The circus office, in charge of Robert Brown, is also located in this building.

Features for Mix

Tom Mix, owner of the circus, left for his Beverly Hills home immediately after closing performance. He is under contract to make one or more super features in technicolor for one of the major producing firms.

Most of the performers and riders and many musicians and concession men left for the West Coast. Mrs. Dall Turney and her niece, Doris Warin, motored to California. Mr. and Mrs. Alfredo Codona, Irma Ward, the Arbaugh and Bell troupes, Hank and Ella Linton, Mrs. and Mrs. Herman Nowlan, Abe Goldstein, Jack Burslem and others left for the Coast.

Harry Baker, legal adjuster, and wife left for a business trip to Oregon. P. N. Branson went to his home in Kansas City, where he will take a brief rest before resuming duties for the new season. Harry B. Chipman, of press department, went to Lincoln, Neb., to visit his mother. Later he expects to be with a winter circus. Dan Pyne, also of press department, spent a few days in Anniston and left November 11 to visit his brothers, Mike and Fred, who are in advance of Walter L. Main Circus.

Members of advance department went their various ways: Henry Barth, to sojourn at Miami; Edward Caupert, Memphis; G. W. Hanna, San Antonio; Edward Totenhagen, Elgin, Ill.; Charley Seward, Tipton, Ind.; Rocco Longo, Brooklyn; William Dowd, Albuquerque, N. M.; Ralph Locke, St. Marys, W. Va.; Dick O'Brien, Los Angeles; Jack Williams, Louisville; Joe Grant, Roanoke, Va.; Harry Adams, Chicago; Dan Turney, Monterey Park, Calif.

Dall Turney played host to several farewell dinner parties and was the guest

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, Nov. 14. — Arthur J. Burks, a prolific writer of books and magazine stories, is being urged to write a history of the circus. He has contributed to 150 pulp magazines in the last 16 years, has written four books under his own name and ghost-written 17 books and above all of this he "loves the circus." He says he is working on many circus stories for the spring issues of 1937, but we are going to keep at him for that history. He has a fine research department. He believes with the writer that it will take about three volumes and about 1,000 illustrations.

The Al Ringlings

Baraboo Bill Kasiska comes along with a mighty interesting letter about the Al Ringlings and all that they did for Wisconsin. But read the letter with me: "The Baraboo Elks have undertaken a noble work, the preservation of the home of that beloved showman, Al Ringling. They are not only preserving it for our community but for all circus lovers everywhere. Of all the Ringlings Al seemed to come closer to the hearts of the citizens of Baraboo than the other brothers. He took a keen interest in this, his home town, where he resided until his death. It was Al's love for this community that caused him to erect the massive mansion, which took a year and a half to construct and into which the great showman poured over \$100,000, and the Al Ringling Theater, 'America's Prettiest Playhouse.' In the cemetery one will find a stately mausoleum in which his remains are interred. All these are testimonials of his regard for his fellow neighbors and their progeny. It is particularly appropriate for the Elks to acquire the property because Mr. Al was a member and many showfolks of his day were or still are members of Baraboo Lodge No. 688. I hope that this will be the beginning of a movement to mark all spots of circus tradition such as the winter quarters, lot on which a circus makes its opening stand, circus owners' residences, etc., not only here but over the U. S. A. Markers should be placed so that the generations will not lose sight of the historical importance of the area. I'm glad to report that Mrs. Fred Gollmar, who has been seriously ill, is now on the road to recovery."

We are in receipt of the announcement about the Beau-Arts Ball to be held at Hotel Astor in December. It is to be a Fete de Rayon—Fantastique. We notice that our Ringmaster, Tony Sarg, is on the program committee and that P. Dare-Devil Benham is on the production committee. Nuf said!

We have a cordial note from Christy Walsh: "Lou Gehrig was glad to get the ball as a souvenir of a very happy occasion. Congratulations to you and your associates on a great gathering and a clever program."

Ernie (Darndest Things) Wessen always writes entertainingly from the wilds of Mansfield, O. His last story has to do with a retired snake charmer who couldn't make her drinking husband believe that she was out of the business. Whenever he came home with sails set he growled and grumbled because she kept her snakes in his room. "Strange," adds Ernie, "how a wife's profession will impress a drinking man."

The next Fall Guy will be Rube Goldberg, the famous cartoonist.

Some day we will give you word for word of the entertainment committee meeting and show you how our gags, which have gained metropolitan fame, are evolved and worked out. It will interest you as much as it surprises the Fall Guys.

of two civic club dinners at Alabama Hotel. He leaves November 12 for a trip to the West Coast, with stops scheduled at Hot Springs and Dallas.

Mr. and Mrs. Rhoda Royal and Mr. and Mrs. Max Gruber have taken apartments in Anniston. Mr. and Mrs. Denny Helms will go to their home in Dallas for a short time. Mr. Shaw will remain in charge of quarters. Mr. and Mrs. Ted Metz went to Los Angeles. Edw. L. Conroy, the writer, is at Alabama Hotel in Anniston and will later spend some time in Florida.

Mack Powell, of the Al G. Barnes Circus, visited show in Marlin, Tex., accompanied by G. W. Hanna.

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EVERYTHING for ranch wear shown in his NEW catalog. Popular makes. World's largest stock. Shipment today. Satisfaction guaranteed. Complete line of Stetsons. Write for FREE catalog in color. "WE PAY THE POSTAGE"

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1931 LAWRENCE ST. DENVER, COLO.

NAAPPB PROGRAM IS STRONG

Trade Talkers On Speaking Bill

Chairman Huedepohl releases details—more time for exhibits—insurance up

CHICAGO, Nov. 14.—Paul H. Huedepohl, Jantzen Beach, Portland, Ore., second vice-president of the National Association of Amusement Parks, Pools and Beaches and program chairman for the 1936 annual convention in the Hotel Sherman here on November 30-December 4, has just released details for the meeting.

Associated with Mr. Huedepohl on the program committee during the past year have been Paul C. Morris, vice-chairman; George A. Hamld, A. C. Hartmann and Sylvan Hoffman. President Harry C. Baker, Secretary A. R. Hodge and N. S. Alexander have worked in closest cooperation with the program committee, with the result that an exceptionally fine program is to be provided for delegates and guests.

As reported in *The Billboard* last week, there are to be papers and discussions on topics of particular importance to all (See NAAPPB on page 46)

Jones Beach Barracks Burn

BABYLON, L. I., Nov. 14.—Fire swept thru barracks of Jones Beach police station here. The building, formerly used as a hotel, housed more than 30 members of New York State Police. Place was active in the spring and summer months when the beach crowds were around. Origin of the fire is undetermined. It is expected that the place will be rebuilt.

Roadside Competish Again

FOREST HILLS, L. I., Nov. 14.—Anxious to raise standards of roadside stands around Long Island, roadside committee of the Long Island Association has launched its sixth successive contest for the best places. Island has been divided into four sections, with almost 50 cash prizes to be awarded. Idea to create competition among stands grew out of great interest in preserving the beauty of Long Island. Some concession places fitting into the eligible category are competing for prizes.

Spot Is Revived in N. B.

COLDBROOK, N. B., Nov. 14.—Moosepath Park here has been re-established after disuse the past 10 years. While unused, buildings and fences fell down and served as fuel. A new wooden fence has been built around the entire property, new bleachers erected, race track reconditioned and new concession stands installed. Park is on the St. John trolley line, three miles east of the city. Cecil A. Alexander promoted the revival and is manager. The park functioned each season for 35 years before its 10 years of idleness.

MADISON, Wis.—Monkey Island, surrounded by water three feet deep and 1,000-foot fence to inclose a deer park, are improvements being made in Henry Vilas Park Zoo here as a WPA project. An elk was born on November 7 and a pair of African midget monkeys have been consigned here by Warren Buck, Camden, N. J.

MAURICE PIESEN

Writes on

Bringing Game Operation Up to Date

In the Christmas Number of The Billboard Dated November 28, 1936



JOHN WENDLER, president of Allan Herschell Co., North Tonawanda, N. Y., who will make his initial address before members of the American Recreational Equipment Association at its annual session on November 30 in Chicago, in conjunction with the NAAPPB convention, speaking on relations between park and carnival owners and device manufacturers.

Portable Cuban Playground Is Making Good in Interior

HAVANA, Nov. 10.—Hilario Hinojosa reports that his portable park is meeting success in interior towns, which he reaches with his four trucks and trailers. Equipment is now in Holguin, Oriente Province, and is having good business as the rainy season is practically over and days and nights are clear, with temperature around 75.

From Holguin they will go to Santiago de Cuba, capital of province of Oriente, where they expect to open on a favorable location in time for the great religious fiesta, the Caridad, which opens on December 10.

Some attractions carried are Merry-Go-Round, Flying Chairs, Ferris Wheel, Aeroplane Ride, Over-the-Waves, Dodge 'Em Cars and shooting gallery and Side Shows and concessions. From Holguin the troupe proceeded over the new central highway by trucks to Santiago de Cuba.

OKLAHOMA CITY.—Superintendent and Mrs. Leo Blondin, of Oklahoma City Zoo, have returned from a visit to zoos in Fort Worth, Dallas, Houston and San Antonio, Tex., a number of animals having been traded during the trip.

Program for AREA in Chi Marked By Timely Subjects and Speakers

NEW YORK, Nov. 14.—Program for the session of the American Recreational Equipment Association in the Hotel Sherman, Chicago, Monday night, November 30, in conjunction with the annual convention of the National Association of Amusement Parks, Pools and Beaches, has been given out by Secretary R. S. Uzzell. Convention slogan is given as "Let me help anywhere I can," and Secretary Uzzell said all members and visitors to meetings of the International Association of Fairs and Expositions, American Carnivals Association, Showmen's League of America and NAAPPB are welcome.

President George H. Cramer, AREA, will open the session at 7:30, introducing President Harry C. Baker and Secretary A. R. Hodge of NAAPPB. Address of welcome will be by President Cramer, who is president of Spillman Engineering Corporation, North Tonawanda, N. Y.

Other speakers and subjects are *Getting Together for Greater Profits*, C. D. Bond, Dodgem Corporation, Lawrence, Mass.; *This Way to Fortune*, Paul S. Bennett, manager of games division, Wurlitzer Company, North Tonawanda; *Lumber as Used in Amusement Parks*—

Vexatious Subject of Liability Insurance Is Finally Settled

Universal satisfaction to operators of amusement parks, pools and beaches and concessioners reported by chairman of committee working out plan for the NAAPPB

By NORMAN S. ALEXANDER

For a long time the question of adequate public liability insurance protection at reasonable rates and under proper conditions as relates to inspection, claims, etc., has been a most important one to all members of our industry, and much discussed at every convention. For several years prior to 1935 many of us had become very much dissatisfied with the conditions imposed by the carrier which handled most of this business, with the result that a meeting was held in New York in August, 1935, to review the situation and see if some remedy could not

be found. Invitations were sent to a great many of the more prominent men in the amusement park field and several agents and brokers who had expressed an interest in the business or had handled it for our industry in the past.

A very satisfactory all-day session was held and several different solutions were proposed, but the plan that seemed most sound and reasonable was presented by John L. Campbell, of Baltimore. He suggested a profit-sharing arrangement that would be available to all members of the National Association of Amusement Parks, Pools and Beaches which had been developed by him with the Associated Indemnity Corporation of California, a company of highest standing.

Many Plans Studied

The proposition was necessarily tentative at that time, but a committee of the national association was appointed by President Harry C. Baker to work out details of the proposed setup and report on its merits to the December, 1935, convention of the National Association of Amusement Parks, Pools and Beaches. In addition, the duty was imposed upon the committee of investigating any other feasible plans that might be found that seemed likely to give relief from the onerous conditions under which we had been working.

The committee appointed to carry on this work consisted of Leonard B. Schloss, Glen Echo Park, Glen Echo, Md.; Richard F. Lusse, Lusse Bros., Philadelphia; Herbert P. Schmeck, Philadelphia Toboggan Company, Philadelphia; Fred W. Pearce, Detroit; A. Brady McSwigan, Kennywood Park, Pittsburgh; Edward L. Schott, Coney Island, Inc., Cincinnati; Harry C. Baker (ex-officio), New York City, and Norman S. Alexander, Woodside Park, Philadelphia, chairman.

After many conferences and much time spent in discussion with other insurance agents in addition to Mr. Campbell, as well as a meeting in Baltimore with officials of the United States Fidelity and Guaranty Company, the carrier which had formerly handled the greater part of our line, the committee finally drafted a plan for public liability insurance with the Associated Indemnity Corporation of California, which was presented with their recommendation for approval to the directors and members of the association at the last convention.

Approved at '35 Meet

The committee made its report after being fully satisfied that the Associated Indemnity Corporation was capable of carrying out an arrangement of the sort proposed and that its financial condition was satisfactory.

WM. H. FINKLE

Writes on

Why Keep Them Out?

In the Christmas Number of The Billboard Dated November 28, 1936

A. C. Special "Goes to Town"

Good-will tour to Pennsy part of plans to increase bally for next season

ATLANTIC CITY, Nov. 14.—Efforts to attract more summer biz next year are seen in early start of a half-dozen movements to bring the city into new fields and contacts. It is the general opinion that the season of 1937 will be another record-breaker and that it can be doubled with the right bally.

A good-will tour into the mining region of Pennsylvania on November 21 and 22 will be the first stunt, with A. H. Skean, head of the convention bureau, as general chairman. Richard Endicott, manager of Steel Pier, presided at meeting this week in which advertising plans were formed. Train will leave on November 21 at 8 p.m., stopping in Allentown, where a celebration with officials of the latter city is planned. Then to Scranton, where the mayor and civic groups have another big time planned, and the train will take the Lackawanna Trail to Wilkes-Barre, where several more advertising stunts will take place, including inspection of Nanticoke mine. From then on plans are to be worked out for Reading, Norristown, Pottstown and Philadelphia. A big banner will announce "Atlantic City Goes to Town."

Right on top of that is the decision (See A. C. SPECIAL on page 45)

Its Selection, Inspection and Preservation, Leo Kramer, Chicago Lumber Institute, Chicago; *Use of Metals and Alloys in Amusement Parks*, representative of Carnegie-Illinois Steel Corporation, Chicago; *How I Collect Small Accounts*, William Rabkin, International Microscope Reel Company, New York; *What Park Owners and Carnival Owners May Expect From Manufacturers and What Manufacturers May Expect From Park and Carnival Owners*, John Wendler, president of Allan Herschell Company, North Tonawanda, N. Y.; *What the Amusement Park Man Expects of the Device Manufacturers*, Benjamin Krasner, general manager of Lakeside Park, Denver; *Export Business in Amusement Park Devices—Past, Present and Future*, Richard F. Lusse, Lusse Bros., Philadelphia; *New Laws Pertaining to Conditional Bills of Sale*, C. V. Starkweather, secretary of Spillman Engineering Corporation, North Tonawanda, N. Y.

Closing executive session will be open only to AREA members and will comprise president's address and report on organization, reports of treasurer, standing committees and nominating committee and new business.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard.)

Letter to the Editor

Dear Al:

Last time I phoned the column in you were sore as blazes and so I'm writing you this time. Hope you've been getting the column on time—not that anyone would know the difference, eh?

At any rate, you've got to admit that my mail has increased ever since I wrote that "phone-call column." Gee! People I never thought read this pillar wrote in to say they liked it, and then, too, many have written in to praise "Corky" Kellam for his stand concerning so-called amateur aquatic performers. Not one amateur has as yet put up a logical defense for taking jobs at pools and fairs intended for pro water-stunt men and women. And so, boss, I guess they just admit they're wrong. Unless, of course, they hasten their theories along at once.

'Stunny how a guy by the name of John Colium, of Denver, put up as his defense the fact that this department is always "razzing amateur sports," as he put it, and so he is right and Kellam is wrong. All of which doesn't make sense. If a man or woman, for that matter, is going to make money thru swimming let him or her come out in the open and say so and not camouflage his or her mission in the cloak of alleged amateurism. I'm willing to listen to reason—and so are "Corky" Kellam and the rest of the pros. I imagine, but for gosh sakes let's hear some logical alibis.

Oh, by the way, doff your hat, literally speaking, to the management of St. George indoor pool, Brooklyn, N. Y. The boys at that tank certainly know their business. Not only are they advertising in a big way and employing the type copy suggested in this column, incidentally, but they're pulling a big promotional scheme with that new contest of theirs. They're offering cash prizes for ideas concerning the pool. They want any and all ideas—and I think it's swell.

Thru the medium of ads and circulars they're asking their swimmers as well as prospective swimmers and the public for all sorts of aquatic schemes. They are advertising for contest projects, novel swim races, names, etc., offering attractive cash prizes as awards. A contest of this nature has a twofold purpose and should be adopted by indoor and outdoor pools everywhere. First of all, it tends to create a great deal of mouth-to-mouth advertising, and then, too, because of its awards of do re me it establishes a great deal of good will. It is for this reason that I should like to see other pools follow suit.

Writing 'bout indoor pools reminds me that Park Central indoor tank, also in New York City and a competitor of the St. George, tried a good stunt last week. Park Central, thru its press agent, Elizabeth Kroll, made a tleup with a motion picture and got the log rollers featured in the picture. A log-rolling contest was scheduled between the champions featured in the cinema, but I understand the logs used were too big to carry into Park Central tank and so the contest was called off. But the publicity resulted, however. The logs were sharpened down, however, and by the time you read this the contest will have been run off, Miss Kroll hopes.

Received a letter last week from Al Hodge, of the amusement park association, reminding me of the convention again. Will probably see you out there at that time. I really think we should try to interest as many pool owners as possible in this year's meeting, for to me it looks like it's going to be bigger and better than ever, which is trite but true.

Oh, say, don't be surprised if Harry Ackley presides over the pool end of the convention this year instead of Len Schloss, of Glen Echo Park pool, Washington, D. C., as previously announced. I just got the tip and as a faithful servant I hasten to pass it along to you. Understand, too, that there is to be a radical change in diving boards for swimming pools next summer. But please don't quote me on these things, Al, as you know what rumors are. Still I think every rumor should be followed up, don't you? For example, I followed up on that new swim pool planned for that site at 66th street and Broadway,

which was mentioned for a big outdoor pool in New York City time and time again. Once again it proved false, but I just got a last-minute tip that it might go thru again. So whom are you going to believe and when?

Not much more, boss, except that I could use a little expense account. All these pool owners are telling me that they're hastening down south for the winter season and here I have to stay up north. Can't I cover the migration to Florida?

Yours,

NAT A. TOR.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: It's a little quiet around the Island right now, the weather is of the sort for which roadside spots, clubs, etc., "could not ask better than," as Doc Carey puts it.

Concessioners who in the past overlooked airports around the Island as excellent locations to sell their offerings will give the places attention next spring. Nassau Sporting Club, Ocean-side, scene of a successful walkathon the summer past, closed tight for winter. Lestra La Mont's troupe playing an engagement at La Casina, Jamaica, after a long run at Grassy Point, Broad Channel. At the former spot Dick Lineham, the exploiter, is putting on successful Sunday afternoon parties. Jamaica Arena seems to be on the tulle and it was formerly one of Long Island's most active indoor places.

Golf driving ranges seem to be holding up pretty well, with more than a dozen of them in swing. Certainly they have proved that they hold more in public appeal than the miniature golf idea. After extensive alterations Jack Moorhead's, Edgemere, with a capacity for 1,000 or more, is ready to do biz. Rand's eatery has moved from the Boardwalk to the Boulevard at Hammel. Jim Carson off for the Coast. Deutsch Twins, formerly local singing duo, playing French Casino, New York, and set for a London date. Cops watching main roads around Long Island and ticketing all speed-drivers.

Atlantic Beach becoming an all-year-round residential place. One of the most active spots in Queens Borough is Queens Terrace, Woodhaven, with a nut that makes it necessary to do biz on a wide and consistent scale. Hot doggeries' fall-off in trade is even greater than usual at this time. Roadside Rest, Ocean-side, one of the few that gets the biz.

ROCKAWAY BEACH: Lot of leasing of concession places for next spring already taking place. Of all things, a pedestrian got clipped on the Boardwalk by an automobile at Beach 129th street! Seems that the driver, a San Franciscan, didn't know local rules and ran his vehicle right up on the promenade. Natives here like to cheer themselves up during drab fall days by contemplating biz that will be done as the result of the World Fair of 1939 in Flushing, only 13 miles away.

For the first time in years the Chrystal Restaurant, Seaside, is closed for winter. Lou Priestly, amusement realtor of Seaside, appraising real estate for the winter. Usual number of fall fires around amusement property cut down considerably. Willie Fishman's troupe still demons for off-season surf bathing, with Captain Walsh showing the gang stunts in the icy water. Leo Shepsky, five years local life guard, sends word from Miami Beach, Fla., where he now holds forth as a guard in front of the Hotel Normandie.

LONG BEACH: Most important event locally is the Boardwalk construction. Mike Berlin vacationing, following strenuous election work. Jack Kearney has written a play and locale is Long Beach. There's a chance that the show may be produced on Broadway this season, two probable sponsors having manifested interest.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Nov. 14.—Resort is readying to welcome what is expected to be its heaviest Thanksgiving holiday invasion in seven years, varied programs being prepared by hotels, city, theaters and night spots. On November 28 the city will stage its most spectacular Christmas parade. Festival of Light will prove one of the best resort advertising (See ATLANTIC CITY on page 45)

American Recreational Equipment Association

By R. S. UZZELL

Paul C. Morris, publicity man for Playland, Rye, N. Y., has been going some on the program for the Chicago convention. His well-thought-out plans, as is usual, had to be changed at the last minute because some of the acceptance had to be off. This always means a lot of extra work under pressure when the program committee is all set to send in the completed bill. We sympathize with it and appreciate its persistency.

We have surely always been fortunate in having a committee that is willing to do a lot of hard work gratis. If there be any who think it a lark to get up a three-day program that will sustain interest, let them register at the desk in Chicago and a good-sized man's job will be wished on them for next year.

The outlook for a great convention is better each week. New names go on the exhibitors' list, while new and old members of the national association are being added to the growing list of attendance.

For Floating Hotel

A group of New York brokers have purchased an ocean liner which will be anchored on Long Island Sound near the exposition grounds and used as a hotel for visitors. It can accommodate 1,500 people or rather has 1,500 rooms. This is a very shrewd way of providing hotel accommodations at a profit. To build a hotel with that capacity near the grounds, to be demolished at close of the exposition, could hardly be expected to be profitable. These men will make money on the floating hotel during the exposition and then put the boat to other uses when the exposition closes.

One man has already engaged a room at a New York hotel for the first week in July, 1939. All of which shows that the people have accepted the exposition as a fact and are becoming practical-minded about it.

Thought to Exporting

The dues of members of AREA are beginning to flow into our treasury. We appreciate your response to our appeal. It will all help to further your own interests. We shall have to stand closer together than usual, as an effort will soon be under way to make a new code for our industry. A new credit rating will have to be gotten out, as all old ratings are surely not practical now. Like contracts for the various States, credits have changed much. We should give considerable thought to exporting. Americans are called "the poorest exporters in the world." We can testify that some do not know how to pack for

export. It is very inconvenient and expensive to repack on the dock or at a ship's side. Many countries have regulations peculiarly their own and there is no use to argue about it. Comply with requirements or refuse to take the order. Weigh and measure; don't guess. When they say kilos and meters, don't use feet and pounds.

Applications for space are pouring in to the exposition offices. Don't be discouraged with a form letter which tells you they are not ready for you until next year. It is not worth your while to make a trip to New York yet. Several of our members have been here only to learn these facts.

French Are Converted

The \$70,000,000 tri-boro bridge is no small proposition in itself. It constitutes Exhibit A for our show. People are driving over it for inspection thru curiosity and to learn where it leads and how to use it. Best of all, while doing all of this they see the location of the exposition grounds and are now beginning to realize its magnitude and extent. While America is becoming conscious of the big show foreign delegations are coming to inspect and admire.

When a Frenchman says "unefficient" he means something. The French delegation gave us the once over last week and are satisfied with the conception and will participate on a larger scale than they ever have at any United States exposition. Other nations are sure to follow the French lead. Doubters of this exposition will now decrease in ratio as the work progresses on the grounds, and plans are adopted for the various sections of the more than 1,200-acre plot.

The program of the meeting of AREA in Chicago Monday evening, November 30, is published in this issue. It presages a successful and constructive meeting.

CINCINNATI.—Joseph A. Stephan, general superintendent of Cincinnati Zoo, returned on November 8 from a 2,300-mile trip during two weeks' vacation and reported a number of trades and sales. He visited zoos in St. Louis, Chicago, Springfield, Ill.; La Fayette, Ind.; Evansville, Ind.; Detroit; Toledo, O., and Tulsa, Okla., in addition to Kansas City. Tulsa will buy some fallow deer from Cincinnati, Stephan said, and another zoo is negotiating for a Cincinnati zebra and yak. Stephan also made arrangements to acquire some snakes for the new snake and reptile house which will open in May, he said.

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Anderson Hit By Rain, Wind

But S. C. fair draws more than 175,000—new exhibit fronts and tower lighting

ANDERSON, S. C., Nov. 14. — While attendance at the 16th annual Anderson Fair here on November 2-7 fell several thousand short of record mark established in 1929, more than 175,000 passed thru the gates, said J. A. Mitchell, secretary of Anderson Fair Association. Inclement weather tended to hold attendance down. Monday was clear and a record opening-night crowd swarmed the midway. On Tuesday, School Day, there were 30,000 visitors, half of them children.

Weather was favorable until late Tuesday night, when skies clouded. On Wednesday afternoon while free acts were under way a wind and rain storm swept out of the West. Crowds, unusually large for a mid-week day, immediately scattered. Attacks had a hectic five minutes holding down tents, especially the large ones housing exhibits. Late in the afternoon weather turned colder. Thursday was bright and clear. On Friday, however, skies were again heavily clouded. Light rain fell during afternoon and night. Attendance was surprisingly good, considering weather.

Saturday Record Day

Saturday was another threatening day. Some rain fell that night, but regardless of this attendance was the largest for any one day since the fair was started in 1921, ticket sales revealed. All shows and rides continued in full operation until midnight. At least 2,000 were still on the midway at 1:30 Sunday morning.

Exhibits were more numerous and elaborate than ever before, exhibit tents being larger than previously used here. Modernistic fronts, of World's Fair pattern. (See ANDERSON HIT on page 44)

Fate of Altamout Grounds, Bid in at Sale, Undecided

ALBANY, N. Y., Nov. 14.—What will become of the Altamout (N. Y.) Fairgrounds and whether the annual Albany-Schenectady County Fair will be continued remains undecided.

Earl Barkhuff, Albany attorney and one of the bondholders of the grounds, who bid them in on November 11 for \$15,000 for himself and other bondholders, said that no decision had been reached and that there are no existing contracts for use of grounds next year.

Grounds, known as one of the best in the country on which to stage dirt-track auto races and well known for horse racing, have been site of the combined county fairs for years.

Grounds Arc Held Taxable

CHIPPEWA FALLS, Wis., Nov. 14.—State attorney-general has ruled that Northern Wisconsin Fair grounds here are subject to taxation because the corporation using them for fair purposes has not actual title to the property. As Northern Wisconsin Fair Grounds, Inc., is buying it on a land contract, the opinion holds that this does not give ownership, as under land contract agreements actual ownership is retained by sellers until agreed payments are completed. Fair officials indicated they would accept the opinion and not ask a court test. Valuation for tax purposes is given at \$20,000.

HARRY KAHN

Writes on

Getting Repeat Grand-Stand Crowds

In the Christmas Number of The Billboard Dated November 28, 1936



GREAT LAKES EXPOSITION

Cleveland

Know all men by these presents, that

The Billboard

participated in the Great Lakes Exposition at Cleveland, June 27 to October 12, 1936 and is awarded this certificate of recognition in grateful appreciation of the support and cooperation extended.



Almon R. Shaffer
Associate Director
W. B. Hartmann
General Chairman
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General Chairman

THE BILLBOARD IS HONORED by receipt of the certificate reproduced above and the following letter: "My Dear Mr. Hartmann—It is with extreme pleasure that I am attaching herewith one of our certificates of grateful appreciation for the splendid assistance and co-operation that The Billboard gave to Great Lakes Exposition. Not only do you have the thanks of the board of trustees and the executive committee, but of Mr. Dickey, Mrs. Humphrey and myself personally, as well as the entire staff. Please accept our warmest regards. Cordially yours, ALMON R. SHAFFER, Associate Director."

Mayors To Discuss Clash in Expo Dates

SAN FRANCISCO, Nov. 14. — When Mayor Angelo J. Rossi is in Washington, D. C., for the United States conference of mayors on November 18 he will confer with Mayor Fiorello H. La Guardia on possibility of postponing New York's World's Fair of 1939 to avoid conflict with Golden Gate International Exposition to be held there during that time. Chief Administrator J. A. Cleary, upon his return here last week from the East, said Mayor La Guardia expressed a desire to "talk over the matter of co-operating on fair dates with Mayor Rossi."

Creating the 400-acre man-made island in San Francisco Bay as site of Golden Gate International Exposition is about at the halfway mark, and construction of administration building and two air- (See MAYORS TO DISCUSS on page 44)

Cadillac Revival's Success Brings Out Strong Backing

CADILLAC, Mich., Nov. 14.—Continued interest in Northern District Fair here, revived this year after being dormant four years, is shown by the fact that an almost fully attended board of directors' meeting, board consisting of 35 members, was held last week to elect officers and arrange for the 1937 fair.

It was announced that every subordinate and Pomona Grange in Wexford, Missaukee and Osceola counties are now active in the fair organization, and represented on the board of directors which, with full backing of business interests of Cadillac, should assure a successful 1937 fair.

In the face of three rainy days at the 1936 fair, final report of the secretary showed a cash balance of \$292.93 with all bills paid, whereas bills for the 1932 fair, with favorable weather, were paid only at 85 cents on the dollar.

Cleveland Council Goes on Record To Co-Operate With Expo in 1937

CLEVELAND, Nov. 14.—With return of Director Lincoln G. Dickey from Bermuda and points west, activities in headquarters of Great Lakes Exposition in the Terminal Building assumed new vigor. Accounting still is being carried on for a final settlement and leases for next year considered.

Monday night Cleveland City Council voted a resolution of appreciation and thanks to the expo management as a tender of success for 1937. Resolution was adopted after Dudley S. Blossom, general exposition chairman, announced that the exposition would not be held unless the council expressed its determination to co-operate in every way. The gas explosion in the stadium during the closing days came up for discussion. Mayor H. H. Burton announced that lawyers were investigating and that a settlement of damages would be reached

upon a basis equitable to all parties. When Councilman Clarence L. Young questioned as to what the final settlement might be between exposition and city for last year's exposition Chairman Blossom settled the proposition with a personal guarantee to make good any possible loss, if such there should prove to be by the final audit.

On Tuesday Director Dickey announced the first step in advertising the 1937 expo. The Plain Dealer sponsors an annual charity football game, with awards to women selling most tickets. This year these take the form of trips thruout the country, winners visiting Los Angeles, New Orleans, Washington, New York, Chicago and ports of the great lakes by boat. These winners will act as official heralds of the expo, carrying official letters from Mayor Bur- (See CLEVELAND COUNCIL on page 44)

Ionia Again Makes Profit

Michigan free fair meets heavy storm costs—bank balance is over \$22,000

IONIA, Mich., Nov. 14. — A profit in 1936 of \$9,301.38 was reported by Secretary Fred A. Chapman at the annual meeting of Ionia Free Fair Association. This was shown notwithstanding that the association was put to extraordinary expense this year by damage from a windstorm that leveled much of the iron fence around the race track and caused other damage to buildings on the grounds. An item of \$3,487.52 for repairs, unusually high for that expense, was caused, Secretary Chapman said, chiefly by storm damage, with around \$2,000 estimated as cost of making emergency repairs.

Expenses of the fair for the year were \$46,285.78 and revenue \$55,587.16. Expenses of the 1935 fair in the amount of \$298.58 were paid during the year and \$527.53 disbursed for improvements to buildings. A balance of \$22,609.41 in bank was shown at close of the year.

Outlay for Attractions

The list of expense items included \$7,653 for premiums, \$3,004.99 for horse races, of which \$300 was refunded by the State; \$1,500 for auto races, \$14,924.17 for grand-stand program, \$1,800 for fireworks, \$1,536.97 for newspaper advertising, \$2,162.81 for outdoor advertising, \$1,135.62 for premium book, \$1,795.12 for watchmen and other help, \$3,487.52 for repairs, \$1,918.80 for miscellaneous labor, \$1,518.60 for insurance and a number of items of less than \$1,000 each for such things as decorations, ticket sellers and takers, Boy Scouts, parking lot expense, light and power, postage, telephone and telegraph, feed, stationery, grand-stand tickets, etc.

Revenues of the 1936 fair were derived from concessions, \$8,800; commissions on shows and rides, \$6,330.61; grand-stand receipts, \$28,382.90; horse race entries, \$486.25; automobile building rentals, \$1,421.50; merchants' building, \$1,000; parking space, \$3,866; income from premium book, \$1,206.12; interest on savings account, \$185; refund on (See IONIA AGAIN on page 44)

Savannah Suit Is Settled

SAVANNAH, Ga., Nov. 14.—Mort L. Bixler, ousted manager of Savannah Fair, whose petition for an injunction to halt the fair was denied, finally accepted his personal expenses in connection with promotional work for the fair from Savannah Post, American Legion, and agreed not to attempt further litigation involving the fair.

The Billboard Given Medal For Distinguished Service

CLEVELAND, Nov. 14.—In recognition of its service in the amusement field, Great Lakes Exposition presented a distinguished service medal to The Billboard here on November 10.

In the absence of A. C. Hartmann, outdoor editor of The Billboard, Director Lincoln G. Dickey and his associates, Peg Willin Humphrey and Almon R. Shaffer, made the presentation to Harlowe R. Hoyt, Cleveland representative of The Billboard.

The medal and its accompanying engraved certificate were forwarded.

Topsfield Beats Weather

TOPSFIELD, Mass., Nov. 14.—The 1936 Topsfield Fair, on September 16-19, which was expected to wind up in the red, showed an operating profit of \$560 before depreciation, it was announced at the annual meeting on October 28 of Essex Agricultural Society, sponsor. Attendance was lowered by two days of stormy weather. Edward Wigglesworth, president; Robert B. Trask, general manager, and board of trustees were re-elected. Other officers elected are Ralph H. Haskill, Danvers, secretary; Frederick Greenhage, Beverly, assistant; Thomas Sanders, Salem, treasurer, and J. Russell Crosby, Salem, auditor.



Texas Centennial Exposition

DALLAS

By HERBERT DE SHONG, THE TIMES HERALD, DALLAS

Day for Dems To Swell Gate

Victory jubilee campaign for sale of 150,000 ticket books is under way

DALLAS, Nov. 14.—To give impetus to attendance for the closing six days, exposition officials scheduled a Victory Jubilee Day for November 23, backed by the Democratic party. A sales campaign for 150,000 ticket books for the day, including front gate and 16 attractions, has been started. Price is \$1 per book, and valuation placed on the tickets is \$5.45. Exposition officials will have national Democratic chiefs as guests of the day.

Main value of the Democratic celebration to the exposition and its shows is that it will serve as headliner to push the final week. A bookholder will have the privilege of using any of the tickets at any time during the remaining five days for 10 cents credit on a 25-cent admission. A name band will be brought into the amphitheater for the day and, a \$5,000 stock of fireworks will be used in a night display in the Cotton Bowl. Texas Democratic party is directly behind the special day, aided by national party officials. Harry P. Harrison is handling ticket sale, aided by George C. Whitehead and O. R. Harrington. J. Pat Murrin is managing director for the day.

Attractions in the book issue include *Cavalcade of Texas*, *Streets of All Nations*, *Streets of Paris*, *Little America*, *Old Globe Theater*, *Tony Sarg Marionet Show*, *Warden Lawes' Show*, *The Drunkard*, *Ripley's Odditorium*, *Contemporary House*, *Television*, *Fireworks spectacle*, *Art Museum* and *Midget Village*.

Many Books Still Out

Indications are that the expo will close with gross total attendance of slightly more than 6,250,000. About 250,000 individual advance souvenir tickets or 50,000 books are still out.

Frank Buck arrived on Wednesday and his Jungle Show came on Thursday, ready for opening of a two-week engagement in the Live-Stock Arena, beginning on Saturday. Admission will be 50 cents for adults and 25 cents for children.

It was the same old story of cold, rainy weather all the past week, but weather turned warm and the sun came out for the Armistice Day celebration on Wednesday. Week began well when John Boles, singing motion picture star, led several thousand of his home-town citizens to the fair from Greenville on Wednesday. Same day brought 9,000 school children in special trains and 100 citizens of Claremore, Okla., for a Will Rogers Day memorial ceremony.

Gainesville (Tex.) Community Circus played two performances to full houses of 4,000 each in the Live-Stock Arena Thursday night. This was a special event and no admission was charged. Circus is composed solely of Gainesville working people who began the circus as a hobby. Another 10,000 Texas school children were at the fair in organized tours on Thursday.

Expo Armistice Program

Senator Gerald Nye, North Dakota, was a visitor on Thursday as guest of Harry P. Harrison, operator of English Village and other shows. A record delegation from one town came on Saturday for Corsicana (Tex.) Day. Altho Southern Methodist University-Texas A. and M. College football game was kept on the S. M. U. campus instead of being played in the fair's Cotton Bowl, attendance of A. and M. students was high. The same day the entire student body of Texas College for Women, numbering 1,500, came from Denton by special train.

Attendances

Previously reported	5,518,739
Nov. 4, Wednesday	24,809
Nov. 5, Thursday	23,811
Nov. 6, Friday	33,841
Nov. 7, Saturday	54,656
Nov. 8, Sunday	36,405
Nov. 9, Monday	15,150
Nov. 10, Tuesday	19,629
	208,301
Total	5,727,040

About 11,000 children attended in organized tours.

Running thru the week were several agricultural area special events, Junior Live-Stock Show brought more than 5,000 Texas farm club boys for its opening on Saturday. Wednesday, Armistice Day program, was planned to transfer the city's annual observance to the fair. It began with a morning parade. Congressman Wright Patman, author of the veterans' bonus bill, was speaker at the main ceremonies. The exposition turned the day's program over to the American Legion. A novelty special event of Armistice Day was an all-day horse-shoe pitching tournament at the WPA playground. Horace Heidt opened a week's engagement on Sunday in the General Motors Building. He drew better than any band since Herbie Kay for the first four days. Nat D. Rodgers closed his horoscope stands.

More Versions On N. C. 'Strike'

NEW YORK, Nov. 14.—Naidi Roberta, owner and manager of Roberta's Circus, grand-stand attraction, returned to this city last week from an extensive tour of George Hamid-booked fairs. Mile. Roberta's act was among attractions involved in the recent actors' strike at Wilmington, N. C., accounts of which have appeared in recent issues of *The Billboard*. Commenting on the trouble there, Mile. Roberta stated: "Altho it rained several times during the week the fair obviously made money, considering the fact that it had a 40-cent gate and 25-cent grand-stand fee, altho spending practically nothing in return except for attractions, fireworks and a few ticket takers. A new grand stand is the only permanent structure on the grounds, being built with the aid of WPA funds."

Mile. Roberta, who cmeed the show, commented further that altho part payments due early in the week were not forthcoming, she, as well as the other acts, had no idea that the money due them would be withheld at the close of the engagement. It was not until Saturday afternoon, Mile. Roberta said, that American Legion officials informed them that they would have to be satisfied with two-thirds of the net realized by the fair rather than a previously stipulated amount of money.

Canned Music Used

It was then that M. B. Howard, Southern representative for the Hamid organization, declared that he would withhold the evening show as a threat. Mile. Roberta reported that almost immediately after the fair was informed of Howard's stand the Four Devils, booked into the grand-stand show by the Marks Shows, on the midway, made preparations to work the show alone, offering another routine in addition to its regular act. According to Mile. Roberta, acts thruout the entire week had worked to canned music, but as soon as they refused to perform on Saturday Mr. Marks sent the band from his girl show to the grand stand to accompany his Four Devils, while he refused to offer the services of the same organization earlier in the week.

Mile. Roberta stated that inasmuch as the Hamid office paid all the acts in full before they left Wilmington, it is not

from a pecuniary angle that the performers are irked but the principle of the thing.

Statement of Marks

Asked for his version of the trouble with acts at the Wilmington Fair, John H. Marks, of Marks Shows, Inc., informed *The Billboard*: "I have no version as trouble did not affect me. However, when we booked Wilmington our free act was included in contract. I contracted act 32 weeks and booked it at all fairs as fairs were booked. I had nothing to do with the Hamid acts or with Mr. Howard, nor did I offer any advice to his people or to American Legion. Mr. Howard had told people acts would go on as usual and we were led to believe that show would go on until time to start; performers were dressed and ready, but something happened at last minute between the Legion and Mr. Howard. Legion asked us about our act and we informed them as act was being paid for, act would go on as usual as we had nothing to do with acts booked by Hamid and therefore no interest in so-called strike. Grand stand was packed and at request of Legion my act did additional ground act. It takes all my time to run my own business; I have none left to meddle with business of others."

Grand-Stand Shows

SINCE leaving Walter L. Main Circus Ernie Wiswell has been playing Southern fairs with his Lizzie of the Sawdust, among them Greenville, Spartanburg and Dillon, S. C. Worked as free attraction in Timmonsville, S. C., week of October 24 for Mr. and Mrs. Herman Bantly, Bantly Shows.

BERNIECE KELLY Circus Revue, having closed a successful season of fairs, opening on August 5 in Central City, Ia., and closing on October 24 in Henderson, N. C., is engaged in making new trappings and wardrobe for indoor dates.

AERIALISTS Miss Alferetta and partner, Francis Frank Doran, are wintering in Oklahoma City after a successful season at parks and fairs and are rebuilding and adding to the act for next year.

Fair Grounds

ELKHORN, Wis.—Max Porter, secretary of Walworth County Fair, presented a check for \$8,634.42 to the county board covering final payment for funds advanced to aid the fair during depression years. The association now owes only \$4,600, more than covered by cash reserve. The 1936 fair emerged with a surplus of between \$15,000 and \$16,000.

MANITOWOC, Wis.—The 1936 Manitowoc County Fair is expected to show profit of about \$700. State aid, estimated at \$3,200, will not be known until near end of the year, officials said.

MARSHFIELD, Wis.—Stockholders of Marshfield Fair Association in annual meeting voted to pay off \$8,000 indebtedness to the city of Marshfield. In retiring the debt owed the city the association is released from further direc-

Gives Credit

By WILBUR W. MULL

Secretary, Orleans County Fair, Albion, New York.

You may wish to know that our 1936 fair, my fourth attempt, was again a financial success. We opened the gates Wednesday morning, August 5, and from then until we closed early Sunday morning we sure had crowds.

Most of the fences and both grand stands were repainted white; we put a new roof on the hall and had grounds in tip-top condition. Even tho our overhead was greater, we had the best year in a long time.

Our fair lost money for years, and I give considerable credit to Billyboy for suggestions on how to operate a successful fair. With its help we are going to put on a 1937 a bigger and better fair.

There are several stables of race horses being wintered on the grounds and track, including those of Coffey Bros., W. H. Robson, Cliff and O'Brien, all of Albion. Cecil Richards, professional trainer, and wife are living on the grounds, caring for Robson and Cliff horses. We will again put on nine races on July 4.

tion by city officials, imposed when the city underwrote the annual a few years ago. It also was voted to apply profits of the fair for as long as necessary to pay about \$13,000 still due on notes held by about 125 persons.

YOUNGSTOWN, O.—Improvements costing about \$30,000 will be made on Canfield Fair grounds of Mahoning County Agricultural Society for next year's fair, President Fay Heintzelman said. They will be largely financed as WPA projects and include roofing of new grand stand, construction of a Boy Scouts' building, new show horse barn and remodeling floral hall.

DOVER, O.—Tuscarawas County Agricultural Society has a balance on hand of \$885.80, Secretary Tom Taylor reported. Receipts in the past year were \$14,108.12. There was a balance last January 3 of \$67.95.

COLLINS, Miss.—First Covington County Free Fair drew large crowds in spite of two postponements due to infantile paralysis quarantine, which banned all public gatherings when the fair was planned originally on September 28. So successful was the initial fair that plans are under way for organization of a permanent association and for erection of a plant.

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WANT SENSATIONAL ACTS FOR 1937 FAIRS

Will pay good salary to Acts that are sensational, that can be featured. Also can use other Acts. Write

WILLIAMS & LEE, 117 Mackubin Street, St. Paul, Minn.

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GEORGE A. HAMID, Inc.

1560 B'WAY NEW YORK, N. Y.

ALL ACTS ATTENTION!

GET IN TOUCH WITH THIS OFFICE FOR THE 1937 FAIR SEASON.

"REAL SERVICE"

LEW ROSENTHAL'S AMUSEMENT ENTERPRISES, Inc. WATERLOO, IA.

New Low Hit For Frontier

Final two weeks see tremendous drop despite special events—actors leave

FORT WORTH, Tex., Nov. 14.—Attendance at Frontier Centennial hit a new record low during final two weeks. Weather was near freezing part of the time and it was raining the other part. It is apparent that the show was "thru" on October 31 far as crowds were concerned.

Special events thought up the last weeks made no difference in attendance. On November 3, Pioneer Costume Night, when those wearing old-time costumes were admitted free, only six of the 200 on the grounds were in these costumes. Casa Manana probably hit a new low that night in attendance when it is said 183 customers saw the revue in Jumbo Building. Sweethearts' Night, when women accompanied by men were admitted free, and Treasure Night, when \$500 was to have been given away, also failed to draw.

During the last two weeks nightly attendance on week days was around 200 and less, but Friday and Saturday nights attendance was around 1,000. Only one performance of Casa Manana Revue was given during these weeks and on some nights only one show instead of three was given at Pioneer Palace because of small crowds. Casa Manana Revue was given in Jumbo Building every night except one during this final period.

Exodus Darkens Midway

Two new acts were brought into Casa Manana Revue for the last week. Both were on a par with those in earlier editions. Gloria Gilbert, toe dancer from French Casino, New York, went into spot formerly occupied by fan dance act, while the dance team of Billy Daniel and Vange de Laine, currently at the Ringside Club here, went into spot originally held by Gomez and Winona. The team of Daniel and de Laine is the only local act to get a featured spot in this revue, Billy Daniel being a Fort Worth product, altho he has danced in night clubs in the United States and Mexico. With these two acts being put in, the revue was back on its original schedule, which was interrupted on October 31 when three acts left.

Showgrounds looked especially dark and dreary after the midway concessions left, as they occupied and lighted up much space at the show. Likewise receipts at the Chuck Wagon, eating place, fell off greatly, as the carnival crowd spent much of their spare time at the Chuck Wagon, which was near the Thornton concessions. Only special event scheduled for closing night, to-night, was a Jamboree in which all performers from the show were to take part.

Many Off to Florida

Most all show people here have made plans for winter, and most of these plans will eventually lead to Miami, Fla. Among those going to Florida are Happy and Ann Myers, with Mitzl Fitz. Mr. and Mrs. Eddie Comstock will go to Tucumcari, N. M., and later to El Paso, to be associated with Verne Newcombe on promotions, and then to Miami for remainder of the winter. All of them were with the Nude Ranch. Happy Myers was talker in charge of the front and also The Billboard agent during the last several months; his wife was in Nude Ranch; Mitzl Fitz, dancer in annex show at Ranch; Mrs. Comstock, cashier, and Mr. Comstock, manager of Ranch.

Joe Simons is going to Chicago for a visit and then to Miami, while Carl and "Toots" Smith are going to Chicago and Detroit, en route to Miami. Gregory Mace, grinder at Nude Ranch, is going to Miami, as are Joan Avon and Tony Eaton. Carmaleta Martin is going to her home in Ada, Okla., and then to Dallas for the winter. Mr. and Mrs. Van Douglas go to Detroit. Mrs. Douglas was cashier at Ranch entrance and Mr. Douglas was machine mechanic. Sylvia O'Day, bally girl at Ranch, goes to New York for a visit, and Harold Jonte, formerly business manager for Sally Rand at Ranch, is opening as emcee for Jack

Fair Meetings

International Association of Fairs and Expositions, December 1 and 2, Hotel Sherman, Chicago. Ralph T. Henphill, secretary, Oklahoma City, Okla.

Fair Managers' Association of Iowa, December 7 and 8, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester. Iowa State Fair Board, December 9, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Western Fairs Association, December 11 and 12, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento, Calif.

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.

Ohio Fair Managers' Association, January 12-14, Deshier-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Western Canada Association of Exhibitions, January 18 and 19, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of Fair Managers, January 18-20, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Brunswick, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Michigan Association of Fairs, January 21 and 22, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

New York State Association of County Agricultural Societies, February 16, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Hallie G. Root, acting secretary, Box 1505, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

Maggard's On Our Toes musical show on November 17.

Jack Melton, who was with the Nudist Colony at the Cleveland Exposition, was talker on the annex at Nude Ranch for last two weeks of the show. Hilda Honey and Alberta Smith were recent arrivals and visitors to Nude Ranch from Nudist Colony, Cleveland. Melton left on November 16 for Canton, O., where he will go into the Grand Opera House, burlesque theater, for the winter.

Sibley Loses Big One

Cold weather got another one of Walter K. Sibley's snakes at his show last week. Latest to die was a 26-foot python, largest in the collection. In Pioneer Palace Honky Tonk Revue Lulu Bates succeeded Rose Reedy as comedienne-singer with "Crying Eddie" Eddy. Miss Bates already had two featured singing spots in this show. Samuel A. Alaker, general manager for all O'Reilly-Beresin concessions here, left by plane on November 8 for Philadelphia. Charlie Rauer and Jack Aubley, operators of novelty and drink stands for O'Reilly-Beresin since the show's opening in July, left on November 8 for Philadelphia, where they will continue with O'Reilly-Beresin.

Max Sussman, field glass concessioner at race tracks, visited the local show on November 6. Marguerite Schlinker, who was in the Fanchon & Marco skating unit at the San Diego Exposition just prior to its closing, visited this week, en route to San Antonio and Galveston. Sid Grauman, Hollywood, attended Casa Manana Sunday night and conferred with Billy Rose about taking the Honky Tonk Revue at Pioneer Palace to the West Coast.

ANDERSON HIT

(Continued from page 42)

tern, were used for the first time. Modernistic towers equipped with large floodlights were erected along the upper midway, electric cables being run underground.

Heading the free-act program was Zaccini, human cannon ball, twice daily being fired over twin Ferris Wheels.

Others included Mills and Mills; Fusser, Ishakawa Japs, Cortellos' Canine Actors, Cooke and Cooke and Major Lee's Cowboy Band.

Showmen Go on Air

Local papers co-operated in promoting the fair by publishing 60-page special editions. A studio of Station WAIM was located on the fairgrounds and three-fourths of the station's broadcasts originated there during fair week. A number of visiting showmen were interviewed for the radio audience.

Dodson's World's Fair Shows arrived late Sunday afternoon under contract to have every show and riding device in operating order by 9 o'clock Monday morning, and this schedule was met. Erection was carried on under floodlights, originally intended to furnish illumination for night football and baseball games. A new riding device, the Octopus, operated to capacity Saturday afternoon and night and a long line of would-be riders was waiting when arrival of Sunday forced a shutdown on the midway.

CLEVELAND COUNCIL

(Continued from page 42)

ton and extending invitations, distributing advertising material and doing what they can to put the 1937 expo on the map. Monday afternoon Frank D. Shean, associate director in charge of amusements and concessions, and Sammy Brinn, in charge of admissions, left on a swing thru the South and West, visiting Louisville, Nashville, Memphis, Texarkana, Dallas and Fort Worth, and perhaps continuing to San Diego before their return.

During the week-end Committeeman A. Cohn, of the Showmen's League annual ball, was in the city, coming from Chicago to visit relatives, accompanied by Dave Piccard. Both were entertained by Mr. and Mrs. Shean during their stay. Morris Zaldens, in charge of credentials at the Administration Building, returned this week as manager of Hollywood Honeys, the No. 7 traveling burlesque show at the Roxy.

Pearl Alten, Ginger Rogers' double, who was featured in Creation, is starred in Sidney Mitchell's floor show, opening last night at the Vanity Fair's Theater-Cafe. Jack Greenbaum, who managed Creation, is preparing to do Southern fairs with his Nudist Colony, Amorita and Sword Box.

Phil Gordon is considering calling in Mike Speciale's Follies de Nuit for his Bal Tabarin within the next fortnight. Gordon and Speciale teamed at the French Casino on the Streets of the World but separated when the expo closed, Speciale taking the show on tour. Reports are that overhead is so great it is in the red. Herman Pirchner, who ran the Alpine Village on the midway, plans to install Lawrence Kurkdjle and a small orchestra in his new Euclid Avenue Hofbrau.

MAYORS TO DISCUSS

(Continued from page 42)

port hangers to cost \$1,750,000 is under way. After the exposition the structures will be part of a central airport terminal plant.

A 30-foot stucco model of the exposition, valued at \$10,000, is on display in the rotunda of the City Hall here. The model, 18 feet wide, showing all buildings, will be on exhibit two weeks. It took architects, artists and miniature builders two months to complete. Exposition company headquarters has about 600 applications for concessions, mostly to sell food, and applicants are from all parts of the country.

IONIA AGAIN

(Continued from page 42)

electricity payments, \$357.75; horseshoe pitching entries, \$12, and miscellaneous, \$335.68.

Personnel Is Re-Elected

So not only did the fair association spend more for windstorm damage and a greater amount for attractions and for entertainment of crowds, but it also increased a bank balance of \$13,727.51 at beginning of the year to one of \$22,609.41 at the end.

Officers and directors were re-elected. They are Fred W. Green, president; C. B. Wardle, vice-president; Fred A. Chapman, secretary; Rose Sario, assistant secretary; Leo McAlary, treasurer; H. C. Lawrence, Fred T. Wortman, John R. Todd, N. J. Ogilvie, Nels Strand and L. W. Swanson, directors.

Waco Marks Up In Bad Weather

Attendance given as over 275,000 with more exhibits and indie space sales

WACO, Tex., Nov. 14.—Brazos Valley Free Fair, which closed an 11-day run on the Cotton Palace grounds here on November 8, was preceded by 10 consecutive days of rain, but opened on October 29 with ideal weather, altho some spots on the grounds needed considerable filling with sawdust and gravel. Attendance on opening day was estimated at more than 25,000, but business was disappointing in view of the number of visitors. Friday, Saturday and Sunday saw increasing crowds as weather turned fair and warm.

Monday and Tuesday weather was cold and rainy and the midway was not open. During remaining days weather was cool and bright. Despite the handicap of four bad days, total attendance was more than 275,000.

Tavern Business Big

High winds Monday night tore down the big front of a pony ride, booked independently, and explosion of a gasoline stove caused severe leg burns to one workman on the Beckmann & Gerety Shows. Outstanding days were Fort Worth Day, on which a large delegation visited, accompanied by Texas Christian University Band; Children's Day and Bohemian Day. Harness racing, scheduled for six days, was rained out three, and only fair crowds attended races presented.

Free shows were presented by Kona Hawaiians twice daily on the Plaza and a cash giveaway was held nightly at the same spot. Beer concession this year was indoors in a large building. An orchestra furnished music for free dancing and a five-act floor show was presented nightly. There was an admission charge to the beer garden, called the Town Tavern, with no cover charge. Business in this spot exceeded all expectations, with more than 1,000 paid admissions nightly.

Called Financial Success

Exhibit space was up more than 25 per cent over last year and independent midway about 30 per cent. Visitors to the office of Secretary A. E. Quinn included E. G. Vollman, secretary of Stockton (Calif.) Fair; Mrs. Ethel Murray Simonds, secretary of Oklahoma Free State Fair, and her husband, Dr. Simonds, Muskogee. Officials declare the fair financial success and plans for next year are already being made, dates to be set in January.

Some Comment On Conventions

GOOD reports come from the 1936 Indiana fairs. At our Indianapolis meeting in the Claypool Hotel the business session will be in the Palm Room and the banquet in the Riley Room. Roland Ade. Kentland, is president and C. E. Edwards, Connersville, vice-president.—FRANK J. CLAYPOOL, Muncie, secretary-treasurer of Indiana Association of County and District Fairs.

I AM at work on the joint program for the fair managers' meeting and the agricultural convention. This association certainly appreciates all the past assistance that has been rendered by The Billboard.—E. W. (DEAK) WILLIAMS, Manchester, secretary-treasurer of Fair Managers' Association of Iowa.

MICHIGAN fairs in 1936, almost without exception, had the best year in history. Managers naturally are optimistic as to 1937 and this should be reflected in a big convention attendance.—CHESTER M. HOWELL, Chesaning, secretary-treasurer of Michigan Association of Fairs.

DE PERE, Wis.—Profit of \$1497.59, based on estimated State aid of \$3,200, has been reported by Brown County Fair Association for 1936. Association will turn over to Brown County, as soon as State aid is received, \$500 to cover part of cost of improvements to grounds this year.

Racing Great Aid in Maine

Annual meeting hears of revenue from pari-mutuels — contracts are awarded

PRESQUE ISLE, Me., Nov. 14.—The 26th annual meeting of Maine Association of Agricultural Fairs here in the Hotel Northeastland on November 5 was the most interesting in years, declared Secretary James S. Butler, Lewiston, all fairs reporting having made money, due mostly to operation of pari-mutuels with harness racing. Change of date of annual meetings from November to January in future and re-election of officers was reported in last week's issue.

Total wagered in Maine in 1936 on harness races exceeded \$1,250,000, it was reported, said to be a world's record in wagering for half-mile-track harness races. Maine fairs received \$81,611 of this as percentage and \$46,976 went to the State. Much gratification was expressed by fair managers. Fred W. Weston, chairman of the State racing commission, proposed promotion of colt races at fairs in 1937, his death occurring from a heart attack upon his return home to Skowhegan from the convention.

Program Scope Wide

Committees comprise Stanley M. Wheeler, South Paris; J. S. Butler, Lewiston; L. P. McCracken, Brunswick, harness races; W. G. Hunton, Portland; Josiah Stewart, Bangor, transportation; John Willey, Yarmouth; Francis Friend, Skowhegan; Charles Proctor, Naples; Fred Burkett, Union, legislation.

Speakers and subjects included Senator Francis Friend, Skowhegan, *State Stipend (Financial Aid) for Maine Fairs*; William G. Hunton, Portland, *Industrial agent, Maine Central Railroad, Value of Live-Stock Exhibits at Fairs*; Ralph A. Jewel, Fairfield, *Eastern representative of National Trotting Association, in absence of Secretary W. H. Gocher, Review of Maine Harness Racing in 1936*; George W. Wescott, president of Bangor Fair, *What Agricultural Fairs Mean to a Community*; Henry L. Rapp, Boston, *Tickets and Passes*; Stanley M. Wheeler, secretary of Paris Fair, *What Our Fair Associations Represent*; Roland T. Paten, Presque Isle, *organizer of the association, Reminiscences as to the Origin of the Association*; Francis Crouteau, Skowhegan, *How To Get Local Co-Operation*; V. C. Beverly, Presque Isle, county agent, *4-H Clubs*; John A. Stevens, Rochester, N. H., *Comparisons, Complimentaries and Passes*; Frank Colburn, Farmington, and Leslie E. McIntyre, South Paris, *memorials to fair executives who have passed away*.

Hamid Banquet Show

More than 200 attended the banquet at which speakers and subjects included Toastmaster Lester S. Kelso, Presque Isle, *Donkey and Elephant*; Harry E. Umphrey, Washburn, *address of welcome*, and F. S. Osgood, Augusta, *representing State department of agriculture, Review of 25 Years*. Mayor Frank L. Muzzev, Pittsfield, "the Royal Jester," concluded with humorous remarks on the election. Entertainment was furnished by George A. Hamid, Inc., directed by Paul N. Denish, and was of floor-show caliber and heavily applauded.

Among carnival representatives were Ben Williams, Coleman Bros.; A. S. Perham and S. A. Kerr, Art Lewis Shows. George A. Hamid, Inc., was represented by Paul N. Denish, Boston, and Walter Sanger, Pawtucket, R. I., was represented by M. Ryant. Henry L. Rapp represented his American Fireworks Company, and Salvatore Gioliosa, Natural Fireworks Company.

George A. Hamid, Inc., signed contracts for attractions at 1937 Skowhegan, Presque Isle and Bangor fairs. Ben Williams signed for Skowhegan and Bangor fairs. Coleman Bros.' Shows reported contracts pending election of some fair associations. Archie S. Perham signed for Presque Isle Fair and reported others pending. Numerous contracts are pending for Art Lewis Shows. Mr. Rapp signed for Skowhegan, Bangor and Presque Isle fairs. Contracts were reported pending by Mr. Gioliosa, Freddie Ditmer, Old Orchard Beach, signed for beho gains at several fairs.

Fair Elections

MEMPHIS, Mo. — Scotland County Free Fair board elected Charles Miller, president; Charles D. Miller, vice-president; H. M. Jayne, treasurer; County Agent C. R. Pitney, secretary; E. G. Bull, Glen Houchens, Walter Miller, Harold Dunn, Holland Moore, advisory committee.

CADILLAC, Mich.—Directors of Northern District Fair here re-elected T. O. Huckle, president; Henry Miltner, vice-president; P. R. Biehesheimer, secretary; George Elmore, treasurer. Executive committee was elected from the 35 directors.

MEMPHIS—Seven directors added to the board of Midsouth Fair Association by certificate holders are Capt. Enoch P. Brown Jr., W. L. Acroyd, Col. William J. Bacon, Clifford Penland, J. Ed McCadden, Kenneth Orgill and J. S. Warren. R. C. Brown, Dr. Tait Butler, James Cain, C. C. Cartwright, Col. J. D. Chambers, Frank Flournoy, Frank D. Fuller, Frank Gaia, Arthur Halle, Lake Hays, J. P. Milnor, Howard Netterville, Perry Pipkin, W. J. Prescott, T. A. Robinson, R. G. Watkins and A. R. Scharff were re-elected.

YOUNGSTOWN, O.—Directors of Mahoning County Agricultural Society re-elected Fay Heintzelman, president; Fred Moherman, vice-president; James Harding, treasurer; Ed Ziegler, secretary; Grover Fasnacht, manager of grounds.

MARSHFIELD, Wis.—Marshfield Fair Association re-elected Charles Klefer, Auburndale, president; Wilmer Drolinger, Auburndale, vice-president; R. R. Williams, Marshfield, secretary; August Broker, Marshfield, treasurer.

DOVER, O. — F. B. McCullough, Uhrichsville, was elected a director of Tuscarawas County Agricultural Society, succeeding L. P. Endres, New Philadelphia, not a candidate for re-election. Harold Boltz, president; Grover Krantz and H. M. Riggle were re-elected.

A. C. SPECIAL

(Continued from page 40)

of city press headquarters from more than triple area covered with news stories at present, going to parts of the country as yet untouched with Atlantic City material. Press headquarters reported that the amount of newspaper space given the resort is being increased monthly. The \$100,000 appropriation of last year may be increased.

Canadian Week of the spring, successfully tried last year, will be widened in scope. Resort will not only fly Canadian flags along the Boardwalk and at hotels, but will add programs of interest to Canadian visitors and all big hotels have agreed to accept Canadian currency, which the city in turn will take for redemption.

During Festival of Lights around the Christmas holidays there will be thousands of additional lights and strings which will shoot across Atlantic avenue for blocks, while the Boardwalk will be dressed up with Christmas trees and lights, hotels competing for prizes in unique decorations and amusements doing their share in the festival atmosphere.

VEXATIOUS SUBJECT

(Continued from page 40)

tion was such that we were safe in placing our business with them.

The plan was enthusiastically approved by the membership of the association at the 1935 convention. This indorsement being obtained, there still remained many details to straighten out with Mr. Campbell and the company before active solicitation could be undertaken, in doing which the committee was greatly indebted to Robert F. Irwin Jr., an attorney in Philadelphia, who passed upon all legal phases of the matter and the terms of the policy to be used and the profit-sharing indorsement which was to be attached to all policies issued to members of the National Association of Amusement Parks, Pools and Beaches.

In general terms, the final plan consisted of the agreement that the Associated Indemnity Corporation would insure the properties of members of the association at rates 10 per cent less than those published by the Board of Casualty Underwriters for 1936 and succeeding years, and would allow policy holders the same experience credits which had been earned from their previous carrier

and which had applied to their insurance during the year 1935, except where it is unlawful under State laws for the company to charge less than the rates established by the board. Also, the 25 per cent charge for additional interests was eliminated.

Participation in Profits

In order to protect both themselves and the policy holders against excessive losses, in case they should develop, the company arranged with satisfactory reinsurers for aggregate excess insurance to an extent that was entirely satisfactory to the association. They also agreed to apply profit participation on the business written for members after the deduction of certain fixed costs of the company, such as administration, brokerage, claim and inspection service, taxes, etc., and the amounts expended in settlement of claims, at the rate of 60 per cent to the insured and 40 per cent to the company. A statement showing the operation of the profit-sharing plan is to be furnished to each policy holder annually and the national association is to be supplied with complete information as to loss experience and other details which may be of interest. This latter data will be employed in adjusting experience credits for policy-holding members as warranted in the future.

The policies of the Associated Company were to be written at \$5/10,000 limits, but excess insurance was arranged for where desired. The company agreed to provide adequate inspection and claim service to all policy holders. The Associated Indemnity Corporation was not entered in all States of the union for the season of 1936, but in most cases was able to arrange for coverage wherever insurance was desired by amusement park people.

Full Data This Year

John L. Campbell was established and recognized as broker of record for the association in handling this matter and he agreed to take care of the business at a moderate brokerage fee. On account of the many details to be ironed out and the tremendous expanse of territory to be covered in a short time in order to acquaint all park, pool and beach owners and concessioners with the very great benefits of insuring under this plan, it was not possible for Mr. Campbell or the association officers to cover the whole field adequately prior to the opening of the 1936 season. However, despite this unfortunate circumstance 59 liability policies were issued to members of the association and 15 compensation policies; 619 amusement devices were covered in 77 parks, including many of the larger operators in the industry.

The liability incurred by the Associated Indemnity Corporation in connection with this business has not yet been fully determined on account of the necessity for making up detailed analyses of the premiums and cost of claim settlements relating to each separate policy. The committee expects, however, to have full data on the subject for submission to the next convention in Chicago, and will present an estimate as to the probable profit participation which will be enjoyed by those who took out these policies. It is the judgment of the committee that the first year's return to the members who have insured under this plan will be approximately 10 per cent of the total premium paid and perhaps somewhat more.

For several months the committee and Mr. Campbell have been in constant communication with one another and the officials of the Associated Indemnity Corporation, so that all arrangements for writing 1937 business will be finally shaped up prior to the Chicago meeting.

Officials Will Attend

C. W. Fellows, president, and W. Rae Dempsey, vice-president of the Associated Indemnity Corporation, will be in attendance at the convention, as they have been very much interested in this insurance arrangement and are devoting every effort to make it possible to expand the field now covered so that practically every amusement park in the United States will enjoy this coverage.

John L. Campbell has been especially active in organizing matters for next year's campaign, and the committee is very pleased to announce that he has completed arrangements with Fred S. James & Company, Chicago, to take care of the Midwest and Western business while he will confine himself principally to the Eastern seaboard. The James Company is one of the largest and most highly regarded insurance offices in the

country. This will make it possible to establish much closer contact between assured and the broker and will greatly facilitate handling the business for 1937 and succeeding years.

The members of the committee all feel that a very great advance has been made in the handling of amusement park public liability insurance by the consummation of this arrangement, and they urge that every concessioner and park, pool and beach owner who is interested in obtaining better rates and more satisfactory all-round conditions make it a point to attend the Chicago convention, at which time the members will be fully advised as to all details connected with this plan and will have ample opportunity to discuss their personal problems with Mr. Campbell; Jack Griswold, of Fred S. James & Company, and officials of the Associated Indemnity Corporation.

To Benefit by Volume

While the first year of application of this insurance arrangement has been a great success and the benefits to all National Association of Amusement Parks, Pools and Beaches members have been all that could be expected, it must be apparent to amusement park operators and concessioners that to enjoy the full effects of this liberal plan it is to the distinct advantage of all of us to join the association and place our public liability insurance with the Associated Indemnity Corporation for next year.

The committee and officers and directors of the national association have absolute confidence in the soundness of the plan, the security of the interests of all policy holders and the undoubted fact that substantial cash savings will accrue to every member who places his insurance thru the National Association of Amusement Parks, Pools and Beaches with the Associated Indemnity Corporation. With the increased volume of business which will come as the members of the industry become more familiar with the plan, the benefits in cash savings will become greater.

The association has always been active in furthering the interests of its members in every way possible and President Baker and the board of directors take especial pride in the fact that this one subject, which has been the topic of so much acrimonious discussion in the past, now is settled with universal satisfaction and to the distinct advantage of every one of us in the amusement park, pool and beach business.

ATLANTIC CITY

(Continued from page 41)

stunts in years and will prove a big inland draw.

At the Auditorium plans are being made to seat 10,000 for ice hockey. Amelia Earhart was headliner at Center in first of Chick Segal's winter series, which will include many stage and radio names. Chief of Steel Pier Art Department Robinson did a real showman's job this week by giving some first-class pointers to an amateur theatrical group in matter of scenery painting. Ada Taylor, publicity head of the Claridge, was named outstanding resort woman by biz and pro women's club.

Louise Massey and Westerners returned to Steel Pier after a long absence to score a decided hit in top-notch vaudeville bill over the week-end, with change of routine since last appearance. Duval, the magician, provided a real novelty which clicked well and was out of ordinary.

While Atlantic City missed the summer white house, it has the State week-end capital, as Governor Harold G. Hoffman is very seldom found elsewhere than at a beach front hotel or some affair of amusement about town. Hollywood Theater went back to vaudeville over week-end with unit headed by Helene Denzon and Art Frank and including some good scenic effects. This is start of third year for flesh at this house and Manager Harry Waxman has announced bigger bills than ever.

Sergeant Barab, safety expert and late model for those police shorts which almost cause a panic, will go from here to the Coast with a unique safety café, advertising Atlantic City. Press Crook, well-known minstrel, held down the mike at WPG election night for returns. Henry Scull, vice-president of Atlantic County Fair, was seriously injured in a fall from a dock. Ben Tousey, manager of the Traymore, announced hotel biz best in years, as he gave out salary bonuses to 600 employees. Steel Pier employees had an old-fashioned party this week, with Alex Bartha furnishing music.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

W. H. CARPENTER, widely known skater and rink operator, added another unit to his chain of Eastern Ohio rinks with opening on November 5 of the rink in Tuscora Park, New Philadelphia, municipally owned. Spacious dance pavillion in the park has been given heating facilities. Sessions will be held three nights weekly.

A SUCCESSFUL engagement in Park O'Shea Rink at a lake resort near Provo, Utah, on November 6-8 is reported by Frank Vernon, exhibition roller skater, who writes that the rink is under management of Boyd and Jack Smulin and is efficiently conducted.

INITIAL crowds were reported big at opening of indoor winter rink of George R. King, well-known portable operator, in Canton, Ill., on October 30. He has been successfully operating this spot for several seasons.

A WINTER rink is being opened by Otto Fuchs, widely known operator, in Michigan City, Ind.

L. W. SANDERSON, who operates East End Rink, Albuquerque, N. M., accompanied by his family, is on a six weeks' motor tour, during which relatives and friends in Nashville, Tenn., and Muscle Shoals, Ala., will be visited.

ALL RINKS at beaches in California, reported closed for the season, operated to excellent returns, according to managements.

GORDON WOOLLEY continues to draw large crowds to his Salt Lake City Rink, where he is assisted by A. Walker, reports Frank Vernon, who adds that the management is live and that skaters are being given plenty of novelties.

ABOUT 1,100 skaters attended a combined Armistice Day celebration in Greater Cincinnati's new Norwood Roller Rink night of November 11, staged by Oola Khan Grotto, Buckeye Club and Oldtimers' Skating Club. An interesting and impressive program was arranged by Manager Edward J. Von Hagen, assisted by Armand J. Schaub. There were a colorful massing of skaters during bugle calls, presentation of the colors and a moment of silence. During the evening there were numbers demonstrating novel dance steps and graceful skating by couples.

DUE TO expansion and opening of new rinks in territory other than that served by the Winter Garden, management of the organization has changed the name of the rink organ *Winter Garden Tattler* to *Roller Skaters' World-Tattler*, writes General Manager Fred H. Freeman, Winter Garden, Dorchester, Mass. "Through columns of *The Billboard*," he adds, "we desire to invite New England roller-skating operators and managers to correspond with us for the sole purpose of promoting and benefiting roller skating in general in the territory. We should also like to exchange ideas and rink papers with any rink owner, manager or promoter for the same purpose. Being new in the roller-skating field, we are somewhat surprised to find that there are not more rink papers being published by operators. We have been operating six years and have published a rink sheet for the past four years. Starting with a four-page 6x9 size, we were compelled to increase it to a 9x12 size of four pages, and on November 7 we again increased our paper to eight pages of 9x12 size. Many New England operators will not publish a rink sheet because they believe that the expense of such a form of advertising does not warrant it. We have found that it is the best form of advertising and speak from

an experience of four years of this form of advertising. We look forward each week for the arrival of *Billboard* to keep in touch with the pulse of the roller-skating world and to read of the activities in other rinks and sincerely hope to form contacts thru its columns that will benefit all concerned."

MARC AND MARY, roller skaters, are at the Veriete Trischli in Saint Gall, Switzerland.

AN INTENSIVE advertising campaign and general overhauling of equipment is bringing good results to Diamond Square Roller Rink, Pittsburgh, reports Manager-Treasurer Joseph Fuchs Jr., who assumed charge after death or retirement of other members of the board of directors. "Rink has been redecorated, floor resurfaced and a large and small organ and public-address system installed," he writes. "Among other changes are a ladies' parlor and first-aid room, six spotlights and eight center rainbow color lights, 60 inches of shredded cellophane streamers extended from each light and all around, new locker checking system and more than 750 pairs of Chicago skates in addition to 150 purchased by patrons. Four men and two women instructors are in uniform and five skate boys wear uniform coats. The maple floor is unobstructed. There are 22 on the pay roll. Two acts were played recently."

OFF to a flying start this fall, rinks in Chicago continue to show an appreciable increase in business over the corresponding period a year ago. Feature nights have been largely responsible. Planet Rink, under management of Jules Mahl, held a Halloween party, with many special features including races for prizes. Arcadia, with Lois Reynolds, Bill Henning and Joe Laurey at the helm, has continuously staged innovations such as Ding Dong Nights, Surprise Nights and Sing Puss Parties which, with waltz contests, have created much interest. Riverview Rink is open, altho the park closed some time ago. The 202d Armory Rink, under management of Fred Leiser, has been open every night except Tuesdays and Fridays, with Saturday and Sunday matinees. At a recent anniversary party highlight was feature skating by the Jordan Trio. Manager Leiser reports business 100 per cent ahead of last year's.

BUDDY AND JEAN, roller-skating team, lead specialty acts in Izzy Hira's *Garden of Girls*, burlesque road show, act being featured in the finale.

Olympic Possibilities

By CYRIL BEASTALL

DERBY, Eng.—My last notes, which appeared in the October 24 issue of *The Billboard*, related to negotiations between America and Europe, with a view to inclusion of roller hockey in future Olympiads. Armand J. Schaub, Cincinnati, former rink operator, writes to say that he is keen to see some further moves in the desired direction and mentions that Al Flath, Brooklyn, N. Y., and Fred Martin, Detroit, are two people to open negotiations with.

My reply to Mr. Schaub was to effect that lack of courtesy seems to be a failing of many American rink men, who could co-operate. Mr. Flath seems too busy to reply to correspondence, and if people over there won't co-operate, how can we ever hope to see roller events in the Olympic Games?

One difficulty to be overcome is the matter of your definition of the amateur status. One reads of various people running Olympic tryouts in the United States, but what can that do?

We in Europe are well organized and we want to co-operate with a view to arranging international events. Americans claim to be enterprising but don't live up to that reputation when it comes to the matter in question.

European roller skating is organized to an extent which leaves America far be-

hind, and when I say European I mean wherever the sport exists in Europe, not just Britain.

On January 30 we will have the German champion figure and dance skaters over at Embassy Rink, Birmingham, to compete against England's best. Herr Clayburg, of the German Federation, has just been over here to complete arrangements and enthusiasm all around is great.

From different views expressed one now realizes that the association formed by Leo A. Seltzer, Chicago, is not really of great value to amateur skaters and one wonders of what value it is at all to the sport—an advertisement for the Roller Derby maybe, but that isn't going to further the art of roller skating, as international events over here are definitely doing.

Having seen the Roller Derby in film here, I am convinced that it would not go down well with our crowds. It is apparently a kind of freak display which seems to take in America but not in England. Spectacles of this kind are treated as a joke here. You should hear some opinions I heard by people who saw the New York Roller Derby film!

Referring to the "writeup" in *Collier's* on the Roller Derby, it was well written, but some statements made were not true to fact. Rosasco's mile time is not at all a fastest ever record! I think Art Eglington could once do a mile much faster, and some others I know, too. Am I right or am I right?

NAAPPB

(Continued from page 40)

park, pier, pool and beach operators at this time and, in addition, many subjects a knowledge of which is vital to all operators, are to be treated.

Coin Men Interested

Longer hours for inspection of exhibits have been provided by the exhibits committee of NAAPPB, in co-operation with representatives of the American Recreational Equipment Association, in order to give visitors from other branches of the industry, such as fair, carnival, circus men and operators of coin machine devices, ample opportunity to inspect the exhibits, numbering more than 100, as often and as carefully as they may desire.

"The coin-operated machine, it is expected, will prove an important adjunct to the equipment of many amusement parks in the future and it is hoped that park, pier, pool and beach men will give the exhibits of this device particular consideration. In addition, all that is latest and best in the way of equipment for parks, piers, pool, beaches, fairs and carnivals will be shown. Many park men, particularly, are on the lookout for new devices which will not involve too great an investment and just such devices will be available at the forthcoming trade show," said Secretary Hodge.

The joint banquet of the Showmen's League of America and the National Association of Amusement Parks, Pools and Beaches to be held Wednesday night, December 2, promises to be biggest in history because of the co-operation of the two organizations, and those who have not as yet made their seat reservations are urged to do so without delay.

Taxes for Discussion

The program which follows, while practically settled, may be subject to minor changes. The free-for-all contest on *Successful 1936 Promotions* for a cash prize is expected to arouse tremendous interest and bring forth many valuable ideas for all members of the industry.

Program of the American Recreational Equipment Association, W. St. C. Jones, chairman; Invocation, R. S. Uzzell; address, President Harry C. Baker; report of program committee, Paul H. Huedepohl. *The Amusement Park and Concessioners' Tax Program*, government tax, State tax, liability under the Federal Security Act and State Old Age Pension, S. Leland Jr. *Air Conditioning—Its Trend and Possibilities in Amusement Parks*, M. G. Harbula, Roy Staton. *Developing a Nationally Known Park During Depression Days*, Irving Rosenthal. *Public Liability Insurance*, results obtained during the first year and prospects for the future, C. W. Fellows. Report on first year's activities, N. S. Alexander. A review of the Public Liability Insurance Situation, John Logan Campbell.

Bands Another Topic

Executive session of the NAAPPB: *How To Overcome the Handicaps of Both Hot and Cold Weather Situations*, Roy Staton. E. L. Crain. *Do Outstanding*

Bands Pay?, Arnold B. Gurtler, Arch E. Clair, Paul H. Huedepohl. *Modern Coin Machine—Its Possibilities in Amusement Resorts*, Harvey J. Carr, Walter W. Hurd. *New Fronts on Old Devices—Do They Pay?*, Promoting a *Sane Fourth of July*, Julian M. Bamberger. *What Park Owners and Operators Expect From Ride Manufacturers*, A. B. McSwigan, Norman Bartlett, E. E. Foehl, R. S. Uzzell. *Stopping Leakage Thru Thiel-Proof Operating Methods*, C. D. Trubenbach. *Modern Lighting for Amusement Parks, Expositions, Pools and Beaches*, Nat. A. Owings. *Modern Paint for Modern Lighting and Modern Architecture*, Otto Teegen. *Nonsense—Magical and Otherwise*, Harry C. McEvoy. *Road and Walk Coverings for Amusement Parks and Fairs*, Richard McLean. *Restaurants in Amusement Resorts; Should Small Rides be Under Cover—Does the Return Justify the Investment?*, Charles F. Keller Jr. *Selling Your Amusement Park to Your Community*, Harry L. Batt, Edward L. Schott, Charles Delbe, John L. Coleman. *What About Bank Nights and Similar Attractions?*, Abe Frankle. *Outstanding Promotions for 1936; Should Amusement Parks Own and Operate Their Own Amusement Games?*, George Hamid. *What Effect Do Centennial Expositions Have on Near-By Parks, Pools and Beaches?*, J. E. Lambie Jr., Dudley H. Scott. *Progress on the 1939 World's Fair in New York City—What Part Will the NAAPPB Have in Midway Activity?*, Frank W. Darling. *The World's Greatest and Cleanest Midway for the New York World's Fair*, Norinan Bartlett. *Will He Pitch or Pinch Hit?*, M. J. Donahue.

Pool Problems Listed

Swimming Pool Program: *Admission Prices—Are You Charging a Fair Price?*; *Methods 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 Shutdowns; Under-Water Illumination of Deep End of Diving Pools*, Edward L. Schoeppe. *Under-Water Illumination for Swimming Pools Now in Operation; Sterilization of Sand Beaches, Pools, Deck and Locker Room*, A. K. Morgan. *Discussion of the Decline of Night Swimming Business and Reasons Therefor; Are Swimming Meets, Water Carnivals and Aquatic Shows Worth While and Profitable?*, Bert Nevins. *Advertising, Newspaper, Radio, Billboard, etc.; Renobitizing Swimming Pools With Paints, etc.*, Harry A. Ackley. *Barricading Sand Beach Areas from Pool Areas*, N. S. Alexander. *Bathing Costumes of the Future for Men and Women*, Paul H. Huedepohl. *Co-Operation Amongst Local Competitive Pool and Beach Operators*, Arthur E. French, Charles Schroder. *Combating the So-Called Athlete's Foot Bogey; Automatic Sterilization of Pools vs. Hand Method*, Paul H. Huedepohl.



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No. 778

HENNIES SELL TRUCK SHOW

Tops in Entertainment Assured For League Banquet and Ball

CHICAGO, Nov. 14.—"Tops in entertainment" is the slogan of the committee handling the show for the 24th annual banquet of the Showmen's League of America, to be held the night of Wednesday, December 2, in the Grand Ballroom of the Hotel Sherman.

Sam J. Levy, chairman of entertainment committee, has had a number of conferences with his aids and they have decided to put the show on somewhat differently than it has been during the last several years. They will contract the best talent available and definitely schedule the acts, just as in a regular theater performance. "We believe," said Chairman Levy, "that our plan of purchasing acts for the show will be much more satisfactory than the old policy of depending upon volunteers. While the various acts have always been very gracious in donating their services, and we appreciate their co-operation, we seldom can use all who wish to appear because the time is too short. Some who arrange to appear are bound to be disappointed, so we decided it would be wiser to engage a sufficient number to make up an entertaining bill and be assured that every one will appear at a stated time. This will effect a fast-moving entertaining performance, as we intend to engage the best talent available. Excellent music also will be provided for the show and for dancing."

The balance of the banquet and ball program, which is being arranged by General Chairman Frank P. Duffield, will include interesting surprises which the chairman is not yet ready to announce.

"But be assured," he says, "that we are going to have one of the grandest affairs from every standpoint that the League has ever staged."

The reservations committee, of which Edward A. Hock is chairman, urges all who expect to attend to make their reservations at once in order to insure choice locations. From every indication the attendance will be so large as to tax the capacity of the Grand Ballroom. Tickets are \$5 each and remittances should be sent to the Showmen's League of America, 165 West Madison street, Chicago.

4 Gastang Chimps For Dodson Shows

CINCINNATI, Nov. 14.—Dick Collins, representing Dodson's World's Fair Shows in Europe, has closed a contract with Reuben Gastang to bring his four Hollywood chimpanzees to this country as one of the features of the Dodson Shows season of 1937.

These educated simians, two of them weighing over 200 pounds each, perform feats that are almost human. The largest, for instance, poses as an artist and draws lifelike pictures of the others on blackboard. They all ride old-fashioned (See 4 GASTANG CHIMPS on page 54)



NOBLE C. FAIRLY, one of the new owners of the Hennes Bros. motorized show.

Fairly, Martone Become Owners

Equipment purchased intact and shipped to winter quarters at Texarkana

ST. LOUIS, Nov. 14.—Another big carnival deal has just been closed, with Noble C. Fairly and Toney Martone purchasing the entire Hennes Bros. motorized show. Fairly for the past three years has been business manager of the Hennes Bros. Shows and Martone is a prominent showman and ride owner of Kansas City.

The motorized equipment was all moved from the fairgrounds at Shreveport, La., into winter quarters at Texarkana, Tex., where the new owners will do a lot of work during the winter on rebuilding and redecorating.

At present the plans are to start the 1937 season with 12 rides, 14 shows and a string of concessions.

Both Fairly and Martone are well known in the carnival world and carry with them a world of good wishes from their host of friends.

Conklin Books Two Dallas Attractions

VANCOUVER, B. C., Nov. 14.—Altho he does not care to divulge the nature of (See CONKLIN BOOKS on page 54)

Hilderbrand's in For the Winter

De Pellaton reports most successful tour since show inception—25% over 1935

REEDLY, Calif., Nov. 14.—At the close of the season here last Saturday Walton de Pellaton stated that Hilderbrand's Shows enjoyed the most prosperous tour since its inception, gaining more than 25 per cent over 1935. Three-fourths of the showfolk will winter in and around Los Angeles. Among those scheduled for there are Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. E. W. Coe, Mr. and Mrs. E. Pickard, Lucille King, Mr. and Mrs. Fred Stewart, Verna Seeborg, Hazel Fisher, Mr. and Mrs. Johnnie Miller, Mr. and Mrs. Johnnie Gibson, Charles Marshall, Walton de Pellaton, Mr. and Mrs. William Groff, Ruth Groff, Johnnie Brick, Mr. and Mrs. Charles Soderberg, Mr. and Mrs. Jack Portman, Mr. and Mrs. Jim Moorehouse, Mr. and Mrs. Myles Nelson, Mr. and Mrs. A. R. Buckmeister, H. A. Wachtman, Danny Callahan, Kenneth Turner, Mr. and Mrs. Herman Van Dee, Mr. and Mrs. Ralph Balcom, Mr. and Mrs. Johnnie Hicks, June Pickard, Mr. and Mrs. Gordon Pickard, George Vandehoef, Earl Payton, Keith Sutton, Doreen Peterson, William Summers, Ivan Mays, Mr. and Mrs. Leon Whitney, Mr. and Mrs. Ben H. Martin, Mr. and Mrs. Harry Sucker, Harry Sucker Jr., Mr. and Mrs. Fred Webster, Harry and Charles Hillman, James Dorgan, Al Hammon, Mr. and Mrs. Wendell Foss, Pappy Miller, Mr. and Mrs. H. C. Baron, Mrs. Edith Lenzner, Mr. and Mrs. Douglas Morgan, Mr. and Mrs. Thomas H. Miller, Jane Godfrey, Jerry Godfrey, Lyman Gresham, Stanley Cole, Mr. and Mrs. C. Price, S. A. Brooks, Jack and Bobby Dillon, Glenn Gilbert, Connie Pearson, Ernest Mc-

(See HILDERBRAND'S on page 54)

Jones Shows' Season End Big

Annual Exchange Club Fall Fair biggest in history—showfolk scatter

AUGUSTA, Ga., Nov. 14.—After breaking an all-time record at the annual Exchange Club Fall Fair, the 1936 season for the Johnny J. Jones Exposition ended here November 7. Shows played 30 weeks in 28 towns and covered 5,564 miles. The destinations of many of the Jones people follows: E. Lawrence Phillips, director, Augusta, then Chicago for the meeting. General Manager and Mrs. Walter A. White, home, Quincy, Ill., then to Chicago. General Agent J. C. Simpson, booking tour, then Chicago. Mrs. Simpson, home, Birmingham. Arthur Atherton, treasurer, home, Montgomery; then Chicago meeting and back to Augusta. Tommy M. Allen, assistant manager, Augusta and Chicago meeting. Tommy Thomas, special agent, to Florida. General Superintendent and Mrs. R. H. Sheppard, Hot Springs, Miami and back to Augusta. Starr DeBelle, press agent, to Florida on business, then to Carl J. Lauther's Museum. L. Reeve, artist and front designer, and Jimmy McElhany, lot superintendent, Augusta. Wally Moore, Jacksonville. Mr. and Mrs. C. B. Dent and Evelyn Frechette, road tour. Mr. and Mrs. Forrest Lovier, Tampa. Flo Kay, Rochester, N. Y. Mr. (See JONES SHOWS' on page 54)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Heel 'Em, Mex. and Pay Off, Tex.

Week ended November 21, 1936.

Dear Charlie:

The Ballyhoo Bros.' Shows invaded Old Mexico for their first tour. For years our Southern neighbors have been begging the management to make a late fall route in this country. The peculiar part of this date is that the show is located on the Mexican side with an all-American auspices and all billing in Texas. Originally the location was on Texas soil, but due to the Rio Grande River changing its course there wasn't any river boundary line. The change left a lot large enough to handle the show and in Mexico.

Auspices here is the United Hotel, Apartment House, Inn and Tavern Managers' Convention. Over 150,000 lodging-house proprietors were expected. After

seeing who and what our auspices were the bosses decided to move the show and its personnel over the line. This for their own protection.

They then ordered every stateroom, berth, bag and trunk ransacked, bringing to light 9,860 monogrammed towels. These were nailed on poles to be used as flags, Pete Ballyhoo explaining to the indignant trouper that the towel display would show the hotel proprietors that at some time or other our people roomed with them. Again proving that the show doesn't take all the money out of town.

Thousands of hotel men arrived early and brought along with them a solid train load of trunks, bags, radios, overcoats and electric irons that they thought would be redeemed during the engagement. Before the week was over (See BALLYHOO on page 54)



HERE ARE SOME OF THE WOMEN FOLK on Majestic Exposition Shows the past season. Photo taken when they gave a shower to Mr. and Mrs. Herbie Pass at Cumberland, Ky. Reading left to right in front, Libby Stebler, Mrs. Gilly Jr., Mrs. Charles Lee, Mrs. Pat Fitchum; second row, Mrs. Birchman, Mrs. Leona McMahan, Mrs. McAbee, Mr. and Mrs. Herbie Pass; Hub Cole, who was toastmaster; Mrs. H. Cole, Mrs. J. J. Stebler, Mrs. Ruth Sorcee, Vera Stebler and Mrs. Gilly; back row, Mrs. Frankie Burns, Mrs. J. McHendrix, Charles Lee, Nell Davis and Buster Williams.

E. M. FOLEY

Writes on

Looking Forward

In the Christmas Number of The Billboard Dated November 28, 1936

DOC WADDELL

Writes on

The Voice of the Winds

In the Christmas Number of The Billboard Dated November 28, 1936

Silver State Shows Call It a Season

CLOVIS, N. M., Nov. 14.—After a very successful year the Silver State Shows closed the season November 7 at Tahoka, Tex., as its last stand. Shows experienced very bad weather the entire week, with a real norther for the week-end, rain, snow and sleet swept across the midway and the entire show was brought to the ground, making it most difficult to dismantle in the face of a furious blast from the North.

After a few weeks' sojourn in the valley of Texas Mr. and Mrs. Paul Towe, owners and managers of the show, plan to return to winter quarters and superintend the remodeling and decorating of the entire show. One new ride is contemplated for the 1937 season. Towe states it will require approximately nine weeks to complete the work. An enormous barn has been leased for the storing of the equipment, leaving plenty of room to do the work contemplated.

It is with regret members of the show have drifted to the four points of the compass and the management wishes them the best of health and an early return for the next season. With the show reorganized and enlarged in every respect, next year should be a very prosperous one for every member of this show. An early booking of some of the best spots covered this past season and a careful survey of other fairs and celebrations will no doubt insure a successful tour, reports Bob Mathews, of the Silver State Shows.

Jack Schaller Gave Big Party To Notable Showfolk in Los

LOS ANGELES, Nov. 14.—A barbecue and homecoming party was given here by Jack Schaller Wednesday evening, October 28. Guests of honor were Mr. and Mrs. Raymond Marrion, newlyweds. The bride was formerly Dorothy Westcott, of the C. F. Zeiger Shows. Marrion is in charge of the Four Sensational Jacks, free act on the Zeiger Shows. Other members of the troupe, Peewee Lamarr, Jack Brick and Bob Blackstone, were also among the guests.

The following troupes were welcomed home: The Four Aerial Queens, who have just completed the season with Conklin's All-Canadian Shows; the Four Aces, who were with Oscar Buck Shows and then played fair dates in the East; the Four Monarchs of the Air, who played the Pacific Coast. Mr. and Mrs. Frank Conklin were surprise guests, having just arrived in Los Angeles.

The Four Aerial Devils and the Three Jacks, who are still on the road with Marks Shows and Hilderbrand's United Shows, respectively, will be home the latter part of the month, when another party is planned.

Mrs. Johnny J. Jones Has Been Ill, Now Recovering

AUGUSTA, Ga., Nov. 14.—Mrs. Johnny J. Jones, of the Jones Exposition, was taken ill with neuritis in Waycross, Ga., while the shows were playing there recently. She was rushed to the University Hospital here for treatment of an attack, which was considered serious but not critical, ten days ago.

The many friends of Mrs. Jones will now be pleased to learn that she is out of the medical institution and slowly recovering in her hotel apartment here and expects to be at the fair and showmen's meeting to be held in Chicago. Johnny J. Jones Jr. on hearing of his mother's first reported condition came on from Haines City, Fla., where he is attending a military school, and remained at her bedside until she left the hospital this week.

SLA Memorial Service at Sherman and Showmen's Rest

CHICAGO, Nov. 14.—Annual memorial services of the Showmen's League of America will be held in the Bal Tabarin of the Hotel Sherman at 1 p.m. Sunday, November 29.

Following the service at the hotel there will be services at Showmen's Rest in Woodlawn Cemetery. Buses and private cars will be provided for all who wish to go to the cemetery. Exact time of the service there will be announced next week.



Weird scenes were causing brave showmen to step lightly at the Halloween party given by the Ladies' Auxiliary of the Showmen's League of America in their new clubrooms in Chicago. . . .

After safely packing away the McMahon Shows in winter quarters and balancing the books, the management found their season's profit was nothing to brag about. . . . Mrs. Emma Ferari, late owner of the Col. Francis Ferari Shows, played host to many of her former employees at a banquet in Pottstown, Pa. . . . Rapid strides were being made in the construction of the W. F. Mangels Company's new factory at Coney Island.

Brownwood, Tex., wasn't up to expectations for DeKreko Bros.' Shows. . . . C. D. Scott's Greater Shows were anticipating a bloomer at Sumter, S. C. The boll weevil played havoc with the cotton crop and little money was in circulation. . . . Sam Stricklin announced that his new dog and pony show would be ready for indoor circuits and vaudeville dates within the next month. . . . Final arrangements were made by Steve Woods, general agent, to have a caravan winter in Savannah, Ga. . . . After playing Wynne, Ark., the management of the Empire Shows reported that the unit would remain on the road until Christmas.

There was rejoicing at the winter quarters of the T. A. Wolfe Superior



A RECENT PHOTO taken in Hobbs, N. M., shows Buck Eldred, scenic artist on the Western States Shows, in front of his Aroar, with Mrs. Eldred and grandson Wallie. Note the exceptionally attractive door frame and floral decorations in windows.

Shows, Batavia, N. Y., when T. A. Wolfe returned from an extended trip and ambled in on the "gang" at the fairgrounds without notice. All were glad to see the boss, and even the baggage horses gave the "main gazabo" a loud neigh of welcome. . . . Donald McGregor Shows were establishing winter quarters in Harper, Kan. . . . According to General Manager Benjamin Williams, Joseph G. Ferari Shows were making plans to provide numerous innovative advancements for the 1922 season. . . . E. O. Trout was rapidly recuperating from a recent operation. . . . Salvador, glass enter and animal trainer with T. A. Wolfe's Superior Shows, was playing store shows and vaudeville in Buffalo.

Beverly White, press agent for Wortham's World's Best Shows, purchased a graflex camera and was learning photography under Harry Fulton, manager of the wild-animal circus. . . . Joe and Babe Miller were readying their concessions for the big indoor and outdoor Paducah, Ky., Fall Festival. . . . Some 10 or 15 concession folks who passed thru Cincinnati after making the Fall Festival at Hillsboro, O., opined that the event would have proved a gratifying success if bad weather had not interfered with the opening and two other nights.

GLENCOE, Minn., Nov. 14.—Thomas Carnival closed its season here recently.

Activities in Texas

HOUSTON, Nov. 14.—Roy and Bess Gray, Louis Bright, Jess and Wanda Wrigley, Ruth and Bob Young, J. C. and Blanche Rogers, Ruth and Bessie Rogers and others of Big State staff arrived for winter. Big State closed a most profitable fair season, according to management. Gray brought on 10 additional trucks and trailers, two new shows and fronts and informed a Texas correspondent of *The Billboard* that additional equipment will be added.

CORPUS CHRISTI, Nov. 14.—Sam and Edna Hard, Luther Thompson and Margaret Smith arrived and will spend the winter. On the drive from Mexia here the party visited Greater United in Temple, Herman Yerge, in Austin, Beckmann & Gersty and Shamrock shows in Waco.

WACO, Nov. 14.—Joe Gavin and his Shamrock Shows continue playing lots here. The Shamrock Show had a prosperous season, according to Gavin, and will remain out a few weeks longer. Thomas McQuiston recently arrived in Indianapolis and joined the missus (Frances) for winter months. Raphael Weaver will again direct his ork around Dallas night spots. Andover Hill, drummer, of Green River Weaver's Minstrels, will rest up during winter at his Nacogdoches home.

Shean at Dallas

CINCINNATI, Nov. 14.—Wire from Frank D. Shean to *The Billboard* yesterday reads: "Enjoying the sights at the Texas Centennial Exposition. Will be here several days."

Art Lewis Back From Trip; To Enlarge Shows for 1937

NEW YORK, Nov. 14.—Art Lewis, owner and manager of the carnival bearing his name, returned to New York this week from an extensive tour thru the East and New England. Lewis, with many irons in the show business fire, has had several rides and shows with Benny Krause since the close of his own organization. At the close of Krause's season in Florida this week, the Lewis equipment will begin a series of independent dates under the direction of Al Rogers.

Charles Lewis, Art's brother, has been put in charge of the Lewis-owned Harlem billiard hall, which, according to reports, is realizing good business. Joe Smith is handling another Lewis interest—the boxing and wrestling shows held each week at the Shrine Mosque Hall in Bridgeport, Conn., and negotiations are being completed whereby Lewis will obtain an interest in a New York night club.

Art Lewis Shows have signed 1937 contracts with the Great Barrington, Mass., Fair and the Twin City Fair at South Paris-Norway, Me.

Alamo Shows Played Macon, Ga., Most of Season

MACON, Ga., Nov. 14.—Alamo Shows, under management of J. L. Johns, is establishing new record for playing in Macon. Outfit, consisting of two rides, three shows and several concessions, opened here early last March and has played 11 weeks in the city at different times during season.

Johns says show will probably stay out all winter. Has played entire season in the State of Georgia. Business reported as fair.

Rowan Closed His Season as Fair Promoter With Kranse

MARIANNA, Fla., Nov. 14.—Joseph A. Rowan closed his season here this week as special fair promoter for the Krause Greater Shows. He served here as fair director for the Jackson County Agricultural Fair, for which the Krause organization furnished the attractions and of which Clyde E. Mayhall was chairman.

Rowan joined Krause early in the season and lists some of his promotions as including Ambridge, Clairton and Barnesboro, Pa.; Martinsburg, W. Va.; Harriman, Morristown and Pulaski, Tenn.; Decatur and Lanett, Ala.; Hawkinsville, Ga., and the event here.

Mr. and Mrs. Rowan will go to Miami, Fla., for a much-needed rest before starting on their winter work in this State.

300 Attractions at French Street Fair

PARIS, Nov. 9.—The annual autumn street fair at Bordeaux this year has a midway grouping 300 rides, shows and concessions. Shows include Cirque Pourtier, real big-top circ; seven menageries and animal shows, vaude, girl, illusion and freak shows. Rides include large number of Auto and Water Scooter outfits, Caterpillar, Whip, Bug, Pretzel ride and Mont Blanc. Fair runs full month.

Bley to General Agent Field for Season 1937?

CINCINNATI, Nov. 14.—Felix Bley arrived in this city yesterday direct from Atlanta, where he witnessed the opening of Miller's Museum and conferred with several carnival managers relative to his activities for the season of 1937.

It will be recalled that Bley has been off the road for the past two years, following an extensive tour in Australia and the Orient as general representative of Dante, world-toured magician.

Bley stated while in *The Billboard* office that following his stay at the two-year San Diego Exposition that he recently visited Dallas and spent a few weeks on his farm at Demopolis, Ala., from which point he went to Atlanta, en route to Chicago.

In former years Bley piloted then well-known carnivals, such as Brown & Dyer, James F. Murphy and Zeldman & Poille, successfully. When queried as to his future activities, he replied that he has had several offers to return to the carnival field, but would not decide definitely his connection until the Chicago meeting.

Zirbeses, of Fairway Shows, On Sight-Seeing Tour East

CINCINNATI, Nov. 14.—Mr. and Mrs. Emil J. Zirbes, owners and managers of the Fairway Shows, visited *The Billboard* office last Monday while en route on a pleasure and sight-seeing tour east. The party will not return to Bismarck, N. D., until after the Chicago meeting, following which they will go to Florida.

The season for them closed in Beach, N. D., September 29, which they report was successful, playing exclusively in Montana and the Dakotas.

The shows, a motorized one, carried five rides and shows and a number of concessions and played two towns a week. They plan to open 1937 season somewhere in the Northwest in May next.

November Carnivals in France Now in Full Swing

PARIS, Nov. 9.—Cold weather has little effect on the street fair activity in France, there being no less than 30 big carnivals under way in all parts of France during the month. Among the more important fairs are those along the Boulevard Richard Lenoir in Paris, at Arles, Avignon, Cambrai, Lyons and Nancy. All run from two to five weeks and boast from 50 to 200 rides, shows and concessions.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 14.—This is being written while we are in the midst of extensive preparations for the coming third annual meeting of the association. From present indications should prove to be the best we have ever had.

Letters keep arriving from members of the association attesting of their intention to be in attendance and giving valuable suggestions, both as to the handling of the sessions of the annual meeting and as to the proposed by-laws recently sent to the membership.

Included in the recent letters from members was a very fine communication from J. W. (Patty) Conklin, of Conklin's Shows, and president of the SLA, advising that he will be in attendance and offering some valuable suggestions in connection with the proposed by-laws. Also a letter from James E. Strates, owner of Strates' Shows Corporation, advising that his organization will be fully represented.

There seems to be a bit of a misunderstanding as to the time when the sessions will begin. So as to clarify this matter we desire to point out that the first session will commence on Monday night, November 30, at 11 p.m. Several have expressed wonderment at the unusual lateness of the opening hour. However, it should be recalled that on prior occasions day-time meetings were attempted and it was found that other interests prevented a full attendance. The late hours for meetings have been the most satisfactory to date and seem to meet with the satisfaction of most of the members who plan to attend.

To make the subsequent sessions of the annual meeting as close together as possible it is planned that the second meeting will be held Tuesday afternoon at 2 o'clock, the third session Tuesday night at 11 o'clock and the final session on Wednesday afternoon at 2 o'clock.

The final session was scheduled for Wednesday afternoon owing to the fact that the SLA banquet and ball are scheduled for Wednesday night. The full and complete program for the several sessions of the annual meeting will be contained in next week's issue of *The Billboard*.

Philadelphia

PHILADELPHIA, Nov. 14.—Eighth Street Museum bill this week: Walter Smith Colored Revue; Dot Smith, sou-bret; Leo, neon tube swallowing; Princess Zeida, mentalist; Poses Plastique and illusions. In the annex dancing girls and Mary Morris. Business good.

South Street Museum doing business with the following: Black Bottom, colored revue; Milo, sword swallower; Hojo, bear boy; Two-headed baby; Mme. Verona, mentalist. Barbara Mitchell, Bobby Tucker and Tanyo Cooper, dancing girls in annex.

Jack Kelly returned to city. Past season with Art Lewis Shows, where he had Side Show. Is now doing mental act with Mme. Verona.

Frank Ingram returned from the road. Had his pitch-till-win with various carnivals and still dates, reports excellent season.

Penn Bleacher Seat Company has been installing a large number of seats in football parks and skating rinks. During summer they placed seats in number of parks and fairs.

A New Style Whale Exhibit Is Now Touring Louisiana

SHREVEPORT, La., Nov. 14.—During five days in Shreveport thousands visited the exhibit of the Seattle Whaling Company. Moved to Alexandria and will then play South Louisiana for indefinite stay. Show is being sponsored locally by various organizations, with prize-winning cows and marine display added attractions, making of the whole a new style whale show setup.

PITTSBURGH, Nov. 14.—Butch Blumenthal will be the last of local carnival operators to close here this season. Still going strong. This week in Homewood district. Weather good. A number of carnival men who have returned home for winter are turning to the novelty game for temporary business.

Around Los Angeles

LOS ANGELES, Nov. 14.—Clark's Shows closed November 7 at Exeter, Calif. Archie Clark stated this was the most prosperous season in years. Mr. and Mrs. Clark; Al (Big Hat) Fisher, general agent, and Mr. and Mrs. Harold J. Webber will winter here.

C. F. Zeiger Shows stored in Phoenix, Ariz. Doc and Clara, Rosemary Loomis and Mrs. Harry Rogers, of Zeiger Shows, have joined the winter colony in Los Angeles. Also Ed Smithson, Phil Williams and Mr. and Mrs. Elmer Hanscom. T. Dwight Pepple back from trip. Mr. and Mrs. A. N. Livermore, mentalists, just completing fair circuit. Mr. and Mrs. J. J. Freeman, handling feature road pictures, are at the Bristol.

Doc Zeiger says the past season was decidedly prosperous, some unusually big days were had and that the pay gate is okeh in his opinion. He will again present outstanding free acts, they having been a big draw to the shows the past season.

Frank Ward, formerly general agent Intermountain Shows, and Doc Hall, of the United Attractions, of Los Angeles, are working together on exposition and Legion holiday celebration in near-by town. To have rides, shows and concessions.

Charley Hugo is back from tour of the Orient with Abe Marcus Revue. Plans returning to Japan.

Casey Carnahan and M. Lea Barnes, past season with Foley & Burk Shows, have inaugurated an innovation in cafes. Opening the Midget Cafe in Modesto, Calif., on highway.

Mr. and Mrs. Claude Barie and Rosamary Barnes are back from Eastern and Midwestern trip. Baries will again engage in business in Pasadena. Mrs. Mabel Chipman, who was on the tour with them, is visiting relatives in Lincoln, Neb. Price Payne, of Rainbow Beach, Long Beach, is on auto tour to the Midwest.

Harry Seber is busy with the details of a new show for next season.

Bob Winslow working in the flickers and set for job as assistant technical director on forthcoming film of outdoor show life.

Doc Cunningham, en route as lecturer with a feature film, will be back to handle a show for downtown department store to run until the holidays.

Al Fisher back from the Clark Shows. He plans to divide time between Los Angeles, San Francisco and key cities on north coast, appearing at sponsored events and promotions.

Frank Morgan is handling the Babcock Shows for its final week in Los Angeles. Ed Smithson, who had banners and doing pinch hitting on Crafts' Shows, goes east for trip.

R. E. Moyer doing magic and fire act at local houses.

Jack Bigelow, at California Zoo, reports his best season for some years with concessions.

Harry Fink reports favorably on San Fernando Valley promotion.

W. H. (Bill) Rice is in town from Phoenix, Ariz. Just looking around with nothing definite at this time.

Harry Taylor in for a few days and left for Chicago.

Mrs. Carolyn Bryant is with Mr. and Mrs. Elmer Hanscom.

Chet Bryant is managing Dick Morris' new cafe in South Los Angeles.

Charley Sodderberg, high diver, is back to join the Coast defenders.

Sam Brown, after Clark's closing, in town and has a yen to head a new West Coast show next season.

Hank Carlisle, of the American United Shows, in town for visit, leaving for Seattle.

Harry Hargreaves back in town and getting the glad hand from the fellows. J. L. Landes, owner the Landes Shows, is en route to California.

Frank Capps, traveling representative Baker & Lockwood, of Kansas City, en route to West Coast.

Thomas J. (Fuzzy) Hughes back from another jaunt. Visited Vaught's State Fair Shows at Monahans, Tex.; Frank Burke Shows at Miami, Ariz.; Selter Greater Shows at Deming, N. M. At that point visited Brunk's Comedians, a tented organization. Reports these shows as having very good business.

Arkie Risnor writes of going along all right at Ajo, Ariz. Buddy Cohn busy in new line, Intelligence Bureau.

Ray Johnson, oldtimer, has organized a troupe called *Memories of the Old South*. Opened at San Luis Obispo November 3. Booking under Kiwanis

and Rotary clubs, also night clubs. Is featuring Anna Belle Wells.

Most seasonable weather in Southern California is prolonging the outdoor amusement season.

Hugh Wier, up from Long Beach, stated that he and Jack Buzzell were having some very profitable spots.

Kansas City

KANSAS CITY, Nov. 14.—Toney Martone made a trip to Springfield, Mo., returned and left for Shreveport, La.

Mr. and Mrs. Roy Marr returned from Southern trip and with them arrived Mr. and Mrs. L. K. Carter. Carter will take up insurance business. Tommie Cook and Elmer Johnson also returned with the Marrs. Marr will locate here with Shooting Gallery and Penny Arcade.

Mr. and Mrs. Cap Hugo are about town buying a new housecar. Their daughter is in school at Iowa City, Ia.

Dick Wayne Barlow and wife, together with Mr. and Mrs. Ben Landis and their two boys, passed thru on way to California. Were traveling in two up-to-date housecars. Mrs. Landis is Wayne's daughter.

Fuzzy Hughes, Bill Wilcox, Jack Niles and Jack Moon, all with the Nat Reiss Shows back in 1910, met here in the Heart of America Showmen's clubrooms for the first time since they were on the show together. Had quite a powwow.

Bantly Shows

Wadesboro, N. C. Anson County Fair. Week ended November 7. Weather, cold. Business, fair; Season's end.

With inclement weather and doubtful prospects middle of week, Herman Bantly gave word that shows would call it a season at end of Wadesboro engagement. Most of members were in complete accord, reporting a satisfactory season from every angle. At regular weekly meeting of show employees Bantly stated that he would add five more rides next season and a completely new line of shows with string of new uniform fronts. During week Dize, of Winston-Salem, was seen with pad and pencil in close conference with boss writing specifications, which includes canvas for Mile-a-Minute ride. Sunday was spent assorting and loading for long home run to Reynoldsville, Pa. H. H. Agne, acting as agent for O. J. Bach Shows, purchased burlesque front and shipped it to Bach Shows quarters. Mr. and Mrs. Bantly left immediately en route to Reynoldsville, as did many other members of the company, including ride foremen Slim Hetrick, Sam McMaisters, Hooks White and Ray Milliron; motor superintendent Howard Megrel, Pennyald Jimmy Marshall and Pete Zanin. Dick Keller and Mary Bell to quarters after a week's visit with friends in Washington, D. C. Ben Smith, Howard and the missus to Reynoldsville to place Howard in a military school, then Florida. R. S. Mettler, popular mail man, *The Billboard* agent and director of Mettler's Family Band, together with his family, home to Harrison, O. Bob McClintock and wife, home to Piqua. Special Agent R. L. Hilborn and the missus, home, Baltimore. Bud Brewer, Patsy Selby and June Martin, Cincinnati and points in Ohio to fill winter dates. J. Branhan, with his Loop-o-Plane and concessions, to Gaffney, S. C. Billy Winters and Irene Ferrill, Joe Kline and family, to work in Florida. Harry Bligs and party, Harry Deal, Col. Hughey Lowe, E. B. Swicegood and family, with cookhouse, to Robert's United Shows, Conway, S. C. Side-show man Doc Seymore, Charlotte, N. C.; then south. H. H. Ange and bingo crew to their several home towns in the East. Mr. and Mrs. Stanley Hull, Harry Seidler, Bert Craig, Joe Lynn, George Lambert, Doc Tom Mehl to Alabama to Happy Days Shows. The writer, with the missus, for an indefinite stay in Atlanta, Ga. CHRIS M. SMITH.

Zimdars Shows
Leland, Miss. Week ended November 7. Auspices, American Legion. Location, highway. Weather, cold and rain. Attendance, poor.

Very few of committee showed up except when it was time for pay. Had ice Thursday night. Louis Cutter joined with four concessions and Tom Casey with two. Conditions were not at all good, however, but one good night. CHARLES SEIP.

Along the Expo Midway at Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

DALLAS, Nov. 14.—Arrival of Frank Buck for his two-week Jungle Show engagement revived stories about his boyhood in Dallas. When he was nine years old he ran a circus in the family barn for neighborhood children.

Alfredo Codona stopped briefly en route to Pacific Coast.

Mrs. Harry Houdini visited a few days. Charles Worrell, of Tom Mix Circus, did the midway.

Frederick Weddleton, director of concessions for the San Francisco Golden Gate Exposition, departed after several days.

Billy Rose and Sid Grauman, of Hollywood, were guests at a party John McMahon gave at the Centennial Club.

Mr. and Mrs. John Castle stopped on their way to California.

Jake Brezidene and Mrs. Brezidene (Elsie Calvert) stopped en route to Seattle.

Harry Calvert passed thru going from Waco to Chicago.

Col. W. T. Johnson's Rodeo Company, returning to Joanson's ranch, stopped Saturday to feed and water stock.

TOCCOA, Ga., Nov. 14.—Miller Bros.' Shows, the past season under the direction of Morris Miller and John T. Tinsley, closed the season here today.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 95 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.80; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$6.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up), \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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This New TLT-A-WHIRL

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Dazzling Decorations—Animated Signs—Tuneful Serenades—Masterful Engineering. 100% Portable.

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30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.

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75-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Bolls, Lumy Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

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"World's Newest Sensation"

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ABNER K. KLINE, Factory Representative.

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Lord's Prayer Engraved on Penny — B. E. & T. 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. Mail.

"BLU DOT" STAMP COMPANY,
124 East Larned Street, Oostott, Mich. (Est. 1928.)

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Selling
CHEVROLETS
Special Plan for Showmen.

Now With
SOUTHLAND MOTOR, INC., Miami, Fla.

WANTED

Small Merry-Go-Round, Ferris Wheel and Automobile Kiddie Ride. Must be in good shape and cheap for cash.

CHAS. E. TILGHMAN, Snow Hill, Md.
Box 153.

WANTED TO BUY OR LEASE

A set of Rides. Would consider small Carnival Unit. Have list of good Fairs booked. **FOR SALE**—New Cream Frozen Custard Machine, \$100.00. Write L. P. VINT, Rock Rapids, Ia.

Midway Confab

By THE MIXER

SUCCESS may have her arms around you today—but on the morrow?

WONDER what ever became of Gov. Landon and Larry Hogan.

NAMY SALIH—Tell us about your museum in Newark, N. J.

KNIFE throwing is still a fascinating act for many.

THOSE WHO write pieces for papers should at least write plainly.

GRAHAM'S MIDGETS are due to come on some carnival as an outstanding feature.

STELLA BARKER, of the Barker Shows, reports the closing of a good season.

BIG MEN do not cringe when told the truth.

A. L. CRESSIO letters from Lennox, S. D.: "Will have some concessions on the Royal American Shows next season."

CHARLES SEIP—Note you are still active in the interest of Zimard's Shows.

TOM FALLON cards of romance at Laurinburg, N. C., and states he will spend the next three months in Florida.

WE STILL hear of fast dimes and slow quarters.

ONE FELLER writes in that he is a trainer of wild men. New professions seem to be always cropping up.

MAMIE KINSEY reports from Louisville, Ky., that Kyle Kinsey's mother is very ill.

JAMES ANDERSON reports Tiny Lee, wife, is very ill. Past several years of the F. H. Bee Shows.

A GENTLEMEN'S agreement is a wonderful thing when kept faithfully.

RICHARD SCOTT says he knows some men who are very important, especially when they refer to themselves as "me and myself."

PEEJAY RINGENS, high diver, has scheduled himself for a trip to Singapore, S. S. That is way out yonder in Asia.

UNIT SHOWS on carnivals have not kept up with the ride division, we are sorry to report. However, there will be a great improvement in 1937.

HENNIES BROTHERS have certainly stirred up the carnival world lately.

WALTER K. SIBLEY—Why not produce an old-time "Humpty Dumpty" Show? What a novelty it would be for the kids these days.

BEN KRAUSE evidently has a host of friends in show business, judging by the inquiries coming to *The Billboard* in recent weeks.

HARRY LEONARD cards from Ocella, Ga.: "Past season with Hennies Bros. Spending the winter at home in Mississippi with sister-in-law."

DON'T SPEND the days in winter quarters wishing. Do something. Build something.

F. W. MILLER letters from Sulphur, La.: "Again putting out a traveling museum to open in Monroe, La. Hario and Mario will be with it."

H. B. WILKERSON cards from Terre Haute, Ind.: "Mrs. Wilkerson (Billie Bernice) is home for the winter and feeling fine."

TO REMEMBER: Max Gruber, Joe V. Palmer, Pete Benway, James T. Clyde, W. M. (Billy) Gear, Jos. G. Ferari and John Morrison.

MAX GOODMAN will do it right if he finally decides to take out his own carnival.

JACK V. LYLES—Report has it that you will be general agent for one of the

largest carnivals on the road in 1937. Handling the advance of a big carnival is no new experience for you, Jack V.

MAX GRUBERG has persistency. That is one of the things it takes to put over a carnival. He shoots many angles, but he somehow gets there. He is climbing up. Watch his future.

BENNIE WELLS letters from York, S. C.: "Closed season with Dodson's Shows. Resting a while here at home." Ben presents the Bennie Wells Attractions during the outdoor season.

IT IS only when things are breaking good that some bosses are hard to get along with.—Whitie Norman.

DOC WADDELL letters from Mexia, Tex.: "Mr. and Mrs. Bud Castello, of the Art Thomas Carnival, have joined Royal Flush Shows. Mrs. Castello is Margarette the fat girl."

CLEO EAGLE letters from Muncie, Ind.: "Mrs. Arthur Blade, mother, is critically ill. Cleo was the former Mrs. Nathan Eagle and well known in the carnival business."

MARLO MILFORD letters from Los Angeles that he would like to know some-



E. LAWRENCE PHILLIPS, owner and executive director of Johnny J. Jones Exposition, one of the outstanding carnivals of America. Under the guidance of Phillips the Jones organization has made rapid strides within the past few years.

thing about the Lotta Hooley Shows. The title must have struck his funny bone.

THE DEPRESSION has been over for some time. Carnivals are coming out of the rut in double-quick march.

R. A. EBBEL, cartoonist and chalk artist of the lyceum and chautauqua, writes from Hillsboro, Kan.: "I always devour the Midway Confab in *The Billboard* weekly."

"HAPPY JACK" WILSON closed season with Wallace Bros.' Shows and moved his photo gallery to C. E. Lane Shows for a few weeks, at which time will go indoors until spring opening.

KNOWS HIS BUSINESS: "Superintendent to applicant: 'Are you a clock watcher?' Applicant: 'No, I don't like inside work. I'm a whistle listener.'"—U. S. Steel News.

THOSE WHO go into the carnival business thinking they won't have to work hard have another think coming.

TOBE THOMPSON letters from Dallas: "C. (Candy) Groselocke, who had Ross candy at a number of Western fairs, has been located here at the Texas Centennial since October 1. He reports a very successful season."

JEANETTE TERRILL is listed as being legal adjuster on the Miller Bros.' Shows, assisting John T. Tinsley, general

SPECIAL CHRISTMAS NUMBER next week. First forms go to press WEDNESDAY, NOVEMBER 18. Last forms Saturday, November 21. All material for special positions should be in the CINCINNATI OFFICE not later than WEDNESDAY MORNING, NOVEMBER 18. Last call!

manager. She is said to be doing some good work.

FRANK WHITE letters from Detroit: "Johnny Quinn, Detroit concession operator, was injured in an automobile accident and will be confined to his hotel room for some time."

A LETTERHEAD reads: "To make your fair or celebration a success, please your patrons." What could be more obvious?

MR. AND MRS. O. R. STROHMAIER, of Sunset Amusement Company, card from Keokuk, Ia.: "Spending a few weeks at Hot Springs. Getting in shape for corn game next season."

WILLIAM HOFFNER, of the Hoffer Amusement Company, letters from Polo, Ill.: "Closed the season October 24 at Dixon, Ill. Very successful 20 weeks. Rides are in the barn."

BEN CRANER'S Old Hometown Show reports a fairly prosperous season and that it has new trucks and two new trailers. The staff and people to be the same in 1937, he states. Saginaw, Mich., for the winter.

MR. AND MRS. EDDIE MADIGAN—Where this winter? This man Madigan is of cook-house fame, if you must know.

BERT C. NELSON cards from St. Louis: "Leaving for Birmingham, Ala. Booked for some wrestling matches, then to Florida. The Terrible Dane, Clara Mortensen, Speed Ball and myself are in the party."

CARL H. GOLD cards from Sedalia, Mo.: "Finished season with Monlo-Le-Fours' aerial act on State Fair Shows. Will spend winter here with mother. Depend on *The Billboard* every week for news."

EARL W. ROGERS (Rattlesnake Freddy) letters from Wheeling, W. Va.: "After being off the road several seasons will be back in 1937 bigger and better. Will have my own snake show with new features"

HEARD on a promotional fair midway: "We will give you this location for your concession if the show exhibit fails to show up."

PAT (SAILOR) REGAN letters from Columbia, S. C.: "Closed the season after the food in Laurens. Takings have been exceptional, less the early season in Michigan, with Pollic & Latto. Opened with them in Battle Creek. The streets all over the country packed with cars

EVERY SEASON



FINDS MORE Du-Plex Wheel Units on the road. Look over this 5-day report from a Unit of No. 85 playing a Southern Fair late in October.

Tuesday, \$207.00
Wednesday (rain), \$171.70
Thursday, \$200.00
Friday, \$182.90
Saturday, \$595.20
Total—\$1,347.70

Add a Du-Plex BIG ELI Unit for greater profits.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Cass Avenue, 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.

has created a demand for my "blind-fold" drive. Mrs. Regan, girl show worker, is now doing club dates around Columbia."

AMAZING: "Visitor—This show is a fake. That fellow isn't a dwarf—he's at least five feet tall. Carnival Manager—That is the amazing part of the show. He is the tallest dwarf in the world.—This Week in Pittsburgh."

CHARLES C. BLUE just won't stay in a hospital. He went to one in Cincinnati, looked the place over for a few days, then came out and returned home. He is around and feeling much better, he reported in a recent call at the office.

OH, THOSE Marcelene (clown) managers who are always picking up a subject and laying it down before finishing a conversation with "Excuse me, I have an important phone call"—or some such fight of mind. There will be plenty of this during the Chicago meeting.

SOME of the managers who did not pay their staff off in full at the close of the season won't have any shows next season.—Tilly few clothes.

MRS. J. L. CHAMBERS letters from Dallas, Tex.: "Mr. and Mrs. Chambers closed season at Casino Park, Fort Worth, and brought concessions off the road. Was very successful. Now located in Dallas working for Buddy Ryan."

JACK V. LYLES cards from Tarboro, N. C.: "Home after a very pleasant season. Got every dime due me for once. Hot biscuits and country ham now for a while. Will announce next season's connection soon."

STILT WALKERS should find plenty of work in 1937. Advertising the streets and ballyhooing the main entrance. When they get down off of the stilts they can sweep out the press wagon, or something like that.

IT'S A GOOD PLAN to let your work tell how good you are. Those who are always telling the boss how good they are—generally ain't no good.—Soapy Glue.

SPEEDY POWELL was in Cincinnati last week en route from Atlanta to Detroit, where he will work candy concessions in a theater. He is also a talker and was with the Royal American Shows part of the past season.

BESSIE FULLER letters from Shreveport, La.: "Dewey T. Thomas and sister Bessie ended another season here at the fair. Will visit South and California before returning to Kansas City for the New Year's banquet and ball."

GENE TISDALE letters from Dublin, Ga.: "Madame Jean and her daughter, Gene Tisdale, are closing a successful season with Marks Shows. We will winter in Athens, Ga. Regards to Dick Harrison. Wish all a warm and prosperous winter."

"SO YOU want a meal ticket just when the cookhouse has burned down!" This is an example of the understanding some working boys have of the eternal fitness of things.

FOUR GIRL SHOWS on one midway is quite enough to wreck any carnival. We read of such a condition on a carnival the past season. To make it worse, the manager boasted of having that many gal operas. Nobody objects to one real good girl show on any carnival.

SAILOR HARRIS is on the farm in Louisiana, doing plenty to home cooking. He is very proud of the contortionistic work of youthful Bettie Belle Muse, who can sit on her own head. Bettie Belle can stand on her own feet, too, as an entertainer.

KENT HOSMER is home for the winter at San Antonio, Tex. He may not have to live the life of "Riley" this winter, as he is considering an offer to press agent. Closed his season at Waco with Beckmann & Gerety, with whom he will be again starting in April, 1937.

ROYAL AMERICAN SHOWS will spend money to make money. This is one of their secrets that many might well emulate if they are planning to stay in the carnival business.

ANDREW J. DESMOND letters from Lynchburg, Va.: "I believe Sheesley Midway made more net profit in Madison Heights this past season than any date he had." The Heights are across the river from the city and are where the new fair was held. As a matter of information.

WILLIAM T. KNOLE, neon tube and sword swallower, past season with Carl J. Lauther's side show on the Johnny J. Jones Exposition, cards from Auburn, Ind.: "Getting along fine following my mishap at Anderson (Ind.) fair. Have a shoe-shining business now."

H. T. FREED, manager Dalley Bros.' Shows, letters from Galena, Kan.: "Closed the season at Tahlequah, Okla., September 26. Earliest in a number of years. I thought that some nice money could be made South this season—but my organization was not satisfactory, causing me too much work."

FIRST colored man: "Whose carnival is dis—tain't all here, is it?" **Secohd colored man:** "We won't know whose 'tis until after dat crap game is over in dat wagon dar. As to the amount of this carnival—'tis all here dat had gas enough to make the grade." **First colored man:** "Boy, you must be wid it."

SAM JACKSON letters from Grand Rapids, Mich.: "Doc Wright, of the J. L. Landes Shows, could not help President Roosevelt carry Vermont, but he certainly made a good job in Kansas, where the Landes Shows played most of the season."

BURNAM (WHITEY) PELY cards from Charleston, S. C.: "That fire here destroyed Chester Ford's blanket store, Jake Foust's blowers, B. Pelly's nail store, Bill Sullivan's buckets and two concessions belonging to Jack Stone. Max



JAMES E. STRATES, general manager of Strates Shows Corporation, is one of the younger and aggressive carnival owners of the East. The past season's successes recently prompted him to announce the enlargement of the shows with many new features for season 1937.

Gruberg's Shows were playing the fair here."

DOLLY DIMPLES GEYER letters from Georgetown, S. C.: "With my husband, Frank Geyer, enjoyed a nice fair season with Crystal Exposition Shows. Will close with them. Buddy Rush, iron-jaw worker, is still working on the front of my show. He is now going to have his own show, as he recently purchased a Mickey Mouse Circus on a trailer from Clint Myers. All of us wish Buddy luck with his new enterprise."

A FELLER WRITES (name withheld for reasons thoroughly ethical in the newspaper business): "I wrote to all the big carnivals for a copy of their "March of Progress" books, and only one was good enough to comply and that one was the Royal American Shows." Maybe another reason why those shows are so much in the limelight.

JACK SMITH letters from Bamberg, S. C.: "Jack Miller on the Bullock Shows goes out writing papers but don't get any money, so he brought back a pig. He did not know what to do with it, so he gave it to Jack Smith, who runs the cookhouse, and he is going to fatten it up for the show's Christmas dinner."

STARR DeBELLE is expected to turn out a masterpiece when he describes the Christmas celebration that will be held on Ballyhoo Bros.' midway. After it is over he will no doubt go the celebration story one better in telling of what happened. Look out for Ballyhoo Bros.' New Year resolutions!

JACK F. MURRAY—Why not become a carnival press agent? There will be a big demand for them in 1937. Some

carnivals will have two. One for the front and the other for the back. Handling both ends has proved too much of a job the past few years, since some have grown so big and aggressive.

TO BECOME financially bankrupt comes as a misfortune in business ventures. BUT TO become morally bankrupt is hardly excusable, especially when a showman promises to meet his obligations when his fortune turns and fails to do so. "His word is his bond" should hold just as good today as when the phrase was first coined among gentlemen of the past.

WILLIAM (SCOTTIE) COVER, chair-plane owner on the Blumenthal Amusement Company—When you report accidents and deaths it would be a good idea to state who got hurt and who died. There is now news value when names in full are not given in any piece of copy.

W. E. FRANKS letters from Anniston, Ala.: "Was business manager for past two seasons with Bruce Shows. Closed the season recently and stored concessions here and at Bessemer. Now putting on indoor events. Next season will have my own carnival. Bill Spears will be associated with me."

THE CIRCULATION department of The Billboard has been sending out a neat little bit of information on a business reply post card. It says on one page: "Cicero compared the passing of ideas to lighting one candle from another—the light is passed on, but there is no diminution of the original flame. Are there not some folks you know who might profit and enjoy The Billboard?"

JAMES E. STRATES, of the Strates Shows Corporation, letters from Norfolk, Va.: "In keeping with the announcement that we would enlarge the shows, we have just contracted the Four American Eagles, high-wire act. They will present two performances daily with the opening of season 1937 on the Strates midway."

C. W. CRACRAFT called at The Billboard office, Cincinnati, last Tuesday. He was on his way from his home in Covington, Ky., to the springs at Martinsville, Ind. He announced that he had resigned as general agent of the Mighty Sheesley Midway, but did not state his future plans, except to say he will be at the Chicago meetings.

ROY G. VALENTINE, of the Flying Valentines, lettered from Houston Heights, Tex.: "Just completed season of 36 weeks as free attraction with Big State Shows. Troupe consisted of Roy G. Valentine, manager; Alfred M. Valentine and Francis Renier. Will spend a week here before going to play some dates in Alabama and Florida with the act and a string of concessions."

AL K. GREEN cards from Union Springs, Ala.: "Mr. and Mrs. Al K. Green and Elveta Farris in Alabama with two stores. Still playing fairs and headed for the land of ham and sweet potatoes. D. C. Vickers, stilt walker, was recently released from the Blytheville (Ark.) hospital and returned to his home in Chicago to convalesce. B. O. Wington joined the Greens at Steele, Mo."

HELEN INSCHO letters from Johnstown, Pa.: "Will be out again with our cookhouse in 1937. I would throw a couple of Dutch fits if I should ever miss a copy of The Billboard. Have not missed a copy in 24 years. I worked in Kelly's '49 camp on Hoss & Lorman's Shows. For 17 years I have been known as Ice Cream Helen, but for past two years have been Cookhouse Helen. Will build some more concessions this winter."

WALTER D. NEALAND—Give us a python and pig story. "The Onion" heard this one about the python man who tried to feed a young suckling to his snake. He placed the piggie in the den with the reptile one night, hoping for a devouring. However, the next morning he returned to find the monster curled up and the porker sleeping contentedly atop its body. This will do for a starter for python and pig stories. As Nealand is a snake and bunny specialist he will probably do better.

WHAT A SNAKE! Doc and Mrs. J. J. Kelly letter from Colquitt, Ga.: "In a shipment of snakes from W. A. (Snake) King we received a yellow bull about three feet in length. We were surprised to notice that it had four distinct letters covering a space of three inches on the back, initialed O. H. I. O. in rotation, spelling Ohio. Kelly has

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Write for It Today!

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handled reptiles for 30 years and never before handled one that had even one letter, let alone four in a row which spelled a word, but this one was certainly Ohio. We are going to send Ripley a picture. Believe this or not."

HARRY L. GORDON, advance representative West Coast Shows, letters from Seattle, Wash.: "Five weeks in winter quarters. W. C. (Spike) Huggins, owner and manager, is very busy making plans for next season. Shows will be enlarged with new riding devices, shows and new lighting effects, including neon lights, will be installed. A high diver will be the free act. More trucks will be added to the 40 now on the shows. Visitors at winter quarters daily. Work there will start after the new year. There will be some changes in the staff. Free gate. No inclosures. Already some bookings have been made. Manager Huggins looks for even a better season in 1937 than the past one."

BILL STARR, secretary and press agent Greater American Shows, letters from (See MIDWAY CONFAB on page 52)

LOOP-O-PLANE

DISTINCTLY DIFFERENT—

It has stolen the show and created new standards for consistent earnings wherever it has operated. Loop-O-Plane has what it takes—flash, spectacular performance, sensational and thrilling. It turns a dead spot into the center of attraction. Nothing compares with it for Ballyhoos and net profits.

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To be held Wednesday Night, December 2, 1936

In the Grand Ballroom, Hotel Sherman, Chicago

TICKETS \$5.00 PER PLATE

Greatest Showmen's Event of the Year

For reservations write

Banquet Committee, Showmen's League of America,
165 W. Madison St., Chicago, Ill.

Big State Shows

Mexia, Tex. Week ended November 7. Location, Belknap street lot. Auspices, LLL. Pay gate. Weather, extreme cold and rain. Business, none.

Left behind at Kerens Community Fair almost nil week, financially, and went to Mexia into grip of severest cold wave this section of Texas ever recorded. Opened Monday night. Nobody came. Impossible to open Tuesday and Wednesday nights. Director-General Roy Gray decided to close season. Took down Thursday. Moved to winter headquarters, Houston. Before leaving lot camp fires built and in overcoats and wraps shivering, showfolk observed usual *Auld Lang Syne* farewell. Band played and folk sang it, ending with *Till We Meet Again* and *Home, Sweet Home*. Then handshakes, tears and smiles. Mr. and Mrs. Roy Gray, Red Rogers' wife and daughters, Bess and Ruth, to Houston. Most of ride foremen same place except Dutch Boyden, who always winters in Paducah, Tex. Lee and Peggy Fine, Dallas; B. C. McDonald, Sam Howard and group, San Antonio; C. E. (Red) Shelton, New Orleans; Mr. and Mrs. Jesse Wrigley, Menard, Tex. Louis Bright, Mt. Pleasant, N. C.; James Ward, Yokum, Tex.; Flying Valentines, points in Georgia; Captain Emmons Howard Hugo and wife and assistants, will make Trades Days thru Texas; B. K. (Dad) Bond, to London, Eng., returning to New Orleans; "Curly" Webster, wife and party, Rio Grande Valley; Foley-O'Neil, monkey circus, to J. George Loos and Bill Hames Shows; Harry Dale and Sir Richmond, Beaumont and then store-room museum; Amos Webb, Waco; J. J. Weaver (Green River) and wife, Dallas; Jack Robinson, Palestine; Ray Turner, wife and party, Galveston; Two famous Redheads: Clara Herron, Sulphur Springs, Tex., and Marie Turner, Petersburg, Ill.; Two featured Miss Americas, Georgia Potter and Marjorie Woodrum, Houston and Galveston; William Butler, Philadelphia, Pa.; Happy Everett, Houston winter quarters; Captain and Mrs. Farnsworth, Houston, Captain working with circulation department *Houston Chronicle*; Ed (Snake) Ruyle, newsie M. P. Union Depot, Houston; Pete Wilson, to tour Old Mexico; Ed Rife and dining tent corps, Dallas; Rife and Son thru winter will truck fruit out of Rio Grande Valley; Douglass and Lera Little, managers, working men's cookhouse, Nacogdoches, Tex.; Frank Marvin, charge training barn, winter

quarters; Gambiens William, senior and junior official painters, for three months on road, returning to winter quarters February 1; Robert Young, superintendent light plant, and wife, Ruth Gray, will operate photograph studio en tour; Happy McQuiston, his wife, Frances, and Mrs. Elizabeth (Mother) Johnson, Bess Gray and Frances McQuiston, Indianapolis, Ind., and writer, Doc Waddell, Chillicothe, O., working therefrom in evangelistic-revival work under churches thru winter months. Office-wagon records reveal this 1936 and 1934 seasons largest Big State Shows ever enjoyed financially. Plan now to carry at least five free acts in back garden, with increased admission charge at main entrances. Additional trucks, all new canvas and new rides. DOC WADDELL.

Hilderbrand's Shows

Reedley, Calif. Four days ending November 7. Location, streets. Auspices, Harvest Festival. Business, good. Weather, fair.

Season of 39 weeks for Hilderbrand Shows closed here the night of November 7. Armistice location, Long Beach, was canceled. Using one of three local bands to head parade, a serpentine dance was ordered by the management and the entire show closed the 1936 season in a fitting manner of good fellowship. First time in years that a show has been closed on the West Coast in this manner. Entire town entered into spirit of fare thee well and proceeded to parade about the midway with the showfolk. An exceptionally good attendance turned out to witness performance given by the Four Jacks. Due to an accident on closing night in Stockton, when rigging fell thru snapping of a cable, Johnnie Gibson received injuries that necessitated sending for another performer. Jack Schaller, owner of act, arrived with Johnnie Brick to take Gibson's place. An elaborate dinner party was given by Charles Marshall, compliment on Johnnie Gibson's birthday. Visitors: Jack Schaller, Frank Conklin, Mr. and Mrs. Archie Clark, Will Wright, Joe De Mouselle, Joe Zotter, Mike De Krekos, Mr. and Mrs. Hugh Bowen, Mr. and Mrs. Frank Kennedy, Johnnie Levagel, Mr. and Mrs. Al Copeland, Mr. and Mrs. J. H. Howard and majority of Clark Greater Shows, Golden State Shows, West Coast Amusement Company. Joe Zotter's Joyland Shows and Kennedy Greater Shows. WALTER DE PELLATON.

Beckmann & Gerety Shows

Waco, Tex. Seven days ending November 8. Brazos Valley Free Fair. Weather, very unsettled. Business, fair.

A norther hit this section late Monday night, bringing with it near freezing weather and rain as the weather gradually moderated. Friday, Children's Day, clear and bright, thousands of children took advantage of the nice weather to give midway attractions satisfactory patronage.

Tuesday, November 3, was birthday anniversary of Mrs. B. S. Gerety, so ladies on show gave her a surprise party, which from all reports was quite an affair. Sponsored by Mrs. Dutch Wilson and Mrs. Blanch Sullivan, a breakfast was arranged for 11 a.m. at the Roosevelt Hotel. After all the ladies were assembled Mrs. Gerety was brought in and escorted to her place at the table thru a cordon of page girls, who formed a bower of roses that led from the breakfast room door to the place of honor at the head of the beautifully appointed table. Always the charming hostess, Mrs. Gerety responded to the tributes of her friends in a most gracious manner, thanking them in a few choice words not only for their thoughtfulness in honoring her at this time, but also for their loyalty and friendship during the season just closing.

Visitors included L. G. Chapman, general agent Foley & Burk Shows, a California Institution; Dr. and Mrs. Ethel Murray Simmonds, of Muskogee Free Fair; Mr. and Mrs. Roy Gray and Doc Waddell, of the Big State Shows; Mr. and Mrs. Orville Hennies, of the Hennies Bros.' Shows; Mr. and Mrs. Roy Rupert and Mr. and Mrs. J. Eddie Brown, of the Texas Centennial, Dallas, and Bill Hames, owner of shows bearing his name. This is being written on the last day of the 1936 season for these shows which has been one of the most prosperous of its long career. The show opened its season on April 20, San Antonio, in conjunction with the annual Battle of Flowers Fiesta, traveled a total of 5,618 miles over 11 railroads and entertained approximately 5,000,000 people. Adios until 1937. KENT HOSMER.

Al C. Hansen Shows

McComb, Miss. Week ended November 7. Auspices, Federated Shop Crafts of I. C. Railway System. Location, cotton mill lot. Weather, clear and cool. Business, fair.

Special move from Lexington. Long haul from cars, but entire midway opened on time Monday night. First carnival here in four years. Sudden change in weather kept attendance down until last of week, when temperature moderated for benefit of all concerned.

Concession row greatly augmented due to closing Wallace Bros., and several other shows in vicinity. Thirty-eight concessions—to be exact—on midway this week. Robert Leslie and Doc Holtkamp among newcomers.

Walter McMaster on from Jackson for conference with his brother, Jack Thompson. R. L. (Cotton) Grissom over from Canton for short visit with friends. Manager and Mrs. Hansen were dinner guests of Fire Chief and Mrs. Sam Ballafant. Gladys Hansen returned from Frances Skinner College at Mt. Carroll, Ill., and will enter a New Orleans school for the winter. The writer under the weather here with attack of acute indigestion. WALTER B. FOX.

Miller Bros.' Shows

Gainesville, Ga. Week ended November 7. 4-H Club, County Fair. Business, poor. Weather, cold, showers Saturday.

First carnival in three years. City completely torn by tornado. Plenty of construction work. Natives show hungry. Plenty of money in circulation. Lack of co-operation by officials discouraged attendance. Strict censorship was enforced over some shows and concessions during the week.

Monday night shows, rides and concessions opened and everyone did business. John and Martini De La Cruze's Midgett Show did not open. Johnny has been suffering with the flu, altho reports improving. Johnny will open on schedule in Miller's Museum. Cold weather has several on the sick list, including Johnny Tinsley, who is confined in bed with the grip.

Morris Miller departed. Will devote his time to operation of his traveling museum, opening in Atlanta. Following attractions have left the show, joining the museum: John Williams, alligator skin man; Zola, bearded woman; Frank Russell, strong man; Bill and Zambesi, African Pygmies; John and Martini De

Johnny J. Jones Exposition

Augusta, Ga. Week ended November 7. Auspices, Exchange Club Fall Fair. Weather, some rain Friday. Business, big.

Saturday night at 12 p.m. November 7 Johnny J. Jones Exposition terminated its 1936 season. To the strains of *Auld Lang Syne*, played by Richard Scott's minstrel band, Chief Electrician Dave Sorge flashed the lights, signal for closing hour. Thus winding up most successful season of new Johnny J. Jones Exposition's career. The show was placed in barn here, again using same quarters as last winter.

This date the biggest in this fair's history. Manager R. L. Sumerau reporting the shattering of all gate and midway grosses.

The weather thruout the entire week ideal with the exception of Friday, some rain and cold, this keeping away many afternoon patrons but not stopping the night crowds that packed and jammed the grounds.

Wednesday, Children's Day, the biggest in fair's history. Even after 6 p.m. when special children's nickel price was taken off rides continued to do capacity until 10:45 p.m., free-act hour.

The two free acts, Wilno, human cannon ball, and Prince Nelson, high wire, did their bit towards drawing patrons and holding them for late-hour program.

Daily 30-minute programs were given over Station WRDW by show entertainers. The over-the-air barkers' contest on Thursday nicely handled by Paul Sprague. Lou Bristol and Jack Bennett, announcers for the station, co-operating in every way to make the broadcasts both interesting and different.

Staff members and several of the shows' entertainers were guests at the Exchange Club luncheon Wednesday. The famous Singer Midgets, Evelyn Frechette, and Mae Parish, the 8-year-old juvenile entertainer, presented a very pleasing performance that was well received by club members.

Show visitors: Max Linderman, L. C. (Doc) Cann, World of Mirth Shows; Captain and Mrs. John M. Sheesley, Mr. and Mrs. Charles Pounds, Mr. and Mrs. John Sheesley Jr., Mr. and Mrs. Thomas, all of Sheesley Shows; Joe Redding, P. Z. Hoffman, Mr. and Mrs. Ed Lowe and daughter, Helen; Mr. and Mrs. C. F. Parsons; J. J. Page, of Page Shows; Mr. and Mrs. Hort Campbell, Campbell Shows; Mr. and Mrs. Milt Morris; Mr. and Mrs. Hubert Lewis, Doc Felmet, Scout Younger and many others. STARR DEBELLE.

MIDWAY CONFAB—

(Continued from page 51)

North Little Rock, Ark.: "Best season in five years. Shows in the barn here. Vernon has one of the most complete winter quarters I have even seen. Two cotton sheds, machines with lathe, planer and all that goes with a shop. Office even has three motorized adding machines. Ride boys presented the writer with a Stetson hat and gave the missus hose and candy and a novelty box filled with all kinds of women's things. This is the first time the ride boys have ever given any secretary anything that I know of. Curley Vernon says the deer season is on and he is going to points in Texas to prove it. The staff will remain same as last season—C. A. Vernon, owner; Tom Brown, manager; Bill Starr, secretary and press agent; Dixon, special agent; Harvey, mechanic and electrician, and Wayne Herndon, in charge of moving equipment. I will probably go to California to get my bonus. Back in February to take charge of winter quarters, at which time work in all departments will start."

DOC WADDELL dedicated the following to all show people at the close of the season:

Above discordant noises another season folds.
*Neath flowers and messages the 1937 lesson moids.

On we go in high serenity to the goal.
The inner spirit stimulating, condense in control.

Heaven seemingly to bless the tented whole,
Ever onward despite assails, storms and scars.

Richly imbued: "The show must go on"—
All are stars.

La Cruze, midgets; Agnes Smith, rubber skin girl; Lillian McGregor, pulling auto with eyelds, and Harry McGregor, fire eater! BOBBY KORK.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 14.—A great many of the brothers are returning for the winter and a nice attendance greeted Vice-President Jack Nelson as the meeting of the 12th was called to order. Seated with him at the table were Treasurer Lew Keller, Secretary Joe Strelbich and Past Presidents Edward A. Hock, Sam J. Levy and Ernie A. Young.

Membership committee reported a total of 302 new applications and still going strong, and are in hopes the total will reach at least 350.

Brother Harry Ross is the only one who has come into the coveted circle with 100 or more. Brothers E. C. Velare and Rubin Gruberger have been making a valiant try at it and both may still reach their goal.

Cemetery Fund Drive Committee urge prompt attention to notices sent out and ask that everyone get busy on the award coupons and have returns in ere the 2d of December.

Brother Rube Liebman still in the hospital but very anxious to be out and says he is in hopes of visiting with the brothers during convention week.

The committee appointed to attend to the testimonial party is also handling affairs for open house on the 3d of December. Be sure the date of the big testimonial party is Saturday, November 28. They promise two real big evenings, so be sure not to miss either. Also keep in mind the date of the annual memorial service. This will be held in Bal Tabarin, Hotel Sherman, on Sunday, November 28. Services at 1:30 p.m. sharp.

The 24th annual banquet and ball coming along fine and Chairman Frank P. Duffield predicts a sell-out affair. He urges each and every one to get his reservations in at once or there will be some disappointments.

A gleaming letter from the Blue Ribbon Shows and Inclosure of \$200, to be added to the Cemetery Fund. This is sure fine work and Manager L. E. Roth gives a lot of credit to John W. Galligan, Mike Rosen, Victor Canares and many of the boys on that organization.

President Conklin writes that he expects to be with us for the meeting of the 27th. This is the meeting which has been transferred from Thanksgiving to the Friday following.

Brother Al Rossman is getting up a booster page for the banquet and ball. He advises that he is having fine success with it. The idea is to place your name on this page. If he has not contacted you it is because he has not had a chance to see you, so just drop him a line, inclose a dollar and tell him you want your name added to the list.

New members at the meeting were Al Carsky and Bob Costello. Others who have not been with us for a long time were Dave Robbins, Peter Pivor, Irving Maltz, Tom Rankine, Murray Lorber, Richard Miller and Louis Schlossburg. You should just attend some of the meetings to feel the sociability among the boys. Brother Harry Lewiston just arrived.

Applications presented for ballot and elected to membership were Maurice Ohren, John J. Sweeney, Tom Morris, Robert Thomson, T. D. McAuliffe, John A. Jamison, C. A. Herlong, H. F. Fel-

lows, George H. Cramer, Philip Shapiro, Rudolph C. Illions, P. T. Strieder, Abe Raynor, Philip Kaplan, Jeffery Wolf, Herman Horrow, Morris Horrow, John S. Longchant, Sam Zimmerman, James E. Clare, George H. Black, Sidney E. Wolfe, E. J. Reicher and A. Silvera.

Brother Charles T. Goss still plugging away and another application from him this week.

Brother E. W. Evans, of the Cincinnati office of *The Billboard*, was called at the rooms during the week. Henry Cohen was the guest of Brother Al Carsky at the league rooms.

Brother J. C. Simpson in for a few days ere departing for the South. Brother Harry Siegal, back in town, dropped in for a call.

Better be sure to come into Chicago for the week starting November 28. You sure will enjoy yourself, for there will be plenty doing all of the time.

LADIES' AUXILIARY

Regular meeting held November 13 with President Mrs. Lew Keller presiding. Plans for the regular installation dinner, to be held early in December, were arranged, also plans for open house, to be held during the convention week at the Sherman Hotel, Chicago.

The relief committee reported Mrs. C. F. Eckhart recuperating at her home after her recent operation. All members were notified that the final date for return of drawing books has been set for December 1; that the books be returned at once.

Applications presented for ballot and elected to membership recently were Mrs. Paul McGlynn, Mrs. Mary Levine, Clara Harker, Mrs. Noble Fairly and Marion Ward. Mattie Crosby will be hostess at the regular social of the 19th.

Heart of America Showmen's Club



KANSAS CITY, Nov. 14.—First regular meeting of club was held Friday night. Very good attendance. Several out-of-town members present.

President Castle absent. George Howk occupied the chair of the president. He spoke of the work of Castle and wonderful progress the club has made under his guidance. The drive put on by the president for Hospital and Cemetery Fund will go over \$1,000. The membership drive is expected to more than double membership of club.

Membership drive at this time shows Harry Altshuler in first place, with Jake Brizendine going into second, Orville Hennies in third and Toney Martone fourth. It seems to be a race as to who can hold first place for over a week. Brizendine has sent in 22 new members and that moves him up into second place. If he can continue to produce he will land in first place at closing date, now moved up to the last of December or after the showmen's clubs over the country have had their winter meetings, banquet and balls.

Banquet and ball for this club will be held December 31 at President Hotel. Ticket sale is now on. Harry Duncan, who is chairman of the entertaining committee, is in charge of the banquet tickets and will be assisted by Ellis White. Both of these men are hard workers. Banquet and ball will be a big success is now assured.

George Howk and G. C. McGinnis are in charge of souvenir program. They have started work securing advertising and compiling data for one of largest and most interesting programs ever put out by the club.

The club was notified thru Harry Duncan that the Allied Charities Drive of Kansas City wishes to thank the club and its members for their loyal support and help rendered during recent activities.

LADIES' AUXILIARY

Ladies' Auxiliary of the Heart of America Showmen's Club held its first meeting of the season on Friday at its clubrooms in the Coates House.

The house committee had the clubrooms in order with freshly painted walls, clean drapes and a new rug.

Meeting was opened by President Juanita Strassburg, with 20 members present. Secretary Etta Smith read the (See *HEART OF AMERICA* on page 61)

WANTED WANTED WANTED

WANTED for all winter in St. Petersburg, Fla., Spa Beach Amusement Park, Entrance to Million-Dollar Pier and Beach, in the Heart of the City and all Activities. Come, look this over—BIG THING. Work Sundays, 7 days a week. WANTED—All kinds of Riding Devices, also Water Rides. Concessions of all kinds except Cook House and Juice. Good opportunity for BINGO. Can redeem prizes for cash. Positively won't be another BINGO in city. Good opening for Penny Arcade and Skcc-Ball. No Wheels or Controlled Devices allowed. Opening for Pitches and Demonstrators. All those with me last winter vice. Earl Johnson, want you back. Wire me what you want. Will consider good Partner this year. Will sell exclusive on any Concession you have. Only one of a kind wanted. So get busy if you want to make money during the winter months. Address all mail JOE PISARA, 718 Central Ave., Room 302, or Million-Dollar Pier, St. Petersburg, Fla.

GREAT SUTTON SHOWS

AMERICA'S CLEANEST CARNIVAL.

1937—NOW READY TO BOOK—1937

Will sell exclusive on Cook House, Frozen Custard and Corn Game. Benny Wolf write. Will furnish Tents and Panel Fronts for any good Show. E. D. Groves will not be with this show in 1937. Write, wire or come and see me. F. M. SUTTON, Osceola, Ark.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Nov. 14.—Closing of several of West Coast shows brought a lot of trouper into town to settle in the usual winter haunts, so there were 136 members present when President Theo Forstall rapped for order. Other officers present: First Vice-President Dr. Ralph E. Smith, Third Vice-President O. H. Hilderbrand; Ross R. Davis, treasurer, and John T. Backman, secretary.

In recognition of the most generous act of Ted Metz, manager of Tom Mix side show, who sent in \$100, that amount being the cost of life membership in PCSA, this will be awarded to the winner of the membership drive contest. Usual order of business was suspended that a vote of thanks and record made in minutes honoring Metz for this, most gratefully appreciated donation. Ted got a tremendous hand, well deserved.

Report of Harry Seber, of memorial services committee, was that all was in order for the services that will be held Sunday, December 6, in Showmen's Rest, Evergreen Cemetery. Added to the report, as in last week's issue of *The Billboard*, the name of Rev. Josiah Hopkins, of the Country Church of Hollywood, who will make a plain, homely talk. He has attained fame that is nation wide for these sermons. Principal lady will be singer Senorita Maria Flores.

Other reports of standing committees of no special moment except the announcement of the completion of installing equipment in the club's kitchen. The work having been done by John J. Klein, new member of the house committee.

Communications: Dick Wayne Barlow wrote from Great Bend, Kan., on matters of interest, saying that he is trying to make it for the annual charity banquet and ball December 9. C. F. Albright, Oakland, Calif., an appreciated inclosure and letter of interest. William B. Davis, from San Francisco, inclosing check for membership fee. George Surtees, of the Tom Mix Circus, on Ted Metz's side show, said may not be able to make the ball, but states that Ted plans on being here for that occasion. Felix Burk breaks a long period of silence in writing a lot of spicy references to outdoor amusements and a good-natured ribbing for several of the members.

New members: William B. Davis, of San Francisco, credited to John T. Backman and Doc Hall. Frank Whitbeck, noted executive of Metro-Goldwyn-Mayer studios, credited to Eddie Gamble. Harry C. Baron, Harry Scott, Daniel Carleton Cross, R. L. Schee, all of Hilderbrand's Shows, credited to Walton de Pellaton and O. H. Hilderbrand. Introduction of visitors: Harry Hargreaves, making first appearance in many months, called upon and made just the snappy, newsy talk for which he is noted. At any rate it was the opinion of the listeners that Harry calls the play "as HE sees them." Bill Rice told stories of interest and ended in a cross-fire ribbing match between him and Harry Pink of the days when they tramped together. The stories of the cookhouse that dwindled down

LOTTA HOOEY SHOWS

Want Shows and Rides that don't conflict. Cookhouse, Grab, High Striker and any Legitimate Concession. No Grift or Girl Show wanted. Privilege reasonable, but collect in full day located. Gas Gardener wants man for Bill and Miss. Straight Wheel Agent, Brazil, Tenn., November 16-21. Wires and mail Trenton, Tenn.; Belmont, Miss., Free Fall, November 23-28.

to a barrel of cabbage, with Harry as the steward, and the fellow that supplied 52 barrels of gasoline that went into a tank on the boat and who could not find hose of size to withdraw it when the pay was not forthcoming were interesting. Dr. George W. T. Boyd arose to detail members of PCSA who had seen service in any war and others to march in Armistice Day parade and got fine response from those who had been fired with patriotism last week by Doc's talk. Talks of Mel Smith and Ed Nagel followed. However, it was decided not to cut the flagpole to shorter length so that Doc could keep the colors up. Jack Grimes given time for a weekly broadcast as to the annual Charity Banquet and Ball. He said ticket sale was ahead of any previous ball and that the Gold Room of Biltmore and the other space to be allotted to the big affairs would be taxed to capacity. He very firmly stated that tickets would be sold only to the number that can be seated. Asked for the "oversurprise number," said the world is filled with singers of more or less ability and the announcement of a singer ordinarily was not of great importance; however, he said he will present a man from a small city in California with voice that was a marvel in quality, tone and range.

Then arose a debate about voice range. Unfamilarly with musical terms handicapped several who wanted to tell of flexible voice. Al Fisher stated that he knew a man in Seattle that could sing to Pedal B-flat, whatever that is. Harry Fink said that must be a low voice, as I get from the expression "Pedal" as usually rather low on piano or organ. One would be surprised at the "kick" that comes from these apparently silly, harmless endeavors to put in an evening. Mel Smith said he was collaborating with Doc Boyd on a poem to be recited by Mark Kirkendall. The idea having come from experiences in sleeping quarters in the Northwest lumber camps. The title "Foot to foot or kicked to death." Much conjecture at this time as to the ticket for next year, candidates have not been announced yet.

After adjournment corn beef and cabbage and refreshments served by Ted Le Fors, Harry Wallace, Jack Bigelow and Frank Murphy. Weekly award went to West Coast Jack Austin. Showfolk to be associated with those who have kindred interests is a very good idea. In becoming a member of PCSA kindred spirits would meet, and in co-ordination of effort much done for the real good of trouper.

Better think this over. It is rather difficult out here to meet a showman that does not wear a PCSA button.

LADIES' AUXILIARY

Meeting Monday, November 9, was called to order, presided over by President Ethel Krug with Ruby Kirkendall in the first vice-president chair. Secretary Vera Downie absent due to illness.

New clubrooms are all that may be (See *PACIFIC COAST* on page 60)

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Where else in the world can you spend a like sum and get more out of it than as a member of the Showmen's League of America. You belong in it—so join Now!

Big Philly Doings During Sesqui Fete

PHILADELPHIA, Nov. 14.—Plans for celebration of the 150th anniversary of the framing of the Constitution, beginning on January 1 and continuing thru-out the year, were announced by Mayor S. Davis Wilson in naming Judge Frank Smith chairman of a committee of 1,000 to conduct the celebration.

"Among some of the events being planned," Mayor Wilson said, "are historical exercises and pageants marking birth anniversaries of Washington, Jefferson, Franklin, Lincoln, Roosevelt and Wilson. We are planning a Mardi Gras with a mummies' parade and a Philadelphia County Fair in Municipal Stadium, in which all counties of Pennsylvania will be represented."

Besides the regular New Year's Day parade, the mummies will stage a Mardi Gras during May as one of the features of the sesqui fete. Prizes of \$12,000 have been assured by city council. Celebration is expected to attract hundreds of thousands of visitors. More than 110 conventions have already signed to come during this celebration.

Jubilee on Coast Has Entertainment

SAN FRANCISCO, Nov. 14.—Silver Dollar Jubilee, staged in Dreamland Auditorium here Monday night under sponsorship of Seagram Distillers Corporation, was a big success from an entertainment standpoint, bringing members of the liquor industry from all parts of Northern California to the festivities. The celebration was by invitation only and was in the nature of a testimonial to the industry.

Besides an extensive card of wrestling and boxing exhibitions, entertainment included Claude Sweeten, musical director of KFRC, with a 14-man orchestra; Eleanor Nielson, coloratura soprano; Imperial Russian Cossack Troupe, singers and dancers; Sardoine, bubble dancer, in her "Phantasy of a Persian Garden"; Beryl Cameron, NBC blues singer, and Southern Harmony Four, NBC colored harmonists. Dean Maddox, who conducts the KFRC Martin Dell Amateur Hour, was emcee.

Local newspapers gave the jubilee plenty of space. More than 3,000 were on hand to participate.

Mardi Gras for Galveston

GALVESTON, Tex., Nov. 14.—Galveston is planning the biggest Mardi Gras Festival in its history, Will H. Ford, executive chairman of Galveston Commercial Association, sponsor, announced this week. Pageants, special entertainment events and masking are to be included.

Shorts

RECENT open-air bazaar in Fairville, N. B., under sponsorship of the Lancaster Band of 32 men, had a Merry-Go-Round surrounded by 20 concessions, including merchandise wheels and bingo on the midway.

HERNANDO CHAPTER, Future Farmers of America, with co-operation of leading farmers and agricultural workers in Hernando County, will stage its first agricultural fair in Brooksville, Fla., soon, said C. D. Newbern, secretary.

FEATURE attractions at fourth annual Macon (Ga.) Shrine Circus on November 16 included DeKohli Troupe, five people; Harry Merrill Family, six people; Shorty

HELP This Department by Telling Committees About It.

WANTED FOR POLICE FROLIC

RALEIGH, N. C., DECEMBER 15-16-17
Circus Acts, Remo or Vaudeville, Wire Act, Teeterboard and Aerial, Flying Sultans and Guthrie Act. Answer.

J. B. SHERWOOD UPCHURCH, Director, care Bland Hotel.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

New England Dates To Have Hamid Acts

NEW YORK, Nov. 14.—George A. Hamid, Inc., Eastern booking office, has lined up two Thanksgiving-period dates under New England auspices. First, in Worcester, Mass., is under Father McMahon and Church of St. Margaret Mary, to be staged in Memorial Auditorium.

Program includes Flying Flemings, Four Eagles, Dr. Bernard's Elephants, Four Randows, Ullaine Malloy, DeCardos, Helen Reynolds and Skaters, Roberta's Circus and the Stetson Band.

Second engagement is in New Britain, Conn., under Masonic auspices. Show will be presented in the Stanley Arena and will be composed of Pallenberg's Bears, Pallenberg's Royal Doberman Pinschers; Jumbo, elephant; Casting Campbells, DeCardos, Roberta's Circus, Janet May, a troupe of clowns and probably other acts.

Inclement Weather Hurts Draw for Opelousas, La.

OPELOUSAS, La., Nov. 14.—Mixed weather greeted the Miller Amusement Company Show here last week. Event was under local American Legion sponsorship.

Playing at a fine corner, show did a good business early in the week, but rain began falling later and the season's coldest spell hurt attendance. Included in show were six rides, seven shows and nearly a score of concessions. A callopo on the grounds was an added attraction.

Hinkle and Roy Lenhart, clowns from Downie Bros' Circus, and Bert and Corinne DeArko from Downie show. Ray Parker directed the 12-piece Shrine band. D. C. Ferguson, captain of Shrine patrol, was general chairman, with A. M. Harrison and H. W. Polley as assistants.

DON M. BRASHEAR, in charge of baby show and queen contest for Verne Newcombe Enterprises in Tucuman, N. M., recently closed a successful season as general agent of the Yellowstone Shows.

SOME Tom Mix Circus acts will be used at an indoor circus to be staged by Anniston (Ala.) Central Labor Union to raise funds for the 1937 State convention. Circus will be directed by W. E. Franks, former resident of Anniston.

RIDES of Yellowstone Shows and Western States Shows will be used at Southwest Sun Carnival on downtown streets in El Paso, Tex., said Don M. Brashear, of the staff of Verne Newcombe, who has the rides and concessions contract.

ABOUT \$150 in awards has been offered for prize exhibits at Monroe Fair, which opened this week at Monroeville, Ala., under local American Legion sponsorship. Event is first in Monroe County in many years. Show is being staged at the local airport grounds, with hangars being used to house exhibits.

SHRINE show scheduled for Syria Mosque, Pittsburgh, Thanksgiving week has been canceled but may be staged in April.

HILDERBRAND'S

(Continued from page 47)

Carthy, Speedy Webster, Mr. and Mrs. Frank Vardon, Mr. and Mrs. Tommie Lee, John Barton, Leon McLendon, Rex Miller, Warden Russell, Monk Hill, Mr. and Mrs. C. H. Clark, Burford Armitage, Forest Farmer, R. J. Williams, Mr. and Mrs. Eddie Edwards, C. M. Webber, Jay Savage, Thomas O'Connell, Mr. and Mrs. Earl Stoltz, Mr. and Mrs. M. Duke, Mr. and Mrs. Walter Meisenhau, Philip J. Hopper, Arthur Cowell, Mario Silvia, Charles C. Baker, Cart North, Ruddy Klein, Frank White, Wilbur Asher, Steve

BOB MORTON

Writes on

Exploiting and Producing Circuses

In the Christmas Number of The Billboard Dated November 28, 1936

Kessler, Norman Crane, Paul Bates, Ethel McDonald, Mrs. Virgite Miller, Hum Henderick, Joe Disanti, Jack Barber, Leonard Henderson, James Clark, James Scruggs, Harry Golden, Roy Benson, J. Kirkpatrick, Mr. and Mrs. Max Williams, Don Quinn, Doyle Drumm, Johnnie Scoggins, Normando Ronaldo, George Fisher, Hum Ketterson, Mr. and Mrs. J. H. Howard, Howard Turner, Tex Ward, L. M. Dobbs, Dick Thornton, Kay Roger, Irene Miller, Dan Barnett, Sam Adams, Maxine Manyard, David Cowan, L. Trees, Frank Morin, Henry Casey, J. Costello, Edna Addisgood, Ruth Bluefield, Florence Miller, Russell Gates, Marlin Skinner, Ed Banley, Kay Bishop, Helen Gilmore, Dorothy Forest, Lyle Harpending, Mrs. F. L. Lewis, Vlon Jensen, B. A. Howell, Bert Moore.

To Oakland, Calif.: Lillian La France, Robert Ossage, Mrs. K. Quivala and Kay Quivala; to Silverton, Ore., Bud Cross; to Marshfield, Ore., D. O. McCarty; to Sparks, Nev., Mr. and Mrs. Clarence H. Alton and Cecil Reed; to San Francisco, Edna Manos; to San Diego, J. Lillard; to San Jose, J. C. Bullock; to Portland, Ore., H. Burke.

CONKLIN BOOKS

(Continued from page 47)

then at this time, J. W. Conklin has contracted with two attractions that were at the Texas Centennial Exposition this year. They will be found with the Conklin Shows on their tour of Canada in 1937.

Since Conklin closed his 1936 tour he has spent several days in Chicago, and from there went to Dallas and Fort Worth. Since the Texas trip he has been scouting around Seattle and Vancouver and reports that all outdoor people of this section with whom he came in contact had a good season. It is Conklin's intention to stay on the Coast until November 20, when he will leave for Chicago and Toronto.

BALLYHOO

(Continued from page 47)

the visitors decided rather than pay the freight to send this stuff back home it would be cheaper to take it out in trade. All our attractions were jammed, doing a land-office business. One Florida night clerk tried to trade out his company's luggage on the Loop-o-Plane at one setting. He did ride out six trunks but passed out on the fourth suitcase. The ride operator immediately autographed some new I O U's for the remainder of the bags, thus paying the debt in full.

For six days every attraction had a steady 24-hour play. But not a penny changed hands. Pile after pile of baggage stacked up on the midway. Then the office declared itself in, demanding 50 per cent of the gross. The auspices then demanded their 25 per cent. This threw one-fourth of the luggage back in their possession. Thought we might have to stay over to trade it back in.

Saturday night our secretary paid off the light bill, the drayman, the grocery boy, the meat man and the lot owner with trunks and bags. Then presented each with a bus line time table, its cover reading "See America First."

MAJOR PRIVILEGE.

P. S.—After this cashless week it looks like the Mexican hotel proprietors will have to hold a convention to get even.

M. P.

JONES SHOWS'

(Continued from page 47)

and Mrs. Earl Lyons, Detroit. Mr. and Mrs. Bob Terry, Houston. W. F. Schooley, Tampa. Alex Saunders, Atlanta. Mr. and Mrs. Stanley Carson, Augusta. Ed Tuthill, Mr. and Mrs. Carl Carson and Andy Carson, Tampa. Mr. and Mrs. Jack McBride, Philadelphia. Mr. and Mrs. Charles Larkin, Tampa. Charles and Helen Slegrest, Orlando, Fla. Morris Caplan, Emily Carson and Dave Foster, Tampa. Nellie Ludwig, Connelisville, Pa. Mr. and Mrs. Richard Scott, vaudeville tour.

Mr. and Mrs. Ernest Veys, home, East Moline, Ill. Pete Christiasen, Kankakee, Ill. Mr. and Mrs. C. F. Lauther, Miami. Wilno and Secretary Lavengood, Peru, Ind. Prince and Mrs. Nelson, Orlando, Fla. Mrs. Tracey Owens, Miami. C. F. Wilson, Springfield, O. Mr. and Mrs. W. S. Couch, Florida. H. L. Wilson, Joliet, Ill. Frankie Felder, Memphis.

Mr. and Mrs. Buddy Paddock, Miami and Hot Springs, Ark. Mr. and Mrs. Dave Fineman, Mr. and Mrs. Cliff Bammel, Mr. and Mrs. H. (Irish) Gouglin and Mr. and Mrs. Frank Costello, Miami. R. E. Harvey, Kansas City. Mr. and Mrs. Maude and Tom M. Allen, Tampa. Clarence Hunter, Birmingham. Mr. and Mrs. Paul Kleider, Miami. Harrison Scott, Centralia, Ill. Mr. and Mrs. George Davis, St. Louis. Frank Hooper and Eddie Coe, Tampa. Helen McGown, New York. Mr. and Mrs. W. E. Sincley, Miami. Mr. and Mrs. J. R. Kelley, Jackson, Tenn. Harvey and Mrs. Wilson, Florida. Pearl Harvey, Gibsonton, Fla. Bill Keys, Florida. Mr. and Mrs. Dudley Lewis, Morristown, Tenn.

Mrs. Hody Jones, probably Chicago for the meeting and then Florida. Ride Superintendent Dell Lampkin and the family to remain in Augusta. Chief Electrician Dave Sorg and missus, undecided, probably Florida.

4 GASTANG CHIMPS

(Continued from page 47)

bicycles and give a cabaret performance, acting as waiters, guests and cook. They have been featured at the principal resorts of the Continent and have been featured in stories of animals by The Daily Graphic, one of the leading tabloids of London, the manner of their capture by Gastang, their numerous travels and exhibitions all over the world being run thru a 26 weeks' serial in that paper.

In addition Collins is expecting to bring a troupe of midgets, now appearing France, to the States for the Dodson interests. These are said to be the smallest performers on earth. They are 10 in number and give a complete and diversified show.

The Dodsons expect to have at least five European features entirely new to this country among their show and free acts, all of which Dick is now negotiating for. He will probably return about the beginning of the year.

Rao Bros.' Shows

Cleveland, Tex. Week ended November 7, Weather, good.

Weather much better in this vicinity. Rao, at request of American Legion, decided to stay in Cleveland for Armistice Day. Visitors: Roy Gray, Ray Brewer, en route to Shreveport to purchase a new minstrel top; Tom Smith, Rao's brother-in-law; Mr. and Mrs. "Dago" Rogers, Tommy Stevens and Jay Davis. Mr. and Mrs. Rogers joined with four concessions. Everyone busy building new ticket boxes, new fronts for shows and dolling up in general. Rao is negotiating for wheel and kiddie ride. Show roster: Ned Rao, owner and manager; Rosalee Gordon, secretary; Louie Hockenberry, electrician and lot man; the Whipples, cookhouse, peanuts and pop corn; Adeline Watts, ice cream; Joe Watts, pans; Albert (Shrimp) Moore, formerly with H. B. (Shrimp) Shows, and Rosalee Gordon, bingo; Alec Downing, three concessions; Mr. and Mrs. Rogers, four; Harry Simpson, darts; "Whiskers" Prosser, novelties; Joe Blackburn, photos; John Davis, nails; Marie and Monte Beehler, Dog and Pony Show; "Oklahoma Shorty," Athletic Show; Tuffy Carey, snakes; Vera Creel, Freeda Hunt and Lola Potter; Girl Show workers; Buddy Anglin, Mix-Up; Russel Phillips, Loop-o-Plane; Charles Woodville, Merry-Go-Round. Tickets handled by following: Maude Phillips, Merry-Go-Round; Tommy McDonald, Girl Show; Jack Franklyn, Mix-Up, and Lucille Franklyn, Loop. Mac Gordon handles the advance.

FREEDA HUNT.

Hartmann's Broadcast

ART BRIESE, representative of the Thearle-Duffield Fireworks Company, is a great believer in "seeing the world." The end of each summer season generally finds him hieing himself to some other country.

This year is no exception. Following the close of the Utah State Fair at Salt Lake City, Art leaped (and was it a leap?) to Guatemala City, Central America, via New Orleans. But the trip sure was worth it, says Art, who has been visiting various parts of Latin America and has found some very quaint sights there.

These sights probably included the scene pictured on the postcard which he used to convey this information to me. It is that of what is probably a native woman seated in the doorway of what resembles a Cliff Wilson snake show front and holding a small "punk," with another, a little older, seated beside her. The picture was taken before, after or during the feeding—I don't know which.

RAY MARSH BRYDON will probably soon spring the news about a business deal with the Cole Bros. Circus for next season. This show, by the way, had a big season. It pulled into winter quarters at Rochester, Ind., at 6 o'clock Friday morning, November 13.

YOU can paste this in your hat: Free acts are going to get another big break, from the standpoint of work, with carnivals in 1937. Competition for these features promises to be more keen than this year.

THREE years ago the York (Pa.) Fair directors decided they wanted a clean midway. They engaged J. F. Murphy to do the job—and he did it. The same practice was followed the last two years with the same result.

Bloomersburg (Pa.) Fair directors this year decided that they wanted their fair cleaned up—and cleaned up it was by this same J. F. Murphy.

This year, too, directors of the other two leading fairs in Pennsylvania, Reading and Allentown, took steps to wipe out the undesirable things but did not have an officially appointed censor. They do not look favorably upon such an individual, claiming that they can do their own cleaning up.

MILTON MORRIS is noted for being a man of few letters, so every time I get one from him I feel highly honored. Milt had a very satisfactory year with William Gilck and has signed up in the same capacity (manager) for season of 1937. He is now at Tampa and invites me to make a visit to those parts this winter.

"You know," Milt says, "that you are always welcome, and it might be possible that we could stage another such departing party for you as the one in San Antonio some years ago." Thanks, Milt, for the invitation, but the party couldn't possibly be like the one in San Antonio. You must have me confused with somebody else, as I have never been in the Alamo City.

WILLIAM FIELDS, ex-p. a. of circuses, is doing a sterling piece of work on the op'ry *White Horse Inn*, at the Center Theater, New York. The coverage he has been getting is nothing short of marvelous. Not only in newspapers and other usual ways, but in such magazines as *Vogue*, *Spur*, *Town and Country*, *New York Woman*, *Stage, Collier's*, *Harper's Bazaar*, etc.. And what loads of art! Some of it even double-truck. The white horse seems to be set for a long race. More power to you, Bill.

A CLOSE observer of carnivals sums up the business situations in the Eastern section of the country this year as follows: The managements of nearly all shows made money at the still dates, due principally to the admission gate, which was used in the early days of the carnival, but from conversations and interviews with operators of shows behind the gates it was learned that only certain ones have made any money. These were principally girl shows and Circus Side Shows. At certain places

other shows had good weeks, but on the average, outside of the two attractions mentioned, business was just ordinary and in some instances unprofitable.

Fairs have been good when the weather permitted, but there was such inference in many cases. One carnival manager stated that he made his money this year at still dates and that he did not intend to bid for any fairs in 1937. Fairs are too risky, he said, at the price asked for them.

Nearly all shows in this section still leaned toward off-color practices—they, it seemed, just cannot get away from them. A few of the smaller shows proved themselves much cleaner than the larger ones.

30-WEEK TOUR

(Continued from page 36)

haps the most difficult move was the last day's thru the mountains of Northern Arkansas from Batesville to West Plains. Cookhouse and a seat truck did not pull in until afternoon, and closing performance had to be given without the grand stand.

Free of Mishaps

The season, generally speaking, was singularly free of wrecks and mishaps, and show moved with clocklike precision, due in a large degree to expert direction of George Werner, lot superintendent. The only delay in opening doors was at Creston, Ia., due to a bad detour. There was little damage from wind, the severest storm being at Temple, Tex., during night performance.

Much new territory was broken in, including most of the stands in Texas and extensive sections of Ohio and Michigan.

The program remained the same all season with exception of a few minor details and addition of Six Lelands in September.

Visitors on closing day were Al Lindemann, King Baile and Art Miller of Sells-Sterling Circus, and Mrs. Albert Hodgini Sr., Mr. and Mrs. Bud Anderson, of Seal Bros. Circus, were on for several days during final week. Bernie Head, of Al G. Barnes Circus press staff, visited at Texarkana.

The season's finish was featured by a chicken dinner at 6 p.m. and brief, but impressive closing exercises, in cookhouse. Season route cards were issued as usual by Mail Agent L. Claude Myers.

Troupers' Destinations

Some of the folks dispersed at West Plains, but a considerable portion of them came into Rolla. Mr. and Mrs. C. W. Webb, owners of the show, immediately established themselves for the winter in their beautiful home on the outskirts of Rolla. James H. Webb, secretary and auditor, is also at quarters, but may go east for a visit later. Joe C. and E. E. Webb will go to their homes in Tennessee. Mr. and Mrs. Robert O'Hara will visit relatives in Oklahoma before going home to Seattle, Wash. Mr. and Mrs. William B. Antes went to their home in Evansville, Wis., and Justus Edwards to his in Oklawka, Ill. Mr. and Mrs. Les Hutchison and Charles (Dad) Eyer are back in Montgomery, Ala. Ray Blankenship is busily engaged with the Thatcher Stanbury parade unit and plans to go south after the holidays. Francis Kitzman, brigade agent, and wife spent final week with show and are visiting relatives in Rochester, Minn., before making their annual trek to Fort Lauderdale, Fla. Mr. and Mrs. J. E. Mead, also of the advance, are in Little Rock for a few weeks, after which they also will go to Florida.

Reb Russell went to home of his mother at Coffeyville, Kan., and after a minor surgical operation will go to Hollywood to make a group of pictures for Willis Kent. Bob Fisher's Five Fearless Flyers went to their home in Bloomington, Ill. for a rest before beginning winter dates. The Six Lelands headed for New York by way of Chicago. Captain and George Dalbeane also stopped at Chicago before going to New York. Albert Hodgini Jr. and his troupe went direct to their home in Chicago. Mr. and Mrs. Walter Jennier and Buddy went to Kansas City, where they open a vaude tour November 20. The Conner Trio will have charge of training quarters of Community Circus at Gainesville, Tex., and assist with that organization's Christmas parade unit. Frank B. Miller, horse trainer, went to his home at Wright City, Mo., and Hazel King, assistant, is back in Rolla for the winter. Genevieve Hughes is spending some time with her parents at Fort Madison, Ia., and New York and then Florida are again beckoning Bobbie Wariner. L. Claude Myers, bandmaster and mail

Notes From the Crossroads

By NAT GREEN

LAST of that colorful trio of circus impresarios, Mugivan, Ballard and Bowers, faded from the picture with the passing, last week, of Ed Ballard. All came up from humble beginnings, all made circus history and all checked out of this mortal existence leaving sizable fortunes. When the trio stepped out of the game in 1929 circudom lost something of its picturesqueness. But not all, for some of the old guard who got their training under Jerry Mugivan are still active. Dan Odom is out of the game but a circus man at heart. Zack Terrell and Jess Adkins are themselves making circus history. Joe Donahue, a graduate of the old regime, occupies a prominent place in the circus picture of today. S. L. Cronin, Arthur Hopper and J. D. Newman are members of the old guard who are still important factors in the game, and there are many others in today's setup who received their training under Jerry. All shrewd, competent men whose schooling under the toughest master of them all has been an invaluable asset. And they are not lacking in picturesqueness. It will be extremely interesting to follow the careers of these men during the next few years!

Courtney Ryley Cooper in Chi for a lecture engagement. . . . J. C. (Jimmy) Simpson in and out on one of those mysterious missions. . . . Homer Hobson, home from the Mix show, is going to introduce the burlesque bullfight to night spot patrons at College Inn. . . . A visitor at Brookfield Zoo the other day was Jean Delacour, Frenchman, world famous for raising rare birds. . . . According to Robert Bean, assistant director of the zoo, Delacour has bred and raised more birds than any other man and he has sold thousands of them to zoos here and abroad. . . . J. C. McCaffery off for Atlanta. . . . C. S. Primrose, general agent of the Lewis Bros. Circus, back on the local rialto. . . . Being a great friend of Frank Smith, of the Palace Theater, and Jack Hunt, of the State-Lake, he does a lot of visiting with them during the winter months. . . . Primrose used to be a theater manager in Chi. . . . Bernie Head, who was on the Barnes press staff the past season, is now out with a whale unit.

WLS units played 206 fairs in 10 States in 64 days and traveled a total of 200,000 miles, according to Earl Kurtz, head of the WLS artists' bureau. . . . Kurtz said that one thing he noted was that most of the fairs played had many new buildings and most of them have installed accommodations for performers—dressing rooms, sanitary toilets, etc.; something that has been sorely needed in many places. . . . Some 3,000 persons attended the funeral of Ed Ballard at West Baden and there were 60 honorary pallbearers. . . . Members of the Events Division of A Century of Progress held a reunion a few nights ago at the Auditorium, among those attending being A. N. Gonsoir, C. W. Farrier, Capt. Jack Reilly, Col. H. V. Houghtling and Herb Carlin, the latter now Jimmy Petrillo's right-hand man. . . . The celebrated Turkey Trot at Cuero, Tex., was put on this year with rented turkeys. . . . When farmers refused to sell at the current price of 11 cents a pound the Turkey Trot management offered to rent turkeys at 30 cents apiece and 12,000 drumsticks strutted thru Cuero streets at the head of the parade.

The boys are beginning to gather from hither and yon and another week will see the Magic Carpet alive with show-

agent, is back home in Caruthersville, Mo. Mr. and Mrs. Rube Eagan went to Hot Springs and then plan to head for the West Coast. Jack Crippen went to New Sharon, Ia.; Johnnie Delmar, St. Louis for a six-week engagement in Sears-Roebuck store; Marlon and Jean Wallick, Dover, O.; Fay Ridenour plans to go to Portland, Ore.

The ponies, camels and several head of horses of the show have been leased by the Thatcher Stanbury organization for Santa Claus parades starting latter part of November.

men. . . . Frank Duffield returned from Dallas Wednesday, glad to get back to pleasant weather. . . . Lou Rosenthal was in from Waterloo, Ia., and Omer J. Kenyon stopped over in Chi on his way from Toronto to his home town of Des Moines. . . . Others noted on the rialto included Eddie Jackson, Bob Hickey, Dennis Howard, Harry Calvert and Jack Croak. Don Howland, South Bend circus fan, reports a lot of activity at Cole Bros.-Clyde Bently winter quarters in Rochester, Ind., where a lot of building is going on. . . . A number of fans drove to Rochester Friday for the home-coming of the show. . . . Burt Wilson thinks he has found the champion low-priced eating place in El Paso. . . . It's the Cottage Tavern (free ad) and three meals a day for seven days cost a total of \$3.15. . . . Buy a meal ticket and you get 'em for \$2.95. . . . Must be a high-class "jernt"!

Crystal Exposition Shows

Walterboro, S. C. Week ended November 7. Weather, cold. Business, fair.

Will close season in Georgetown, S. C. The writer asked a few where they will winter and so far has gathered that Manager W. J. Bunts, Mrs. Bunts, Aita May Bunts, Johnnie Bunts, Walter Bunts, Billy Bunts and Irene Crystal Bunts will winter in Crystal River, Fla. High Johnson, shows' electrician, will be in charge of winter quarters. Charles (Chuck) Staunke, superintendent of rides, Crystal River, Fla. Charles Craig, special agent, and wife, Findlay, O. Capt. Donham, Midget City, Savannah, Ga. Ed Maek, manager of Ten-in-One Jacksonville, Fla. Dolly Dimples, fat girl, and Buddy Rush, Mickey Mouse Show, Orlando, Fla. Sam Petrella, manager of Athletic Club, New Orleans, La. Mickey O'Brian, boxer, Charleston, S. C. Charles Rowe, manager and owner of Freckles, the chimpanzee, Atlanta, Ga., then Florida. Art Carver, free act, and family, China Grove, N. C. The Delzaros, free act, Rome, Ga. Harry Benje, Crystal River, Fla. Joe Hurley and wife and Chick Kelly, two concessions, to continue with another show. Kankakee Ray, strong man, Chatahoochee, Fla. Punch Allen and wife, Oriovista, Fla. Kail Barrett, cookhouse, Gastonia, N. C. Frank Binkley, ball game, Newark, N. J. Bernie Bernstein, string game, Daytona Beach, Fla. Kenneth Hatcher, foreman Ski-Hi ride, Maryville, Tenn. Tom Blackwell, shooting gallery, Rock Hill, S. C. Roberts Bros., candy floss, Fort Myers, Fla. Johnnie Wagner, ride man, Maryville, Tenn. Bob Frost, foreman Loop-the-Loop, Bristol, Tenn. Edward Stratop, ride man, Pamlico, S. C. Harry Drees, ball game, Columbus, Miss. Louis Whitman, concession agent, Jamaica, L. I. Slim Barry, Neal Bresenham and Sam Wrubel, concession agents, New York. Mr. and Mrs. Roy Barnes and Mr. and Mrs. Floyd Shreks, concessioners, Savannah, Ga. George Helms, Monroe, N. C. Louise Richardson, the Bunts' maid, Crystal River, Fla. Shorty Rice, carpenter, Dallas, Tex. Kid Cabbage, Penny Arcade, Rome, N. Y. Mr. and Mrs. John Vaday, photo gallery, Crystal River, Fla. PUNCH ALLEN.

Happy Days Shows

Clanton, Ala. Week ended November 7. Chilton County Fair, auspices. Business, good. Weather, cool.

Show was the first fair or carnival to be here in 12 years and, despite bad weather, all attractions clicked. Jack L. Murry joined with arcade and six concessions. Dave Wise with five. Harry Berger, with his attractive modernistic stores, and Sam Hull, with his Palace of Sex Science and Show Boat, also joined. Captain Jameson thrilled the crowds each afternoon and night with his fire high dive, which was followed by fireworks. Thursday night Floyd Heth entertained the staff and a selected group of showfolk at a Halloween dinner and dance at the Riverside night club. Everyone enjoyed it. Gladys Walker won the girls' prize for the best knock-knock. Mrs. Artur Buggs, Joe Sparks, Dorothy Davis, Grace Melecher, Al Fine, Albert Wish, Mrs. Joe Marks and Vivian Nickerson were also awarded prizes for various games. Mrs. Clatie Varner has been topping the percentage stands with her new Mickey Mouse store. Manager Col. T. L. Dedrick has been on a booking tour and has the show contracted up until Christmas closing.

FLOYD R. HETH.

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EXPERIENCED SUBSCRIPTION MEN WANTED for rural work; attractive club national magazines; liberal proposition. PUBLISHER, 750 Shukert Bldg., Kansas City, Mo. del2x

FROST-OFF PREVENTS WINDSHIELD FROSTING. 25c fast sellers; huge profits. Two Samples 25c. Money back if returned. PACA SPECIALTIES, Shippensburg, Pa.

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write GUNMETAL CO., Ave. G, Decatur, Ill. t1x

MAKE MORE MONEY SELLING SHIRTS, TIES. Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms. Sales outfit free. NIMROD CO., Dept. 43, 4922-28 Lincoln Ave., Chicago. no28x

MAKE MORE SELLING NEW FORTUNE TELLER—Gum Vender—Trade Stimulator. Can be used instead of Salesboard. Write for Circular, Machine Legal on Penny Play. PARDUE NOVELTY CO., 5226 Dorchester Ave., Chicago, Ill.

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter display; Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. PROCOFAX, Dept. 131-C, 1956 S. Troy, Chicago. x

MUST SACRIFICE — 200,000 DOUBLE-EDGE Razor Blades below manufacturing cost. Overstocked condition. NALPAC BLADE COMPANY, 4514 North Kedzie, Chicago, Ill.

NECKTIES—NEW XMAS LINE, \$1.00 TO \$3.50 dozen. 25% cash, balance C. O. D. Sample dozen \$1.50 prepaid. FREEDLINE TEXTILE AGENCY, 106 W. Ninth, Los Angeles. no28

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand, New York. no28x

PEN WORKERS — BEAUTIFUL CHRISTMAS Sets, durium points, attractive assorted colors, set up boxes, \$36.00 gross. Send third cash for sample order, balance C. O. D. W. I. CALEY & CO., INC., 3402 Market St., Philadelphia.

PERFUME BUDS — SENSATIONAL STREET- men's seller. Cost 1c each, sell 5c. Particulars free; samples 10c. MISSION, 2328 W. Pico, Los Angeles. no28x

POPULAR—21-X COUGH SYRUP—SELLS ALL Merchants. Send 75c for five 3-oz. Bottles. Retail value, \$1.75. Quantity discounts, territory and private label offers to those qualified. 21X LABORATORIES, INC., 3700 Federal St., Camden, N. J.

PROMOTIONAL MEN WANTED FOR STATE supervisors. \$62.50 Investment required; enormous earnings. Give experience. KENNETH FLECK, Columbia City, Ind. no21x

SALESBOARD MEN — NEW PUT AND TAKE jars, twelve different payouts. Details, sample free. TOM THUMB, Dept. BB, Nauvoo, Ill. de5x

TINSELED DAZZLING MERRY CHRISTMAS and Happy New Year (9x11) Signs. Retail 25c; instant delivery. 100 Signs, \$4.00; express charges collect. KOEHLER, 335 Coetz, St. Louis, Mo.

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. de5x

WHY WORK FOR OTHERS? MAKE AND SELL your own goods. Formulas, Toilet Articles, Perfumes, Extracts. Valuable book free. SCIENTIFIC LABORATORIES, 1957 W. Broad, Richmond, Va. t1fx

100 RARE PHOTOS, 54; CARTOON BOOKS, 53; Spicy Magazines, \$1.0. Samples \$2 up. BOX 468-B, New Haven, Conn. de5x

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, TURTLES, CROCO- diles, Animals, Twelve small assorted Snakes, \$3.00; eight large attractive assorted Snakes, \$10.00. Coral Snake preserved in patent jar for exhibition, \$1.50. ROSS ALLEN, Silver Springs, Fla. Wire via Ocala. no28x

ELEPHANTS, GORILLAS, ORANGOUTANG Carcasses wanted. Also live Chimpanzee, Wolverines, Cursors, Harpy Eagle. LINDEMAN, 63 West 11th St., New York City. no28

FOR SALE—A FREAK CALF WITH SIX LEGS, eight months old, double sex. C. J. GEORGE, Route 1, Floresville, Tex.

WANTED—SMALL BIRD ACT WITH PROPS, Cockatoos preferred. Must be reasonable. Tell all. Also send pictures. BILLY ARNAU, Keyville, Va.

BOOKS, CARTOONS, IN-

STRUCTIONS, PLANS

"HYLER'S STUNT BULLETIN" — COMIC Stunts for banquets, lodges, etc. For magicians and other entertainers. 25c. HYLER, 849-B Main St., Danville, Va.

VENTRILOQUISM — VOICE THROWING. Learn this wonderful art, hear spirits talk and sing. Give friends a thrill, a hearty laugh. One week in Chicago will make you A-1 Ventriloquist. Catalog mailed. MACDONALD, 3905 Madison St., Chicago.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. no21x

BUSINESS OPPORTUNITIES

ADDRESSING, MAILING CIRCULARS, AT Home, for advertisers. Good pay. Send stamped addressed envelope. AMERICAN C. SUPPLIES, 126 Lexington Ave., New York.

FOR LEASE — THEATRE IN LIVE WESTERN town. Fully equipped except cinema facilities. BOX 179, Billings, Mont.

HOW AND WHERE TO OBTAIN CAPITAL fully explained. Particulars free. STAR SERVICE, Wapakoneta, O. no28x

SELL BY MAIL BOOKS, NOVELTIES! BAR- gainst Christmas sellers! Display Signs! Big Profits! Particulars Free. F. ELFCO, 438 N. Wells, Chicago. t1fx

WANTED — COUPLES WITH AUTOMOBILES to sell subscriptions on the only Democratic paper in Michigan. Good proposition; territory open; also people in the city of Detroit. Conditions good; automobile plants working. Write ROOM 503, 155 W. Congress St., Detroit, Mich.

COIN-OPERATED MACHINES SECOND-HAND

Notice
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

BARGAINS, LIKE NEW, CAPEHART ORCHES- tropes, Selective, model A, 5c slot, \$135.00 each; models B, 5c-10c-25c slots, \$185.00 each. 1/3 deposit, balance C. O. D. STEPHEN KOVAC, Box 532, Roebing, N. J.

BARGAINS IN PAYOUT TABLES, USED SLOTS — Write for prices and kind desired. SCHWARTZ & CO., 401 Bidwell, Fremont, O. no28

CANADIANS—BARGAIN IN PIN GAMES AND Payouts. Real prices to clear late machines. E. A. VARCOE, Route 4, Oshawa, Canada. de5

CENT-A-SMOKE CIGARETTE VENDERS, \$4.50: Claws, Diggers cheap. Peanut, Pistachio. Spotted Ball Gum Venders, \$2.75 up. NATIONAL, 4242 Market, Philadelphia, Pa.

COUNTER GAMES — BABY SHOES, PENNY Antes, \$2.00; Punchettes, \$4.50; King Six, Clearing House, \$8.50; Pin Games, Signal Jr., Beacon, \$3.50; Beamlite, Starlite, \$4.00; Transatlantic, \$12.50; Tango, Electropak, \$10.00; Homestretch, \$7.00; Payouts, Prospector, \$24.50; Caricoa, \$12.50; 200 games at bargain prices. COLUMBIAN VENDING CO., Parsons, Kan. x

DIGGER SACRIFICE — 1935 STAR HOISTS, Roll Front, \$60; 1934, \$35; excellent condition; candy included. MCKINLEY'S, Rockwell St., Long Branch, N. J. no28

FOR SALE—FIVE-CENT PACES RACES, SAME as new, \$300.00 each; Cailles Belts, latest type machine, 20 stop reels, double jack pots, escalators-cabinets painted modernistic colors, five-cent play, \$50.00; ten-cent play, \$52.50, and twenty-five cent play, \$55.00. All of these machines same as new and used at the Texas Centennial only. JOE ROGERS, Texas Centennial, Dallas, Tex. de5x

FOR SALE—2 MILLS SNAKE EYES, \$250.00 each, F. O. B. Oakland, Calif.; includes tax. Practically new. Special Iron Stands for sale, \$10.00 each. Deposit required. MILLS SALES CO., 1640 18th St., Oakland, Calif. no28

FOR SALE — HIALEAH, PEERLESS, BONUS, Jumbo, Alamo, \$25.00; Challenger, Pacific's Red Salls, Parlay, Speedway, Chase, Gottlieb's Sunshine Baseballs, \$35.00; Multiples, Roundup, \$40.00; Prospectors, \$15.00; Daily Races, Mystery, \$60.00. 1/3 deposit required. WALKER SALES, 1723 Franklin, Waco, Tex.

FOR SALE—AUTOMATIC GAMES: PEERLESS, \$50.00; Bally Bonus, \$50.00; Jumbo, \$35.00; Bally Derby, \$55.00; Challenger, \$50.00; Sun-Shine Derby, \$35.00; Daily Limit, \$30.00; Turf Champ, \$65.00; Mammoth, \$25.00; Bally Round Up, \$70.00; Sportsman, \$7.50; Rocket, \$7.50; Put-Take, \$7.50; Red Arrow, \$7.50. Counter Games: Horses, \$12.50; Wagon Wheels, \$10.00; 21 Vender, \$5.00; Sandy's Horses, \$15.00; Halfmile, \$15.00. 1/3 deposit with order, balance C. O. D. ENID MINT CO., 711 N. Independence, Enid, Okla. no28x

FOR SALE — EQUITY, \$10.00; ELECTRIC Baffle Balls, Payouts, \$15.00; Fifty Grands, \$15.00. BEN STERLING, Rocky Glen Park, Mooxic, Pa.

MILLS 5c FUTURITY MYSTERY GOLD AWARD, \$59.50; Mills 5c Silent Escalator, \$29.50; Mills 5c and 10c Extraordinary Mystery, \$55.00; Mills 10c Blue Front, \$49.50; Jennings 5c Duchess, \$15.00; Jennings 1c Little Duke, \$12.50; Watling Twin Lad, \$22.50; Watling Single Jack, \$9.50. All above are vendors. Mills Silent Golden Bell Escalator, \$34.50; Bally Ranger, \$19.50; Budgets with Electropak, \$12.50; Free Game, One Ball Repeater, \$19.50; Torpedo, \$9.50; Tit-Tat-Toe and Clearing House, \$5.00. All machines good appearance, mechanically perfect. Send 1/3 deposit. AMUSEMENT MACHINE CO., 207 Church, Nashville, Tenn. x

PHONOGRAPH SALE—12 SEEBURG DE LUXE Modernistic 1936 Models, \$210.00 each; 5 Seeburg Model B, used 5 months, \$195.00 each; 5 Seeburg Selectophones, 1935 Model, \$100.00 each; 2 Seeburg Symphonolas, 1935 Models, \$135.00 each; 1 P-12 Wurlitzer, \$165.00; 2 Model 412 Wurlitzers, \$195.00 each; 5 Rock-Ola Multi-Selectors, 1935 Model, \$145.00 each; all machines guaranteed good condition, appearance and mechanically. 1/3 deposit. MILAM MUSIC CO., Cameron, Tex.

PIN GAMES AND COUNTER MACHINES, \$3.00 each. Send for list. Watling 1c Double Jackpot, \$25.00; Cigarette Machines, \$3.00; 25c Slots, \$2.00 each. O'BRIEN, 89 Thames, Newport, R. I.

TICKETTES, \$2.00; ROCKETS, \$6.00; CHAM- pions, \$8.00; Spark Plugs, \$5.00; Flying Trapeze, \$5.00; Big Leaguer, \$8.00; Wagon Wheels, \$6.00; Flying Colors, Jr., \$5.00; Daily Races, \$6.00; Traffic, \$5.00; Baby Grand, Slot, \$20.00; Penny Packs, \$8.00; King of Tux, \$10.00. HUB NOVELTY COMPANY, 22 N. Potomac, Hagerstown, Md.

WANTED — USED 1935-1936 MUTOSCOPE Cranes; state lowest price, serial and condition. MILLS SALES CO., 1640 18th St., Oakland, Calif. no21

WANTED—ANY QUANTITY BLUE FRONT Mysteries, Extraordinary Mysteries, War Eagle Belts, Jennings Chiefs in 5, 10 and 25c play; Ic O. T.'s. BADGER BAY COMPANY, Green Bay, Wis. no28x

WANTED—BALLY RAY'S TRACK, CRYSTAL HALL, 120 East 14th St., New York.

WANTED FOR CASH—ONE BALL CASH PAY- outs, Wurlitzer Phonographs, Stewart Maguire Cigarette Machines, Watling Mills or Jennings Penny Weighing Scales, Mills O. T. or Slots. O'BRIEN, 89 Thames, Newport, R. I.

WILL BUY OR SELL LITE-A-LINES OF ALL types. AMUSEMENT NOVELTY SUPPLY CO., Elmira, N. Y. ja9x

WANTED FOR CASH—USED GENCO BANK- Roll Bowling Machines. State price and serial number. BOX 745, Billboard, 1564 Broadway, New York.

WANTED — LATE MODEL 1c-5c-10c MILLS Q. T.'s, Reel Races, Reel 21, Tit-Tat-Toes. TRI STATE NOVELTY CO., 1114 Lawson St., Portsmouth, O.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. GODDBODY, 1826 East Main St., Rochester, N. Y. no28

2 5c PACES RACES, NO. 2204, NO. 2404, \$250 each; 5c Mills Golden Silent Escalator, \$45; 5c Palooka Sr., \$59.50; 5c Brokers Tip, \$39.50; 5c, 10c, 25c Mills Futurity Vendors, \$89.50 each, used 2 weeks, serial Nos. around 390,000, 1/3 deposit with order, look like new, good as new. TRI STATE NOVELTY CO., 1114 Lawson St., Portsmouth, O.

3 JENNINGS DAILY LIMIT, ONE BALL PAY Tables, like new, \$37.00; 2 Daily Doubles One Ball Automatic, very clean, \$33.00; 3 Gold Award Jr. One Ball Automatic Pay, very clean, \$27.50; 1 Daily Double Jr., very clean, \$25.00; 5 Jennings Sportsman, late model, like new, Automatic Pay Out, \$18.00; 3 Bally Multiple Automatic Pay, like new, \$90.00; 3 Pamco Patookas, like new, \$95.00. Non Pay Tables, new models, slightly used, 2 Round and Round, \$40.00; 2 Scotlys, \$25.00; 2 Totalites, \$20.00; 10 Penny Smokes, very clean, \$7.50. 1/3 deposit, balance C. O. D. CONFECTION VENDING CO., 321 S. Church St., Charlotte, N. C. no28x

10 WURLITZER PHONOGRAPHS, P-12, \$160.00 each; 25 Mills Gossenecks and Escalators, write for prices. TRIANGLE MUSIC CO., 206 W. Magnolia Ave., Knoxville, Tenn. x

15 SEEBURG 5c SELECTIVE PHONOGRAPHS, senior models, \$60 each; new appearance, mechanically perfect, good for hundreds of dollars operating profits. Half cash. JOHN RIFFLE, JR., Canton, O. no21

15 ELECTRO HOIST DIGGER MACHINES, 1936 models; sell cheap. Write UNITED COIN VENDING MACHINE CO., St. Regis Hotel, Portland, Me. no21

25 MILLS ESCALATOR SILENT DOUBLE JACK Pot Nickel Slot Machines with 20-reel stops, meters and regular hinge door catches, guaranteed like new in appearance and condition, \$50. 1/4 deposit, balance C. O. D. Money back guarantee if not satisfied. KEENEY MFG. CO., 2611 Indiana Ave., Chicago. no28x

\$50.00 CASH PAID FOR MILLS BLUE FRONTS; will also buy regular Gold Awards; state serials. ROCKPORT NOVELTY CO., Rockport, Tex. no21

1,000 COIN WRAPPERS, 75c; 5,000 LOT, \$3.00; 10,000 lots, \$5.00. Free Counter with each 10,000 order. Penny Counter, 55c; Nickel, 55c; or both for \$1.00. Twenty Table Peanut Machines, \$2.00 each. HEINEMAN, 656 Selden, Detroit, Mich.

COSTUMES, UNIFORMS, WARDROBE

ALL DESCRIPTIONS—HIGH-CLASS NEW AND Second-Hand Uniforms, Costumes, Character Wardrobes, Full Dress, Waiter Outfits for sale, hire. Lowest prices. Written description on request. No catalogs. DAVID'S, 129 West 42d St., New York. Bryant 9-3325.

FLASH! FLASH! THEATRICAL COSTUMES FOR sale. Parades, Jazz Sets, Tillers, Hats, Hulas, Trains, Leatards, Wigs, Rhumbas, Gypsy, Indian, Cowgirl, Sailor, Spanish, Military, etc. Prices 25c up; slightly used. F. I. Y. THEATRES COMPANY, 226 W. Superior Ave., Cleveland, O. no21

MAGICIANS MESS JACKETS, BLUE, BLACK, Gray, \$2.00; Scenery, Curtains, \$5.00; Costumes, Gowns, Suits, Overcoats, Cellophane Hulas. WALLACE, 2416 N. Halsted, Chicago.

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. H. BELFORD, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CASWELL JACKPOT GALLERY BULLET TRAP, safe, convenient and ideal for miniature jackpot rifle galleries. Write for descriptive literature and prices. CASWELL SHOOTING GALLERY EQUIPMENT CO., Anoka, Minn. no21

CORN POPPERS—FEARLESS GIANT ALUMI- num Geared Popping Kettles; rotary electric, Candy Kettles. Lowest prices. NORTH-SIDE CO., 2117 Harding, Des Moines, Ia. de12x

LORD'S PRAYER PENNY MACHINE, 3 DIES, Heart Beat Scale cheap. ARTHUR ROSENTHAL, 459 Henry St., Detroit, Mich. x

FOR SALE—SECOND-HAND SHOW PROPERTY

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 West Thompson, Philadelphia, Pa. no28x

HELP WANTED

BOOKER FOR MARIONETTE COMPANY—Must have contact with schools, clubs, etc. Percentage. Write MARIONETTE-ART PRODUCTIONS, 235 Main St., Orange, N. J.

GIRL MUSICIANS FOR DANCE ORCHESTRA—Preferably girls doubling; neat appearance. PAULEENE PAIGE, King Hotel, Philadelphia, Pa.

WANTED IMMEDIATELY—SWING DRUMMER, String Bass, good rhythm men; other musicians write. State age, qualifications. RAY KEYES, Albert Lea, Minn.

WANTED—ACTORS FOR MEDICINE SHOW, Teams, Singles, Piano Player. Out all winter. State your salary. Pay own wires. M. GOODWIN, Mgr., Goodwin's Show, Fremont, Tex.

WANTED—FAST TENOR MAN. MUST READ and have modern go. String bass men write. This is no conservatory of music. Steady work, salary. EVAN MORGAN, Box 434, Ames, Ia.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. 132 illustrated page catalogue, 30c. Leaders since 1921. NELSON ENTERPRISES, 198 S. Third, Columbus, O. de5

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. de19x

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfits, 1 1/2x2, complete \$14.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. no28

BALL CUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midgey, Chickie type Machine Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. j99x

IMMEDIATE SERVICE! NO DELAY! ROLL developed, carefully printed and two beautiful 5x7 double weight professional enlargements or one tinted enlargement or six reprints; all for 25c. coin. The expert's choice! Reprints, 3c each. THE PHOTO MILL, Box 629-53, Minneapolis, Minn. no28x

ROLLS DEVELOPED, TWO PRINTS EACH AND two free enlargement coupons. 25c. Reprints, 2c each; 100 or more, 1c. Christmas Cards, 60c dozen. SUMMERS' STUDIO, Unionville, Mo. de19x

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis. x

4 FOR 10c PHOTO SUPPLIES—EASTMAN Direct Positive Paper (250" by 1 1/4"), \$4.75 Roll, Glass Frames, Folders, other Supplies at cut-rate prices. Send for price list. HANLEY'S PHOTO CO., 205 East 12th St., Kansas City, Mo.

M. P. ACCESSORIES & FILMS

DeVRY SOUND FILM 35 PROJECTOR, AMPLIFIER, Speaker, complete, \$185.00; 35 mm. Silent 1,000 ft. Films Shorts, complete, \$1.00; Features, \$5.00; 16 mm. F. 19 Kodak Camera, \$45.00, like new; 16 mm. Silent Films, \$1.00 per 100 ft.; \$2.85 per 400 ft.; Sound Odd, \$2.00; 400 ft., \$8.00; Collapsible Screen, 22"x30", spring roller, in map case with adjustable tripod, \$4.50 complete; biggest bargain ever offered. Leica Camera, F. 3.5, perfect, \$45.00. Send for film lists—8 mm. 9 1/2, 16 35 Silent, Sound, Soundfilm. One of America's largest film libraries, rentals sent anywhere. Just issued Xmas Bargaingram full with used, new equipment, parts, repairs. Trades accepted, bought, Victor Sound 16 mm. Projector, complete with Amplifier, \$79.50. Stewart Warner 500-Watt Fan-Cooled Projector, \$69.50. Brand-new 8 mm. Movie Camera, \$9.95; Motor Projector, \$12.50. MOCULL'S, 1944-B Boston Road, New York, N. Y. x

FREE BARCAINGRAM SHOWS BIG SAVINGS on Soundheads, Amplifiers, all 16 and 35 mm. equipments. Ballyhoo Systems, 5. O. 5, 1600-H Broadway, New York, N. Y. x

NEW TALKIES OF THE HOUR—ONE REEL each. Roosevelt's Family Tree, \$25; Holy Night, Christmas Special, \$50. Only one deal in a territory. Be first. WALDO FILMS, Waldo Bldg., Cincinnati. no28

ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. no21x

TALKING FEATURES AND SHORTS FOR SALE or will trade for Silent Simplex Moving Picture Machines. VIRGINIA THEATER, Virginia, Ill. no21

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. no28

WANTED—TWO 35 MM. SOUND-ON-FILM Picture Machines, tuned perfect to Amplifier, complete. PARLOR CO., Box 311, Greenwood Lake, N. Y.

PERSONALS

PATRICIA SALMON, FORMERLY WITH TENT show at Shelby, Mont. In 1923, communicate with STANLEY WALKER, New Yorker Magazine, New York City.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side-Show Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago. no28

CARNIVAL, SIDE-SHOW BANNERS—NOT the cheapest, but the best. Prompt service. NIELAN STUDIOS, INC., 1236 S. Halsted St., Chicago. no28

SIDE-SHOW BANNERS—FREE DOORWAY banner on ordering five banners. Old ones repainted. UNITED SCENIC STUDIO, 6312 Cottage Grove, Chicago.

TENTS—2D-HAND

TENTS AND CANVAS GOODS, USED LABOR Day week, now for sale; many sizes; real values. KERR COMPANY, 1954 Grand Ave., Chicago. de5

THEATRICAL PRINTING

COLORS DODGERS—3x8, 1,000, \$1.00; 5,000, \$2.75; 6x9, 1,000, \$1.50; 5,000, \$4.50. Money-saving list free. STUMPPRINT, South Whitley, Ind. de12x

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. BELL-PRESS, Winton, Pa. x

200 21x28 OR STREAMER STYLE HALF Sheets, \$6.50; 200 One Sheets, \$8.00. Deposit. Cuts for all kinds, heralds. CURTIS SHOPPRINT, Continental, O., since 1905. no21x

200 (14x22) 6 PLY WINDOW CARDS, 56; your copy, date changes, 25c each. DOC ANGEL, Exc-Trauper, Leavittsburg, O. no28x

WANTED TO BUY, LEASE OR RENT

CASH FOR TWO ELI WHEELS. ANY PART U. S. Also Little Beauty Swing. THOMAS J. HUGHES, 730 So. Grand, Los Angeles, Calif. no28

WANT TO BUY—ELI NO. 5 FERRIS WHEEL. State full details. C. E. HONOLD, 2419 30th Ave., San Francisco, Calif.

WANTED—FUNHOUSE OR ANY OTHER Walkthru Show; also Concessions. State all in first letter. PAUL JANIS, 918 Leggett Ave., Bronx, N. Y.

WANTED TO BUY—PENNY ARCADE MACHINES of all kinds. Also Doughnut Machine, Crispette Machine, Candy Pulling Machine. Kindly give us full details and lowest prices. WILL HORWITZ, Houston, Tex. no28

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—A-1 RINK Manager, Chicago, Ill. BOX C-136, Billboard, Cincinnati, O. de5

MANAGER-AGENT, Special, Press or General. Good Fraternal Circle, Atulpeas Booker, All-around Showman. Prefer circus management or field job, but will consider any worth-while proposal. BOX C-134, Billboard, Cincinnati, O.

YOUNG MAN, Accountant, Secretary, single, 20, university education, seven years' experience amusement field. Know business and thoroughly. Want position with show, circus, etc. Fair, radio, etc. References exchanged. Address X. G., P. O. Box No. 192, Beverly, Mass. de12

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—HI HENRY AND HIS ORCHESTRA desires winter engagement in Florida. 9 men and leader. If necessary will cut to seven. Excellent P. A. System, uniforms, box stands, arrangements, up-to-date library, etc. Please do not misrepresent. State all in first. MR. HENRY REYNOLDS, 48 Clermont St., Saugerite, N. Y.

AT LIBERTY—Four-Piece Girl Swing Band, neat appearing, well experienced, interested in hotel, night club or road house work. Sing, also double. PHYLLIS HOLDEN, Billboard, Chicago. de19

FAST DANCE BAND—Any size. Doubles, Vocalist, Diner Trio, available now; later Bermuda, West Indies, abroad or cruise. ORCHESTRA, 307 Olenka, Toronto, Can. de19

FOUR SAXES, using 3 Baritones, 2 Tenors—2 Alto's, 4 Clarinets and Accordion. Strong lines doubling Trumpet, Ride Drummer, Tenor arranger. Have cars, reliable and union. Write or wire JOE SWIST, General Delivery, Vicksburg, Miss. no28

MODERN TEN-PIECE, Entertaining, Costumed, Singing Orchestra. South preferred. Amplifying System, transportation. Just closed tenth summer season Michigan's leading resorts. Address LARRY FULLER ORCHESTRA, Decatur, Mich. no28

MODERN SEVEN-PIECE, Sweet, Swing, Organized, Reliable Dance Band. Cut to six pieces, augment to ten men. Experienced hotel, cafe, ballroom or night club. Interested Southern location, but anything reliable considered. Can play floor shows. Combination includes girl singer, feature vocalist, arrangements, novelties, appearance, finest equipment, uniforms, modern library. Band now working thirty weeks present location, but desire winter spot. References. Reliable managers, bookers, write details in full first letter. ADOLPH WIE, McFARLAND, 804 West 4th, Coffeyville, Kan.

SIX-PIECE SWING BAND—Can cut to five. Cut floor show. Now working subject week's notice. Have transportation. Consider South only. MURIEL AN, 331 Leonard, Liberty, Mo.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—COLORED BB BASS PLAYER, SOUSAPHONIST, 106 Hyland Ave., N., Minneapolis, Minn. no28

AT LIBERTY DRAMATIC ARTISTS

YOUNG LADY, 21, WISHES to join reliable stock company. Dramatic experience desired; dependable; state all. Write MURIEL NATHAN, Breckenridge, Tex.

At Liberty Advertisements. In WORD, CASH (First Line Large Black Type), 10 WORD, CASH (Small Type), 10 WORD, CASH (No Ad Less Than 25c) at One Rate Only. Figure Total of Words

AT LIBERTY MAGICIANS

MAGICIAN—EXPERIENCED, GREAT VARIETY, small Magic. Readings, Jokes, Impersonations, Blts. Sober, reliable. VERN BARNES, Entertainer, Route No. 1, Box 33, Lost Creek, W. Va.

FEATURE MENTAL ACT—Mindreading, Crystal, Box-office builder for any kind of show. Oriental presentation. Salary and percentage on private readings. PRINCE YOSE, care The Billboard, Cincinnati.

AT LIBERTY MISCELLANEOUS

OOO, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Pamahaska himself. A real attraction for summer resorts and indoor circus. GEO. E. ROBERTS, Mgr., Pamahaska Studios, 815 W. Erie Ave., Philadelphia, Pa. SA6more 5530.

HYPONOTIST—Full Evening Show. Profound, scientific, clarifying, sensational. Latest psychic phenomena cleverly presented. Schools, theatres, assemblies. Box-office winner. Opportunity for manager. DR. MELROSE, the Great English Psychologist, Route 1, Box 87, Brooklyn, Mich. no28

SKETCH ARTIST and Cartoonist Analyst, wants to connect with night club or tea room in or near New York. No salary expected. Usually work with black mask, smock and beret on. Consistent attraction. Will exchange references with reliable places. ARTIST, Box 192, Sonyea, N. Y. no28

AT LIBERTY M. P. OPERATORS

PROJECTIONIST—Nine years' experience Powers, Simplex, Mottograph Projectors, E. R. P. I. and H. C. A. Sound. Do own repairing. Salary, \$20.00. Ace, VERA, Single. Must get located. P. W. EDWARDS, Charleston, Tenn.

AT LIBERTY MUSICIANS

A-1 BANDMASTER—Locate, Pacific slope preferred. Elks or municipal band. C. GOTSCHALL, 107 South 6th St., Grants Pass, Ore.

ALTO, BARITONE, CLARINET, FLUTE, BASS Clarinet. Union, young and sober. Desire hotel. MUSICIAN, 1318 No. 36th St., Omaha, Neb.

AT LIBERTY—ORIGINAL GUITAR SWING rhythm. Nationally known on radio as The Two Cultars; doubling all fretted instruments; prefer radio or orchestra. Can fake and read well. Both years of experience. Location desired. Write VERA and LAFRANCE, 1231 So. Herbert St., Los Angeles, Calif.

AT LIBERTY—LADY SAX WISHES WORK in South; preferably New Orleans or Florida; experienced. VERA WHIPPLE, Orange Heights, Fla. no21

FAST TRUMPET—CAPABLE FIRST OR SECOND, plenty experience. Will go anywhere; South preferred. L. V. (HANDY) HANBACK, Winchester, Ill.

GIRL DRUMMER AT LIBERTY—GOOD rhythm, experienced, cut shows; prefer club work Middle West; formerly Bon John drummer. Write HELEN GORTON, 764 Rock Creek Ch. Road, Washington, D. C.

HARPIST (LADY) DOUBLING VIOLIN—MEMBER Local 802, experienced in theatre, concert, vaudeville, dance, radio work. Fine soloist, strong tone. Would like to join band, orchestra or ensemble. Men or women; travel anywhere. Write V. S., 7127 Ave. F, Houston, Tex.

RHYTHM DRUMMER—READ, RESONATOR Bells, modern equipment, union, experienced. BOX C-135, Billboard, Cincinnati. no28

SOUSAPHONE, DO NOT DOUBLE, CAN PLAY your music. LUKE SNYDER, Nevada, Ia.

STRING BASS—THOROUGHLY EXPERIENCED all lines, having played the best. Young, reliable, good appearance, union. Only reliable offers considered that pay off. Do not misrepresent; go anywhere. Send full details. BASS PLAYER, 5160 St. Paul, Chicago.

TENOR SAX, FLUTE AND CLARINET—LEAD or second, swing. Cut or no notice. Played seven years. MUSICIAN, Room 300, Arlington Hotel, Aurora, Ill.

AT LIBERTY—A-1 First Sax and Swing Drummer. Read, fake, take off. Want steady work, either location or travel. Shows or orchestra. Both double stage and specialties. Good wardrobe. Clean, single, sober, reliable. Can join immediately. Write or wire HAYDEN COLE or HARRIAN DASHION, 506 East Second St., Hopkinsville, Ky. 55.

FAST SWING DRUMMER—Cut any job, rounded, long experience, able to read. Cat, tubler, fine outfit. Xylophone specialties. Real offers only. D. MYRNES, 5800 W. Washington Blvd., Milwaukee, Wis.

HARP, CELLO, VIOLIN—3 very attractive young ladies with lovely wardrobe and fine library of arrangements. Play all types of music; union and experienced. BOB EATON, Stoner Bldg., Des Moines, Ia.

FIRST TRUMPET—Experienced all lines. Fine tone, range, so, if wanted. Arrange, Voice. Location, if desired. Write or wire, go anywhere. JACK LINDELL, Batavia, Ill.

STEADY WINTER WORK—Need Go Tenor, Trumpet, Piano Men. Read and fake. Wire at once. Wife work also. SOCKS BABIN, Beverly Inn, Muskegon, Mich.

TENOR—Baritone Sax, Clarinet. Read, jam second or third part harmony. Sing in trio. Eight years' experience with bus rack. South only. MUSICIAN, 331 Leonard, Liberty, Mo.

TROMBONE—Modern go, fine range and tone, read well, double Trumpet and Sing. Reliable bands only. HARRY HYTE, 370 Grant St., Fond du Lac, Wis.

TROMBONE—Experienced Dance and Show. Prefer location. Read, fake, tone, range. Union. Salary only. Ace 22, single, neat, reliable. Write or wire full details. NELSON SMITH, Princeton, Ind.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS—Now booking Southern parks, fairs and celebrations. Boy and girl Parachute Jumpers. Address JACKSONVILLE BALLOON CO., Jacksonville, Ill. no21

ED THOMPSON, OF THOMPSON BROS. Balloon & Parachute Co., now located at Pine Castle, Fla. Riggers winter base. Balloon Ascensions and Jumps from Planes, featuring Diavolo, Batwing Jumper, Outstanding performers. Write or wire ED THOMPSON, Pine Castle, Fla.

CHARLES LA CROIX—High-class Novelty Trapeze Gymnastic Act available for indoor city engagements, bazars, carnivals, etc. Flashy nickel-plated apparatus. Can work under any height ceilings, from ten feet and up. Large, attractive Special Posters free for advertising; also photos. A real act, big drawing card. Price of not reasonable. Reliable committees address CHARLES LA CROIX, 1304 So. Anthony Blvd., Fort Wayne, Ind.

THREE-ACT COMBINATION Swinging, Rhythmic Trapeze Act. Fast Comedy, Swinging Wire Act Comedy Platform act, Barrels, Clowns, Ladder. Each act plenty laughs and thrills. Work either high or low. ROSE BROS., Chicago, Pa. ja2

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—SPECIALTIES, Appearance, ability; prefer South. MAURICE LUCKETT, Eddyville, Ky.

RELIABLE PIANIST—READ, FAKE, ETC., union, sober, dependable. BOX C-120, Billboard, Cincinnati, O.

RHYTHM DANCE PIANIST—READ, UNION, tuxedo, can go anywhere. BOX C-135, Billboard, Cincinnati. no28

PIANIST—Fully experienced in all lines of piano playing. Soloist, accompanist, concert, dance, orchestra, radio. State details in full by letter. RAYMOND DEMPSEY, Franklinville, N. Y. no21

PIANO PLAYER—Modern rhythm. Read, fake, tango, double acts, bits. Experienced all lines shows, dance bands. Good banner painter. Sober, dependable. Have car. Join immediately. CHESTER HUGHES, 707 North Clark St., Chicago, Ill.

AT LIBERTY VAUDEVILLE ARTISTS

DOUBLE XYLOPHONE ACT—MIXED TEAMS. Flash, speed, youth. Both double piano. Wardrobe, equipment and appearance ok. Own transportation. Join on wire. BOB EDWARDS, Slippery Rock, Pa. no28

AT LIBERTY—Team for med. Man Comedy of Straights. Lady Soubrette. Plenty doubles, singles. House call. State best cure salary. BAKELI FAYVILLE DED, North Lawrence, O.

PAMAHASKA'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Forty beautiful performing animals and birds. GEO. E. ROBERTS, Mgr., 515 W. Erie, Philadelphia, Pa. Telephone, RA6more 6556.

PUNCH AND JUDY—Strictly first class, excellent figures, de luxe set up, expert manipulation. For theatres, cabarets, parties, etc. A complete entertainment. CALVERT, Billboard, 1504 Broadway, New York. de12

YOUNG SOLO DANCER—Sensational Spanish, Gypsy, Rumba, expert Costumed Player, Hula, Oriental, Fox Character. Professional experience. Consider first-class work only; stage or club. FLORENZA, 323 South P St., Lake Worth, Fla. no21

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Late Fall Mdse. Shortage Feared As Wholesalers Report Increase

Scarcity of merchandise continues to loom to the surprise and anxiety of the industry for the late fall season. Wholesalers report that their incoming orders for seasonal as well as holiday goods are both more numerous and for larger quantities than last year. And it is not merely one line that is suffering, but producers in many lines are shipping far behind their normal time schedules. Production has been speeded to capacity levels in many industries by the increase in orders, and indications are that delivery of many late fall orders will be delayed or impossible. Novelty jewelry, small leather gifts, handbags, winter sports items, sleds and ice skates are a few notable examples of items that strained production to meet orders in spite of the fact that some of these orders represent an actual gamble on the weather. Household supplies and accessories of all sorts, too, are in such demand that it seems certain that plants will operate at peak and even behind schedule at least until January.

Too conservative preparations, with a slow supply of raw materials and a shortage of skilled labor at a time when all America is starting to buy, have held down the potential sales totals of a great many manufacturers this season. As a result wholesalers also have lost and likely will continue to lose for a while needed and waiting patronage and have had to answer many complaints. Much of this unusual activity is attributed to the rush to get in ahead of the jam on the part of alert merchandisers, with the greatest runs on those lines whose pricing has been most popular and reasonable. The reaction to rapid

price rises in certain branches of the industry shows that the public is not entirely ready yet to accept sharp advances.

Philly Trade Report

PHILADELPHIA, Nov. 14.—Pre-holiday surge of buying continues to expand in the Philadelphia trading area, according to commercial reports. Cool weather sustained retail volume to the level of the previous week and orders for radios, musical instruments and gift articles reached a new seasonal peak. Wholesale trade reflected the general buoyancy of retail.

Index of retail trade stood 10 to 15 per cent higher than in the corresponding 1935 period, while wholesale trade was 18 to 22 per cent above the comparative figure of last year. The only factor keeping the wholesale index from approximating a higher percentage was the refusal of orders by manufacturers where the shipment was specified before January, with shortages becoming acute in some lines.

Small Salesboard Returns

The small 24-hole salesboard is returning to the industry more popular than ever before. These small boards have recently been in little use except as charity stimulators, but within the last (See *SMALL SALESBOARD* on page 61)

Cool Weather Aids Buying at Retail

The first week of November brought widespread business gains throughout the country, the Department of Commerce points out in its weekly report covering conditions in 37 key cities. Cool and seasonable weather stimulated buying at retail, while wholesale trade reflected the general buoyancy of the increase in store sales. Cities in which retail trade rose especially rapidly for a sizable gain over the comparable week for 1935 include Boston, New York, Philadelphia, Cleveland, Richmond, Atlanta, Chicago, St. Louis, Minneapolis, Kansas City, Dallas and San Francisco. Many of the reports also referred to wage and employment improvement.

The wholesale markets in New York and Chicago were active and, while there was some interruption in the flow of orders, the letdown was no more than expected during the election day week.

New York Mdse. Sales Attain New High

Sale of merchandise in New York is hitting a new high for the season. Wholesale merchandise firms report that sales have been going up at a very steady pace and that as the holiday season gets closer it is expected they will reach the highest peak they have attained in some years.

Due to many new and attractive items appearing on the market and also to the fact that many industries are using (See *NEW YORK MDSE.* on page 61)

Quaker City Has Shot-in-Arm

PHILADELPHIA, Nov. 14.—With Sleepytown shedding its role of "blue nose" pseudo-respectability and entering into the carnival spirit upon the least pretense, Philadelphia jobbers in novelties and souvenirs can hardly believe that these healthy and sudden spurts in biz are really true. No longer are the trimmings saved for New Year's Eve, and every holiday calls for a celebration. Like groundhogs in April, jobbers continually bob up with whole trainloads of horns, noise-makers and balloons to appease the demands of celebrants.

Once the butt of all vaudeville comers, the Madri Gras spirit has invaded its sacrosanct portals, and there's a hot time in the town almost every night. And the street vendors are taking advantage of every opportunity. The Eve of All Saints never received such a rousing Halloween reception in the fondest memory of the village's oldest inhabitant. And Navy bringing its football team here the same day for a pigskin fest with the University of Pennsylvania called for a double celebration with street vendors doing double duty. Before the streets were cleared Election Day hovered, and election eve only lacked a mummies' parade to equal the New Year's celebration. November 28 marks another red-letter day, Army and Navy coming here for their annual tussle. Further glad tidings come with the announcement that both military schools have agreed to adopt Philadelphia as a permanent spot for their annual shindig.

The impromptu Mardi Gras festival that greeted Democratic conventioners last June rocked Quaker Town to its very foundation. And the memory of that play spirit will be perpetuated next year. City council, in appropriating \$12,000 for cash prizes in the New Year's Day mummies' parade, has indicated that it will make an additional appropriation for the spring parade. Plans for a celebration of the 150th anniversary of the framing of the Constitution, beginning January 1 and continuing throughout the year, were announced by Mayor S. Davis Wilson.

Retailers' Headache

PHILADELPHIA, Nov. 14.—"I can get it for you wholesale" is an expression annoying the United Business Men's Association of Philadelphia no end.

In a statement launching a campaign to combat "an evil that is affecting every retail business man in the city," David E. Triester, president of the association, composed of retailers, declares that many large industrialists are permitting and encouraging their employees to purchase "almost every kind of merchandise in retail units at wholesale prices, thereby diverting this trade from the legitimate retailer."

Better Quality Mdse.

The demand today among the buyers of merchandise is for the finest quality obtainable. It is believed that the gradual change to better quality has been due to the effect which such merchandise had this past record-breaking summer season at the various resort spots throughout the country.

With better quality merchandise the attraction, the wholesale premium firms' displays are undergoing much change. It is now noted that more modernism has entered into the display arrangements and fixtures of the better merchandisers, which naturally give the new merchandise the type of background essential for its fastest sale.

The general effect is very gratifying to the merchandise student, for it indicates a better condition everywhere in the country. The merchandise firms are no longer misrepresenting their goods. The trend (See *BETTER QUALITY* on page 61)

Winter Car Needs Are in Good Demand

There is one class of merchandise that is enjoying a good volume of sales this fall and without the benefit of a lot of intensive promotion. It is the group of winter auto needs, including car heaters, windshield defrosters, radiator grill covers and emergency tire chains. Always noted as a good month for such goods, November this year is expected to show the biggest business in these items in a number of years.

While most of these articles are admittedly seasonal in character they represent merchandise which the American motorist is rapidly coming to demand as necessary equipment. Because of the fact that any one of these individual items is ideally suited for gift purposes, it is expected that heavy demand will continue at least until Christmas.

The most popular price range in these goods is down the "middle alley" above the low scale prevailing in the past few years and headed toward the higher levels. Likewise the trend has been toward the more dependable and efficient equipment, as evidenced by the tremendous growth in popularity of the hot-water heater over the manifold type and of the fan defroster over the old charged wire gadget.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

ELECTION night brought a big cleanup for the curb traders who were doing a roaring business in campaign favors and souvenirs. By 11 o'clock some pitches had sold out and had to draw upon badly depleted reserve stocks. Now that the election is over it becomes necessary to point to a few matters that may bear upon future events of the same kind. Foremost is the fact that the sales volume of campaign merchandise was far below expectations in view of the vehemence with which the election was fought. This may be contradicted by some dealers, but I am sure actual figures will bear me out. Millions of buttons have been sold no doubt. This business has gone to the manufacturers, however, and very little to the regular campaign merchandise trade. The usual campaign stuff such as pocket books, glasses, table sets, balloons, rubber balls, etc., seems to have dropped off severely. Little was seen of campaign booklets, handkerchiefs, neckties, etc., in pre-campaign weeks.

There is no use crying over spilled beans, but this pre-election business is sufficiently large to make its loss severely felt in premium merchandising if this should prove a permanent development. Two reasons are named by expert merchandisers for the failure of the trade to develop its full possibilities during the past election. One is that an unusually large amount of campaign merchandise entered the field by way of channels not connected with the premium business. Another that pitchmen and similar operators were so busy in other directions that they had no time to pay attention to campaign selling. Some of the more far-seeing pitchmen and carnival operators feel that a definite mistake has been made. It is true that pitch selling has made a very noticeable recovery during the present season. Nothing, however, justifies the trade in letting pass out of its hands a market with sales totaling several millions of dollars and available every year such as the distribution of campaign merchandise. Nobody seems to know what can be done about it, but one certainly hopes that next year's elections will find pitchmen again on the job in larger numbers than this year.

Which all merely means that I believe in the future of pitch and carnival selling as an important part of the distribution machinery of our great nation. I also bow at this time to the abilities of that great showman, Franklin Delano Roosevelt.

Latest news from the Southern markets is that wrist watches are making a good show. The big talking point is flatness, curved to the shape of the wrist. The watchmaker giants are in the middle of a great battle, buying up radio time announcement spots and magazine space, which most likely is the cause of all the excitement around watches. . . . All indications point to a very active Southern resort season. Resort and cruise shops are doing a phenomenal business right now. Large crowds will be available during the Florida season. If you look for a permanent pitch make your reservation early. . . . Keep an eye on coronation merchandise. It will sell big after Christmas. Don't trust it too much, however. A lot of the stuff is already on the market and there will be much competition by stores. My idea would be to follow the trend. Wherever color enters buy blues, purples and reds. In accessories, such as cigaret cases, pick coronation designs. Stop short at the first sign of a decline. Much coronation merchandise will get into the market at sell-out prices right after the coronation at the end of May. This will make good material for low cost summer resort and carnival promotions.

LOUIS A. KLEIN

Writes on

Salesboards Move Millions in Merchandise

In the Christmas Number of The Billboard Dated November 28, 1936

TIES

WRINKLE PROOF

New—No. 614 Line

Here are the greatest values in Wrinkle-Proof Ties you've ever seen. Strong, long lasting high quality. Guaranteed to last.

price tag. Looks like real \$1.00 value. New spun yarn. Guaranteed Wrinkle-Proof. Twist it, crush it and the tie comes back to its original shape, no wrinkles. Make knockout demonstration.

\$140 Sample Doz.
\$1650 Gross
\$12500 100 Doz.

SCARFS

NO. 500—MEN'S TUCK STITCH KNIT MUFFLERS. Most famous knitted scarf ever made. All rayon with that fluffy effect that men and women are all crazy about. Full cut, fringed. White and Heather.
\$3.75 DOZEN. \$42.00 GROSS.

NO. 213—MEN'S ALL WOOL PLAID EFFECT MUFFLERS. Famous "Woolie." Best selling item in the line. Larger and snappier assortment than ever. Specially priced.
\$4.75 DOZEN. \$54.00 GROSS.

25% with order. Balance C. O. D., Plus Postage.

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Write For It Today

CONTINENTAL

MERCANTILE CO 414 B'WAY
NEW YORK, DEPT. 14 N. Y.



TUMBLING SANTA CLAUS

Toss-Up Balloon

With Giant Bow Tie. Assorted Christmas Colors. Inflates 24 inches high. Packed in 3 colored envelopes.

PRICE \$6.50 Gross

One-third deposit on orders. Bal. C. O. D. Sample Dozen, \$9.00 prepaid. Manufactured by United Balloon Co. 125 5th Ave., New York City.



AMERICAN-MADE

LAPEL WATCH, 14 S.

Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.

No. B100. Ea. \$.92½
TEN for..... 9.00
Send for Catalog.

RONDE-SPENCER CO. WHOLESALE HOUSE
223-225 W. MADISON ST. CHICAGO



OH BOY! WHAT FIREWORKS!

FREE CATALOG AND COUPON

Return coupon with order for Fireworks and get big 35c box of SALUTES FREE.

SPENCER FIREWORKS CO. Box 150, Polk, Ohio

OH BOY! RED HOT FAST SELLERS COMED HOT XMAS CARDS, COMED SPICY XMAS GIFTS, SAND CARDS, SHIMMIE DANCERS, CARTOON BOOKS, FAST SELLING NOVELTIES, JOKES, TRICKS, etc. In my Catalog and Spec. Bulletins you will find over 2,000 FAST SELLING ITEMS. Send 10c for Literature or \$1 for 50 different Samples and Catalogues. No FREE Catalogues. Your book refunded if not satisfied. T. R. PAYNE, 25 Cardinal Pl., New York.

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.

Striking Gift Ensemble By Autopoint

The gift set AGP-3 (Autopoint pencil, knife and Post-a-Lett scale) has scored such an outstanding hit that the Autopoint Company has been encouraged to offer a similar ensemble of two pieces. This new gift set comprises the popular No. 48G Oversize Autopoint pencil, solid black with gold trim, and the rich black Autopoint knife (blade by Gits), also with gold trim. The two-piece matched set will be known as AG-2. The gift box for this new ensemble has an exceptionally colorful appeal, especially for the holiday trade—rich scarlet base, with display deck in light green or buff suede, the box being covered with deep copper gold. The item is attractively priced.

Lady's Pendant Watch

Frank Pollak, one of New York's leading wholesalers of watches, this week introduced a new lady's pendant watch to the trade at a very low price. The watch and brooch contain about 50 facsimile round and baguette diamonds, creating a brilliant flash. The movement is claimed to be a fine jeweled small timepiece. Clarence Pollak states: "This jeweled watch should be a very fine number for concessioners, agents, coin-machine operators and bingo operators."

Saturn Ash Tray

One of the cleverest novelty items on the market is a Saturn ash tray by Revere Copper & Brass, Inc. The novelty is designed to resemble the planet. The globe is of polished chromium and band around it is bronze, with an inner ring of black, studded with raised copper stars. With a flip of the removal holder the ashes disappear. It is easy to empty and to clean—the most pleasing feature any ash tray can have. Its low wholesale price makes it suitable for a number of gift and premium purposes.

2-in-1 Combination

An intriguing novelty item is the 2-in-1 combination board, combining checkers and dominoes. Just introduced by the Goody Manufacturing Company. When closed you have a handsome case, approximately 12 by 6 by 1 1/8 inches, decorated in black and gold, with room for imprint if desired. Checkers and dominoes are in separate drawers that slide in under the board. Open it is 12 by 12 inches. Especially suitable as a holiday or Christmas gift for adults or children, and the firm states that the price is right for volume distribution.

Jay-Way Door Holder

An attractively made holder of durable construction designed to prevent doors from swinging in either direction has been introduced to the trade by W. Jennings Butts. It is called the Jay-Way door holder and it looks like a sure-fire item for agents, demonstrators and pitchmen. The holder is easily put into position or removed with hand by flexing each end with the fingers. The gadget measures two inches wide by five inches long. It is made of clock-spring steel, nickel-plated with rubber composition cushions which will not scratch floors. Low in price for a quality item.

Lens Relieve Eyestrain

The new non-glare prismatic lens being introduced to the agents and demonstrators' field by the Yates Manufacturing Company is said to produce perfect eye comfort. Made of special scientific material, the lens filters out harmful light rays and consequently ends light glare and eyestrain. The new product is not a novelty or passing fad, but a proven aid to all homes and offices. It has been priced so that every household and office can afford

to equip every light with one. Also in order to encourage salesmen and demonstrators a 100 per cent margin has been arranged by the producer. Descriptive literature is free for the asking.

Spiral Rubber Cord

A spiral rubber cord for preventing the wires of telephones, lamps and other electrical devices from tangling and for protecting the wires against wear was recently introduced to the market by the H. Morgan Company.

Twistproof is the name given this new item, and it is said to be meeting with a favorable reception among pitchmen, demonstrators, agents, etc. Every office and home—everywhere, in fact, where electricity is used—is a prospect for this efficient protector and insulator.

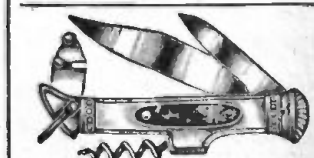
New Tie Line

An extensive tie line was recently introduced to the merchandise market by the Fifth Avenue Tie Company. Fine quality ties ranging from the very lowest to a fairly high price range are featured. An outstanding leader is a hand-tailored five-fold tie. Pitchmen, canvassers and salesboard operators, it is expected, will find this departure in tie manufacturing a fast Christmas seller. Harold Caro, president of the company, would be glad to answer inquiries from any interested parties.

FOR QUICK SALES-- AT GOOD PROFIT

MAGIC WINDOW CLEANER
Made of Lithographed Tin, with Folding Wire Handles. One side fitted with Red Rubber Sponge, other side has Gray Rubber.

B19C246
PER GRO. **8.50**
PER DOZ. **.75**



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen. Glass Cutter and Corkscrew, Nickel Flint, Metal Handle, Center with Fancy Colored Celluloid Inlay, equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Doz. in Pkg.

B10C178
PER GROSS **12.00** PER DOZEN **1.05**

N. SHURE CO.
Adams & Wells St.
CHICAGO

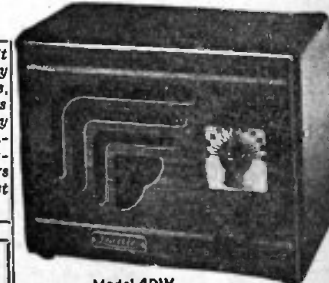
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- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
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- 43 Pentode Output
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- Set and Tubes Guaranteed

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

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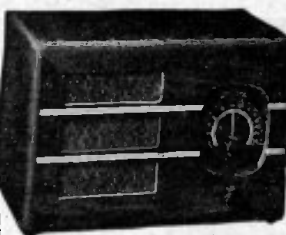
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	Xmas Cds. Folders & Env. 10 Sets in Box. Box.	.13
	Xmas Cds., Folders & Env. 21 Sets in Box. Box.	.90
	Xmas Folders & Env. 100 Sets in Cabinet. Cabinet	3.25
	Razor Blades, D. E., Ass'd. 1st Quality, 1,000.	4.90
	Popular Brands & E. Razor Blades, 1,000.	.70
	Toilet Set. Brush Comb. Mir. in Attract. Box. Set	.85
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Men's Beautiful SWISS WRIST WATCHES
Yellow top cases, new style fancy dials. Rebuild movement.
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Round, Yellow-Top Cases, Fancy Dial, Rebuild Movements.
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JEWELRY NOVELTIES
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10% with Order, Bal. O. O. D.

TUCKER - LOWENTHAL INC.
WHOLESALE JEWELERS
5 So. Wabash Ave., Chicago.

NOTES from SUPPLY HOUSES

Ben Finkelstein, Pilgrim Watch Company, New York, left November 10 for a business trip covering the Southern States. Finkelstein expects to be on the road for about two weeks showing his trade a complete line for the Christmas and New Year's holidays. Sam Finkelstein remained in New York in charge of the local business.

Leather accessories, including billfolds, pocket cases, key containers, combination sets of matching billfolds and key containers, card cases and cases for cigars are featured in an illustrated catalog now available from Buxton, Inc.

L. F. Grammes & Sons, Inc., has just issued an attractive bulletin covering its complete new line of premiums, gift items and metal advertising specialties. Included in the line are hundreds of calendars, desk pads, desk clocks, ash trays, coaster sets, coins and medallions, badges, buttons and key tags, book ends, thermometers, auto specialties and such miscellaneous items as letter openers, needle threaders and key holders. The Grammes firm has been successful in developing many fine premiums that have served the industry well.

One of the most complete and attractive catalogs this market has seen in many years is now ready and being distributed to the trade by the B. & N. Sales Company. Harry Steinberg, advertising manager, who arranged this catalog, has tried to make it as simple as possible so that the prospective buyer may see at a glance what he is buying

and the cost. The large illustrations that are used throughout clearly illustrate each item in detail. Inclosed in each catalog are order blanks and an envelope designed by Mr. Steinberg. The envelope is so designed that it can be easily mailed to any of the conveniently located branches. There are many new and attractive items featured.

PACIFIC COAST

(Continued from page 53)
desired in quarters, spacious and well ventilated.

Many compliments were paid the ladies who stayed off the road last summer and made these rooms possible.

To Vice-President Ruby Kirkendall goes much credit for efforts she showed in keeping the home fires burning, and all of the girls returning from the road having nothing but praise for the results shown.

The writer, Lucille King, was presented with a gorgeous purse all monogrammed and the change that goes with it, which came as a big surprise on my arrival for my first meeting of the season. To express my sincere appreciation of this esteem from all the members, words could not rightly justify the remembrance.

Next Monday meeting will more than likely find an overflowing house as all of the shows on the Coast will be in the barn during the present week. Word comes from the Zeiger Shows that they will be with us soon, also Clark's and West Coast shows, on which we have many members, will be in within the week, so looks like a big winter ahead for the Ladies' Auxiliary.

Our dance and drawing November 25, to be held in same building, have been progressing nicely, many reporting plenty tickets sold. All reports at this meeting look favorable and that the PCSA Ladies' Auxiliary will go over the top financially.

It has been approved by the members to hold two days a week open for bridge players, wherein the men from PCSA will join the ladies on these afternoons and the battle of century will hold forth thru the winter months. Our location in the heart of downtown Los Angeles, the clubrooms of both clubs is the meeting place of showfolks from far and near, hence the big games between friends will prevail.

With election drawing near, second Saturday in December, everyone is stimulated in the selection of new officers, who will take office the first Monday of the new year. Over 50 members were present at this meeting. Luncheon was served and bingo played until midnight. Because of the specially arranged Halloween party business formalities at the last meeting were hastily dispensed with. All officers were present.

The clubrooms were appropriately decorated for the occasion and baskets of fall flowers lined the walls. There was a large variety of costumes donned. Refreshments of cider, coffee, doughnuts, pumpkin pie, pop corn and apples were plentiful.

Entertainment consisted of a comic reading by Etta Haden; Marie Bailey, a reading; Grace Degano, reading and a dance in her costume; Pearl Rurkee, piano solo; Stella Lynton, reading; Teddy Metcalf, musical number on his cigar-box violin; A. Donville, a military tap dance and contortion act; Klein and Babe Miller, comic dance; Midge Holden and Stodge, hula dance; auction of what have you, by Babe Miller, which brought a good sum and lots of fun.

Door prize went to Betty Wilson and cash award to Midge Holden.

New members were Ruth McMahon, credit to Ethel Krug; Hazel Stalze, credit to Lucille King; Mrs. Babe Stewart and Stella Candek, credit to Florence Webber; Betty Wilson, Blanche Griffin, Midge Holden, credit to Madge Buckley. Madge Buckley and Lucille King are in a race for the prize for new members.

Members present: Ethel Krug, Vera Downie, Phyllis Downie, Pearl Rurkee, Ruby Kirkendall, Tillie Palmateer, Pearl Jones, Minnie Fisher, Jennie Rawlins, Pearl Schaffer, Mrs. Butler, Stella Brake, Elouise Kelly, Ada Mae Moore, Gladys Ross, Madge Buckley, Rose Keenan, Etta Haden, Margaret Fanner, Stella Lynton, Irene Saunders, Olga Celestie, Alfreda Avalon, Francis Klein, Regina Fink, Anna Metcalf, Babe Miller, Cecelia Kanthe, Bertie Kanthe, Mario Le Fors, Virginia Schaller, Violet Sucker, Ruth Korte, Inez Walsh, Peggy Forstall, Marie Bailey, Grace Degano, Mrs. Masters, Midge Holden, Betty Wilson, Blanche Griffin, Gladys Grant and Ruth McMahon.

Xmas Catalog

- CONTAINING 36 PAGES OF CHRISTMAS MERCHANDISE AT LOWEST PRICES IN U. S., featuring:
 - Xmas Cards
 - Tree Lights
 - Tinsel
 - Iceicles
 - Gifts
 - Xmas Signs
- DON'T ORDER XMAS MDSR. UNTIL YOU'VE READ OUR CATALOG.
- XMAS CARDS—8 four-fold cards with envelopes to match in gift box. Per box. **7c**
 - ELECTRIC LIGHT SETS—In Series of 8 Lights. Full Length Wire. Each Set. **19c**
 - KEY CASE FLASH LIGHTS. Dorem. **\$1.60**
 - 25% Deposit, Balance O. O. D.

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SLIP-NOT TIES
NEW FALL LINE, Silk-Lined—Jacquard Figures—Stripes, Plaids, Solid Colors. \$2.25 per Doz. Send for Sample Doz. \$2.50 Postpaid. Money refunded if not satisfied.

Original. Patented. Leader Ties

Ready-Made Knots. Hold its shape forever. NEW FALL LINE—Silk Lined. Fast 50c sellers. **\$2.25 PER DOZEN.** Send for Sample Dozen. \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line Four-in-Hand Ties. Silk Lined. \$15.00 gro. Sample doz. \$1.50 postpaid.

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17 PIECE SHAVING DEAL

- SHAVING CREAM 12c
15 BLADES. Styptic Pencil Per Doz
- No Orders for Less Than 10 Doz. include Postage.
- SNAPPY XMAS CARDS. Sample 25c. Assort mt. Prep'd.
 - BOXED XMAS CARDS. Write for Sample Assortmt. Prep'd.
 - LADIES' D. E. 20'S. Per Card 40c. Include Postage.
 - SIDELINE GOODS. Gross. 75c.
- 19-BOX CHOCOLATE Deal & Salesboard, Costs You \$5.25 Brings - \$25.00 Handsome Colophon Boxes. High Quality Hand-Rolled. 25% Deposit. Bal. O. O. D. FREE CATALOG.
- CHAMPION SPECIALTY CO.**
814M CENTRAL STREET, KANSAS CITY, MO.

THE "FIRESIDE" A BETTER RADIO for LESS MONEY

"The FIRESIDE" is catching on all over the country! Orders and recorders are flooding in daily! There's just one reason—"The FIRESIDE" is a better Radio for less money! Illustrated in latest improved model, No. 40. A. C.—Smart, modern, walnut finish cabinet. New improved white marble, full-rision calibrated dial, lights up glowing red, 550 to 1600 kilocycles. Four quality RCA licensed tubes. Built-in aerial. Amazing tone with new chromatic speaker. Powerful—Selective, Accurate! All parts thoroughly tested. Order today! 25% deposit, bal. C. O. D. Circular on request.



\$5.00 Lots of 100.
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\$5.75 From 1 to 5.
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- B2325—Camel Charms with Silk Cord. Gro. 85c

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Per Gross \$5.00

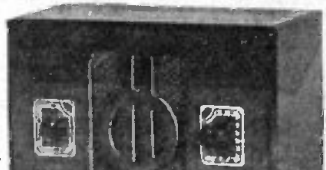
With Instruction Sheets.

B3462—Muret Gyroscope Top. Per Dozen, \$1.30; Per Gro, \$18.00
B3463—Jockey Gyroscope Top. Per Dozen, \$1.25; Per Gro., \$14.50
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 - Order Today, 20% Opposit, Bal. O. O. D.
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HAND TAILORED TIES
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DON'T DELAY—Send for Sample Order and Price List immediately.
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ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches. In New White Cases.
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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,
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Merry Xmas and Signs

Signs Are On Cardboard.
Either Cardinal Red or Christmas Green Color. Size 8 1/2 x 11. Shanty Designs. White and Sparkling Metallic Silver. \$3.75 per 100, Prepaid. Sample Dozen, \$1.00. Send cash with order.
S. & M. ART SIGNS, Box 175, Aldia, Ia.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Home Furnishings Mart in January

Joseph N. Stewart, market promotion manager, announces that the January Home Furnishings Markets of the Merchandise Mart, Chicago, will be held January 4 to 16. The various divisions which make up this great midwinter market are the Merchandise Mart Furniture Market, the Merchandise Mart Floor Covering Market, the Merchandise Mart Lamp Market, the Second International Housewares and Major Appliance Show, the 11th semi-annual Curtain-Drapery Exhibit and the Merchandise Mart China, Glassware and Pottery Market. All of these above markets will be in session thruout the announced dates, except the Curtain-Drapery Exhibit, which will end on the 14th.

It is expected that buyer attendance at the Home Furnishings Markets will reach a new high for the event. Here they will be given an opportunity to view and select from the newest lines of America's leading creative manufacturers—the houses that are major factors in setting the styles for the coming season.

SMALL SALESBOARD

(Continued from page 58)

month they have reappeared on the market in larger number than ever before.

The boards are well known to the industry and to the public. Their chief feature has always been the payment of from 1 cent to about 30 cents for whatever lucky name the player might punch out.

Any number over 30 is usually paid on the 30-cent basis and therefore the income from these small boards has been very good. The public has been attracted to them by the fact that there are so few holes to be punched for the item to be awarded.

Many merchandise firms are using them as premiums, given with special merchandise items they are showing and which they exclusively distribute in their territory. The usual cost of the item to the purchaser, who receives the board free, is about \$1.25 or less.

Electric clocks are popular items on these small boards, which have captured the fancy of salesboard operators. The clocks and other items used are the popular novelties of the time and are adaptable only to such small boards where only one can be featured at a

time. No large salesboards of this kind are being featured. It is to be remembered that the boards are offered free of charge.

NEW YORK MDSE.

(Continued from page 58)

merchandise more and more for stimulation purposes, the industry is benefitting in sales from many directions.

New games being introduced into the coin-operated machine field are also taking a large share of merchandise at this time. This de luxe type of equipment has gained the approval of various authorities for merchandise usage and the operators have begun to spurge in this direction.

Increased use of salesboards also accounts for much merchandise activity, with the smaller boards getting the greatest share of attention.

BETTER QUALITY

(Continued from page 58)

to the better quality has created a definite change of sales methods. Merchandise of inferior quality or imitation goods are being opening presented as such and being so explained to the buyer.

HEART OF AMERICA

(Continued from page 53)

minutes of the last meeting and the correspondence which had accumulated during the summer months.

Treasurer Helen Brainerd Smith gave her report, which was very gratifying, as there were several donations sent in by shows and members during the summer. She also made a report of the new members, which follows: Alice Stroud, Reba Gilbert, Peggy Parson, Clarissa Thomas, Jackle Dondlinger, Ann Lavin, Jean Bromley Garrison, Dolly B. Snapp, Daisy Hennies, Hazel Beem, Alma King, Ethel Rosen, Sus Jones, Mrs. R. C. Borras, Mrs. Al Wagner, Ruth Payne, Lucille Dempsey, Marie Talmadge, Eleanor Richards, Edna Adams, Trixie Payn, Catherine Madigan, Oda Sylvin, Mrs. Grant Chandler, Gertrude Karn, Francis Halverson, Sis Dyer, Rhea Porritt, Zelema La Mar, Maudie Jones, Loretta Ryan, Ivadel Lynn and Mollie Ross.

This shows that the members have been working hard to win the membership prize. Several of the new members purchased the club pin. The treasurer still has some on hand should out-of-town members wish them.

Chairman of the entertainment committee, Margaret Haney, gave her report and notified the ladies that they were invited to join the men for refreshments after the meeting, furnished by Mr. and Mrs. Jack Wilcox. She also announced that the first social affair of the season would be a card party, to be held Friday, November 13.

It was decided to hold the Annual Bazaar on December 17 and 18. All members were urged to have their articles at the clubrooms not later than December 15. All members to send in as many articles as possible.

With the increased membership of the Auxiliary and the holiday activities of the men's club, an enjoyable time is anticipated by all.

Committee reported that Mrs. Martha Water's two children were very ill with pneumonia, and at this writing Hattie Howk is again in Memorial Hospital for an operation and will be missed at the meetings.

Western States Shows

San Angelo, Tex. Week ended November 7. Auspices, American Legion. Location, regular carnival grounds. Weather, cold and cloudy. Business, fair.

Another prospective good week turned out only fair on account of weather. Committee, headed by Judge W. S. Leslie, well known to many showmen, co-operated 100 per cent.

Thursday night the Billroy Comedians showed on same lot with carnival. Two shows worked together and helped each other to good returns. First time shows have met Billroy Show and found Welch and his employees real troupers with a good show.

Two others of the shows' children had birthdays last week, Betty Lou Williams and Jimmie Dugan. As usual, the two birthday parties were attended by all the youngsters and many of the elders.

Many visitors from shows which have closed their season; also E. M. Harvey, of Harley Sadier Circus; Judge Pat Murphee and Robert P. Brown, former district attorney from Green County.

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2-Band RCA LICENSED RADIO



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New 1937 Model. 5 tubes including 1 metal tube. AC-DC., 60 cyc., 110 volts. ONE YEAR GUARANTEE. Long and short wave. Special switch for police calls, amateurs, etc. Hand-rubbed two-tone cabinet, 3-color dial.

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Crafts Shows

Santa Ana, Calif. Nine days ended November 11. Auspices, first week Job's Daughter's DeMolay—Last three days American Legion Armistice Celebration. Business, fair.

Nine-day engagement here marked the close of season of 38 weeks. As a whole a very profitable one for the management, concessioners and individual show owners. All riding devices being owned by office show a marked increase over receipts of past two seasons. Shows moved intact to winter quarters. Work rebuilding, painting and renovating will start December 15. Another unit of Crafts Shows will take to the road, making three shows to carry Crafts' banner for 1937. O. N. Crafts on his recent trip east announced the purchase of several rides. Mr. and Mrs. O. N. Crafts returned to show after a month's trip visiting several of the major State fairs and carnivals east. Manager Roy E. Ludington met them on arrival and gave show back to the boss. Following is a list of some of the members of shows who announced their destinations: Mr. and Mrs. Crafts home, Hollywood; Mr. and Mrs. T. J. Meyers, San Bernardino; Mr. and Mrs. Roy E. Ludington, Honolulu, then San Bernardino; Mr. and Mrs. Eimer Hunscom, Oakland and trip north, then Los Angeles; Phil Williams en tour all winter; Mr. and Mrs. Joe Krug, Hollywood; Mr. and Mrs. Roy Scott, Costa Springs, Calif.; Frank A. Lentini, Sidney, Australia; Mr. and Mrs. Karl Miller, Hollywood; Mrs. Marie Klencz, Montreal, Que.; Mr. and Mrs. Ed Kanthe, Mr. and Mrs. Dick Kanthe, Los Angeles; W. H. McCormack, San Bernardino; Roger Warren, Frank Warren, Mack Doman, St. Louis, then San Bernardino; Charlotte Duran, Joe Duran, San Bernardino; Thomas Gasper, Los Angeles; Mr. and Mrs. Johnny Mitzger, Redlands, Calif.; Roy Fulton, Wilmington, Calif.; Charles Fort, San Francisco; Mr. and Mrs. Thomas O'Boyle, Oakland; Dr. Frank La Marr, Venice, Calif.; Mr. and Mrs. Harry Stevens, Abraham Tossman, Los Angeles; Frank and Alice Jullian, Dallas, Tex.; Samuel Caldwell, Omaha, Neb.; Mr. and Mrs. George Bryant, home, Riverside, Calif.; Harry Wilson, San Fernando, Calif.; Joseph Ciala, Long Beach, Calif.; J. R. Kneeland, Long Beach; J. R. Kirch, Torrance, Calif.; Mr. and Mrs. W. M. McMahon, Oklahoma; A. C. Yancy, San Francisco; Zeke Gibbons, en tour; G. H. Black, El Monte, Calif.; W. H. Clancy, Ed Bliss, San Bernardino; Phillip Stopekhome, Venice, Calif.; Wm. Bloom, Ocean Park, Calif.; Mr. and Mrs. Louis Korte, Glendale, Calif.; Mr. and Mrs. John Ragland, San Bernardino; W. L. Vansickle, Los Angeles; Dal L. Stan, Pomona, Calif.; Earl Morris, Joshua Barn, Calif.; Robt. Boedkens, San Bernardino; Lyle Schilling, R. A. Fredericks, Los Angeles; Mr. and Mrs. C. L. Turner, Porterville, Calif. (Oklahoma); Jack Schell, Chino, Calif.; Joe Divino, Salt Lake City; Walter Morse, San Bernardino; Mr. and Mrs. Chet Bryant, Los Angeles; Pat Murphy, San Bernardino; Herbert Collins, Sacramento; Mr. and Mrs. John Gilliland, Riverside, Calif.; Martin Hurst, San Bernardino; Harold Shoemaker, Orange Cove, Calif.; Mr. and Mrs. Chas. M. Miller, San Bernardino; W. (Puddinhead) Cooper, Wilmington, Calif.; Ben Gridley, San Bernardino; W. H. Cosden, Tulsa, Okla.; Joe Takatos, Mr. and Mrs. Jake Boyd, Roy Meyers, San Bernardino; Larry Lucas, Los Angeles; Jack Archer, Long Beach; Clarence Moore, Altoona, Pa.; V. H. Farley, Mr. and Mrs. Lyman Page, San Bernardino; S. Harvey, Los Angeles; C. A. Brewer, San Bernardino; Edw. Doty, Los Angeles; C. A. Buchtill, Redonda Bench, Calif.; Howard Whitman, Visalia, Calif.; Ike Vossman, Los Angeles; William Pearl, Seattle, Wash., and Ed Murphy Smithson, Showmen's Club, Los Angeles.

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OUR PRICE 60¢ PER SET

Full Amount Must Accompany Order.

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NEW FALL HOLIDAY LINE—Sells for 50c. Plaids, Stripes, Jacquards, Solid Colors. Cost You \$2.25 Doz.; Sample Ocz., \$2.35 Postpaid.

FOUR-IN-HAND TIES, \$1.18 Lined, \$1 Doz.; Sample Doz., \$1.25 Postpaid. We manufacture our own Ties.

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Importers and Manufacturers Neckwear,
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WALTHAM

16 Size—15 Jewels, R. B. movements, fitted in new chrom. cases. Complete with chain so match. Special Price, Lots of 3, ea.

25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.

PILGRIM WATCH COMPANY,
161 Danal St., New York City.

HOLIDAY SPECIAL



THREE-PIECE CARVING SET. In Cloth-lined Osliply Box. 50c in Doz. Lots. Fall and Winter Flyer now ready. Write today. 25% Deposit, Balance C. O. D.

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DEEP SEA TREASURE

\$1.25 EACH



The Outstanding Novelty of the Hour is this Unique Item, a Carved Oyster which contains a Real Cultured Pearl, Value Not Less Than \$2.00 Retail, and Possibly \$50.00. Write today for particulars on this Sensational Item. Suitable for Salesboards, Claw Machines, Prizes, etc., or order a sample, No. B11412, at \$1.25 Each, Postpaid.

JOSEPH HAGN COMPANY,
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NEW FUNNY JOKES

GOOFY MATCHES, you can stifle them, the Victim can't! Funny? Per Doz. 25c; Gr. \$2.75.

FOOLEN MATCHES a triple action joke book of matches. They light OK with you, Victim strikes one, it sparkles. You again light one, it is OK; again the Victim strikes one BUT THIS TIME it will NOT LIGHT! A RIOT OF FUN, Doz. 50c, Gro. 55.50.

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Over 300 different in stock ranging from \$2.00 per 1,000 and up. Send \$50 for complete range of samples and our SPECIAL XMAS BULLETIN.

COMIC XMAS GIFTS are big sellers

For the Neck, Doz 90c. Ideal Gift, Doz. \$1.20. Gift De Luxe, Doz. \$1.20. Spec. Gift, Doz. \$1.20. Health Prot., Doz. \$1.20. Nestled Bones, Doz. 90c. NO? NO! A 1,000 TIMES NO! Silk Panties with a Lock and Chain in a nice gift box. Dozen \$1.25. SPECIALS: Bashful Trick Lock 60c. Bonding Table Knite 75c. Giant Jokers Smoking Glass 75c. Rubber Point Pencil 35c. 20" Pencil 75c per doz., etc. SEND 10c for CATALOGUES of \$2.00 for 50 Samples of REAL MONEY GETTERS. MAIL NOTRIX NOV. CORP., 135 Park Row, NEW YORK.



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GENUINE DIAMOND RING
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PITCHMEN

by **BILL BAKER**
(Cincinnati Office)

"JUST ARRIVED . . . here with our new trailer," pen Harry and Daisy DeGrace from Los Angeles. They info that they plan to locate there for the winter at their last year's address.

THE EXPRESSION, "It looks like a cold winter," is all the more reason why the boys and gals should hold on to that hard-earned and coveted bank roll.

P. E. HUDSON after working the market in Kinston, N. C., is now in Raleigh. Writing from the latter city, Hudson says that while playing Kinston he saw Diamond Dr. Speagle, of Speagolax fame. The Doc, according to Hudson, has several shows playing that section. Hudson opines that if the sparklers that Speagle is wearing are any indication business has been good for him.

HIRAM (HI) HIGHTOWER fogs one in from Detroit: "Hello, Jerry Russell, Ned House, Joe Clarke, John Collins, Mr. and Mrs. Weiss, Slaz Cummings and the missus, Morris Sobel, Morris Kahntroff, Doc Young, George Silvers, Eddie Lorenz and all the others. How are you all? Here's hoping the warehouses around Wilson and Winston-Salem, N. C., are as good as ever. Chip in with a pipe, you birds in Maine, Los Angeles and Houston, Dallas and Berger, Tex. How's the sheet on Bay street in Jacksonville, Fla., Cunningham?"

THE TWO-LETTER word "no" has been the cause of many disputes, and the three-letter word "yes" runs it a close second as a dispute getter.

JOHNNY McLANE cards from South Bend, Ind., that he is at present working shops and entertaining in and around the Hoosier city.

DR. VICTOR EDISON PERRY who formerly operated several pitch stores in New York, pens from Boston that he has been working department and drug stores in and around New England for the last three years. He infers that he plans to return to New York December 1.

HUSTLER'S TIP: Japanese teaballs should make a good item for the department store and indoor event worker. Those who do engraving should especially feature this item. During the winter months, when hot tea is the main item on hotels' and housewives' menu, teaballs are in great demand. They can be obtained at a wholesale price and assure the worker a real profit.

TOMMY BURNS veteran pitchman and secretary of the Salesmen and Agents' Protective Association, made *The Cincinnati Times-Star* last week when he came to the defense of the itinerant salesmen following a criticism of them a week previous by Mrs. Willard Crane. Mrs. Crane, speaking before the Consumers' Institute, said the itinerant salesman was annoying and urged her listeners to patronize established merchants. Tommy declared that the itinerant salesman is an honest dealer, and added: "We have families to support. We pay our license to the city of Cincinnati, which recognizes our trade, and are permitted to do our mer-

chandising under the Constitution, and that privilege has been upheld. Just because it may be a bother to answer the doorbell is no reason for condemning our trade."

A PERSON can't jump to the top of a high ladder without the aid of a good boost from someone. The nerve and energy to try, together with concentration on purpose, however, will get one there by easy stages.

E. L. BLYSTONE . . . waxes poetic and shoots a bit of verse from Shreveport, La. "Haven't written a letter to the pipes in some time, so I suppose I'll attempt to fix this one up and sorta make it rhyme. Since leaving the Ripley Show at Chi in 1933 I've been rambling around the country like a busy honey bee. I joined with Ray Brydon in 1934; then with Royal American I tramped the country o'er. Thence to San Diego to join John Hix; this season with United Shows of America I plied my wares and tricks. Now I'm in the Sunny South but no longer with a show. My keister's packed and ready and I'm rarin' to go. I've teamed up with Lloyd Fowler, a boy of side-show fame, and now we're planning and readying to get back in the game. All our things are ready and we plan to hit the road. You should see our half-ton truck, we surely have a load. We'll travel in the South, where we find the weather nice, and work the smallest business in the world—writing names on grains of rice. We plan to work in Texas, the big, old Lone Star State, and later on we'll drop a line and let you know our fate."

SUCCESSFUL local merchants encourage and create confidence and good will—so should pitchmen. Good remunerative business methods and "awtness" are vastly different.

JEFF FARMER scribes from Greenville, N. C., that the markets there are still open but sales are small and most of the tobacco has been sold. Farmer says the Carolinas have always been good for him and that this year was no exception. He plans to work Virginia territory for the next three weeks before going into Norfolk, Va., for the three weeks preceding Christmas with tieforms and ties.

PLANS ALONE never get us anywhere. What we need is action.

"HAVEN'T SEEN . . . many pitchmen down here," booms Syl LaVelle from South Boston, Va. He says that he has been doing a good business and adds that tobacco is selling there, with plenty of money in circulation. He states that he will go north soon to visit with Chief Black Bear, his old friend.

WONDER WHAT the smoke rings around the hot stove and pipeshooters' leagues are saying? Why not let Bill in on the fun, folks? A postcard will do the trick.

PHIL C. REISS . . . known as the "battery health doctor" for nearly two decades, is now star pitchman at Sergeant Frank Poulos' health exhibit on New York's main stem. Reiss has been working to good take-ins at every pitch. He also has the distinction of being physical director of the Honor Legion of New York City's police department. Recent discourses by the "prof" over Station WMCA have attracted wide and favorable comment in the health and med fields.

IT'S HAPPENED more than once that a seemingly insignificant article has turned out to be a huge winner.

AFTER CLOSING . . . a successful season with Roy Gray's Big State Shows D. N. (Slim) and Evelyn Cantrell are working Houston to a fair biz while awaiting the holidays. They recently purchased a new Ford and had their elaborate trailer overhauled preparatory to leaving for New Orleans, where they are to be the guests of friends for the remainder of the year. Evelyn, assisting Slim, is always on the

W. G. BARNARD

Writes on

Pitchmen Are Super Salesmen

In the Christmas Number of *The Billboard* Dated November 28, 1936

Job with her bright smile and friendly greeting.

WHY NOT combine pleasantry and dignity in your lectures. We all know from experience that there are very few actual clumps any more.

G. P. WILSON . . . together with their daughter, Louise Aida, are headed for the Pelican State, where they will locate for the winter. They plan to meet Slim and Evelyn Cantrell en route and journey to New Orleans together.

IT'S SORTA accepted or something that "all things come to him who waits." The most successful fellows, however, are the ones who refuse to stop hustling while they do their waiting.

GEORGE DUMAS . . . of Boston, and the missus were visitors to the pipes desk last Thursday. Dumas has been working stores in Ohio, Wisconsin and Minnesota with razor blades and is now holding forth with the same item in Portsmouth, O. He plans to head

IT SELLS PLUNGER FILLER VAC
ZIPI ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
658 Broadway, NEW YORK CITY.
Fast Service Sully.

ROSARY BOXES

Imported Book Boxes with Beautiful Rosary Heads. Fast Sellers. Set in Mother-of-Pearl. Send \$1.25 for Sample Assortment. Dept. C.

RHINESTONE JEWELRY

Clips, Pins, Buckles, Etc. Fast Sellers, Big Profits. Send \$1.65 for Large Variety Assortment. Dept. L.K.

FRANK NOVELTY CO.
1265 Broadway, New York City.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc. direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
Dept. H-81, Box 353, Hamilton, Ontario.

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.
118 Nassau St., NEW YORK CITY, N. Y.

REX HONES 3c Each
Now Less Than 3c
\$4.25 a Gross

Send \$1.00, Bal. O. O. D., Plus Postage.

Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstration for Pitchmen. Hone men are cleaning up. **ACT QUICK! REX-HONE MFRS.,** 1500 West Madison, BR-11, Chicago, Ill.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Prices List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists, Columbus, O.
137 E. Spring Street,

SUBSCRIPTION AGENTS

For stock paper covering Western States. Good proposition for producers.

F. F. ELLIS
Box P, Live Stock Exchange, Denver, Colo.

FAIRS
CONVENTIONS
COMING EVENTS

And Other
LISTS

Will Appear in
the Next Issue

southward soon to spend the winter in Florida and thus do away with the necessity of purchasing a benny. He expects to be in Florida the latter part of December. George is anxious to read pipes from Henry Rhodes and F. E. Hardee.

HOW MANY of the pitch fraternity are changing from their usual lines to gift novelties for the holiday trade?

Pitchdom Five Years Ago

Jim Reid and Sam Lewis were operating a pitch store on Tremont street, Boston. . . . According to Harry St. Claire, Joe Carrol sold enough soap during the month of October to wash all the sidewalk of New York. . . . Dapper Eddie Ackerson, high worker during the summer, was lecturing at the Harlem Museum. . . . Dr. W. B. Jackson's Wonder Show was enjoying fair biz in and around Southern Illinois. . . . Sixth avenue, New York, was taking on a midway appearance with one pitch store after another opening. . . . Doc George M. Reed and the mlasus were finding biz fair in South End, Ind. . . . Tulsa, Okla., proved a land of sand, sin and sorrow for Doc Floyd R. Johnstone and he left that spot in favor of his old stamping grounds, Phoenix, Ariz. . . . Harry Kagan reported from Los Angeles that Joe Garfunkel, ace high pitchman of carnival and platform fame, had just opened a "se-gar" jam joint in that city and was scoring heavily. . . . Lineup of high-class pitch artists working Petrovic's Institute, Broadway, included Madeline Ragan, Ralph Anderson, Rube De Lenz, Bill Boyce and Doc Charles Miller. . . . Ricton, "Barnum of the sticks," was wintering in Cincinnati and giving his whole time to looking after his string of small hotels and lodging houses. . . . Harry Malers, ex-mayor of Park Row, also confined to his room in the Montefiore Hospital, New York, was doing his best to cheer other patients who were worse off. . . . D. F. McFarland followed the swallows and hied himself out of Maine and into Florida. . . . The sheetwriting profession was too crowded for C. N. Stover, so he returned to the legitimate pitch game. . . . Hot-Shot Austin was finding everything but money plentiful in Mercedes, Tex. . . . Jack Scharding added astrology to his health books and was enjoying a good take-in with both subjects. . . . A strong publicity stunt was pulled by Sergeant Poulos in New York. He had as "guest artist" a well-known Broadway show girl giving demonstrations with the exerciser, clad in a one-piece bathing suit. . . . Mary, of the Ragan twins, didn't seem to have any provocation for joining with the chorus singing the blues after coming in from the fairs. Most of hers were red ones. . . . That's all.

Memorial Service For Edward M. Ballard

CHILLICOTHE, O., Nov. 14. — In the "people's and circus church and parsonage" established here for the winter by Doc Waddell a memorial service was held for Edward M. Ballard, who lost his earthly life at Hot Springs, Ark. Show-folk present were headed by George Conner, Slide-Show manager; "Tex" Conners, ex-trouper; Josh Devore and Danny Friend, old-time professional baseball

PLUNGER FILLER VAC



QUICK SALES—BIG PROFITS. The Grodin line is "Tops." Don't buy anything in Pens or Fentils till you get our high quality, low price list of bargains. Write today. GRODIN PEN CO., 396 B'dway, New York, N. Y.

SUBSCRIPTION MEN

Magnificent Travel Sports Publication for Sportsmen and Auto Shows. Write quick; no postcards. MR. ROSEBURY 469 Fifth Ave., New York City.

ATTENTION

Novely 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 1/2 c each. They set on a paper easel. Sample 10c.

DAVE MARKUS

900 Blue Island Ave., Chicago, Ill.

Pitchmen I Have Met

By SID SIDENBERG

It's not always the oldest heads in the business who get the biggest money on the turns, for they are sometimes misled by over-confidence on their past performances and turn many a would-be successful pitch into a rank flop. Most of the oldtimers take a flop as a matter of fact and attribute their failures to bad spots or the depression. They are courteous to the tips, even tho they do not click. Others, however, brag about turning their backs on the tips when they flop, which proves that they are the babies that "never were." When I found a pitchman turning his back on a tip after failing to score it usually followed that he had always been a rank flop and was ready to abuse a tip because he proved to be just that. He tries to satisfy his own egotism by turning his back, when as a matter of fact the tip already has given him the "back sign" when it termed him a flop by not giving him a single touch.

A successful pitchman never abuses or berates a tip. I don't think there is a man in the business who can boast of never having a complete turnaround. I contend that a good live-wire pitchman will go back into the same tip after a turnaround and make another effort to turn them. As a general rule he always manages to score on a rehash.

One of the cleverest pitchmen in the game is Al Marks, who just turned his 28th year and who has seen but a few years in the game. Al is one of those fellows who hustles from morning until sundown, shifting from one spot to another, always smiling and bristling and bubbling over with enthusiasm whenever he is working. He never has an item that doesn't click, for when he finds one not up to snuff he suddenly switches to another. The last time I saw him work he was making the hot spots of a large town with the dime-and-penny trick, giving the telform away as a business stimulator. He was getting top dough in the town and the number of pitches he made every day netted him plenty, even tho he only sold to a few each turn. It seemed like work, and Al agreed, for he was always on the alert and working.

Al started life as a salesman in a department store, but found he could do better by tackling the people on his own. After observing some of the boys of Pitchdom he became acquainted with he took a fling at the high-pressure sales arts and is recognized by most of the older heads as one of the coming celebrities of the game.

players. Dode Fisk and Adam Gilger brought a group from Columbus, O.; B. H. Nye came from Tennessee. Kenneth Tatman, gospel singer, converted trouper and bus driver, sang solos.

Chaplain Waddell spoke the memory tribute and said: "Our dead, Edward M. Ballard, believed in the best, in bigness and deep down in his heart had the feeling of some day owning or controlling the greatest Barnum show of all time. When he personally had en tour the original Hagenbeck Circus of 60 cars, as we walked one day on the lot he whispered this heart desire and thought. It was Edward M. Ballard in the American Circus Corporation who stood the 'paramount invincible' and made possible the 'mighty trinity' of Mugivan, Bowers and Ballard. He it was, returning from Europe, who took Madison Square Garden and the Bronx Building from under John Ringling, and the press announced that the Sells-Floto Circus would open in the big city and not the Ringling-Barnum & Bailey Show. The "force" was on, and the new combine came—the organization that now controls most of the largest circuses. The passing of Ballard brings a silence, and when curtains rise on inner things the truth of all will reveal. Edward M. Ballard was great, mighty, powerful! His charity knew no bounds! What a tow-

PEELER WORKERS CASH IN ON THE CHRISTMAS SPIRIT

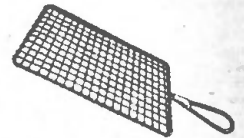
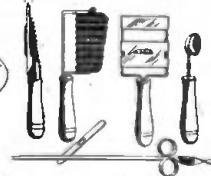
GARNISHING SETS, MINCERS and GRATERS MAKE AN INEXPENSIVE and WELCOME GIFT TO ANY HOUSEWIFE

PUT UP IN ATTRACTIVE HOLIDAY BOXES

Other Items in Our Line Include: ORANGE JUICERS, SPIRAL SLICERS, ROSETTE CUTTERS, KITCHEN TONGS, CAN OPENERS, SHARPENING STONES, GAS STOVE LIGHTERS, and Many Others.



These and the other items listed in this announcement have an appeal for every housewife. Demonstrators have been making big money with them consistently.



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Genuine -- HURST GYROSCOPES -- Genuine

The Leader for Demonstrations for Nearly Thirty Years.

BUY FROM YOUR JOBBER

Direct Shipments Only for All Cash With Order. No C. O. D. Shipments.

L. J. HURST MFG. CO.

1605 College Avenue,

Indianapolis, Ind.

ering monument forever his gift of the big West Baden Springs Hotel to the Catholics for an educational institution! That stamps him wonderful, fair, square, tolerant, for he was a Mason. I never knew him to do a petty thing or harm a soul. He leaves rich heritage to loved ones, relatives, showfolk and the world."

Power of Wis. Commission

MADISON, Wis., Nov. 14.—The State Public Service Commission cannot regulate hours of drivers of private motor vehicles, altho it has power to regulate hours of drivers of common and contract motor carriers. Circuit Judge A. C. Hoppmann ruled November 10 in granting two balking firms requests for injunctions restraining the commission from enforcing an order regulating hours of drivers of private motor carriers.

Judge Hoppmann ruled that a 1933 statute gives the commission specific authority to regulate hours of drivers of common and contract motor carriers, but does not give authority to regulate hours of drivers of vehicles used within a business to haul the goods of the owner.

Notes From France

PARIS, Nov. 9.—The Cirque Poutier is closing its season at Bordeaux with bill including the Tainy Trio, aerial; Prieto and his mule. Three Olympic Girls, equilibrist; Four Mounters, jumblers; the clowns, Iles and Loyal, and Mylos and Angelo, and the Taffani-Bedini troupe of acrobats.

Among tent shows at the street fair in Bordeaux are Lambert's, Van Ben David's, Michelet's, Van de Walle's and Rouffin's menageries and Regimensi's and Mazetti's dog shows. Gallon's and Tissen's menageries are at the street fair in Le Mans.

The Cirque Karmah is at Tunis and the Cirque Radio at Sousse, Algeria.

Friedel Jobsen, trapezist; the Two Mathis, bike act, and Charles Hoover, contortionist, are at the Nouveau Casino in Cannes. Betty and Otto Reigert, cyclists; the Elida Sisters, contortionists, and the Two Wilsons, acrobats, are at the Trischli, in Saint-Gall, Switzerland. The Wetzel Sisters, aerial, are at the Folke-Theater in Odensee, Denmark.

Endy Bros. Will Operate In Miami's Amusement Park

MIAMI, Fla., Nov. 14.—Endy Bros. of Endy Bros.' Shows, will open in Miami's only amusement park, Northwest Seventh avenue and Twenty-Fourth street, on December 5 with an array of usual park attractions, it is announced.

A number of rides and legitimate concessions will be installed and free acts will be presented.

David B. Endy is general manager; William J. Tucker, manager of concessions; Ralph N. Endy, treasurer, and Harry Bentum, in charge of exploitation and publicity.

Get Set for Life! IN COUNTER CARD BUSINESS



MAKE up to \$65 Weekly

In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our FREE GOODS Deal. World's largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.

World's Products Co. Dept. 1188-A, Spencer, Ind.

Have a BIG-PAY STORE ROUTE

FLASH! FLASH!

GOLDFARB'S XMAS and STREETMEN'S SPECIALS NOW READY

Write for New Price List

Of the Latest Mechanical and Demonstrating Toys. To Avoid Delay We Suggest That You Send \$1.00 for Sample Line.

GOLDFARB NOVELTY CO. 20 West 23d Street, or 116 Park Row, NEW YORK CITY.

STOP

Get our Cork Plunger, the cream of them all! \$22.50 per gross. Sample prepaid, 25c.



BENSON PEN CO. 220 West Lake St., Minneapolis, Minn.

COMIC CHRISTMAS—NEW YEAR'S POSTCARDS

50 Designs, 20c, \$1.00, 1,000, \$4.00, \$10.00. 20 Sample Price Lists. Specialty Catalogs, 10c stamps. CHRISTMAS BOX—21 EXTRA FINE FOLDERS, \$1.00 Assortment. Sample Box, 40c; 12 Boxes, \$4.00. Delivered. FREE CATALOG-PRICE LIST—5c to 25c Cards—all kinds.

ARTFORM COMPANY 1710 Underhill Avenue, New York City.

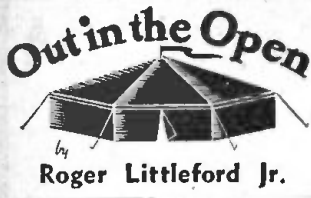
SPICY COMIC XMAS CARDS

Hot, peppy, laughable designs in flashy colors. Each card with envelope, fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No expense for being broke. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real sellers. No mark. Envelopes with each card. 6 samples 25c. COMIO SNOOP 2463-F Kensington Ave., Philadelphia, Pa.

MEDICINE MEN

Send 30 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 repays. A trial order will convince you.

THE OZARK HERB CO. 419 Main St., Nashville, Tenn.



Sanitation

BECAUSE of their definite interstate character circuses and carnivals are possibly in for an intensive "clean-up" campaign on the part of the Public Health Service. In The American Journal of Public Health for November H. E. Miller writes that "circuses and carnivals have not kept the sanitary pace." He points out that "... show people are victims of habit and the inauguration of improved practices in sanitation requires tact, diplomacy and patience." Among sanitary matters in which traveling shows are lax, the author says, are sewerage and garbage disposal, drinking water facilities, dishwashing and food handling. First steps the service intends to take, provided it obtains the indorsement of the American Public Health Association, include the installation of suitable latrines, substitution of paper cups for the common tin cup, disinfection of eating and drinking utensils and examination of food handlers for communicable diseases.

Trailers

OCCUPYING almost an entire floor of Grand Central Palace, where the National Automobile Show is now in progress, is assembled the first comprehensive exhibit of auto trailers ever seen in the East. Practically all the leading manufacturers of those homes on wheels are represented by a display, and there are models that would make the average showman open his eyes in wonderment. We thought we had viewed just about the most comfortable and complete vehicles possible on circus and carnival lots the season past, but a visit to Grand Central Palace changes one's mind. And while on the subject of trailers, reports emanating from Washington indicate that the federal government will shortly take steps toward formulating housecar and truck laws.

Shorts on Showfolk

FRANK BUCK'S assemblage of wild animals and added attractions departed from their Amityville, L. I., home for Dallas, Tex., where the Buck Enterprises were scheduled to open a two-week show in the Live-Stock Arena beginning on November 14. A. T. Loveland, Buck's secretary, is handling the show while Buck recovers from injuries received in a recent accident. Signs of the Times—W. F. Mangels, 70-year-old head of the amusement riding device manufacturing concern bearing his name, looks many years younger this fall. It's been a big season for the Mangels cor-

poration and indications point to still bigger and better business on the way. William J. McCarthy, veteran secretary of the International Alliance of Bill Posters and Billers, is en route to Tampa to represent his organization at the American Federation of Labor convention. Rex D. Billings in town last week on a periodical visit from Belmont Park, Montreal. Rex Jr., having completed his studies at the University of Chicago, is headed south, planning to spend the cold months in Miami. Bobbie Bernhardt, "Rocket Girl" of the Jack Eddy Company, who suffered a broken leg during the first week of this year's Canadian National Exposition, will be confined for quite a spell in St. Michael's Hospital, Toronto. Unfortunately her leg is not mending as rapidly as it should be. A. W. Millard, Coney Island game manufacturer and front maker, reports that his organization is again in full operation, several of the personnel having resumed activity after suffering illness. Max Goodman, who is seriously considering sending out a carnival next season, as reported in The Billboard last week, is taking a much-needed rest in Hot Springs, Ark., in preparation for a strenuous time at the Chicago meetings. Max Linderman, head man of the World of Mirth Shows, busy putting the show away in Richmond, Va. Ted Miller, of World of Mirth, in town for a short visit. Gaylord White, also of the W. of M. personnel, visiting his home in Iowa.

New Era

IN A recent edition of The New York Times there appeared an extremely interesting bit of editorializing dealing with a subject so vital to outdoor show business that we are passing it along. The article read, in part: "... It is just 10 years ago that everybody was saying there would be no more big fairs. Philadelphia had made a botch of her Sesquicentennial Exposition, and people were deducing hasty conclusions therefrom—as the human race will go on doing to the end of time, bless its warm heart and ready tongue! They asked why should people go to expositions now that there are so many tourists anyhow, and we have radio and newsreels? Today we can see every corner of the earth without leaving home. We were in a New Era. The world had out-lived world fairs. Well, we all know how it is with New Eras. As soon as virtually everybody has agreed that it is indeed a New Era and that humanity has turned a corner, the New Era explodes and we are back again in the old era. Only a few years after the final curtain had been rung down on big fairs, and in the very depth of the depression, Chicago staged her A Century of Progress and made a big success of it. The flood gates are now open. San Diego treated herself to a fine exposition last year, Dallas had a big fair. And for 1939 there will be two, one for each of our senboards. We shall celebrate on Flushing Meadows the sesquicentennial of the Federal Union, and San Francisco will celebrate her immense bridges and her general contentment with her station in life. In 1942 it will be four and a half centuries since Christopher Columbus. Perhaps Miami, which is our nearest big city to the scene of Columbus' landfall in the Bahama Islands, will seize upon the occasion. ..."

Beattys Leave for Europe

CINCINNATI, Nov. 14.—Mr. and Mrs. Clyde Beatty and Kinko the Clown and his wife were guests of Mr. and Mrs. Henry Osterkamp at their home here for two days this week. All motored in following the close of the Cole Bros' Circus. This morning the Beattys and Kinkos motored to Rochester, Ind. By the time this appears in print the Beattys will be on their way to Europe for a stay of several weeks.

Final Appearance For Gainesville Show

GAINESVILLE, Tex., Nov. 14.—The Gainesville Community Circus made its final appearance of season at the Texas Centennial Exposition, Dallas, November 5, presenting a program of 35 acts in two rings and on a stage in the live-stock arena. Two one-hour performances were given and a capacity house greeted first show, with the auditorium, seating 4,000, nearly full for second show. The circus had previously exhibited in the Cotton Bowl, presenting its entire performance. Forty-five people were in the Dallas unit and they entertained a number of

visitors, including Tex Cooper, John H. Warnick, Dallas CFA; Walter Buck, brother of Frank Buck, and others. Ligon Smith's Orchestra furnished music for the show.

A. Morton Smith, Gainesville CFA and program director for the community circus, was signally honored in Southwest Business, official Texas Centennial Exposition magazine, November issue, when he was named as one of the "Four All-Stars of the Month in the Southwest."

His picture and brief biography appeared along with those of the other three outstanding Southwestern personalities: Matty Bell, head coach of Southern Methodist University; Frank P. Holland, Dallas publisher, and W. S. Hanley, president of the Texas Rose Festival at Tyler, Tex.

Mr. Smith was lauded for having created the Gainesville Community Circus and directing many of its activities during the last seven years, as well as carrying on as city editor of The Daily Register in Gainesville.

Mr. and Mrs. Al Connors and family, who closed with Russell Bros' Circus November 7, were to arrive in Gainesville this week-end to take up their abode for the winter. They will be with the Santa Claus parade unit of the community circus next month and will have charge of training quarters of the show after the first of the year.

LETTER LIST

(Continued from page 31)

- Coller, Jean
Conrad, Bobbie
Excella, Miss
Foley, Florence
Hill, Ernie
Johnson, Judith
Joyce, Ruth
Kelly, Mickey
Lawson Jr., Betty
Leo
Leslye, Gaby
Lindquist, Dorothy
Lynn, Norma
Lynne, Jeanette
Maake, Mac
Malloy, Ullaine

Gentlemen's List

- Allen, Slim
Anderson, Stanley
Baich, John
Bel-Mar, John J.
Bennington, Chas.
Bentum, Bench
Branch, Billy
Buckley, Dick
Cobb, Gene
Collins, George J.
Connors, Garney
Cooper, Saul
Cortez, Ramon
Cowan, Harry C.
Cromwell, Frank T.
Cruzen, George T.
Curran, James V.
Del Pozo, J. G.
De Puderio, J.
DeKoe, Gabby
Denato, Joseph
Dickman, (Slim)
Eriebs, John L.
Evans, Dan
Fannie-Frank
Flanagan, Bill
Franklyn, Wilmer
Galagan, Wm. T.
Gallagher, J. R.
Garcia, Louis
Gennusa, Ben
Giltrap, Jimmy
Goslin, Bert
Goldstein, Morris
Griffen, Eddie
Hall, Al
Halloway, Al
Harrison, Tony
Harrison, Robert
Hartsell, Ray
Hassen, Frank
Hayes, Whitey
Hazelrigg, Mark
Hertz, Alvin
Hill, King
Hilton, Ed
Hoost, Jack
Huma-Tune Boys
Hustrel, August
Johnson, Bob
Jullie, LeRoy
Keck, Edward
Kellam, Norris
Kenneth, Skippy
Kerr, S. E. (Bill)
Koskey, Stanley M.
Krause, Jos. H.
Kurtzo & Kurtz
Lake, Fred J.
Langford, Mr.
Lang, LeRoy
Lee, Arthur H.
Le Duc, Vincent

- Breland, Mrs. Lue
Brooks, Miss Joie
Brown, Charlene
Byrer, Mrs. Carlisle
Carson, Mrs. Andy
Carter, Elizabeth
Clark, Mrs. Laura
Cluff, Betty
Cool, George
Cooper, Miss Pat
Cooper, Mrs. Dolly
Cudney, Mrs.
Cutler, Mrs. Lillian
DeMars, Irene
Dean, Dr. Myrtle
Deans, Myrta
Eaton, Mrs. Edw.
Elliott, Pauline
Ellis, Mrs. Loretta
Ellis, Madam Boso
Feather, Mrs. Betty
Fields, Mrs. Beatrice
Fisher, Miss Pattie
Garza, Mrs. Billie
George, Mrs. Bobbie
Gillette, Mrs. O.
Glasscock, Mrs. A.
Goodwin, Mrs. Mack
Hall, Mrs. Ed L.
Hancock, Mrs. Bob
Hazlewood, Sue
Hann, Mrs. Bessie
Henderson, Mrs. T.
Hennies, Mrs. Harry
Hildreth, Kathryn
Hollingsworth, Ruth
Holts, Dorothy
Huff, Mrs. Jackie
Hudson, Norman
Irring, Mrs. S. L.
James, Mrs. Helen
Kelley, Mrs. Edith J.
James, Marge
Alexander, Speck
Allen, John C.
Avery, G. C.
Andre, Patti
Arenz, Sam
Armstrong, Clinton
Astera, Manlio
Bailey, E. E.
Baldwin, Billie
Baughman, E. J.
Beard, Billy
Bernard, Glenn
Borns, H. Bernie
Bierlins, Ralph
Boon Jr., H. D.
Brown, Geo. W.
Bryer, Bill
Buchanan, Charles
Bryan, Charlie
Bryman, O. T.
Buchanan, Jack
Caldor, Jimmy
Callender, Pete
Campbell, Monte
Carter, J. B.
Cherry, Capt. Dan
Clark, J. J.
Clark, Henry
Clout, E. M.
Connell, Michael A.
Conyer, C. E.
Cooper, Leroy
Cory, Harry
Costa, Zeke
Coy, B. E.
Curtis, Rube
Dane, Albert J.
Darnell, Hank
Davis-Brunk
Davidson, Dale
Davidson, Geo. E.
De Rossignob, Louis
DeLaughter, A. M.
Drown, Danny
Duffy, Tom
Dunbar, John
Easley, Myrtle
Elliott, Ross
Emerson, S. C.

Gentlemen's List

- Engesser, Geo. E.
Fox, Clyde
Frenzel, Maurice
Frye, James G.
Fuller, Jack
Gallagher, Jas. R.
Gardiner, Ed
Garton, Bob
Gentoux, Kenneth M.
Glover, E. J.
Grant, Duide
Grant, Russell N.
Grant, Sol
Guillioye, Chubby
Guinn, Johnnie
Guyman, Clarence
Haley, Durand
Hall, Edward L.
Hames, Bill H.
Hand, Leonard
Handing, Steve F.
Hard, Dick
Harris, Tad
Haun, Yandall
Hays, Harold A.
Hazlewood, Frank
Headley, Gerald
Heller, Geo. (Red)
Heyn, Henry L.
Hiller, Pop
Hinchey, James
Hirsch, Harry
Holland, Harro
Holzman, Sam
Hopkins, Tony
Howard, Albert J.
Hottle, B. H.
Hudson, William
Hume, Prof. L. F.
Hunter, Bickio
Isler, Louis
Jacobson, Bozo
Jarvis, Clyde
Johnson, Jesse
Jones, Pete
Jones, Roy B.
Jones, Roy
Kansas City
Kearney, Curley
Kelly, Wm. T.
Kington, Oia

Picked Up in Macon

MACON, Ga., Nov. 14.—At Shrine Circus here next week Bert and Corinne Dearo, Shorty Henkle and Roy Leonhart will be part of the program.

Bob Spears, Fred Kilgore and Eddie Jackson will be at the Central Hotel here for the winter.

Charlie Katz, assistant manager of Downie Bros' Circus, will leave in a few days for Hot Springs, Ark.

Clint and Marion Shufford will rest a few days before taking winter trip to the North.

The Butters, wire act, will play dates. The second record jump made by Downie Show was from Live Oak, Fla., to Macon. Leaving Live Oak around 11:30 p.m., everything was in its place in Macon by 3 p.m. Covered distance of 240 miles.

Joe and Isabelle Gilligan will rest before going to Jensen, Fla. Bert and Jeanette Wallace are at Central City resting before going north.

All mail for showfolks in and around Macon can be sent in care of Central Hotel, as they all drop in.

Ringling-Barnum played Jacksonville, Fla., the same day the Downie Show played St. Augustine and, of course, with the Sunday and Monday much visiting was in order.

Mr. and Mrs. Charles Sparks were guests at the Press Supper given by the Ringling staff in Jacksonville.

LaMont, C. B.
Lamb, R. Scott
Lane, Marr
Lawson, Edward
LeRoy & Fails
Lester, Allen
Linker, Tom
Litts, G. F.
Loon, J.
Lucas, Harry
Lumigren, Ed
Lynch, Edgy
McGall, Rex
McCue, Tiger
McGregor, Harold
McGuire, F. E.
McGuinness, Daniel James
McGuire, Francis
McLaughlin, Bill
Malinowski, Walter
Mars, W. J.
Marlin, Tom
Marvin, Frank E.
Mason, C. M.
Mason, G. T.
McHiehl, Harold
Miller, Floyd E.
Miller, M. Jackie
Miller, Ralph
Mozar, M. A.
Mullins, Jack
Murphy, H. W.
Need, Eddie
Nelson, Harold E.
O'Brien, Don
Ogle, Douglas
O'Keefe, James
O'Shea, John
Painfoux, Augustin
Pasha, T. Chasco
Pattison, William
Pearson, Jack
Phillips, W. L.
Pink, Wm.
Raitley, Joe
Ramirez, Joe
Rankin, Jack
Redman, Clifford
Remington, Clarence
Reynolds, Harry
Roberts, J. Clint
Rogers, Gene
Robin, T.
Roma, Prof.
Roma, Ralph
Ross, Harry
Roth, John
Schulze, Gus
Scott, Jack
Sharp, P. J.
Sherwood, James
Shultz, Ben
Spain, William E.
Snellenberger, Charles
Spencer, W. T.
Staley, E. B.
Stanley, Dewey
Stanley, Levy
Stewart, F. E.
Swires, Carl W.
Taylor, Rex
Taylor, L. J.
Tetter, Tol
Thomson, A. O.
Todd, J. O.
Todd, Phil
Tom, George
Yann, Donna
Victor, Joe
Virgil & Red
Wagner, W. J.
Wallace, Jerry
Wallace, Robert
Ward, Harry
Waughan, F. E.
Wells, Harry
West, Ren
Whittinghill, J. C.
Williams, Kendall
Williams, Kenneth R.
Willander, John M.
Wilson, A. B.
Wilson, Jimmy
Wilson, (Swinger)
Willis, F. M.
Wincent, Billy
Wood, Joe
Wood, Whitte
Westward, B. D.
Wray, Rob
Yelton, Rob
Yogl, Prince

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Circus Vogue Continues

PARIS, Nov. 9.—Paris not only has three straight circus spots but practically all the vaude houses, revues and pits are featuring circus numbers in their programs. Business continues good at most of the houses.

New bill at the Cirque Medrano features the Four Berosinis in a spectacular wire act. Quartet works on cable in dome of the circus and performs difficult feats on bikes, ladders and other objects. For actual skill and ability the two Albertinis top the program with their whirlwind tumbling and excellent perch bit in which they use an exceptionally long pole.

Remainder of bill is good entertainment but not in same class as above acts. Jack Peray and Mary make themselves seen and heard in a medley of tumbling and balancing which really has nothing. Juniosette, a babe who should be in her cradle, and Junios present a modest contortion bit that swears its appeal to the tiny kid.

Theo M. presents a small but classy act with two clever fox terriers. The Six Marvels on in a flashy adagio dance routine that gets by nicely. Ritter's Midgets are okeh. The Colters offer a burlesque horse and cowboy bit that is amusing.

The house clowns, the Three Fratellinis, Porto and Alex and Tony, up to their usual standard, as are the horse numbers of Fred Petoletti. Josselin, pop comic, presents the acts in clever fashion.

Con Colleano, American tight-wire ace, headlines the next bill at the Medrano. Among circus acts at the Alhambra are the Aseveras, with exceptionally well-trained high-school horses; the Five Blumenfelds, aerial flash; Miss Quintilla, tight wire; Maurice and May, clever bike act; the Ennags, comedy acrobats; Norwich Trio, acrobats and contortionists, and the Two Schenks, top-notch equilibrists.

Circus acts at the Mogador are the Seven Fredyssons, teeterboard tumblers; Dolly Arden, contortionist; Bendova, tumbler; Rabello, juggler; Diane Loyal's pigeons; Four Richeys, comedy bar, and Salte's dogs. Gaby Marces, trapezist; Birdie Dean, contortionist, and Miss Erika, contortionist, are at the Alcazar. Mady and Company, acrobatic comedians; Miss Maekers, contortionist, and Newton Trio, burlesque acrobats, are at the European. Miss Valeria, foot juggler; Betty Gromez, contortionist, and Taniar, equilibrist, are at the Petit Casino.

Manning and Class, American wire walkers; Short and Long, acro comedians, and Barbara La May, contortionist, are at the Rex. Adriana and Charlot, bounding trampoline comics, are at the Paramount. The Shuan Foun troupe of Chinese acrobats are at the Gaumont Palace, and the Cincis, comedy acrobats, are at the Roxy.

No Change in Newman Status

CINCINNATI, Nov. 16.—Relative to the rumor that he would be general agent of Al G. Barnes Circus next season, J. D. Newman yesterday wired *The Billboard* from Chicago as follows: "My contract with Cole Bros. runs until January 1, 1938. If I should make change I will wire you at once."

Two Hurt in Paris

PARIS, Nov. 9.—Two members, a man and a girl, of the Nor-Ber-Tys Trio were injured in a fall at the Empire Music Hall October 31. Trio does an aerial balancing and iron-jaw act on special rigging, the finish being a descent with one of the boys supporting trio with iron-jaw hold. Rope slipped, throwing girl into ork pit and boys onto the stage. Girls and one of the men required hospital treatment.

ROUTES

(Continued from page 35)

Blossom Time: (Cass) Detroit 16-21.
 Boy Meets Girl: (Plymouth) Boston 16-21.
 Boy Meets Girl: (Shrine) Des Moines, Ia., 18; (Coliseum) Sioux Falls, S. D., 19; (Auditorium) Sioux City, Ia., 20; (Central High School) Omaha, Neb., 21.
 Call It a Day: (Grand) Chi.
 Children's Hour: (Nixon) Pittsburgh 16-21.
 Co-Respondent Unknown: (Locust) Phila 16-21.
 Dead End: (Studebaker) Chi.
 Draper, Ruth: (Royal Alexandra) Toronto, Can., 19-21.
 End of Summer: (Parkway) Madison, Wis., 18; (Davidson) Milwaukee 19-21.
 Ethan Frome: (Colonial) Boston 16-21.
 First Lady: (Hanna) Cleveland 16-21; (Cox) Cincinnati 23-28.
 Great Waltz: (Indiana) Indianapolis, Ind., 16-18; (Ryman) Nashville, Tenn., 19; (Fox) Atlanta, Ga., 20-21.

Lady Precious Stream: (Erlanger) Buffalo 16-18; (Ford) Baltimore 19-21.
 Mulatto: (Biltmore) Los Angeles 16-21.
 Naughty Marietta: (Cox) Cincinnati 16-18; (Hartman) Columbus 19-21.
 New Faces: (Forest) Phila 16-21; (Shubert) Boston 23-Dec. 5.
 Night of January 16: (Selwyn) Chi.
 Prelude to Exile: (Chestnut St.) Phila 16-28.
 Pride and Prejudice: (Harris) Chi 16-21; (Cass) Detroit 23-28.
 San Carlo Grand Opera Co.: (Wilson) Detroit 20-30.
 Scandals: (Paramount) Austin, Tex., 18; (Maj.) Ft. Worth 19; (Maj.) Dallas 20-21; Tulsa, Okla., 24.
 Show Us On: (Shubert) Boston 16-21; (Forest) Phila 23-Dec. 5.
 Tobacco Road: (Erlanger) Phila 16-28.
 Tonight at 8:30: (National) Washington, D. C., 16-21.

INDEPENDENT BURLESK

Babes of Broadway: (Gayety) Buffalo 16-21; Open week, 23-28.
 Ballyhoo: (Miles Royal) Akron, O., 16-17; (Gayety) Detroit 23-28.
 Beauty Parade: (Rialto) Chi 16-21; (Gayety) Minneapolis 23-28.
 Dizzy Dames: (Empire) Newark, N. J., 16-21; (Howard) Boston 23-28.
 Gayety Girls: Harrisburg, Pa., 18; Reading 19; Williamsport 21; (Gayety) Buffalo 23-28.
 Garden of Girls: (Gayety) Baltimore 16-21; (Gayety) Washington, D. C., 23-28.
 Ha-Cha: (Roxy) Cleveland 16-21; (Casino) Pittsburgh 23-28.
 Hi-Flyers: (President) Des Moines, Ia., 16-21; (Garrick) St. Louis 23-28.

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Hindu Belles: (Gayety) Minneapolis 16-21; (President) Des Moines, Ia., 23-28.
 Modes and Models: (Casino) Pittsburgh 16-21; (Gayety) Baltimore 23-28.
 Red Hot: (Hudson) Union City, N. J., 16-21; (Troadero) Phila 23-28.
 Red Rhythm: Open week, 16-21; (Rialto) Chi 23-28.
 Scan-Tees: (Gayety) Detroit 16-21; (Capitol) Toledo, O., 23-28.
 Scan-Dolls: (Gayety) Washington, D. C., 16-21; (Hudson) Union City, N. J., 23-28.
 Speed and Sparkle: (Jacques) Waterbury, Conn., 16-21; (Empire) Newark, N. J., 23-28.
 Steppin' Stars: (Capitol) Toledo, O., 16-21; (Roxy) Cleveland 23-28.
 Too Hot for Paris: (Troadero) Phila 16-21; Allentown 23-24; Harrisburg 25; Reading 28-27; Williamsport 28.
 Vaniteasers: (Howard) Boston 16-21; (Jacques) Waterbury, Conn., 23-28.
 Wine, Woman and Song: (Garrick) St. Louis 16-21; (Miles Royal) Akron, O., 23-24.

MISCELLANEOUS

Baughman's Traveltours: Lake Wales, Fla., 18-19; Bartow 20-22; Mulberry 23-24.
 Brag Bros' Show: Irasburg, Vt., 16-21; S. Troy 23-28.
 Birch, Magician: Columbus, O., 18; Newark 19-20; (Goodyear) Akron 21; (Firestone) Akron 22; Alliance 23; Painesville 24.
 Daniel, Magician: Denver, Ind., 23-28.
 DeCleo, Magician: (Gloria) Dublin, O., 17-18.
 Delmar, Hypnotist, Escape: (Strand) Modesto, Calif., 19-21.
 Dresser's Circus Capers: Mobile, Ala., 16-21; Biloxi, Miss., 23-24; Gulfport 25-28.
 Kaylo, Magician: (Auditorium) Capron, Ill., 19; (Lena) Lena 20-21; (Empire) McHenry 22-23; (Crystal) Antioch 24.
 Lewis, H. Kay, & Hollywood Varieties: Dallas, Tex., 16-25.
 Loftstrom & St. Elois Monkeys: Conway, N. C., 18; Merry Hill 19; Powellsville 20.
 Long, Leon, Magician: Andalusia, Ala., 18; Lockhart 19; Florida 20-22; Panama City, Fla., 23; Slocumb, Ala., 24; Dothan 25-27.
 Marine-Firestone Co.: Corpus Christi, Tex., 16-28.
 Mel-Roy, Magician: Phoenix, Ariz., 19-20; Glendale 21; Prescott 23; Clarkdale 24; Cottonwood 25; Wickensburg 26; Blythe, Calif., 27; Indio 28.
 Original Floating Theater: Little River, S. C., 16-21.

(See ROUTES on page 76)

Large Gain in Canadian Employment

OVER 28,500 additional workers were absorbed by Canadian industries during September, when industrial employment registered the largest gain of the current year. A report issued by the Dominion Bureau of Statistics shows that 10,020 firms increased their staffs from 1,015,639 employees on September 1 to 1,044,178 on October 1. Figures for October 1, 1935, show that 9,414 employers had payrolls aggregating 997,017 workers.

The most outstanding features of the October 1, 1936, survey of employment were the unusually pronounced increases in manufacturing, in which the co-operating establishments absorbed nearly 15,600 additional workers, and in logging, which directly provided work for practically 16,700 more persons than at September 1. The expansion in each of these industries was greater than in any other year for which statistics are available. Mining and trade also recorded substantially heightened activity. In services, construction and maintenance the trend was seasonally downward, and there were also losses in transportation.

Museums

Address Communications to Cincinnati Office

Miller's Traveling Museum

ATLANTA, Ga., Nov. 14.—Morris Miller's European Congress of Living Wonders opened an indefinite engagement here Wednesday in a downtown location in the shopping district to excellent attendance despite a heavy afternoon and evening rain.

Business was far in excess of expectation for an Armistice Day opening. Local auspices is the American Legion Post No. 1.

Museum presents a most attractive appearance, with heavy and colorful velvet drapes, elevated platforms and flashy booths, as well as lavish lighting effects that enhance the indoor presentation. This engagement inaugurates the annual winter tour of Miller's museum most auspiciously.

Among the opening attractions were Capt. Francois Russell, "miniature Hercules," direct from the Texas Centennial, the 135-pound strong man who pulls loaded autos with his teeth, allows auto trucks to pass over his body and bites 60 penny nails in twain with his teeth. The Ituri Pygmy Savages; Juan and Martina de la Cruz, Filipino Midgets; Rosa Lee, armless wonder girl; John Williams, alligator skin man; Madam Zola, bearded fat girl; Hiboy, giant Negro, seven feet two inches in stature, weight 420 pounds and wearing 24 size shoes—a new Miller discovery. Agnes Smith, rubber skin girl; Josef Grendel, sword and neon tube swallower; Bob Wallace, Popeye impersonator; Ducky Wucky, comedy magician, and Jack and Leona Halligan, mentalists. Frank Zorda, for several years with the Miller attractions, is manager and inside lecturer. Morris Miller is personally managing the troupe of 27 people. Maurice Miller is secretary. Walter D. Nealand, general agent and publicity director, his second winter

season with this organization. Museum will play Atlanta for several weeks until the holidays, followed by a tour of Middle West cities. Miller has an offer to take his company to the Orient, opening at Tokyo, Japan, early in the spring, the offer agreeing to post six months' salaries in advance here in the United States prior to sailing.

Visitors opening day included Felix Bley, J. C. McCaffery, Rubin Gruber, Nate T. Eagle; George Kitzinger, *The Billboard* correspondent, and Mike T. Benton, president Southeastern Fair. The Annex attraction is Life Begins, with Ralph Posner in charge.

WALTER D. NEALAND.

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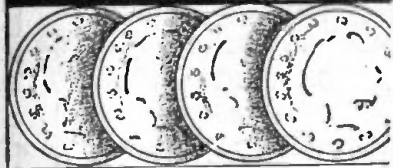
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Owner or Manager

Winter Quarters Address

Office Address

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NO ANTAGONISM

The frequent news that business organizations and industries are preparing to fight taxes and legislation is worthy of serious consideration. Some of the dispatches suggest that business has been aroused, is in a militant mood and will fight as never before.

It would be natural to say that, since other industries are making great preparations to fight tax bills, then the coin machine industry ought to be making similar preparations. The spirit in indeed catching and it may be expected that, as the daily newspapers repeat the news of various organizations getting their lobbying facilities into good shape, other trades will get the idea and raise "bigger and better" defense funds. Only recently it was announced that a certain line of business was making plans to send the largest lobby to Washington in its history in preparation for the coming session of Congress.

But such a widespread movement defeats the very purpose for which it is intended. If it continues the ultimate result will be more and bigger tax bills. It is still another evidence of the lack of foresight on the part of business and a sign of a woeful lack of understanding of human nature on the part of business.

The attitude of business is such as to indicate antagonism and to stir up similar feelings in the minds of legislators and tax officials. It is a good way to encourage retaliation and to stimulate a flood of ill-considered bills. In fact, the antagonistic attitude of business recently has gone so far as to take on the proportions of a tax rebellion in many quarters. That is not good for business and it is not good for the country at large.

There is still another serious angle to the militant attitude of many business organizations toward legislatures and government officials. It is a well-known fact today that much legislation has fallen to the level of a racket pure and simple. But what can business men expect when they talk of raising big defense funds and themselves build up powerful lobbies to put pressure upon lawmakers? The plans and policies which many organizations are following are a good way to promote more bills, bigger defense funds and still more payoffs.

A foreign correspondent to The New York Times, November 8, 1936, makes the following interesting comparison of the business attitude in this country and in European countries: "In all European countries capitalism has accepted the principle that some redistribution of wealth is necessary so that governments can care for the underprivileged. Wealthy men have submitted cheerfully to colossal taxes in

the knowledge that they were helping capitalism to weather post-war storms."

That is quite a different attitude toward taxation than what we find in the United States, altho the per capita tax in most European countries is far in excess of the rate here. Business men in Europe seem to have learned that co-operation with governmental agencies is the best way out of bad situations. American business men will have to learn the same lesson, even tho they may be slow in learning it.

Whatever orthodox economists may say, the simple fact is being demonstrated before our eyes that the increasing complexity of modern civilization means a proportionate increase in the cost of government and in government regulation of business. It is either stop the fast pace of our mechanical age or prepare for more regulation of social and economic conditions by governmental agencies.

There is only one way which leads forward and that is less antagonism between the leaders of business and government officials. In breaking down the present antagonism it is plainly the duty of business men to take the first steps toward co-operation and reasonable taxation.

It would be better for trade associations and other organizations to spend some of their money and time in frankly considering the realism of the present day than to raise big defense

funds, organize expensive lobbies and other tactics which make it possible for the legislative racketeer to thrive. Trade leaders should be willing to study the subject of taxation and control from a scientific viewpoint. If business organizations demonstrated a willingness to submit to facts the majority of government officials would also show a more reasonable attitude. The proportion of racketeers in all legislative bodies would also begin to dwindle.

The coin machine industry stands to gain by co-operating in reasonable control and taxation of machines. Recent newspaper dispatches in Eastern cities indicate that even newspapers are beginning to recognize a sense of fairness and reason in taxes as applied to coin machines. One paper published a kind of survey of taxes in various cities and States, suggesting that some were too high and defeated the revenue purposes for which they were intended.

The coin machine industry will gain most by simply asking for fairness and reason in tax bills.

Newspapers Say--

"The American petroleum industry in the coming year will maintain an aggressive attitude designed to cope with ill-considered and harmful tax and legislative tendencies, it was indicated in the early sessions of the American Petroleum Institute's annual meeting in Chicago.

"In other words, it will go further than merely to decry excessive taxes."—Chicago Journal of Commerce.

"Bothering business men more than anything else, more even than the 1936 revenue act, is the fear that more restrictive legislation is on the way."

"Here is the Standard Statistics Company with a statement that business has less reason to fear legislative maneuvers in 1937 than it has had in the last several years."

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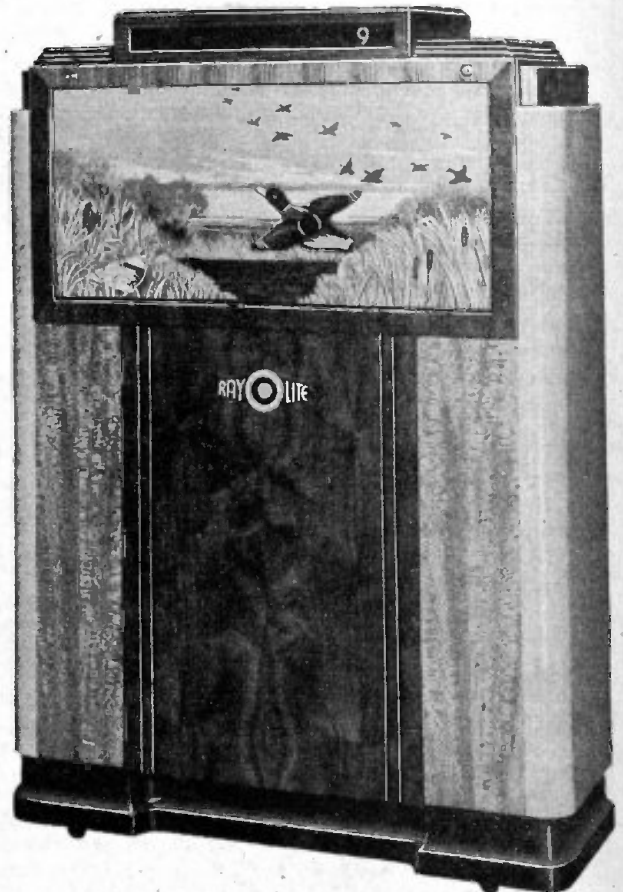
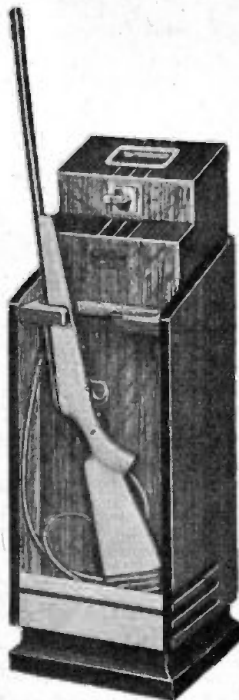
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COMPETITION is keen—but you won't have to worry about it if your locations have our games of proven earning power . . . You can get 'em on our convenient extended Credit Plan.

YOU CAN'T GO WRONG!

WRITE FOR CREDIT!

Lee D. Jones

P. S.—Can use gummy-gahoo worker who doubles in brass.

Bally Officials Plan a National Fraternity for Coin Machine Ops

CHICAGO, Nov. 14. — Ray Moloney, president of Bally Manufacturing Company, revealed that plans now nearing completion will soon provide a national fraternity in which coinmen throughout the country may unite for fun, frolic and the furtherance of friendship. Other great industries, particularly the lumber industry with its Order of Hoo-Hoo, have derived many intangible but valuable benefits from their festive and seemingly frivolous fraternal organizations, and coinmen, whether operators, distributors or manufacturers, will no doubt find the Bally-sponsored society a welcome auxiliary to the more serious trade associations with the industry.

habit of Bally distributors to refer to themselves as O'Toole Indians and distributors and operators alike have urged us to organize this good-natured joke into a regular lodge open to coinmen. This we are now doing and complete details will be forthcoming soon. Meanwhile prospective Tribesmen are invited to apply for membership. Just drop a line to Jim Buckley and tell him you want to join the O'Toole Indians. Jim is the Chief Medicine Man, so write to him for all the dope."

Takes Big Floor Space

PHILADELPHIA, Nov. 14. — Quality Premium Distributors have taken over an entire building, with five times the space they formerly had, in order to take care of their greatly increased game business. New quarters, with its more than 6,000 feet of floor space, will inaugurate a new era in the sale and use of business stimulators. Entire second floor, with an area of 2,500 square feet, will be devoted to the games. A staff of expert help has been installed to insure the smooth and efficient handling of Bango, Monte Carlo and other games distributed by Quality.

Quality is also preparing to announce a new and revolutionary bonus plan for its regular Bango and Monte Carlo accounts, which is certain to be welcomed by its customers and which will prove an agreeable surprise when disclosed to the users of its games.

Bank Roll Sales Climb

NEW YORK, Nov. 14.—Bank Roll sales are holding up well, according to George Ponsler, president of the George Ponsler Company. In fact, the sales have been increasing steadily over the past few weeks on this bowling machine made by Genco, Inc. of Chicago.

"The interesting thing about our sales," said Ponsler, "is that so many of our customers come back for repeat orders after they have purchased their sample machine. This means that Bank Roll, once it is location tested, has proved to be a winner."

Asked about his plans for the continuation of Bank Roll sales, Ponsler smiled and stated: "We see no reason why sales should decrease. The game is mechanically perfect, is giving the operators real returns and there are still plenty of locations where Bank Roll has not yet been placed."

BOWLETTE
KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME.
IMMEDIATE DELIVERY!
2 SIZES
14 FOOT
NEW!
10 FOOT SIZE

9 Balls
12 Coin Escalator.
GUARANTEED
100% SILENT.
Light-Up Score Board.
Perfect Mechanism.

NEW! STOP and GO — 1 BALL ODDS CHANGING PAYOUT

BABE KAUFMAN, INC.
250 West 54th Street (Circle 6-1642) NEW YORK, N. Y.

David C. Rockola
President of Rock-Ola Mfg. Corp. says

"Because of Joe Calcutt's fair and square dealing we take great pride in doing business with The Vending Machine Company."

WRITE TODAY--LEARN WHY LEADERS RECOMMEND

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

TARGETTE NOW BOWLETTE
KEENEY'S SENSATIONAL ELECTRIC RAY RIFLE GAME
10' and 14' Sizes. Acknowledged "The Best!"

Order From Us Today for Quick Delivery!

BABE KAUFMAN, INC.
250 West 54th Street (Circle 6-1642) NEW YORK, N. Y.

BESSER BETTER BUYS Operator Demand Brought Trend to Better Games
USED AUTOMATICS

ALAMO	542.50
ALL STARS	50.00
CREDIT (Ticket Model)	50.00
DAILY RACES (Multiple Slot)	45.00
PEARL HARBOR	17.50
PUT 'N TAKE	12.50
SUNSHINE DERBY	42.50
TYCOON	37.50
STAMPEDE	15.00
BONUS	50.00
HI-LEAM	85.00
ROCKET	2.00
TEN GRAND	35.00

1/3 Deposit, Balance C. O. D.

BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

BLOOD PRESSURE
COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. Exclusive territory arranged. Now at \$39.50. Send for illustrated circular. LAUF-MANOMETER CORP., 4532 Park Ave., New York City.

PUSH CARDS - SALESBOARDS
LOW JOBBERS PRICES!

10-HOLE CARDS	1¢ Each
25-HOLE CARDS	1 1/2¢ Each
50-HOLE CARDS	2¢ Each
100-HOLE CARDS	3¢ Each

25% Break With Order, Balance C. O. D.
These Are a Few of Our Low Priced Cards. Send for Jobbers' List of 150 Different Kinds of Money Boards. SEND FOR CATALOG.
AMERICAN TRICK & JOKE CO.
876 Broadway, New York, N. Y.

Exhibit Co-Operation Helps Jobber's Sales

CHICAGO, Nov. 14. — "Never before have I seen such whole-hearted co-operation from any group of individuals as we have received from jobbers and distributors of coin machines," said Mort Duff, of the Exhibit Supply Company. "Exhibit Supply Company has been and will continue to be firm in the belief that the manufacturer can be of real assistance to jobbers and distributors. They are the lifeblood of the industry."

"With this thought in mind, a new department for jobber and distributor co-operation has been established as a service of the Exhibit Supply Company. Advertising, sales and other problems are quickly and gladly handled for jobbers and any assistance desired is immediately forthcoming from Exhibit's new department. More than half the jobbers of coin machines in the United States and Canada have written Exhibit expressing their appreciation of the new efforts on their behalf."

GEORGE B. TURNER
Writes on
Coin Chutes and Shooters
In the Christmas Number
of The Billboard Dated
November 28, 1936

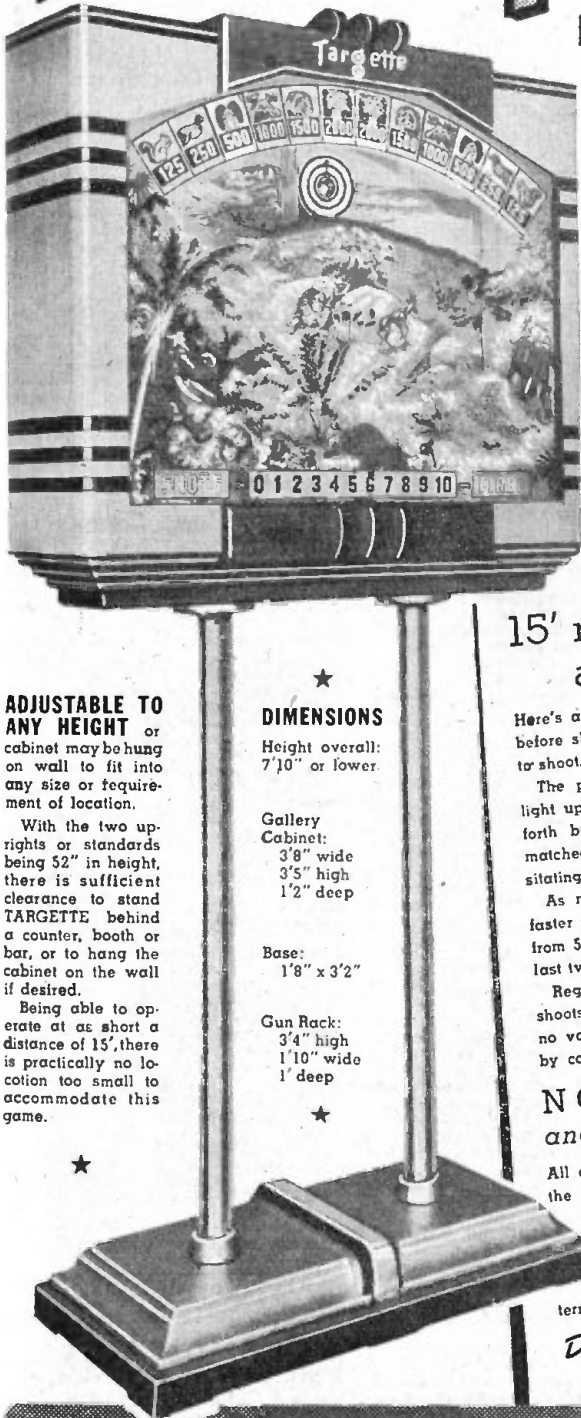


SALUTE TO O'TOOLE TOTEM POLE—Ray Moloney (left), president of Bally Manufacturing Company, Chicago, and Jim Buckley, general sales manager of the firm.

"The Best of em all!"
ACCORDING TO EVERYBODY

Keeney's Targette

ELECTRIC RAY RIFLE GAME



ADJUSTABLE TO 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 hang the cabinet on the wall if desired.

Being able to operate at as short a distance of 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

Can be operated from 15' range up to 35' and in any amount of light

Here's a game that will appeal to the person who has never before shot a gun as well as the expert marksman who loves to shoot.

The play principle is such that the upper fan of "cards" light up singly when the target is hit as it travels back and forth beneath them—the player having to secure pairs of matched "cards" (indicated by number or animal), thus necessitating the shooter having to vary his aim and fire.

As more hits are made the target travels at a faster and faster pace so that the novice can get 4 or 5 hits, the fair shot from 5 to 8 hits but it takes a real sharpshooter to get those last two for a perfect score.

Regulation size rifle (27" barrel) that really looks, feels and shoots like a rifle, and not like a popgun or toy. Absolutely no variation in size of shot pattern or "spot" and unaffected by constant use.

NOW IN PRODUCTION and Sales Franchises Being Allotted

All of the distributors, jobbers and operators from all parts of the country who saw Targette on its first showing (November 12th) went "wild" about it, and orders booked during the one day exceed those placed for any make of rifle game to date. Better write, wire or telephone for your sample at once and "tie up" the franchise for YOUR territory now before someone beats you to it.

Don't buy any rifle game until you see Targette

"Everlasting" Cartridge

focused to 1/1000" — interchanged quickly. "Million Shot" Guaranteed Trigger Switch



BOWLETTE

IN 14' OR 10' MODELS
The most popular game America has ever seen. BOWLETTE is still outselling all other makes of bowling games. Order the best—get BOWLETTE!

See Your Keeney Distributor or write

J. H. KEENEY & CO.

"The House That Jack Built"

2900 S. MICHIGAN AVENUE CHICAGO

New York City Office: 250 W. 54th St. Babe Kautman Mgr.

FREE to OPERATORS
Keeney's

PIN GAME NAIL SET and SWITCH ADJUSTER

The handiest tool in the kit. Legitimate operators may get this handy kit. Send your name and address to us.

Weekly MUSIC Notes

Phonograph Ops Seeking Members

PITTSBURGH, Nov. 14.—An extensive membership drive is now being conducted by the Phonograph Operators of Western Pennsylvania. At a recent meeting a committee was appointed to contact all phonograph operators in this territory and urge them to join the association. Committee includes Charles A. Feldman, Pittsburgh; Attorney Morris M. Berger, Pittsburgh; J. O. McCrory, business manager; F. E. Bowlin, Carnegie, and H. Boalo, Pittsburgh. McCrory is now making an operator-to-operator tour and the results accomplished by him and the other members of the committee will be reported at a general meeting to be held later this month.

Association, organized for co-operative action for the mutual interest and benefit of the industry, is proving highly popular among the boys in the tri-State area. Officers are F. E. Bowlin, president; T. J. Harrison, McKees Rocks, vice-president; H. Boalo, second vice-president; Charles A. Feldman, manager of the RCA-Victor record department, secretary and treasurer, and William Lee Spohn; Mary B. Burnside, of New Castle, and E. G. Keown, manager of the Monarch Music Company, directors.

Music Firm Celebrates

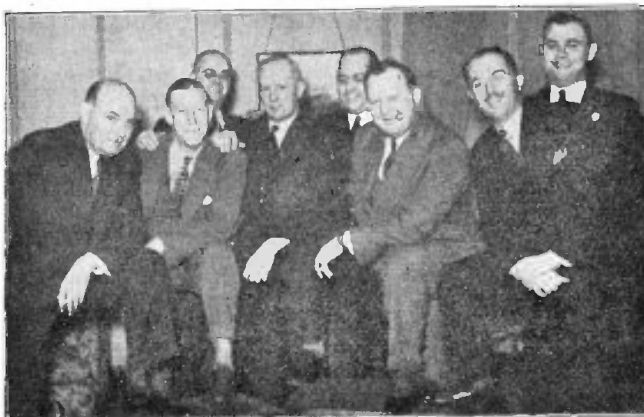
PITTSBURGH, Nov. 14.—Hamburg Brothers, local distributors of RCA-Victor Blue Bird records, have moved into new and modern headquarters on 305 Penn avenue. Recent formal opening was

Design Big Advantage In Seeburg Phonograph

CHICAGO, Nov. 14.—Seeburg high fidelity Symphonola phonograph is offered by the makers as a real advance in design for this type of instrument. Officials of the Seeburg firm say that "to the operator this is a paramount factor, for it makes possible real pleasure to the patron in listening and dancing to a Symphonola. J. P. Seeburg Corporation gives the operator this support and an assurance that his efforts in making a placement have not been in vain. A Symphonola operator possesses the finest in automatic phonographs for his locations.

"The keynote of the high fidelity Symphonola's nation-wide popularity is its capability of presenting music with an amazing lifelike quality. Patrons in a Symphonola location receive approximately the same pleasure gained from dancing to the actual band. It has the

a notable event for the local music boys, all of them invited to partake in the celebration. Program was broadcast over KDKA by Glenn Riggs and featured a talk by President Elmer Hamburg. Department, managed by Charles A. Feldman, is the largest in the tri-State area and boasts of the most attractive quarters. Included in the staff are Melvin Levy, Ruth Bass, Arthur Kopp and Allen Howard, salesmen.



SOME OF THE WURLITZER EXECUTIVES who attended the Chicago district party, Knickerbocker Hotel, November 8. In front row, left to right, may be seen Robert S. Bleckman, J. A. McIlhenny, R. F. Waltermade, H. E. Cupchart and Paul Bennett.

identical full mellow tone, the same swinging rhythm without distorted volume. Symphonola truly personalizes the musician for the exclusive entertainment of the particular location. Symphonola has been constructed with advanced features that assure constant operating efficiency. Its mechanism contains fewer moving parts than any other automatic phonograph.

"Many improvements are incorporated within the Symphonola. It is of a magnetic type adjusted to operate in complete accordance with the speaker and amplifier. It also is equipped with a 5 and 10-cent coin chute which carries up to 20 nickels and 10 dimes at the same time. Symphonola has been built in four models which suit the requirements of any particular type of location. Symphonola de luxe model F has three super-dynamic speakers and is capable of taking a microphone attachment with an extra speaker for a public address system whether it is orchestral or vocal. A 12-record selectivity is a feature possessed by all Symphonola models."

Music Firm Changes Line

NEW YORK, Nov. 14.—Capitol Automatic Music Company, operators of music machines in New York for the past 25 years, has decided to operate Rock-Ola machines exclusively. Firm will also act as distributor of the Rock-Ola phonograph and other Rock-Ola products in this territory. Company is reported to be selling out all its other equipment.

Sheet-Music Leaders

(Week Ending November 14)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hingad Music Company and Western Book and Stationery Company, of Chicago.

1. The Way You Look Tonight (1)
2. When Did You Leave Heaven? (2)
3. I'll Sing You a Thousand Love Songs (3)
4. South Sea Island Magic (6)
5. A Fine Romance (4)
6. Did You Mean It? (7)
7. Me and the Moon (5)
8. In the Chapel in the Moonlight
9. Organ Grinder's Swing (8)
10. You Turned the Tables on Me
11. Pennies From Heaven (12)
12. Close to Me (11)
13. Who Loves You?
14. Sing, Baby, Sing (7)
15. Hero's Love in Your Eye

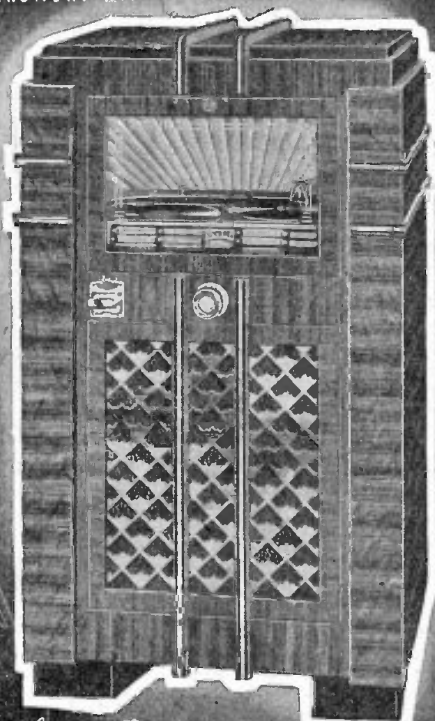
Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEAJ 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 6, to Thursday, November 12, both dates inclusive.

The Way You Look Tonight	23
Who Loves You?	23
You Turned the Tables (19)	22
Chapel in the Moonlight (20)	21
When Did You Leave Heaven? (19)	19
Organ Grinder's Swing (11)	18
Close to Me	17
I'm in a Dancing Mood	16
Sing, Baby, Sing	16
To Mary—With Love	15
Here's Love in Your Eye	15
I'll Sing You a Thousand Love Songs (21)	15
I've Got You Under My Skin	14
Love, What Are You Doing to My Heart?	14
Midnight Blue (18)	14
Talking Thru My Heart	14
A Fine Romance	13
Did You Mean It?	13
Me and the Moon	13
South Sea Island Magic	13
Bye, Bye, Baby	12
Did I Remember?	12
For Sentimental Reasons	11
Sweetheart, Let's Grow Old Together (11)	10
Until Today	7

THE INSTRUMENT WITHOUT SERVICE HEADACHES!



HIGH FIDELITY

Symphonola

MODEL B

THE SEEBURG FRANCHISE IS MORE VALUABLE!

J. P. SEEBURG CORPORATION
1502 DAYTON ST. CHICAGO, ILLINOIS

RALPH G. NEAL

Writes on

Profit Tips for Music Operators

In the Christmas Number of The Billboard Dated November 28, 1936

Demand

PERMO-POINT PHONO NEEDLES

FOR

YOUR AUTOMATICS!

2000 PERFECT PLAYS

GUARANTEED PHONOGRAPHS.

WURLITZER P-10	\$140.00
WURLITZER P-12	175.00
WURLITZER P-30	160.00
WURLITZER P-42	200.00
WURLITZER P-400	215.00
WURLITZER JUMBO	315.00

Cabinet good as brand-new machine. Order one and you want none.
Terms: 1/3 Down, Balance C. O. D. F. O. B. Brenham, Tex.

SCHATZ NOVELTY CO.,

St. Charles Street, Brenham, Tex.

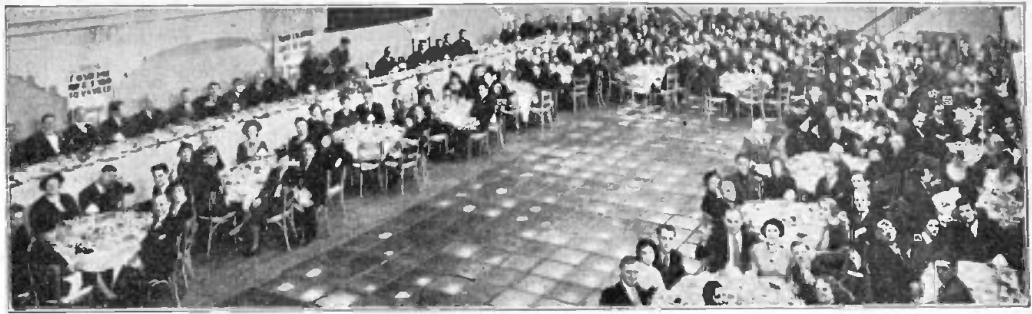
Wurlitzer Party Hails Happy Days

CHICAGO, Nov. 14.—To the rhythmic swing of *Happy Days Are Here Again* hundreds of music operators, their wives and friends joined in the Chicago district party given by the Rudolph Wurlitzer Company at the Knickerbocker Hotel November 8. Beautiful ballroom was used for the banquet and dance, and pouring started at 5 p.m. in the Red Room of the hotel. The party was one of 21 similar celebrations to be given by the Wurlitzer company in its various trade districts.

Comment among the guests was high in praise of the party, the arrangements and everything connected with the affair. Staged by Wurlitzer as a bulder of "good will," it can be said to have accomplished its purpose.

Following the dinner a creditable floor show was given, including some acts from the Chez Paree night club. Homer E. Capehart was the principal speaker of the evening and reaffirmed the policies of the firm in doing business with music operators. Several other Wurlitzer executives were present. Robert S. Bleekman, Chicago district manager, had charge of arrangements for the big party. Mrs. H. S. Cartwright, of Chicago, won the piano offered to a lady guest, and Lee Helwig, Mt. Prospect, Ill., won the phonograph offered to some lucky operator. Dancing followed the program into the wee hours of the morning.

Among those present were the following: Mr. and Mrs. H. E. Capehart, Mr. and Mrs. R. S. Bleekman, Paul Bennett and guests, Mr. and Mrs. M. G. Hammergren, William P. Bolles, Walter Gummershelm and guests, Mr. and Mrs. M. H. Rosenberg, Mr. and Mrs. Gordon Storm, Mr. and Mrs. C. S. Darling, Mr. and Mrs. Tom Cheshire, S. J. Hein and guest, Sellmann C. Schulz, Sid N. Goldberg, Harvey Carr, E. W. Ziemann and guests, W. C. Mossbarger, Mr. and Mrs. Joe Huber and 11 guests, Mr. and Mrs. J. A. Armour, Roy Waltemade, Harry Drolinger, George Blakley, Harry King, J. A. McIlhenny, George Koch and guest, Mr. and Mrs. O. E. Vetterick, Bernard Heferman, Walter Tratsch and guest, Wal-



MUSIC OPERATORS, FRIENDS AND GUESTS THROUGH THE WURLITZER PARTY given at the Knickerbocker Hotel, Chicago, November 8. Part of the banquet crowd is shown here. Party is one of 21 to be given at various district offices of the Wurlitzer firm.

ter Hurd, Jack Sloan, Gregg Wellingshoff, Mr. and Mrs. Colombatto, Mr. and Mrs. Gus Cohan, Mr. Gurvey, Mr. Homberg, Mr. Brown, Mr. and Mrs. Elstrom and nine guests, Frank Miles and 12 guests, Don Layman and two guests, Mr. Keaty and guest, Miss May and guest, Mr. and Mrs. Grate, Mr. and Mrs. Battershell, Leonora Bleekman and 11 guests, Earl Schultz, L. W. Bodell and three guests, O. J. Turner and seven guests, Thomas Dickinson and two guests, C. W. Hoffman and four guests, Ray Millhizer and five guests, Ray M. York and four guests, Harry Buthe and six guests, L. W. Gillette and two guests, William Holl and 14 guests, Dan Mallett and four guests, Louis Shudnow and six guests, Earl Anderson and four guests, H. S. Cartwright and two guests, George S. Martens and two guests, John Clydesdale and three guests, Everson and Mitchell and four guests, Al Gilbert and four guests, Slone-Berts and 38 guests, William Hollahan and four guests, Kimmel and Korengold and four guests, Midwest Merchandising Company and four guests, Jacob Nomden and five guests, Walter Oomens and 10 guests, Joseph Peskin and 24 guests, Joe Rakovits and seven guests, Samuel Smith and two guests, G. Wish and four guests, J. L. Wymond and six guests, Pack It Company and two guests, Starr and Jaeger

and four guests, Rocco Barbera and four guests, Daniel Mahoney and three guests, Otto Schroeder and six guests, Harley Benjamin and four guests, R. Gerhart and four guests, Clyde Darter and two guests, Edgar Moon and two guests, Nate Turner and three guests, Thomas Hickey and four guests, A. J. Martin and guest, Emil Wetzler and nine guests, Joe Turecek and four guests, A. Tupler and four guests, Edwin Makus and eight guests, Harder Melne and four guests, F. J. Corrigan and four guests, M. J. McEnroe and six guests, W. F. Schmidt and two guests, Mac Simkins and four guests, William Montrose and three guests, Holland and six guests, G. C. Bitton and two guests, Paul Fuller and four guests, Atlas Novelty Company, W. T. Miller and three guests, Frank Gutreuter and two guests, Paul Brown and eight guests, Fats Robinson and five guests, Leo French and three guests, Ralph Buglio and three guests, Phil Jacobs and five guests, Bernstein and five guests, Paul Cohen and guest, McNeil and two guests, Conroy and two guests, Mr. Petkus, Richelmer and two guests, Whitehead and five guests, Jerome Frazen and four guests.

San Francisco Considers Pinball Tax for Revenue

SAN FRANCISCO, Nov. 14.—Board of Supervisors, looking to increase this town's annual revenues by an estimated \$500,000, has appointed a special committee consisting of Supervisors Alfred Roncovieri and James McSheehy to investigate "games of skill," such as pinball, with the idea in mind to place a license on them.

In the course of investigation they'll consider a charter amendment which would tax all such games \$10 per year. Proposed amendment, if recommended, will come up before voters in a special January election.

"There are some 50,000 such games in San Francisco and a tax such as suggested would bring the city \$500,000 per year," declared Supervisor Roncovieri.

Police Chief William Quinn several weeks ago proposed that the supervisors look into the prospects of licensing pinball games, declaring at the time that San Francisco was overlooking an excellent opportunity to add to her revenues. He pointed out that pinball games have been declared by local juries to be those of skill and not of chance and therefore were legal.

Ten Best Records for Week Ended Nov. 16

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6639—"It's De-Lovely" and "Winterlic Dreams." Shep Fields and orchestra.	7762—"The Way You Look Tonight" and "Easy To Love." Teddy Wilson and orchestra.	25418—"Mama, That Man's Here Again," Part 1, and "Mama, That Man's Here Again," Part 2. Ken Murray and Oswald Comedians.	3339—"Midnight Blue" and "Watcha Gonna Do When Thero Ain't No Swing?" Henry (Red) Allen and orchestra.
2	B6637—"To Mary—With Love" and "Thru the Courtesy of Love." Tempo King and his Kings of Tempo.	7763—"It Happened in Chicago" and "Scared." Freddy Martin and orchestra.	25434—"You're Giving Me a Song and a Dance" and "When a Lady Meets a Gentleman Down South." Benny Goodman and orchestra.	3341—"She'll Be Comin' 'Round the Mountain" and "Sugar Blues." The Rhythm Wreckers.
3	B6640—"In the Chapel in the Moonlight" and "You're Everything Sweet." Shep Fields and orchestra.	7761—"It Can Happen to You" and "When Is a Kiss Not a Kiss?" Red Norvo and orchestra.	25442—"Organ Grinder's Swing" and "Peter Piper." Benny Goodman and orchestra.	3340—"Lost in My Dreams" and "Sitting on the Moon." Henry (Red) Allen and orchestra.
4	B6617—"For Sentimental Reasons" and "Ho May Be Your Man." Amanda Randolph and orchestra.	7753—"It's De-Lovely" and "You've Got Something." Leo Reisman and orchestra.	25372—"The Way You Look Tonight" and "A Fine Romance." Guy Lombardo and orchestra.	3342—"Zoom, Zoom, Zoom" and "Spradin' Knowledge Around." The Dean and his Kids.
5	B6604—"One, Two, Button Your Shoe" and "So Do I." Shep Fields and orchestra.	7748—"Copper - Colored Call" and "The Wedding of Mr. and Mrs. Swing." Cab Calloway and orchestra.	25441—"In the Chapel in the Moonlight" and "You're Everything Sweet." Richard Himber and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
6	B6575—"A High Hat, a Piccolo and a Cane" and "You're Giving Me a Song and a Dance." Tempo King and Kings of Tempo.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25415—"Floatin' Down to Cotton Town" and "S'posin'." Fats Waller and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen and orchestra.
7	B6592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25432—"It's De-Lovely" and "You've Got Something." Eddy Duchin and orchestra.	3334—"Let's Call a Heart a Heart" and "One, Two, Button Your Shoe." Billie Holiday and orchestra.
8	B6560—"Alabama Barbecue" and "That's What You Mean to Me." Tempo King and Kings of Tempo.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire, Johnny Green and orchestra.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes." Benny Goodman and orchestra.	3333—"A Fine Romance" and "I Can't Pretend." Billie Holiday and orchestra.
9	B6615—"Doin' the Suzi-Q" and "Please Don't Talk About My Man." Amanda Randolph and orchestra.	7759—"For Sentimental Reasons" and "Did You Mean It?" Kay Kyser and orchestra.	25420—"Who Loves You?" and "Did You Mean It?" Nick La Rocca and Original Dixieland Band.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
10	B6563—"Sweet Adeline" and "We Can Huddle at Home." Tempo King and Kings of Tempo.	7736—"Sing, Baby, Sing" and "You Turned the Tables on Me." Teddy Wilson and orchestra.	25394—"The Curse of an Aching Heart" and "I Just Made Up With That Old Girl of Mine." Fats Waller and orchestra.	3335—"Doin' the Suzi-Q" and "The Wedding of Mr. and Mrs. Swing." Joe Haymes and orchestra.

By National Request!

BENNY GOODMAN

plays

"BUGLE CALL RAG" FOR VICTOR RECORDS



Hit of the movie, "The Big Broadcast"....demanded by thousands who saw the show... "Bugle Call Rag" played just as Benny Goodman played it in the picture... is now ready for your machines. Here's the best way to give your customers what they want! Order right away!

"BUGLE CALL RAG" Benny Goodman and on the other side "AFTER YOU'VE GONE" Tommy Dorsey



VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of America

Genco's
BANK ROLL
 ON 2183 2259
LOCATIONS
has
PROVEN
its leadership



Buy
BANK ROLL

With the ASSURANCE that it is 100% Mechanically perfect and will OUT-PULL all others as a nickel getter ! !

GEORGE PONSER CO., Inc.

N. J. OFFICE: 11-15 E. Runyon St., NEWARK, N. J. • SALES OFFICE 1140 Broadway, NEW YORK CITY.

READY FOR DELIVERY in 3 Sizes: 10" 8", 11" 8", 13" 8".

FINANCE PLAN Enables You To Get BANK ROLL ON Terms You Can Easily Afford!!!!

FREE BANK ROLL Write TODAY for Details as to How You Can Get a BANK ROLL Absolutely Free!

The
HIT PARADE
JAY ROSE
TESTED DEALS

HERE'S WHAT CARL TRIPPE, OWNER OF THE IDEAL NOVELTY COMPANY AND ONE OF THE LARGEST OPERATORS IN AMERICA, HAS TO SAY ABOUT "JAY ROSE TESTED DEALS":
 "Every Jay Rose Deal is tested on actual locations. We do all of the experimenting in three States and every type of dealer. When a Jay Rose Deal is tried and tested by our representatives, then it is offered to others."



JUMBO CANDY DEAL
This Board Sells Candy Fast

- Plenty Eye Appeal.
- Three Attractive Colors.
- 150 Large Holes, Looks Much Less.
- No Waiting — Hit and Take.
- 10, Not Over 150 Per Sale.
- 5 Wild Winners.
- Last Punch in Each Section Wins.
- 8 Winners in All.
- Entire Board Sells.

Eight 5-Lb. Christmas Boxes (40 Lbs.) of High-Grade Assorted Chocolates in Attractive Cellophane Wraps, Complete With Jumbo Board.

COSTS YOU \$6.55 TAKES IN \$21.45

MIDGET CANDY DEAL
Small cost - Quick turnover

- Fishy 4-Section Board.
- 120 Holes—50 per Sale.
- 8 Wild Winners.
- Twelve 1-Lb. Boxes Assorted High-Grade Chocolates, Complete With Midget Board.
- Last Punch in Each Section Wins.
- 12 Winners in All.

COSTS YOU \$2.50 TAKES IN \$6.00
 2 QUICK ACTION BIG PROFIT DEALS

J. ROSE & CO. 2316 LOCUST ST. ST LOUIS MO.

PROMPT DELIVERY Shipped Same Day Order is Received. TERMS: 1/4 Deposit With Order, Balance C. O. D. Reference: Dun & Bradstreet — Easton-Taylor Trust Co.

USED PAY TABLES

Red Arrow	\$ 9.95	Gottlieb's Daily Races ...	\$49.50
Gold Rush	14.95	Bally Rambler	49.50
Carrioca	14.95	Pamco Parlay	49.50
Put 'n' Take	14.95	Pamco Galloping Plugs ...	59.50
Ivory Golf	14.95	Bally Hiataeh	59.50
Exhibit Giant	22.95	Alamo	59.50
De Luxe 46	32.50	Credit	59.50
Bally Peccross	49.50	Pamco Palooka	79.50
Mills Tycoon	49.50	Bally Multiple	79.50

ALL OF THE ABOVE MACHINES ARE GUARANTEED TO BE IN PERFECT CONDITION
 TERMS—ONE THIRD CASH WITH ORDER
 QUANTITY LIMITED — SUBJECT TO STOCK ON HAND

BIRMINGHAM VENDING COMPANY
 2117-3rd AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE - 3-2327

Game Hits Attributed To Value of Designing

CHICAGO, Nov. 14.—Al S. Douglis, president of Daval Manufacturing Company, attributes much of the success of its many hit games this year to the design department.

Looking ahead, many months ago Douglis decided that regardless of the expense the time had come when operators needed more modern equipment to meet the demand of storekeepers and players. He therefore organized a design department which has been responsible to a great extent, he says, in bringing attractively designed games to the operators.

He claims much of the credit is due to this department for the success made by Penny Pack, Tit-Tat-Toe, Reel "21," Daval's Races, Stock Exchange, Panama, Neck 'n' Neck and Excel.

"We will soon have ready other new games," Douglis says, "and these promise to be even better hits than the games which have clicked the past year."

"There is a contest now under way in the design department which will bring \$500 in cash for the design that will gain the most applause at the convention. Many games will be shown and every one of them will be of superior, modern design. They will all be futuristic in design and will use as their motif the new World's Fair idea being created for New York."

"We believe the new games will attract tremendous attention from all those who attend the convention."

Multiple	\$82.50	All Star	\$55.00	Jumbo	\$34.00
Wheel of Fortune	60.00	Pamco Chaso	55.00	Pamco Bailot	55.00
Pamco Leatherneck	45.00	Credit	45.00	Alamo	40.00
Pamco Fascination	75.00	Velvet	57.50	Grand Slam	37.00
Turf Champ	88.00	Mammoth	25.00	Hollywood	25.00
Big Richard	25.00	Western Races Mul.	47.50	Hiataeh	45.00
Diamond Mine	47.50	Sunshine Baseball	60.00	Coconut	10.00
Electric Eye	80.00	Prospector	25.00	Bally Ace	19.00
Fortune	15.00	Bonus	47.00	Top Row, Large	37.50
Carrioca	12.00			Put and Take	8.50

NOVELTY GAMES

Short Sox	\$30.00	Mad Cap	\$22.50	50 Grand	\$17.50
Scotty	20.00	Tallite Register	18.50	Ditto	11.00
Top Hat	17.50	Ball Fan	11.00	Twister	25.00
Traffic Ticket	10.00	Home Run	10.00	Cross Cross-a-Lito	5.00
Tilt for Tat	6.00	Scream	7.00	Rapid Transit	7.00

WE HAVE THE LATEST MACHINES
 GET OUR PRICES WE TAKE TRADE IN
VEECH SCALE CO.
 DECATUR, ILL.

Increase Production on Target Roll Jr. Model

NEWARK, Nov. 14.—Leo and Sam Waldor, of Target Roll Distributing Company, report having been swamped with orders for Target Roll Jr., new nine-foot bowling alley. They have been building the Target Roll Jr. for four months and had only recently completed a flood of orders in the local area before announcing the game nationally via The Billboard.

Leo Waldor says: "We had stepped up our production and felt that we would

THIS WEEK'S REBUILT BARGAINS

BALLY BONUS	\$48.00	MONAROH, with J. P.	\$18.00	BIG LEAQUER	\$12.00
BALLY HIALEAH	45.00	BROKERS TIP, Mysty	60.00	BANKER	10.00
BALLY RAMBLER	38.00	BLACK MAGIC	20.00	SCREAMO	10.00
PAMCO PARLAY, E. U.	45.00	PUNHETTE	5.00	BOMBER	14.00
COCKTAIL HOUR	42.00	RADIO RIFLE	80.00	50 GRAND	18.00
GRAND SLAM	42.00	CHAMPS	17.00	SCOTTY	22.00
HOLLYWOOD	27.00	TOTALITE-REGISTER	19.00	ZENITH	15.00
		DITO	14.00		

Write for prices on 200 Used Games. Trade in your old games for new ones. 1/3 deposit, bal. C. O. D.
ISETT'S COIN MACHINE CO. 6822 Sheridan Rd. KENOSHA, WIS.



ERNEST W. DEFRIES (left), manager of the new Markepp Company branch in Toledo, O., snapped with Ernest M. Marley, Markepp sales manager. A third Ernest also connected with the Markepp firm was not around when the photo was taken. He is Ernest Marcus, younger son of M. M. Marcus, Markepp general manager.

MERCHANDISE MACHINES

New Merchandise Firm

CHICAGO, Nov. 14.—Louis A. Klein, sales director of the Globe Printing Company, has tendered his resignation, effective November 15, to enter the field of merchandise wholesaling. New company which Klein will form is to bear his name and will be located in Chicago.

According to present plans, Klein intends to sell an extensive variety of merchandise and merchandise deals to dealers and operators in the salesboard industry. He has a tremendous following among dealers and operators and should make a big success in his new venture.

New Office in Buffalo

PITTSBURGH, Nov. 14.—Sam Strahl and Meyer Abelson, operators of the American Cigaret Machine Company here, have opened a branch office in Buffalo, transferring Herman Berglass from here as manager. New branch is located on 820 Main street and is equipped with a full line of merchandising machines, music boxes and pin games. Abelson reports that the store is 80 feet long, with plenty of parking space available near the location. Buffalo office will act as the exclusive distributor in that territory for all the Northwestern products.

Foreign Trade Confabs in Chi

CHICAGO, Nov. 14. — Opportunities and problems of foreign trade will be discussed at the 23d National Foreign Trade Convention, drawing merchandise and sales executives from all parts of the country, which will be held here November 18-20. Plans for the convention were completed early in the month. Whether coin-machine manufacturers would hear the discussions was not known at this writing.

Special departmental sessions on merchandising, credit, exchange and collections will be conducted during the convention, which will witness discussions of a wide range of subjects relating to foreign trade.

The convention will have added interest in a general reflection on the results of the Reciprocal Trade Treaty Act. Monetary stabilization, a particularly pertinent world problem, also will be given high importance during the convention, with Leon Fraser, vice-president of the First National Bank of New York, scheduled to give a formal presentation on this subject.

Further discussion will center on the recent developments from the tripartite agreement between the United States, France and Great Britain and the action of France and Italy on quotas and tariffs.

The Canadian Chamber of Commerce is planning to send a large delegation to the convention, and local chambers of commerce thruout the United States likewise are arranging to have heavy representation.

Chicago Firm Offers New Game Made in Cleveland

CHICAGO, Nov. 14.—Excel Woodcraft Corporation of Cleveland, thru the Shay Products Corporation, Chicago, offers a new game to the trade in Cue Bowl (not coin operated). Game combines the fine elements of billiards and bowling—a game of concentrated skill and mild exercise.

The game is built to the scale of a regulation bowling alley. Each game is equipped with standard billiard balls, cues, scoreboard and maple bowling pins. Instead of rolling the heavy regulation

bowling ball the game is played with a billiard ball and cue stick. The score is figured similar to bowling.

The pins are set up with a templet, taking an instant to drop the templet and set the pins for the next player.

Football Game Showing

BROOKLYN, Nov. 14.—Dave Robbins, of D. Robbins & Company, following the announcement of a new novelty football game in production by Stoner, was swamped with orders from jobbers and operators in this territory. He is bemoaning the fact, he says, that the factory cannot ship games fast enough to fill all orders.

A sample of Hold 'Em, the new football game, was displayed on the floor at the Robbins offices and orders became heavier and heavier. Operators and jobbers who saw the sample are said to have commented very favorably about the attractive playing field. One of the features of the machine is that the player can play for both teams and perhaps win a double payout.

Milwaukee License Held for Discussion

MILWAUKEE, Nov. 14.—It was estimated that Milwaukeeans are spending quite a sum thru a year playing pinball machines, according to Assistant City Attorney Carl F. Zeidler and agents of the operators of the 4,500 machines now in use in Milwaukee, who appeared November 9 before the common council's judiciary and license committees.

Operators' representatives told the committee that the weekly take of the machines amounted to several thousand dollars. They said they did not object to the provision of the proposed city ordinance licensing the machines and levying a license fee, but that they considered the proposal to give the city a percentage of all income of the machines to be unworkable.

The operators' agents said they would consent to a \$250 fee for each operator in addition to an unnamed fee for each machine.

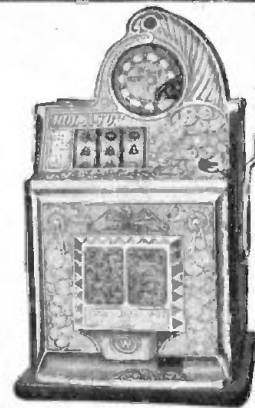
The committee on November 4 voted to lay over for 30 days the proposed ordinance drawn by Zeidler after Michael Klein, counsel for the Skill Games Board of Trade of Wisconsin, had asked for a delay so that conditions of the ordinance could be discussed by the machine operators with Zeidler.

The common council November 9 received another pinball machine licensing ordinance from Alderman Clemens Michalski, which was sent to committee.

Canadian Trade Gains Help Both Countries

WASHINGTON, Nov. 14.—International News Service released a comprehensive study of the result of the reciprocal trade agreements program disclosed a "marked recovery" in the interflow of trade between the United States and Canada.

Canadians spent \$266,000,000 for American products during the first nine months of this year, an increase of \$33,030,000 over the same period last year, while Americans bought \$262,000,000 worth of Canadian goods, \$58,000,000 more than last year. Department of Commerce figures showed. The agreement between the two countries became effective January 1, 1936.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1888—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE" Chicago

Above Model and Other
WATLING ROLATOP SLOTS
in Stock at Our Offices
READY FOR IMMEDIATE DELIVERY.

"TIME SAVED IS MONEY MADE."

ELECTRO-BALL CO., Inc.

Dallas, Fort Worth, Waco, San Antonio,
Houston, Wichita Falls, Oklahoma City,
New Orleans, Memphis.

SILVER **** KING



World's finest life time vendor. Guaranteed to vend everything, Pistachio's Candies, Prizes, Ball Gum, etc. 5 lb. capacity. Size 7x7x14". Write at once for details and low prices.

AUTOMAT GAMES

3214 N. California Ave., Chicago



TARGETTE SHOWN TO TRADE—J. H. Keeney, of J. H. Keeney & Company, and I. H. Rothstein, Banner Specialty Company, Philadelphia, inspecting the new Targette, electric ray machine.

LIGHT 'EM UP BOYS

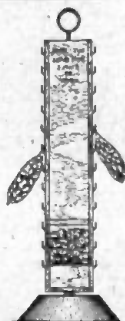
Triple Your Sales With HOT NUTS.

We make Racks for Nuts and Potato Chips from 1c up, with lights or without.

Sample 48-Bag Nut Rack ready to plug in socket. \$1.50, Prepaid.

Lot Prices, \$1.00 and Up.

WORLD NUT PRODUCTS CO.
Kankakee, Illinois



Type B . \$2.50
Type C . 3.50
Type G . 3.50
Nut House 3.00
Nut Shop 2.50
50c extra for postage on orders.

LITTLE NUT VENDOR CO.
Lansing, Michigan

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

MEN & MACHINES

M. M. Davies, manager of Pacific Amusement Manufacturing Company's export department, recently received an order by mail which required \$4.50 postage. Order was for Pamco's Conditionaire and came on the China Clipper from Manila, P. I. A letter accompanying the order stated that the sample Conditionaire used this past summer on trial proved very successful under Manila's extremely hot climate.

S. L. Stanley, president of Automatic Amusement Company, Memphis, and M. M. Marcus, of the Markepp Company, Cleveland, met this week for a business conference at the Automatic-Markepp Company, Chicago, an organization owned by Stanley and Markepp. After a tour of the various factories the two distributors returned to their respective headquarters.

George Thayer, of Binghamton, and Joe Franks, of Knoxville, were also seen around the Chicago factories.

Bill Cohen, of Silent Sales Company, Minneapolis, is busily planning on an elaborate "opening party" to be held November 20 commemorating the removal to larger quarters.

Ernest Walker's home in Fort Worth, one of the show places of the frontier city, is often mentioned favorably by Leo Kelly, of Exhibit Supply Company, and Jack Kenney, of J. H. Kenney & Company, who visited the Walker family on a recent trip to Texas.

Billy Smith, of Wisconsin Novelty Company, recently ran a test on Exhibit's Chuck-a-Lette, seven-play reel-type floor machine, with the result that he came to the Exhibit plant and contracted for distribution in his territory.

L. G. (Andy) Anderson, president of the General Amusement Devices Company, Detroit, made a hurried business trip early this week to the manufacturing plants of Chicago and Aurora, Ill. Anderson's newly organized company in the auto city has evidence of becoming one of the outstanding distributing organizations in the coin field.

Harry Hoppe, special representative of Exhibit Supply Company, Chicago, is at present in Texas, demonstrating Chuck-a-Lette to the operators in the Lone Star State.

Al Tigerman, one of the busiest ops around Chicago, is doing an excellent job with Exhibit's Rotary.

I. H. Rothstein, of Banner Specialty Company, Philadelphia, was another prominent distributor seen on the Chicago coin machine rialto during the past week.

Ed Zeriff, widely known Canadian distributor, with offices at Winnipeg, Man., spent several days in Chicago early this week.

Digger operations in Milwaukee are showing gradual increases since the recent favorable digger decision. William P. Hoppel Jr., of Badger Novelty Company, Milwaukee, reports a big demand for this type of equipment.

Shy Brothers, of Milwaukee, seen in Chicago recently. They proclaimed satisfaction over the result of the election.

Claude Kirk, president of C. R. Kirk &

Wedding Bells

HARTFORD, Conn., Nov. 14.—It can now be told that Frank Calano, local operator here, was secretly married October 26. At least the report is going the rounds among the boys. Mr. and Mrs. Calano are said to be on their honeymoon—"somewhere" in the East or South. They are expected to be on a tour that will last about a month. The boys are planning a big surprise party upon their return.

Company, left by plane for the West Coast this week.

Fisher Brown, of Dallas, and W. P. Loomis, of Northampton and Boston, both Rock-Ola phonograph distributors in their respective territories, met early this week at the Rock-Ola plant in Chicago, where they renewed acquaintances and discussed phono business generally.

Harry Drollinger, popular Wurlitzer representative from Texas, flew to Chicago for the recent Wurlitzer party. In addition to extensive music operations in Texas, Drollinger also operates one of the most up-to-date and best equipped playlands in the Southwest.

Bob Dillon, on Rock-Ola's staff in the phonograph department, is making elaborate plans for the phonograph display at the coming show. Bob will manage a section of Rock-Ola's phono display.

Sorry, Babe, that we can't get you in this column. The heading says "Men and Machines" and you cannot pass for either.

Dave Gensburg, of Genco, Inc., paid the town a visit last week and spent much time at the offices of the George Ponsler Company here, where George proved to be a very interesting and efficient entertainment committee.

The Mutoscope girl in the Bowl-a-Game ad that has been getting so many questions is not a professional model. She is one of the firm's efficient stenographers. Her name is Meiba Schneppe, and she can be found at the Mutoscope offices any time of the day during working hours. Gorgeous? We'll say she is.

New Newark offices of John A. Fitzgibbons are creating a great deal of enthusiasm among the operators in the Skeeter State. Everywhere they congregate the ops are discussing the new headquarters and believe with "Plitz" that these will be a real service in their State.

Dave Braun, of Roll-o-Matic, Inc., Newark, manufacturers of the Roll-a-Ball bowling alley, has recently returned with Mrs. Braun from a 2,000-mile honeymoon trip. The couple are in great spirits and Dave claims that he saw enough on this trip to help create another good game.

Max and Harry Hurvich, "Gold Dust Twins," of Birmingham Vending Company, are doing a good sales job in their territory. The boys attribute this to the new games which have been introduced recently.

Nat Cohn and Irving Sommer, of Modern Vending Company, New York, have invited their entire staff to be guests at the annual Coin Machine Operators' Banquet—making reservations for 40 people.

Bowlette Pair Marching Forward to Big Profits

CHICAGO, Nov. 14.—"Step by step, hand in hand, figuratively speaking, Bowlette and Bowlette Jr. are marching on to larger orders and bigger profits," according to an official of J. H. Keeney & Company. "It is only natural, and statistics will decidedly bear out this statement, that orders are directly proportionate to profits, and the existence of a machine is entirely dependent upon the duration of its money-making capabilities. There is no place for a 'has been' in the automatic amusement industry. Things move too fast, and only a game with inherently high standards in design and playing appeal can stand the pace.

"Both Bowlette and Bowlette Jr. have definitely proved their claims to respective top positions in the bowling



IMMEDIATE DELIVERY

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, Ohio.

OHIO AND MICHIGAN DISTRIBUTORS FOR PACIFIC

AMUSEMENT MFG. CO.

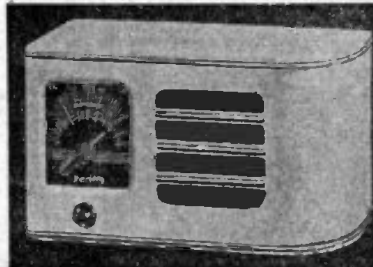
• These 2 New "Gun Lite" Units have proved their profit-making qualities in actual location play. Several different types of installation available for every location requirement. Order these two Big Winners today.



THE RADIO SENSATION OF AMERICA!

LEATHERETTE

In White and Brown—Beautiful Modern Leatherette Covered—5 RCA Licensed Tubes, Chrome Bands, famous SONOCHOROE Dynamic Speaker, FULL TONE plus 90-Day UNCONDITIONAL JERSEY TRADING GUARANTEE. THE BEST, NEWEST and MOST BEAUTIFUL RADIO in HISTORY!
RUSH \$13
Deposit With Your ORDER \$10.25
Sample.



BINGO HEADQUARTERS. Write for Special Catalog.

JERSEY TRADING COMPANY, 11-15 E. Runyon St., Newark, N. J.

game field. Bowlette Jr., a 10-foot edition of the larger 14-foot game, is adaptable for the bulk of the smaller locations. It has the same totalizing mechanism and positive ball counter. The playing field proportions are comparatively the same, permitting expert and skillful play.

According to Ray Becker, sales manager, "much credit is due to the entire Keeney staff for the success of these games. Their complete knowledge of both the whole industry and the individual needs of the operators were motivating factors in the brilliant designing of Bowlette and Bowlette Jr."

Field Men Keep Busy

CHICAGO, Nov. 14.—Chicago Coin Corporation has built up an extensive distribution plan which calls for representatives in all sections of the country. Al Smith, who is almost as popular around "Noo Yawk" as his namesake, has the Eastern situation well in hand. He has proved invaluable in promoting Chicago Coin Corporation's products in his territory.

Employing something new in the way of sales stimulation methods, Ben Ras-

3000 BIG BARGAINS



AT WHOLESALE PRICES. Hundreds of items from many parts of the world are shown in Spors Catalog. 196 pages check full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today. SPORS CO., 11-38 Erie St., Le Center, Minn.

kin and Paul Katz are covering the Northwestern section in a house trailer. In the Southwest Lou Koran is touring Texas, making a field survey and meeting Chicago Coin Corporation's jobbers and distributors in that part of the country.

All representatives are actively engaged in promoting the two latest productions, Sweet 21 and Rola Score. Both are popular amusement machines from Coast to Coast.

USED PAYOUT TABLES
THOROUGHLY RECONDITIONED

READY TO OPERATE

SPORTSMAN
 Brown Cabinet, Last Coin Visible
 PUT AND TAKE
 Front Door
TREASURE SHIP
\$9.85

SUNSHINE DERBY \$32.50

MAMMOTH RAFFLE BALL PROSPECTOR TROJAN
\$19.85

JUMBO \$35.00

ROCK-OL-A'S GREOT BALLY ALL STARS
\$39.50

PAMCO PALOOKA SR. \$63.50

BALLY DERBY RED BALLS
\$44.85

BALLY CHALLENGER \$69.50

FLOOR SAMPLES \$57.50

PAMCO PALOOKA JR. \$79.50
 New, in Original Grates

ATTENTION!
 OPERATORS OF OLOBED TERRITORIES, WE HAVE SIX HURDLE HOP, TEN BALL TICKET GAMES, EXHIBIT TICKET UNIT, BOWL-A-TYPE GAME. New, in Original Grates.
WRITE FOR SPECIAL PRICE

NEW COUNTER GAMES
 GENT-A-SMOKE \$11.95
 BALLY BABY 18.50
 PENNY PACK 18.50
 DAVAL'S RACES 18.50
 DAVAL'S REEL "21" 23.75
 Sold on Ten Day Money-Back Guarantee. Tax Paid.

WURLITZER AUTOMATIC PHONOGRAPH
 Model P12, Like New
\$169.50

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE NOW FOR COMPLETE LIST OF PRICES.

Acme NOVELTY CO.
 23-25 NORTH 12th St.
 MINNEAPOLIS, MINN.

Expect Sales Record on New Sweet 21 Machine

CHICAGO, Nov. 14.—"Incorporating the most modern of features, Sweet 21, our newest creation, is well on its way to one of the highest sales records in the industry," say officials of the Chicago Coin Corporation.

"One of the outstanding innovations in playing design possessed by the one-ball blackjack game is an entirely new award adjustment. Stressing the idea that frequent small awards induce a consistent heavy play, the machine is regulated to stimulate a tremendous patronage.

"In addition to the playing appeal is the attraction of 40 to 1 top odds that also serve as a valuable come-on. One of the most original adaptations of blackjack ever produced, Sweet 21 also offers a changing-odds payout controlled by a super odds commutator.

"Every Sweet 21 placed on the market undergoes a strict test. The machine is subject to 5,000 actual plays. This is done to assure absolutely correct payout adjustment and to uncover any defect that might have arisen during its assembling.

"Another exclusive playing feature is the mammoth ball, the largest ever to be used in this type of game. Sweet 21 is equipped with a 12-volt Electropak which positively eliminates power trouble on location, a guaranteed motor-driven payout unit, in-a-drawer mechanism and the A. B. T. coin chute. This game is also available in two and five-ball models.

"Altho the game is in its introductory stage, test locations have proved it is a sure-fire profit maker. The initial volume of orders signify a tremendous response. All orders are being filled rapidly and immediate shipments are being made."

Using New Bowling Ball

NEWARK, Nov. 14.—Aronis and Howard Kass, of Roll-o-Matic, Inc., manufacturers of the Roll-a-Ball bowling alley, report they are now in production on a new nine-foot model which they believe will be recognized as one of the best alleys in the industry.

Julius and David Braun are the designing engineers and have created an attractive game with many new features.

New model retains every feature of the de luxe Roll-a-Ball and also has some added features. One feature which they believe is not found in any other small alley is a smaller bowling ball. It is not filled with lead for weight, but is made of the hardest wood known—Australian Melba wood. They claim that filling the small ball with lead for additional weight throws it out of balance and therefore does not allow for a smooth and skillful roll.

They have continued the use of the ohimes in the smaller game and have placed them toward the front part of the game where they can be clearly heard. The scoring arrangement is entirely different and very flashy. The board contains five colors, which are animated and give a very unusual effect. Many other features are included in the game.

ROUTES

(Continued from page 65)
 Ricton's Show: Warm Springs, Ga., 16-18; Woodland 18-21.
 Turtle Wm. O. Magician: Seattle, Wash., 16-21.

REPERTOIRE

Billyroy Comedians, Billy Wehle's: Bryan, Tex., 17; Taylor 18; Branham 19; Huntsville 20; Navasota 21; Austin 22-23.
 Bishop Show: Gardner, Mass., 16-21.
 Blythe Players: Pittsfield, Vt., 16-21.
 Choates Comedians: Cambria, Ill., 16-21.
 Fox Players: Atlanta, Tex., 16-21.
 Harvey Players: Dyersburg, Tenn., 16-21.
 Princess Stock Co.: Beebe, Ark., 16-21.
 Stone Show: St. Martinville, La., 16-21.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
 Badger: Grant, Okla.; Ft. Towson 23-28.
 Baldwin Expo.: Manning, S. C.; Tifton, Ga., 23-28.
 Barfield's Cosmopolitan: (Fair) Donalsonville, Ga.; season closes.
 Brown Novelty: Habira, Ga.
 Bruce: (Fair) Fitzgerald, Ga.
 Bullock Am. Co.: Bamberg, S. C.; Barnwell 23-28; season ends.
 Eurdick's All-Texas: Aransas Pass, Tex.
 Burke, Harry: Carnera, La.
 Capital City: Merigold, Miss.
 Dixie Am. Co.: Buena Vista, Ga.
 Dixie Expo.: Priehard, Ala.
 Expo.: Bennettsville.
 Evangeling: Magnolia, Ark.
 Florida Expo.: Chipley, Fla.
 Georgia Amusements: Lumber City, Ga.

DON'T BE DISAPPOINTED WHEN ORDERING from DELUXE "DELUXE PLASTER" LATEST CREATIONS—FINEST FINISH CORN GAME FLASH 'NUF SED—YOU'LL BE SURPRISED

Beacon BLANKETS and SHAWLS

Order Now -- While They Last -- Beacon Magnets -- Mings

WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET MILWAUKEE, WISCONSIN

OPENING DECEMBER 5th MIAMI'S ONLY AMUSEMENT PARK
 IN THE HEART OF THE CITY
 N. W. SEVENTH AVENUE AND 24TH STREET

WANT Legitimate Park Attractions and Concessions. Scales, Photo Gallery, Candy Floss, Novelties, Wire Workers, Checker Players, Tally Ball, Fun House, Penny Arcade.

RIDES that do not conflict. Like to hear from FREE ATTRACTIONS wintering in this vicinity. All address
DAVID B. ENDY, Director General; WM. J. TUCKER, General Manager; RALPH N. ENDY, Treasurer
 649 N. W. 8th Street Miami, Florida

WANTED SHOWS WITH OWN OUTFITS

Pony Ride, Kiddie Rides for Houston Big Moose Fall Jubilee for location on good lots. Can place Concessions of all kinds, no exclusives. Four weeks' work. Can place two more sensational Free Acts. Advertised big, can't help but hit. Get in on Houston's Big Gigantic Booming Payrolls. November 23 to December 20. Address
DICK O'BRIEN or FRANK OWENS
 Care Iqier Greater Shows, care Stratford Hotel, Houston, Texas.

Freaks • Acts • Freaks

Strong Annex Attractions. Can place capable Agent with car for best traveling Museum on road; out all winter. State lowest salary. Monroe, La., November 16 to 20; El Dorado, Ark., November 21 to 28. Write or wire
F. W. MILLER, as per route.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRAND SHOWS, WHEELS, PARKS, CORN GAMES, ETC.
 Catalog with New Low Prices
THE TIBB NOVELTY COMPANY
 TIBBECANOE CITY, O. 40

Schell Bros. Circus

WANTS Agent-Promoter with car who can handle Merchandising, Ticketing, (George Duvall wire. Out all winter. WILL PLACE Side Show complete. Also want Tom and Clowis for Big Show. Wire or write Houston, Tex.

WANT SHOWS AND CONCESSIONS

WILL BOOK El Wheel or any Ride that don't conflict. Ride and Shows 20/80. Concessions, \$7.00 week. All winter's work. Come on. Can place you.

LITTLE AMERICAN SHOWS.
 Week of November 16, Blue Mountain, Miss; week of November 23, Amory, Miss.

TO LEASE FOR WINTER SHOWS

Holiday Entertainments, entire Motorized Show, Performing Wild and Domestic Animals. Address
WALTER L. MAIR IN CIRCUS
 Pa Route.

WANTED TO OPEN NOVEMBER 20

Seal Act with three or more Seals, Troop of Pigs, Comedy Jugglers, Slack Wire Comedy Acrobats, Clowns, any Act that can work in Ring. Can't use Animal Acts on account of height. Have Pony Acts. WANT A-1 Punch Man for four weeks, high-class Act. Salary must be low.

HARRY HUNT
 69th Street, Joyland, Upper Darby, Pa

Wanted-Freaks-Wanted

Winter's Work Museum. Wire or Write. Pay Your Own.
SHANTY MAHONEY
 507 Canal Street, New Orleans, La

FOR VENDING MACHINES

CHOC. PEANUTS
 RAINBOW PEANUTS
 BUTTERSCOTCH PEANUTS
 SMOOTH BURNT PEANUTS
 BOSTON BAKED BEANS

Write for Price List

PAN CONFECTION FACTORY
 (National Candy Co., Inc.)
 345 W. Erie St. Chicago

Big Party for Toledo Branch

TOLEDO, O., Nov. 14.—Hundreds of visitors from Ohio, Michigan and Indiana came by automobile and train to help the Markepp Company celebrate the formal opening of a branch office here on November 9. The home office of the Markepp Company is in Cleveland.

It was a "bang up" affair even to the firecrackers that were exploded every time Ernie Defries, new manager, tried to go into a huddle with some visitor to talk business.

The basement was fitted up like a German Bler Stube, with a luncheon counter and bar to furnish food and drinks. Little Lou Little was back of the bar mixing drinks with lots of kick for the boys and delioate ones for the ladies. Jacie Salvo and his accordion helped to liven up things, altho the real music was furnished by Jim Buckley, general sales manager of the Bally Manufacturing Company, and his barber-shop glee club. Assisting Buckley were Karl LaPlant, Don Davis, Al Fetzer, Bob Kurtz, Harve Bair, Ray Kerr, Fred Rook and all the other lads.

Several employees from the Markepp Company of Cleveland drove to Toledo and arrived back in Cleveland in time for business Tuesday morning. Among these were E. M. Marley, sales manager; Harry Sachs, Cleveland branch manager; Meyer Sumsy, counter games and parts manager at Cleveland; Edward Barusch, manager of the service department, and others.

H. E. Lemon and his Markepp traveling trailer display room came up with Charley Trau, the Cincy Markepp manager, for the opening. George Keppler, Max Dunn and C. E. Hainley, prominent Ohio operators, drove in with loaded cars.

The two large storerooms at 1828-25 Adams street, joined to make the display floor of the new branch, were filled with flowers from different manufacturers and friends of the Markepp Company. In fact, the whole place looked like an amusement park. Music was furnished by a Rock-Ola Rhythm King.

The visitors, especially the ladies, had a chance to show their skill at target shooting with the ray rifles. Mrs. F. W. Wagner, of Findlay, O., proved herself a real "Annie Oakley" with a high score of 45 birds in 50 shots. The Bally Rolls and Rola Scores were kept going all evening. Many of the new games were on display and came in for their share of play.

In addition to carrying stock on all new games from leading manufacturers to give immediate delivery, hundreds of used games and counter games are stocked. In fact, it is planned to make one of these large basement rooms into a "bargain basement" for used coin-operated equipment.

A complete stock of parts for all games, new and old, has been stocked in Toledo. The Markepp Company boasts the largest and most complete stock of parts between Chicago and New York City. The repair department is fully equipped to give as complete and expert service as operators can get at the factory and on all makes and parts of games.

Hundreds of novelties for merchandisers and salesboards, as well as salesboard assortments, make a prominent department at the Toledo branch. Otto Drollinger, who was transferred from Cleveland, is the assistant manager.

ROBERTS UNITED SHOWS WANTS

For Hampton County Fair, Brunson, S. C., week November 23d, day and night. Leap-o-Plane, strong Side Show, Minaret Show. Pearl Shields wire. Can place near Cook House, half privilege in meal tickets; also Concessions of all kind. No exclusive at this date. Out all winter. Lovie Rice wire. All address STANLEY ROBERTS, Andrews, S. C., this week.

ALL ABOARD FOR MEXICO! ROYAL FLUSH SHOWS

WANTS Shows, Rides and Concessions to join at once. Out all winter. Arkadelphia, Ark., week November 28; Annual Texas Citrus Fiesta, Mission, Tex., week November 30.

COMING MARRIAGES

(Continued from page 32)

Corporation, and Bernice Bornstein, non-pro, in Philadelphia December 20.

Anthony E. Panzone, Boston music publisher, and Rosaline A. Galli, music teacher, in that city soon.

Joseph Rivkin, film director, and Marjorie Weaver, screen actress, soon.

Vivian Jackson, nonprofessional, and Peggy Hopkins Joyce, stage and screen actress, soon.

Louis Murray, Pittsburgh, and Betty Smiley, vocalist with Lee Hayden's Orchestra, November 28.

William J. Keighley, motion picture director, and Beverly Roberts, film actress, in Hollywood soon.

Durward Graybill, MGM cameraman, and Kay Hughes, Republic Pictures actress, in Los Angeles early in 1937.

Bert Wheeler, film comedian, and Sally Haines, actress, February 15.

Divorces

Mrs. Marian Houle LaPlante, dancer, from Morrison Joseph LaPlante in Green Bay, Wis., November 9.

John H. Beyerl, Sharpsburg, Pa., from Dorothy Helen Beyerl, motion picture actress, in Pittsburgh November 12.

Martin Baade, member of Paul Loran-go's act, from Eileen Powelson Baade in Chicago November 6.

Verne Tanner from Elmo Tannet, whistler with Ted Weems' Orchestra, at Chicago November 10.

Late Deaths

(The following items were received at press time. More details in the next issue.)

HILLIAR—William J., 59, widely known circus and carnival press agent and magician, suddenly in Cincinnati early on the morning of November 15.

KRIMSKY HEADS

(Continued from page 3)

rissey handling national accounts and Massman devoting his experience to concessions and midway exhibitors.

Harvey D. Gibson, chairman of the finance committee, this week announced that an offering of debentures amounting to \$27,829,500 will be made to finance the 1939 fair. Gibson pointed out that plans for the construction and management of the fair requires financing as a next step and that a campaign under the direction of the finance committee to dispose of the debentures will be inaugurated within a few weeks. Gibson said that Richard Whitney, of Richard Whitney & Company and former president of the New York Stock Exchange, would be chairman of the New York World's Fair bond sales committee, consisting of business men who will be enrolled to carry on the campaign.

JOHNSON'S RODEO

(Continued from page 3)

attendance. Monday fared well, while Tuesday (Armistice Day eve) and Wednesday (Armistice Day) matinee and night drew a gate which Garden officials ooked, even the attendance wasn't crowded, since the holiday sent the public to other pleasures.

Boston has definitely gone rodeo-minded with the 1937 season in enthusiastic prospect. The year 1931, when the Madison Square Garden rodeo was five years old and when Colonel Johnson first invaded Boston, remains the banner one. The intervening years have all been on the black side of the ledger, with this season more or less shooting over all expectations of Garden officials and Colonel Johnson. Everyone was particularly enthusiastic over the outcome. This year's rodeo had one less performance than 1935.

There were plenty of injuries, many serious. When the animals were shipped to Boston after a 13-day 26-performance Madison Square Garden engagement it was at first thought that the stock would be tired out and easy pickings for the contestants. But such was not the case, for the several hundred of stock transported by the Colonel had the benefit of about one week of rest before the opening.

It was truly remarkable that the rodeo got any lineage in the Boston press with the sheets practically sewed up with political copy. As it was, the rodeo publicity staff, headed by the Garden department press chief, Les Stout; Tom Kanaly, Hub publicist, and Eddie Cum-

NEW JERSEY AND EASTERN PENNSYLVANIA OPERATORS

THE MOMENT YOU SEE THIS AD GRAB YOUR HATS AND COATS, JUMP INTO YOUR CARS AND DRIVE OVER TO THE NEW, BEAUTIFUL, CONVENIENT

"FITZGIBBONS' BUILDING" 362 MULBERRY ST. NEWARK, N. J.

FOR THE BIGGEST AND BEST SURPRISE OF YOUR LIVES!

"It's Fitzgibbons Again!" That's the slogan for all New Jersey and Eastern Pennsylvania operators! The beautiful, convenient new "FITZGIBBONS' BUILDING" is NOW COMPLETED and READY with the same world famous Fitzgibbons' SERVICE and all the NEW Bally Games, PLUS 2 SENSATIONAL NEW PLANS—FREE TO ALL OPERATORS—Our credit plan that allows you to "PAY-AS-YOU-EARN" for the machines you buy from us—AND—our tremendous "PROFIT-SHARING" plan that returns part of our profits to you in FREE beautiful GIFTS! WRITE OR CALL TODAY—See the new FITZGIBBONS' BLDG., in NEWARK—GET FULL DETAILS OF OUR NEW PLANS!

FITZGIBBONS DISTRIBUTORS, INC.

453 WEST 47TH ST. (THE BALLY BLDG.) NEW YORK CITY

362 MULBERRY ST. (FITZGIBBONS' BLDG.) NEWARK, N. J.

HALF-PRICE OFFER

Going Great — Hurry to Get the Best Values, and it ... ENDS NOV. 25, 1936

(Unless Stock is Exhausted before that date)

Buy one EBCO Super-Reconditioned Game at the quoted price, then Buy Another of the same or a lower price, at EXACTLY HALF PRICE! Buy as many as you want, get an equal number of equal price or lower price FOR HALF!

See BILLBOARD November 14 for items and prices, or wire or write for list.

Offer subject to stock on hand. Terms: 1/3 with order, balance C. O. D.

A Few Examples of the Games and Prices in this offer:
Alamo, \$39.50; Big Shot, \$32.50; Challenger, \$54.50; Daily Limit, \$29.50; Hialeah, \$49.50; Sunshine Derby, \$34.50; Hollywood, \$27.50; Gold Rush, \$14.50; Put 'n' Take, F. D., \$11.50; Stampedo, \$17.50; Trojan, \$25.00; Pameo Parlay, Sr., \$49.50.

ELECTRO-BALL CO., Inc., 1200 Camp, Dallas

minings, announcer during National League hockey games and boxing events, was indispensable in supplying scores and other data to the press. Eddie Jeremiah, former National League hockey player, handled the radio and publicity stunt schedule and did a fine job of planting stories, features and day-by-day results of the competition in the papers. All in all, the press boys did a swell job.

FT. WORTH'S ROUSING

(Continued from page 3)

The Fort Worth Frontier Centennial, Billy Rose, in a letter to *The Billboard* this week, stated: "... Two weeks ago, as per my contract, I received the final payment due me. My contract called for a straight fee of \$100,000. That I have always received a cut from food, drinks and coin machines is in every sense inaccurate. The Casa Manana was owned lock, stock and barrel by the Frontier Centennial."

Rose stated further that the Fort Worth people have been too straightforward and decent for him to permit rumors to the contrary to go unchallenged.

KNEPP'S MUSEUM

719 Vine Street, Cincinnati, Ohio.

Now Booking Freaks and Novelty Acts. WANT—Ossified Man and outstanding oddities to feature. Can place small Photo Gallery. Address all mail BOX 22, COVINGTON, KY.

Happy Days Shows, Inc.

WANT ELACE Motorroms, Rodeo and Concessions now and for 1937. Almore, this week; Florida, next week; then Opp; All Alabama. COL. T. L. DEDRICK, Mgr.

ELANE'S EXPO SHOWS

WANTS for all winter, Shows, Rides and Concessions of all kinds, including Cook House, Bennettsville, S. O., This Week.

4 DIFFERENT MOVING TARGETS
4 KINDS OF DUCKS
4 DEGREES OF SKILL
4 TIMES THE PROFIT

ALL Exclusive Exhibit FEATURES
 IN **SHOOT-A-LITE**

The greatest money-getting features ever incorporated in a photo-electric rifle game—EXCLUSIVE in Exhibit's Shoot-A-Lite. Four (4) different moving targets—four (4) different kinds of wild duck, life-like in size and color, winging their way in natural flight across and up and down the entire rifle range. One easy to hit, another for the average shot, the next for better than average players and still another for crack marksmen. Four times as many players will get a test of skill from Shoot-A-Lite. Four times as many will shoot it and you'll get 4 TIMES THE PROFIT.



EXHIBIT SUPPLY CO.
 4222 W. LAKE ST., CHICAGO

Write for Details on this PERFECT all-legal game

BOWL-A-GAME
TRADE MARK
 FOURTEEN FOOT PORTABLE, 2 SECTIONS
 STURDY CONSTRUCTION
 MECHANICAL SCORE REGISTER

INTERNATIONAL MUTOSCOPE REEL CO. INC.
 NEW YORK

A Honey!
 FOR PROFITS!

WORLD FAMOUS SINCE 1895
 MUTOSCOPE

INTERNATIONAL MUTOSCOPE REEL CO. INC.
 516 20 W. 34TH ST. NEW YORK

SALESGARD OPERATORS

GIVE AWAY FREE A

PACKARD LECTRO-SHAVER

AND CLEAN UP ON THE MOST SENSATIONAL DEAL OF TODAY!

The Packard Lektro-Shaver is taking the country by storm. The manufacturers are spending thousands of dollars in Saturday Evening Post, Esquire, Cosmopolitan, Literary Digest, Collier's, Time and Good Housekeeping magazines bringing the Lektro-Shaver to the attention of every person in the United States.

Live Wire Operators Can Make Fast Money! Write at once for Sample 100 Hole Salecard and full particulars.

BEST DISTRIBUTORS CO., 110 West 42nd St., New York, N. Y.



SOUTHERN AUTOMATIC MUSIC CO.

DISTRIBUTORS OF

J. P. SEEBURG CORP. PHONOGRAPHS

CINCINNATI OFFICE: 420 West Seventh Street. Phone, Main 3262.

LOUISVILLE OFFICE: 540-542 Second Street. Phone, Wabash 5464.

WE ARE EXCLUSIVE PHONOGRAPH DISTRIBUTORS.

Two Mills Troubadours, in A-1 condition, can hardly be told from new, \$89.50 each, F. O. B. Louisville.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

EXTRA SPECIAL!!!

18 NEW FRONT TYCOONS \$44.50 EA.

On Sale While Quantity Lasts

ALL SOLD OUT

Of Everything Else! Watch Our Ad Next Week! We'll Have 1,000 Reconditioned, Ready-To-Operate Games of All Types on Sale!

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Capehart Urges Coin Machine Men To Take Business More Seriously

ATLANTA, Nov. 14.—Addressing several hundred Wurlitzer representatives on the roof garden of the Ashley Hotel Friday night, Homer E. Capehart, vice-president of the Wurlitzer Company, said the future of the coin machine business is so rosy that the day will come when a person may go into a big

store, drop a coin in the slot and get anything from cigarettes to a fur coat.

Capehart also said the coin machine business must be cleaned up and dressed up and representatives must take their business more seriously.

"That's why," he said, "I asked the wives here tonight. I want them to help you take the job more seriously and dress up and clean up the business."

"Unless we do dress up and clean up," he continued, "a new crop will come along and run over us. And you men forming the Wurlitzer organization in the southeast ought to be on a par with other merchants in your town."

Capehart said the number of "chiselers" in the business formed a minority, but that the new industry is growing and there are many growing pains.

"This is a business," he pointed out, "not a game. Treat it as a business and it will be good to you. The profits are there. All you have to do is get them."

Capehart also outlined four Wurlitzer policies which were received enthusiastically by those present. They are:

- (1) Wurlitzer is going to imitate anybody.
 - (2) The 3-12 and 4-12 machines are not going to be changed because of imitations on the market.
 - (3) Wurlitzer is going to make improvements and go forward.
 - (4) Wurlitzer has whipped the slug problem and operators will be supplied with slug-proof devices at cost.
- "What the industry needs," Capehart said, "is more parties, more fun and more understanding of the other fellow."
 A smart floor show and dancing followed Capehart's address.

Gottlieb Encouraged by Trip to Minneapolis

CHICAGO, Nov. 14.—Dave Gottlieb visited Minneapolis recently to witness the Minnesota-Iowa football game. He attended the game with Hy Greenstein, of the Hy-G Games Company, Minneapolis. Dave and Hy were both strong in their contention that even tho it bowed to Northwestern the week before, Minnesota is still one of the strongest teams in the country. Fact was evidenced by the tremendous drive made by Minnesota to build up a 52 to 0 score over Iowa.

While in the Twin Cities Dave spoke to several jobbers and operators in the offices of the Hy-G Games Company. They were all enthusiastic in their praise of the Gottlieb games, Derby Day, College Football, Hit Parade, High Card and the new 1937 Daily Races. Dave was pleasantly surprised to find three and even four Gottlieb games in the same location. "Yes," said Hy, "our operators are certainly going to town with your games, Dave. There's the actual proof."

"I was gratified," said Dave, "to find the confidence displayed by the operators in the 1937 Daily Races. They all said that if the new model will do for them what the original Daily Races did then they're with it 100 per cent. And they added that they expected it to go even better on the basis of reports of locations which have the 1937 Daily Races already."

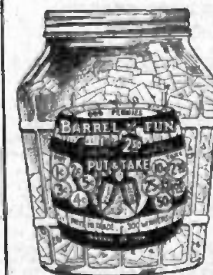
Hy Greenstein told Dave that he thought the 52-0 score of the football game was somewhat indicative of the way the Gottlieb games are overshadowing competition in many of the locations in his territory.

"It was a great game," continued Dave, "and it looks like Minnesota is off again on another straight-win spree."

Beg Your Pardon

In the November 7 and November 14 issues of *The Billboard* the advertisement of Automatic Amusement Company quoted a price of \$34.40 on Daily Races Multiple reconditioned machines. By misplacing a comma in the advertisement it was made to read "Daily Races, Multiple," as if two different kinds of machines were offered. We regret the occurrence of this error.

PUT & TAKE



"PUT" This on Your Location and "TAKE" In Your Profit.

Thousands of Locations Open for This Proven Money-Maker.

12 Complete, \$26.00

Refills, \$3.00

Empty Jars, \$3.35 per doz.

1/3 Deposit, Bal. O. O. D.

ORDER TODAY.

Protect Your Route Without Delay.

STAR SALES CO.

3901-09 Wayne,

Kansas City, Mo.

Initial Orders Pile Up Prior to Formal Introduction of Targette

CHICAGO, Nov. 14.—Expectations have been running high in the amusement games trade for weeks in anticipation of the formal introduction of Targette, new target rifle by J. H. Keeney & Company. Large initial orders from jobbers and distributors were placed before the first announcement of details of the new machine to the trade, and the anticipation of the game has not been in vain, officials of the firm state.

"Targette possesses a rare combination of skill, appearance and general playing appeal," Ray Becker said in describing it. "Its design is considered by many authorities to be fascinating and dynamic. While the game requires accurate shooting, it is of unusual interest to the ordinary person who is not familiar with marksmanship, as well as the expert marksman.

"The actual playing principle is entirely original and it is a complete divergence from the ordinary stereotyped target game. The target itself is the photo-electric cell which travels back and forth beneath an upper fan of cards bearing animals and numbers. When the target is squarely hit the card directly above it, at the same time, lights up. A player must secure matched cards, thus making it necessary to vary the direction of fire.

"Adding to the intensity of the game is the increased speed which the target picks up after each hit is made. At the last of the 10 shots its fast pace calls for real sharpshooting. A novice can get four to five hits, a fair shot can score five to eight, but it takes a skilled marksman to get those last two for a perfect record.

"This game, while physically incapable of providing all the thrills of hunting, offers an amazing amount of authentic skill. The background of the target is very colorful and atmospheric; the swift action of the moving target eliminates the monotony of a target that is too easy, and the regulation-size rifle looks, feels and shoots like a gun and not like a toy or popgun. The size of its light ray does not vary and it is unaffected by continued use. Targette has the exclusive features of the Everlasting cartridge that is focused to 1/1,000" and the guaranteed trigger switch. A

player cannot score hits by using pocket flashlight or 'fanning' the target by holding on the trigger so the gun shoots a continuous beam. The Keeney engineers have subjected Targette to hundreds of thoro tests to make certain of its mechanical perfection.

"Targette is adaptable to almost any location, large or small. It can be efficiently operated on any range measuring from 15 to 30 feet, and in any amount of light. The height over all is 7 feet 10 inches, but this can be lowered to any desired level. The cabinet can be separated from its standards and hung to a wall to fit the individual requirements of a particular location. The two uprights bearing the target cabinet are 52 inches in height and therefore have sufficient clearance to stand the Targette behind a counter, booth or bar.

"This electric ray rifle game is now in full production and sales franchises are being allotted. A first showing of Targette on November 12, held for distributors, jobbers and operators, resulted in a vast number of volume orders. Early test location reports substantiate the most optimistic profit expectations. Officials of the J. H. Keeney Company advise all parties interested to tie up their territory before this huge money-making opportunity is lost.

"All orders are being given prompt consideration and the shipping schedule is being maintained at full speed."

Babe Kaufman Prepares To Boost Targette Game

CHICAGO, Nov. 16.—Babe Kaufman came to Chicago for two days the past week-end and then left by plane for New York Sunday morning. She came to Chicago for the formal introduction of the Targette machine and spent most of her time at the J. H. Keeney & Company plant. While Babe insisted that she was here for business, the boys insisted on complimenting her on joining the redhead club. That she looks younger and more than ever has the old pep was the opinion of all.

Babe put her stamp of approval on the new Targette and will feature it, along with the two Bowlette games, in her New York territory. She has become an enthusiast for the big machines, phonographs, bowling games and targets. The future of the operating business is secure with such machines, she says, and she is indicating the sincerity of her faith in them by investing heavily in them. She says that Jack Keeney deserves full credit for making bowling and target machines that are first grade in every respect. She will recommend them heartily to her customers and looks forward to a very busy season of big sales.

She waved good-by to Chicago, promising to be back for the 1937 convention and to take time off then for some real fun.



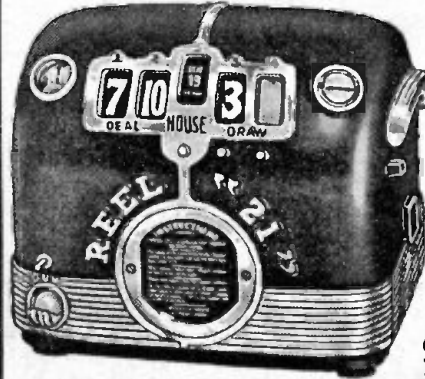
FISHER BROWN, well-known Southern distributor, who recently made a quick trip to Chicago with his customer, Mr. Tonahill, manager Tezus Novelty Company, who placed an order for 100 Rock-Ola Rhythm King phonographs for spot cash.

A TRUE STATEMENT!

"REEL '21' AND DAVAL'S RACES ARE THE TWO GREATEST AND FINEST MONEY-MAKERS EVER PRODUCED IN ALL COIN MACHINE HISTORY"

THOUSANDS....

of operators are already enjoying BIG "GRAVY" PROFITS from Reel "21" and Daval's RACES. Both games are UNCONDITIONALLY GUARANTEED—Both are shipped to you on 10 DAYS FREE TRIAL—Both will pay for themselves in a VERY SHORT TIME—and YOU, too, will ENJOY THOSE BIG "GRAVY" PROFITS!!! If you haven't Reel "21" and Daval's RACES—ON LOCATION—You're LOSING MONEY! The "TRUE STATEMENT" printed above is the consensus of opinion of ALL OPERATORS, JOBBERS and DISTRIBUTORS!



DAVAL'S RACES
\$17.50
TAX PAID 4-WAY PLAY

REEL "21"
\$23.75
TAX PAID 4-WAY PLAY

Get BUSY---Rush!
Your Order Today!

DAVAL MFG CO. 200 SO. PEARL ST. CHICAGO

CARL TRIPPE SAYS:

"The Swing is to Music"

The Finest in PHONOGRAPHS
ROCKOLA RHYTHM KING
ROCKOLA REGULAR

USED PHONOGRAPH SPECIALS

All Refinished and A-1 Mechanically. First Come—First Served. Subject to Prior Sale. Each.

- 7 MILLS DANCEMASTERS (Newly Repainted) \$80.00
- 1 CAPEHART NON-SELECTIVE 25.00
- 1 MILLS IN SPECIAL CABINET 60.00
- 8 WURLITZER'S "P-10" 100.00
- 3 ROCKOLA No. 1 175.00
- 10 ROCKOLA No. 2 195.00
- 3 MILLS TROUBADOUR 35.00
- 1 SEEBURG MODEL E 60.00
- 2 SEEBURG AUDIPHONE 40.00
- 2 MILLS MODERNE 125.00

Used Phonograph Records, 10c Each, \$1.00 per Doz. Brunswick Permo-Point Needles, 60c Each. In Lots of 10, 40c Each.

TERMS: 1/3 Deposit, Balance O. O. D.

IDEAL NOVELTY CO.
1518 MARKET STREET,
ST. LOUIS, MO.

Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.

Also Table Size Venders.

Self-Serv Mfg. Co.

CAMDEN, N. J.

- 1 PALOOKA, SR. SIX SLOTS \$42.50
- 2 PAGE PENNY PLAY DBL. J. P. Each 14.00
- 2 DBL. J. P. WATLING GOLD AWARD 15.00
- 2 DBL. J. P. WATLING GOLD AWARD Penny Play Each 16.50
- 2 DUCHESNE DBL. J. P. Penny Play Each 14.00
- 1 BLUE FRONT MYSYERY GOLD AWARD Penny Play 28.50

One-Third Deposit With Order.

N. C. NOVELTY CO.

Box 1262, Rocky Mount N. O.

Still Best!

After many experiences with other merchandise, operators everywhere report enormous profits with these two items. Order yours today! Prices F. O. B. Omaha.

DRAW POKER

"America's Fastest Seller"

Takes In \$174.00

Pays Out 135.00

PROFIT \$39.00

Sample Jar, \$3.00 Refills, \$2.50 Each

Refills, Per Dozen, \$27.50

Complete Jars, \$30.00 Dozen



PUT & TAKE

"The Proven Winner"

Takes In \$75.00

Pays Out 43.30

PROFIT \$31.70

Refills, \$3.25 Each, Dozen Refills, \$28.00

Complete Jars, \$30.50 Dozen.

1/3 Deposit, Balance C. O. D.

We are distributors for O. O. Jennings & Co., Western Equipment, Chicago Coin Corp., Pacific Amusement and Stoner Corp., Coin Operated Machines. Also Carry Complete Line of Wurlitzer Phonographs and Skee Balls. Write for Prices. Immediate Delivery!

NATIONAL PREMIUM CO.

1312 Farnam Street OMAHA, NEBR.

JOBBER NOTICE!

Write for Jobber Prices Today!

SALESBOARD OPERATORS

75% MORE PROFIT FOR YOU!

Whether you sell or operate, it will pay you to inquire about our Special Board. Get on Our Mailing List. DON'T DELAY.

ALBANY SALES CO.

792 BROADWAY,

ALBANY, N. Y.

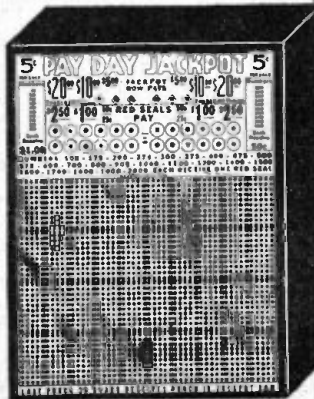
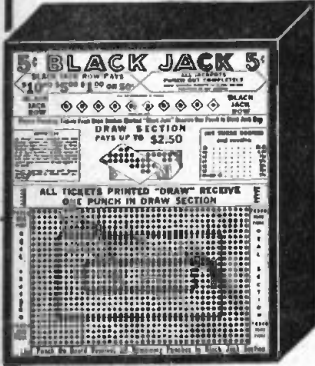
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

HARLICH SALESBOARDS

The World's Finest Line
FIRST CHOICE EVERYWHERE!

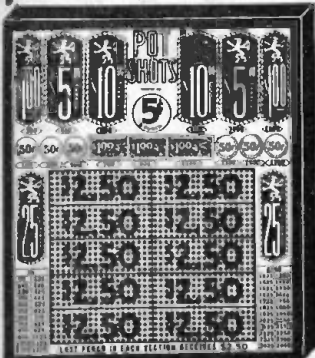
\$10.00 DEFINITE WINNER BLACK JACK

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 \$3.77 Each
Price includes easels and fraud-proof tickets for big winners.
A HARLICH JUMBO BOARD



\$20.00 and \$10.00 TO GO AFTER PAY DAY JACKPOT

No. 2003 2000 Holes
Takes in\$100.00
Average Payout 44.34
Average Gross Profit...\$ 55.66
Price \$5.96 Each
Price includes easels and 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
Price includes easels and fraud-proof tickets for big winners.



FIVE \$10.00 WINNERS BAGS OF GOLD

No. 4092 (Square Holes) 4000 Holes
800 Free Punches
Takes in\$160.00
Definite Payout 92.00
Gross Profit\$ 68.00
Price \$7.22 Each
Price includes easels and fraud-proof tickets for all large winners.



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 \$2.31 Each
Price includes easels and fraud-proof tickets for the Gold Dust and \$5 Tickets.
A HARLICH JUMBO BOARD

SEND FOR OUR NEW CATALOG OF PROFIT MAKERS

Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

Iowa Ops Rotate Meeting Places

DAVENPORT, Ia., Nov. 14.—Automatic Merchandisers' Association, a State organization of operators of coin machines with headquarters in Des Moines, held its regular meeting at the Black Hotel here October 23. Holding of the meeting here was said to be in keeping with a policy adopted by the organization to hold some of its regular meetings in cities other than Des Moines so that operators in various parts of the State would have a better chance to attend.

Session here was said to have been a real gala occasion. Two members of local coin-machine firms were given much credit for making the arrangements which assured the success of the meeting. They were C. G. Scholle, of the American Sales and Service Company, and Max Langer, of the Automatic Supply Company, of Dubuque. They made all the arrangements for the entertainment of members and guests.

Attendance was about 100 and a number of these took advantage of the occasion to become active members of the organization. Some former members were also reinstated. Absence of C. P. Harrison, of Fort Madison, president of the organization, was regretted by the body. He was reported to be in the Canadian wilds at the time, enjoying a deer hunt. It has been reported since that he was successful in bringing back a winter's supply of meat.

Fred Chandler, Des Moines, member of the legislative committee, spoke on legislation and suggested that operators should be on the offensive rather than the defensive this year.

The next meeting was announced for Tuesday evening, November 24, at the Kirkwood Hotel, Des Moines. Every operator in the State is urged to attend. Much favorable comment was made about the new labels which members of the association have received. Headquarters of the association are maintained at 3015 47th street, Des Moines. Robert W. Merriam is secretary.

Piles Up Sales Volume

CHICAGO, Nov. 14.—A short time ago Gerber & Glass, to keep pace with their rapidly increasing expansion, acquired the services of Ben Robinson, placing him in charge of sales in the States of Iowa and Nebraska and Western Illinois.

His judgment in ability was completely justified by Robinson's latest reports. His sales volume is hitting a high level for his territory, and the activity of two games, Reel "21" and Excel, is more than satisfactory, both machines proving to be fast sellers.

Ben knows the basic factors of the entire industry. His initiative, combined with this knowledge, is responsible for his successes.



A HOSPITAL UNIT has been installed at the Rock-Ola plant because of the large number of workmen employed. Marie Dossche, registered nurse, is in charge of the unit, and a glance at her picture will disclose the reason why all of the boys in the factory find excuse to frequently make a trip to the hospital.

Mr. Zilch says...
Why tolerate batteries when you can save their cost 10 times yearly by using

ELECTROPAK
ELECTRICAL PRODUCTS COMPANY INC.
6527 RUSSELL STREET - DETROIT, MICH.
CHICAGO OFFICE: 224 W. J. C. BLDG. NEW YORK OFFICE: 125 W. 47th ST.

CENTER FOR BARGAINS
RECONDITIONED AUTOMATIC PAY-OUT TABLES

SPORTSMAN ROCKET	2 for \$15
LIBERTY BELL, 10 Ball	
TREASURE SHIP PLUS A MINUS	
TRAFFIC LIGHTS	
BIG FIVE, JR.	\$15 Each
BIG FIVE, SR.	
EXHIBIT'S FOOTBALL	
EXHIBIT'S BASEBALL	
EXHIBIT'S BONANZA	
EXHIBIT'S RODEO	
HOLLYWOOD	

BAFFLE BALL\$18.50
PROSPECTOR 22.00
DOUBLE UP 25.00
BIG RICHARD 35.00
PANGO PARLAY 39.50
MULTIPLAY 45.00
ALL STARS 55.00
MULTIPLE 59.00

1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee, Wis.

MILWAUKEE COIN MACHINE CO.
3725 W Center St., Milwaukee, Wis.

BIG PROFITS for Salesboard Operators
Handling **CANDY BOARDS** Our New
Complete Deal of 21 Boxes Costs Only **\$5.75**
Brings the Dealer - **\$15.00**

Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Order right now and get the business. Deal consists of the following:

- 12 Half-Pound Boxes Fancy Chocolates.
- 6 Full Pound Boxes Fancy Chocolates.
- 3 Three-Pound Boxes Fancy Chocolates.
- 1 Three-Hundred-Hole Salesboard.
- 21 Winning Numbers.

Your Cost Complete Only \$5.75.
Deposit of \$3.00 is Required on C. O. D. Orders.

Send for complete list of Turkey Cards and New Salesboards. Xmas edition of the Hustler Catalog now ready for distribution. When requesting copy mention your line of business.

LEVIN BROTHERS Terre Haute Indiana

LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST

Beamite \$5.00	Goal Kick \$5.00
Criss Cross-A-..... 4.00	Forward Pass 4.00
Lito 7.00	Skyscraper 7.00
Kings 8.00	Waiting Blue 8.00
Castellite 8.00	Seel 5.00
Drop Kick 4.00	
Rebound 5.00	
Major League 5.00	
Register 5.00	
Lightning 3.00	
Golden Gate 3.00	
Beacon 6.00	
Contact, Jr. 5.00	
Contact, Sr. 6.00	
Big Bertha, Jr. 6.00	
Big Bertha, Sr. 6.00	
Signal 5.00	
World Series 2.50	
Jig Saw 2.50	
Streamline 4.00	
Blue Ribbon 4.00	
Criss Cross 5.00	
Rockette 5.00	
1/3 Deposit—Balance C. O. D.	

AUTOMATIC PAYOFF

Rocket \$ 9.00
Champion 10.00
Rapid Fire 7.00
Red Arrow 8.00
Fortune 22.00
Gold Rush 10.00
Put 'n Take 10.00
Do or Don't 10.00
Hit & Run 10.00
Carlock 10.00
Jumble 35.00
Fortune 27.50
Trojan 27.50
Do Luxe 22.50
Ivory Golf 17.50

COLONIAL MFG. & SALES CO.
1605-11 E. 38th, KANSAS CITY, MO.

Send your correspondence to advertisers by mentioning The Billboard.

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Invites every Jobber and Distributor in the U. S. A. to secure a sample of COMBINATION... A 1 ball 3 reel automatic payout table... Shipped open account for inspection and trial.

R. S. V. P. 2160 Washington Blvd.
Chicago



TURF CHAMPS



Dominates The Entire Field!

TICKET MODEL



\$137⁵⁰

ELECTROPAK EQUIPPED

STONER

CORPORATION

Aurora, Illinois

BARGAINS - - USED MACHINES

Jumbos	\$ 33.50	I. O. U. Dice	\$ 5.50	Panama Chase	\$45.00
Tysons	\$2.00	Penny Pools	\$2.50	Hialeahs	\$5.00
Barby Day, Mystery	\$5.00	Cent-A-Rac	7.50	Double Headers	\$7.50
Daily Races, Mystery	\$5.00	Bally Derbys	5.00	Stampede or Gold Rush	0.50
Peelless	\$3.50	Other Bargains—Slots, Pin and Counter Games.			

Absolutely One-Third Deposit, Balance C. O. D.

MILLER NOVELTY COMPANY

925 N. W. 6th Street, Box 826, OKLAHOMA CITY, OKLA.

IF STONER makes it HOLD 'EM
STONER'S New 8-Ball Novelty Game
Ready for Delivery
ATLAS sells it

2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

SALESBOARD OPERATORS

Clean up with NATIONALLY ADVERTISED

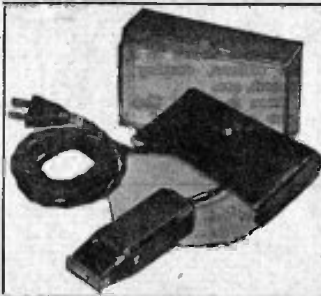
CLIP SHAVE ELECTRIC RAZOR

A REAL SENSATION—
A LIVE HOLIDAY ITEM!

The CLIP SHAVE ELECTRIC RAZOR retails for \$10.00 and is winning new customers every day throughout the country. With this feature operators are already earning up to \$200.00 a week with our Low Priced Deal.

Write for Sample 75-Hole Salesboard and Full Details.

AMERICAN NOVELTY CO. 1841 Broadway, New York City



OPERATE STONER GAMES--FOR BIGGER INCOME

HOLD 'EM
EXCITING FOOTBALL GAME
\$54⁵⁰ WITH ELECTROPAK!

TURF CHAMPS
COMBINATION TICKET & CASH
\$137⁵⁰
WITH ELECTROPAK

D. ROBBINS & COMPANY - 1141 B De Kalb Ave. Brooklyn, N.Y.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS
44 Boxes of High-Grade Candy—1 Lb.—1/2 Lb.—1/4 Lb.
6 Jars of Assorted Filled Candy.
1 300-Hole Salesboard.
COSTS YOU \$5.50 • TAKES IN \$15.00

QUICK TURNOVER DEAL

Every Punch Receives a 1-Lb. Box of Candy. Numbers Run From 1 to 30.
24 WINNERS
24 1-Lb. Boxes of Candy.
1 24-Hole Salesboard.
COSTS YOU \$4.25 • TAKES IN \$8.00

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 1/2 Dozen to Carton.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK N. Y.

HOME RUN	\$ 7.95	REBOUND	\$ 3.95	ROCKALITE	\$ 4.95
ACTION	3.95	TRAFFIC	8.95	50-50	4.95
CRACKER JACK	12.95	MANHATTAN	5.95	KINGS OF TURF	4.95
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PAR GOLF	5.95	CHEER LEADER	6.95	JIMMY VALENTINE	4.95
TEASER	7.95	BALL FAN	5.95	CAVALCADE	4.95
GENCO BASEBALL	6.95	FIVE AND TEN	4.95	BEACON	4.95
BOMBER	7.95	SINK OR SWIM	4.95	ARMY & NAVY	4.95
SIX-SIXTY-SIX	5.95	KELLY POOL	4.95	TRI-A-LITE	4.95
TIE SCORE	5.95	CRISS CROSS	4.95	BIG GAME	4.95
PIPPIN	5.95	KINGS	4.95	BALANCE LINE	4.95

1/3 DEPOSIT, BALANCE C. O. D. FULL CASH IF ORDER \$10.00 OR LESS.

SUPREME VENDING COMPANY, INC.
57 Rogers Ave., BROOKLYN, N. Y. 822 8th Ave., NEW YORK CITY 1125 St. Nicholas Ave., NEW YORK CITY

Here it is...

"Bee Jay"
\$129

Proved on Actual Location for
HEAVIEST EARNINGS of any
Game We've Ever Developed!!!

Wire Your Order for IMMEDIATE DELIVERIES!

PACIFIC

AMUSEMENT MFG. CO.
4223 WEST LAKE ST., CHICAGO
1320 SO. HOPE ST., LOS ANGELES



1-Ball
Single Coin
A. B. T.
ESCALATOR
CHUTE
50" x 24"



SALESBOARD OPERATORS! NEW OUT-STANDING LOW-PRICED FUR ITEMS

FUR COATS \$10

All Styles and Sizes. LADIES': Black Seal Skin, p'd, (dyed Coney). Black Seal Skin (dred Coney). Marmink, Squirrelleetc. Coccolette. MEN'S: Black Cloth, Fur Collars and Inside Linings. CHILDREN'S: White Fur with Muffs and Scarfs to Match.

MUFFS \$3.00
SCARFS \$6.00

All merchandise beautifully made in latest models, smartest designs, wrapped in cellophane display envelopes and packed in attractive durable boxes. Every woman will play any board to win one. Every man will play at any price to bring one home to his wife or sweetheart. All prices guaranteed to be the lowest you can get anywhere. Write today for FREE complete OPERATORS' CIRCULAR.

Order today! 25% deposit with order, balance C. O. D. Your money (less freight charges) cheerfully refunded if you are not 100% satisfied with our merchandise.

CHARLES BRAND 208 W. 26th ST. NEW YORK, N.Y.

CLOSE OUT BARGAINS
Automatic One-Ball Payouts

- 18 Jennings FLICKERS \$58.50
- 12 JUNIBOS (Rehminish Like New) ... 22.50
- 2 BIG CASINOS 32.50
- 4 Pamco PARLAYS 27.50
- 5 Bally BONUS 45.00
- 2 Western MYSTERY RACES 39.50
- 1 Gettine RACES 49.50
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- 1 Rock-Ola ALAMO 32.50
- 1 Bally MULTIPLE 32.50
- 1 Pamco SPEEDWAY 32.50

SLOTS
27 Jennings CHIEF VENDERS, 5-10-25c, Slightly Used, Serials from 117,000 to 119,000 **75.00**

FISHER BROWN, 2702 Ross Ave., Dallas, Tex.

Detroit Distributor To Exhibit at Parks Show

DETROIT, Nov. 14.—General Amusement Devices Company, a newly formed distributing organization here, swung actively into business this week with some important games already on its list. Leslie G. (Andy) Anderson, president of the firm, made a trip to Chicago and conferred with a number of the manufacturers there. He reported upon his return here that agreements had been made for handling the Hold 'Em game, by Stoner, in Michigan; the Pacific Amusement Company line will be handled for the States of Ohio and Michigan, and Marksman and Flying Ducks will be featured. Firm will also handle the Keeney line in Ohio and Michigan, featuring Bowllette in two sizes.

Anderson, in explaining the policies of his firm, said that "only those machines that promise to be really successful will be handled. Our primary aim is to win the confidence of operators, and our advertising and publicity will be based on a principle of giving facts

about machines we carry, minus unnecessary ballyhoo. We hope the operator will recognize this and be pleased with the fact."

Distributing firm is understood to have banking interests back of it, and a financing plan for operator's purchases is being offered which is said to offer many advantages in buying good machines on terms. Firm will cater only to operators who give assurance of devoting themselves to the operating business.

General Amusement has reserved two booths at the Amusement Parks Show to be held at the Hotel Sherman, Chicago, November 30 to December 4. Here the firm will make a complete display of the machines to be handled in its territory. Formal opening of the Detroit office will be celebrated by a big party November 21. Space occupied at present covers about 26 by 130 feet and includes offices, display room, service department, etc.

The firm is using the slogan, "Your assurance of stability." A special offer to help established operators in financing new expansion and equipment will be made.



NEW QUARTERS of the Western Distributors, Inc., in Portland, Ore. Left to right: Harry Wolcher; Rudge Wright, manager; Helen Wallace, Harry Wilson and Hughbert Walker.

PRICES TALK

We Will Not Be Undersold

- 4 PEARL HARBORS \$ 7.50
- 5 GOLD RUSH
- 7 DE LUXE 48s
- 12 DOUBLE SCORES 17.50
- SUNSHINE BASEBALLS
- SUNSHINE DERBYS 27.50
- PEERLESS
- LATEST TYOONS
- CHALLENGERS
- BALLY DERBIES
- NIALEANS 42.50
- PALOOKA, 8RS.
- RADIO RIFLE, Guaranteed Perfect... \$125.00
- DAVAL'S 21s, Original Cartons \$15.00

Wire us for HIGHSTAKES and GROETCHEN 21s. Lowest Prices on Ray's Tracks, Paces Races. Wire \$10.00 Deposit on each table.

UNITED AMUSEMENT CO.
908 McCullough, SAN ANTONIO, TEXAS

NEW TURKEY CARDS



Size	1c to 25c Cards with		1c to 35c Cards with		Dnz.	100.
	10 Free Numbers	Take In.	10 Free Numbers	Take In.		
60	\$11.45	\$14.50	\$0.84	\$5.87		
70	13.95	18.00	.93	8.44		
75	15.20	19.75	.98	9.11		
80	16.45	21.50	1.01	9.99		
100	21.45	28.50	1.17	12.12		

Send a Dollar Bill for One Dozen Assorted Cards, prepaid. With them you will receive our New 1937 Catalog—Thousands of Fast Selling Items. 25% with orders, balance C. O. D.

THE MIDWEST MERCHANDISE CO.
1026 BROADWAY KANSAS CITY, MO.

Send your correspondence to advertisers by mentioning The Billboard.

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



"Say, Bill, did you hear about STONER'S new game called HOLD 'EM?"

"Did I hear about it!—And How—just placed an order for every one of my locations. IT'S A NATURAL."

"Hold 'em"

Stoner's new "HOLD 'EM" is a game that needs no fancy language to capture an operator's favor. The first time you see it you instinctively know it has "what it takes" to make collection night a happy event.
 HOLD 'EM is a Double-Profit game. The ONLY football game we know of that takes in two nickels instead of one. Here's a way to Double your location earnings . . . to bring those sub-standard spots into line with your best ones.
 Beautiful Custom Built Cabinet Trimmed in Chromium
 ★ ★
 Lift Out Playing Field for Easy Servicing
 ★
 Simple Scoring Principle Everyone Can Understand



\$54.50
 ELECTROPAK
 EQUIPPED



STONER

THE STONER CORPORATION
 AURORA ILLINOIS



PROVEN FAST CLICKING SALES BOARD DEAL
 with this R C A Licensed

IVORY RADIO
 with R C A Licensed Tubes
 Short Wave for Police Calls, Amateur, Aviation, etc. Dynamic Speaker. Illuminated 4-color airplane dial. Self contained aerial. Size: 9 3/4 x 8 x 6 1/4. Weight: 9 lbs.
ATTRACTS SUPER SWIFT SALES BOARD PLAY

ALL NEW 1937 FEATURES
 In this Beautiful Ivory Colored Radio with 4 colored illuminated airplane dial. Sold under Positive R M A Guarantee.
\$10.48 lots of 2 or more Sample \$10.85
 With Special 1,200-Hole Radio Salesboard, \$2.37 Additional.
 Rush \$2.00 Deposit. Balance C. O. D.
SEND FOR NEW 1937 CATALOGUE OF 23 ATTRACTIVE RADIO MODELS
J. M. BREGSTONE & CO.,
 538 S. CLARK ST., CHICAGO, ILLINOIS

With Our Special 1,200-Hole RADIO Salesboard with double jack pot. 1,200-Hole Board takes in \$60.00.
 Cigarette Pay-Out \$ 4.50
 Cost of Board 2.37
 Cost of Radio 10.48
 Total Pay-Out (Including Radio and Board Cost) \$17.35
 Profit \$42.65

NEWEST JUMBO BOARD ON THE MARKET

1,000 Shake A Roll Board, Made in Plain, Cigarette, Money and Baseball Boards, and Especially Our New Football Boards. Also Central Automatic Salesboards Which Go Over Very Big with Jobbers and Operators.
Attractive Price for our Turkey Cards
 MANUFACTURED BY
CENTRAL PRESS, 425 Market St., Philadelphia, Pa.



MICHIGAN DISTRIBUTORS FOR STONER CORPORATION

● Be first in your locality with Stoner's new Double Profit Game. Takes in TWO nickels on almost every play. Order Now for Immediate Delivery.



EXCEPTIONALLY LOW PRICE **ROLL-A-BALL, \$125.00**
 IN FIRST-CLASS CONDIION.
 IMPORTANT—50% Deposit Required With Order.
EARL E. REYNOLDS, Suite 222, Jefferson Hotel, Dallas, Texas

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, Michigan

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

New SUPER FLASH RELIANCE
AUTOMATIC PAYOUT DICE GAME

Increases Collections 150%



Now Only \$9250
NICKEL MODEL
 QUARTER MODEL \$95.50

NEW JACK-POT SHOWS ACTUAL CASH

Smart operators everywhere are cashing in big with the NEW SUPER-FLASH RELIANCE. Genuine, true dice actually roll and spin as if thrown by hand—duplicating every play known to regular "7-11" dice. New VISIBLE JACK-POT displays \$25.00 in quarters on Quarter Model—\$5.00 in nickels on Nickel Model! This flash feature has boosted play as high as 150 per cent in many spots! Get your share of these bigger profits by ordering RELIANCE today at the NEW LOW PRICE!

BALLY MANUFACTURING COMPANY
 2640 BELMONT AVENUE CHICAGO, ILLINOIS
 JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th St., New York, N. Y.

Only Bally's
EAGLE-EYE
PHOTO-ELECTRIC RIFLE



has the *New* sensational
TRIPLE-DUCK
TARGET *feature*

WAIT till you see this amazing new feature! It means **TRIPLE PLAY APPEAL** and **TRIPLE EARNING POWER** for you. **WRITE** or **WIRE** to insure **IMMEDIATE DELIVERY** from first-production!

BALLY MANUFACTURING CO.
 2640 BELMONT AVE. CHICAGO, ILL.
 John A. Fitzgibbons, Inc., Eastern Distributor
 453 W. 47th Street, New York, N. Y.

SPECIAL CLOSE OUT BARGAINS

86—BRAND NEW DUCK SOUPS, \$3.50 each, or if purchased in lots of five.	Each \$ 3.00
3—SUPERIOR CIGARETTE COUNTER MACHINES	7.00
6—DAVAL RITHMATIC COUNTER MACHINES	8.00
8—MODEL "B" TRAFFICS, 5 Balls	8.00
4—MILLS NEIGHBORS TICKET GAME	10.00
1—DAVAL AUTOPUNCH COUNTER MACHINE	12.00
6—MODEL "A" TRAFFICS, 5 Balls	12.00
3—JENNINGS CONFECTION VENDOR SCALES	15.00
1—JENNINGS STRATOSPHERE TICKET GAME	15.00
1—ROCK-OLA HEADLITE WITH FREE GAME UNIT	20.00
2—JENNINGS CLUB VENDERS	20.00
1—EVANS DARBY COUNTER MACHINE	20.00
4—BUCKLEY DOUBLE NUGGETS WITH PAYOUT REGISTER	20.00
5—ROCK-OLA TOTALITES WITH PAYOUT REGISTER	20.00
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2—WESTERN COCOANUTS, 1 Ball	20.00
1—WESTERN CARIOCA, 1 Ball	20.00
1—PACIFIC ECLIPSE, 1 Ball	20.00
1—MILLS OWL LIFTER (Floor Sample)	25.00
2—IRON CLAW DIGGERS	25.00
21—MILLS TYCOONS, 1 Ball, Seven Slot	39.00
3—JENNINGS HIT IT BASEBALL GAMES, 3 Balls	39.00
1—PARAGON, 1 Ball	39.00
1—A. B. T. TRANS-PACIFIC, 1 Ball	39.00
1—MILLS POSITION, 5 Balls	39.00
1—JENNINGS DAILY LIMIT, 1 Ball	39.00
12—JENNINGS FLICKERS, 4 Balls	79.00
5—MILLS TRIPLE SLOT TROUBADOUR PHONOGRAPHS	100.00
0—BALLY RELIANCE DICE MACHINES, 5c Play	60.00
2—BALLY RELIANCE DICE MACHINES, 25c Play	85.00
2—MILLS McGOYS, 2 Balls	87.00
SKEE GAMES AT MONEY SAVING PRICES	
10—PONSER ROLL-A-BALLS	\$195.00
0—BALLY ROLLS	145.00
8—WURLITZER SKEE BALLS (Automatic Payout)	195.00

Every piece of equipment listed above bears the well-known "VEMCO" guarantee to give satisfaction. Our terms are one-third certified deposit with order, shipment O. O. D. for balance. DON'T DELAY! Phone, wire or write for your requirements today.

THE VENDING MACHINE COMPANY, 205-15 Franklin St., Fayetteville, N. C.

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.



SALESBOARD OPERATORS
"TWELVE JACKS"

A Sure-Fire Profit Makes 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.



AMAZING SALE!

RECONDITIONED PACES RACES	\$285.00
RECONDITIONED EVANS ROUL-ETTE	175.00
FLICKERS, CASH	100.00
FLICKERS, CASH AND TICKET	110.00
PAMCO PALOOKA, SR.	75.00
ROUND 'N ROUND (IN ORIGINAL PACKING CASES)	30.00

Write for our complete list
 25% Deposit With Order.

AUTOMATIC COIN MACHINE CORP.
 37 - 43 ESSEX ST. * SPRINGFIELD, MASS.

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

LOOK AND BUY MOSELEY'S SPECIAL CLOSEOUTS ON BRAND-NEW FLOOR SAMPLES AND SLIGHTLY USED MACHINES.

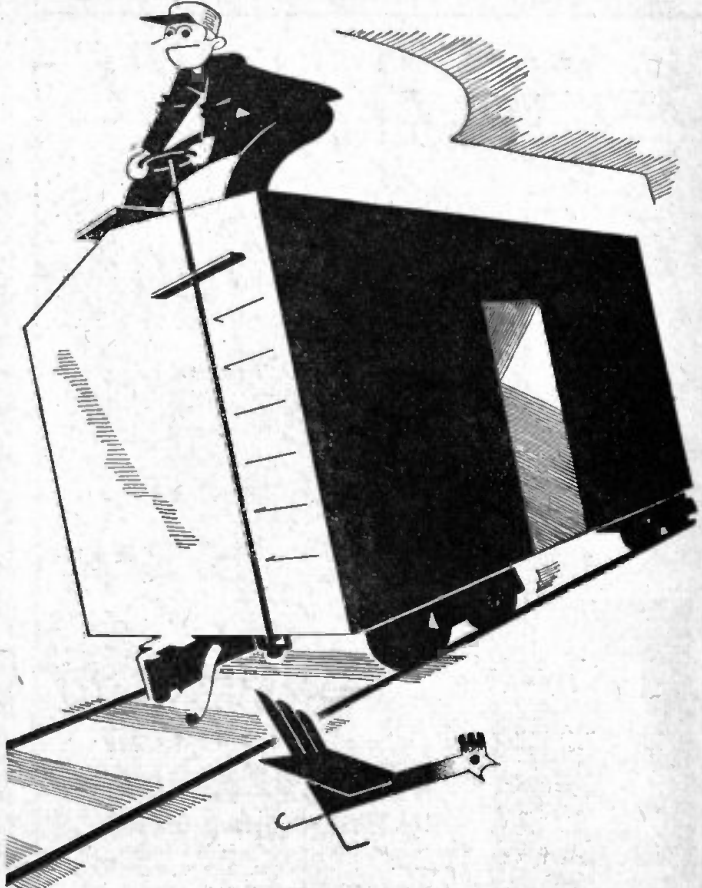


We can make prompt shipment on your order for Rhythm King and Regular Model and also Used and New Races either Check Separator Model or Cash Payout Model.

- 2 CHALLENGERS 50.00
- 2 GALLOPING PLUG 52.50
- 2 DAILY RACES 40.00
- 2 DOUBLE HEADER 32.50
- 2 PINCH HITTERS 33.50
- 1 PAMCO RED SAILS 33.50
- 4 PAMCO RED SAILS 33.50
- 1 PACES RACES, 5c Play, Serial Over 1200 200.00
- 4 PAMCO HANDICAP, Ticket 22.50
- 2 TURF CHAMPS, S. U. 85.00
- 2 TYCOONS, Bat. and Plug-in 27.50
- 1 JUMBO 33.50
- 1 PEERLESS 33.50
- 1 FLYING HIGH 43.50
- 1 PARI-MUTUEL 55.00
- 1 GOLDEN HARVEST 30.00
- 1 TRAFFIC 5.00
- 1 GRAND PRIZE, A. B. T. 15.00
- 20 TIT-TATTOES 5.50
- 3 ARITHMETICS 9.00
- 1 TICKETTE 3.50
- 100 DUCK SOUP, Brand New, Doz. 13.50
- 6 SEEBURG'S SELECTOPHONE 100.00
- 1 JENNINGS OIGARETTE MACHINE, New 30.00
- 10 BALLY ROLLS, Like New 140.00
- 1 PALOOKA, SR., Perfect 87.50
- 6 SUNSHINE DERBYS 35.00
- 12 ROCKOLAS DE LUXE "48" 30.00
- MILLS BLUE FRONT MYSTERY, Payout, 5c Play, Without G. A. Serials 377399, 375036, 383070, 382354, 377416, 357780, 389888, 383117, 377412, 375048, 389392, 383105, 375086, 377451, 366483, With G. A., 383135, 387747 70.00

- Each. Sor. 366484, 366487, 366688 \$70.00
- 1 MYSTERY BLUE WITHOUT G. A. 375321, 383275, 371260, 1c 50.00
- Regular Silent Payout, Serials 371250, 313908 45.00
- 1 MILLS SILENT J. P. FRONT, Serials 294281 35.00
- 1 MILLS 5c Play FUTURITY 70.00
- 2 YELLOW FRONT 5c J. P., G. A. SIDE VENDERS 45.00
- 10 1c WATLING J. P. 35.00
- 1 50c MILLS, J. P. V., Ser. 387578 75.00
- 1 25c DIAMOND FRONT J. P. V., Serial 354931 65.00
- 1 5c MILLS MYSTERY J. P., Serial 384048 65.00
- 1 SUOS 4.00
- 1 NORTHWESTERN 1c Nut Machine 6.50
- 1 CLEARING HOUSE 6.50
- 1 COLUMBIA, 5c Play 50.00
- 1 OAILLE, 25c Play BGV, 5c, new 30.00
- 1 RACE HORSE Slot Machine 35.00
- 1 PAGES RACES, Cash Payout, 25c, F. S., serial 3681 340.00
- 2 RELIANCE Factory Rebuilt, 5c 42.50
- 1 TWISTER, Floor Sample 53.50
- 1 FUTURITY, J. P., F. S., 25c 75.00
- 1 FUTURITY, J. P., 5c, F. S. 70.00
- 1 MILLS Blue Front JPGA, 5c, new 90.00
- 1 MILLS Blue Ft., new, 10 Milco Ch. 87.50
- 1 DE LUXE No. 48 ROCK-OLA 25.00
- 1 MILLS Future Pay, new, 10c Play 87.50
- 1 RED FRONT, brand new 25c Play, 100.00
- 1 WATLING G. A., 5c, like new 30.00
- 3 SELECT 'EM 4.00
- 2 O. U. 4.00
- 1 HORSE SHOE 4.00
- 1 CHICAGO CLUB HOUSE 4.00
- 6 SNACKS, like new 12.50
- 1 MCGOY, like new 50.00
- 1 ROCK-OLA Regular Mod. F. S., never on location 105.00
- 4 MILLS DANCE MASTERS, B. U. 120.00
- 6 DAILY RACES 45.00
- 3 EXHIBITS, Big Richards 37.50
- MILLS BLUE FRONT MYSTERY PAYOUT, 10c Play, without G. A. serials: 389216-380101-384035-389184 80.00
- FUTURITY, 384362-385211 80.00
- 1 YELLOW FRONT SILENT BELL, 5c, equipped with Milco Ch. 30.00
- 1 SILENT FRONT VENDER, 5c, equipped with Milco Checks 30.00
- MYSTERY BLUE FRONT with G. A., 338395-338398-380348-380488-380432-380432, 1c Play 50.00
- 1 25c MILLS MYSTERY, JPGA, serial 368389 70.00
- 1 MILLS 5c Goose-neck Skyscraper, serial 321058 35.00
- 1 JENNINGS Reserve J. P., Side Vdr. 12.50
- 1 OAILLE BELL, 25c Play 30.00
- 1 DIME TWIN J. P. Front Wasting, 40.00
- 10 5c WATLING J. P. V. 55.00
- 1 5c MYSTERY DIAMOND J. P. V., serial 383093 45.00
- 1 5c MYSTERY DIAMOND J. P. V., serial 354392 45.00
- 1 1935 EXHIBIT CRANE, like new 75.00

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. Write and ask us to put you on our mailing list.
MOSELEY VENDING MACHINE EX., Inc., 00 BROAD ST., Richmond, Va.
 DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5325.



Going places by itself
 RAILROAD won't stay on the shelf
 Seven players ride at once
 All producing gleeful grunts
 Pockets full of dough, that's you
 Rich man's foot in either shoe
 Price a hundred thirty-five
 Watch your revenue revive

MILLS RAILROAD
 7-SLOT PAY TABLE

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois

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

New London Licenses All Amusement Devices
 NEW LONDON, Wis., Nov. 14.—An ordinance licensing pinball machines was adopted November 4 by the common council here. Owners of all amusement devices, not including slot or digger machines, are assessed an annual license fee of \$25.
 Measure provides that no amusement devices shall be permitted within 300 feet of any school building, or shall the owner or party in possession of the premises where the device is being operated permit the playing of such a device by persons under 18 years of age or intoxicated persons.
 Under the ordinance owners of amusement devices are prohibited from operating under another operator's license. Provision is made in the ordinance that where it becomes necessary to remove a machine in order to repair it the license covering the same can be attached temporarily to the amusement device that replaces it while repairs are being made.

No Personal Checks, Please.
 Protect Your Route Without Delay
STAR SALES CO.
 3901-09 Wayne, Kansas City, Mo.
GUARANTEED MACHINES
 In Good Shape and Ready to go on Location
 12 DAILY RACES \$37.50
 4 HIALEAH 40.00
 5 GALLOP. 50.00
 10c PLUGS 80.00
 3 PAMCO PARLAYS 35.00
 I have been a Machine Operator for twenty years and have a lot of different machines will sell cheap. Write me what you can buy.
 CHAS. E. TILGHMAN,
 Box 153, Snow Hill, Md.



J. R. (PETE) PIETERS, King Pin Games Company, Kalamazoo, Mich., tries a Preakness game at the Bally plant, Chicago, and likes it.

SELECT YOUR FAVORITE SIZE
 11 POUND TURKEY
 LOW BONE CONTENT
 3 CUPPETS 3
 1023-27 RACE ST.

TURKEY BOARDS and CARDS
 SEND FOR CATALOG AND PRICE LIST
GLOBE PRINTING CO.
 Philadelphia, Pa.

EATING SMOKE
 5
 5
 5

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

**YOUR PURCHASING DOLLAR GOES
A LONG WAY with THESE 3
WESTERN WINNERS THAT
ATTRACT BIG PLAY!**



1 ball automatic payout football game . . . mystery coin chute lights from 1 to 7 college pennants, varying win possibilities . . . odds range from 2 to 40 . . . visible escalator coin chute . . . unusually beautiful cabinet 24"x50" . . . illuminated backboard with attractive eye appeal.

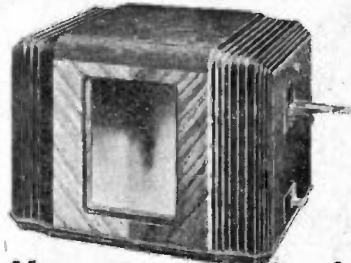
\$139⁵⁰

Power Pack or Batteries Optional. No Charge for Check Separator.

\$149⁵⁰

Ticket Model.

Center Smash



Harmony Bell

The machine that gives renewed profit life to your automatic phonographs, new or old . . . actually triples your phonograph income . . . operate it individually or with phonograph automatic payout . . . win or lose the player gets a record selection.

\$67⁵⁰

Power Pack \$5.00 Additional



Thoro-bred

A marvelous race horse machine . . . multiple visible slug-proof coin chutes, 7 coins . . . mutuels change with each race . . . odds vary from 2 to 30 and are automatically paid out . . . no tapes or refills, sequences or charting . . . modernistic walnut matched-wood cabinet . . . 43½" high . . . 41½" wide . . . 18" deep . . . location placements and money-making opportunities are unlimited!

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE

CHICAGO, ILLINOIS



WE SELL To Operators Only

DOME O' GOLD

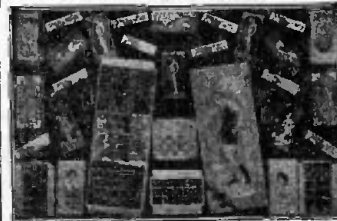
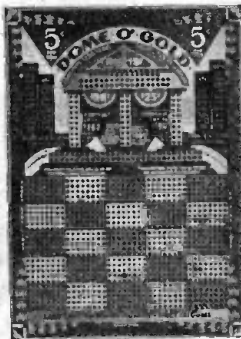
The Most Beautiful Gateboard Made. Players Have Opportunity To Receive \$50.00. Five Jackpots with Plenty of Big Awards. 1,000 Hole 20 Section 5c Board.

Board Takes In . . . \$50.00
Pays Out (Average) . . . 23.47

Profit (Average) . . . \$26.53
Thick Board with Escal and Celluloid Jackpots Protector.

SUPERIOR PRODUCTS, Inc.

14 No. Peoria St., Dept. B, CHICAGO



BIG CANDY LEADER

33 Large and Medium Size Boxes High Grade Chocolates

AND A 1,500-HOLE 2c BOARD.
Takes In \$30.00. Profit Over \$23.00.

No B110—Sample Assortment . . . \$ 9.95
8 Lots, Each . . . 6.50

25% With Order, Balance C. O. O.

SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS
SALESBOARDS AND COUNTER GAMES. YOU WILL SAVE MONEY.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago

THE BIGGEST STOCK

of PARTS

between CHICAGO and NEW YORK

COIN CHUTES—SPRINGS—LOCKS—CLOCKS—PUMPS—COILS—BALLS, ETC., ETC., ETC.

FOR NEW AND OLD GAMES

Get all your needs for different Machines in one order from

THE MARKEPP COMPANY

3328 Carnegie Ave., CLEVELAND, O.



TREMENDOUS VALUES IN PAYOUT TABLES

Volvet Ticket	Ten Grand . . . \$45.00	Aces . . . \$22.00
& Payout . . . \$89.00	Credit . . . 45.00	Big Shot . . . 20.00
Challenger . . . 89.00	Double Header 42.00	Stampede . . . 18.00
Daily Races . . . 89.00	Broker's Tip . 39.50	Treasure Ship . 15.00
Mystery Slot 89.00	Alamo . . . 39.50	Gold Rush . . 15.00
Daily Races . . . 45.00	Sunshine Derby 39.50	Go or Don't . . 14.00
Multiple Slot 45.00	Jumbo . . . 34.00	Equity . . . 14.00
Fence Buster . 65.00	Prospector . 31.50	Plus & Minus 14.00
Multiple . . . 65.00	Golden Harvest 32.50	Carica . . . 13.00
Bally Derby . 53.00	Big Five 5c . . 24.00	Put 'N' Take 12.00
Pamco Chase . 49.50	2 or 5 ball . . 24.00	Sportman, Via .
Bonus . . . 49.00	Big Five, 6c . . 21.50	Coin Chute . . 11.00
Peerless . . . 49.00	Free Play . . . 21.50	Rapid Fire . . 10.00
	1/3 Deposit, Balance C. O., F. O. B. Chicago.	

It Will Pay You to Get On Our Mailing List.

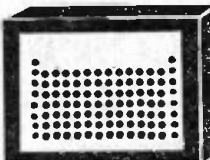
NATIONAL COIN MACHINE EXCHANGE, 1407 Diversy Blvd. CHICAGO, ILL.

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.



SALESBOARDS - - 10c EACH

We offer a limited quantity of 300-Hole Put & Take Boards, 10c Each—Make \$11.00 Profit—Limited Quantity 2,000-Hole 5c Trade Boards, \$1.00 Each. Sample Orders Filled.

ASSOCIATED SALES AGENCY,
108 No 17th St., BIRMINGHAM, ALA.



FLASH!
Took in \$56 in One Day
on low Location!

SWEET '21

A DELUXE BLACK JACK GAME WITH A 1 BALL CHANGING ODDS PAYOUT!

\$149⁵⁰

No charge for check separator. \$10.00 extra for Ticket Model. Also available in 2 and 5 ball models.

★ **NEW AWARD ADJUSTMENT**
frequent, small awards--40-1 top odds

★ **PROVEN MECHANICALLY PERFECT**
by the "5000 test"

★ **EXCLUSIVE 1 1/2" STEEL mammoth sized ball**

The cleverest adaptation of Black Jack that has ever been devised! Equipped with super-sized odds commutator, 12-volt Electropak, guaranteed motor-driven payout unit, in-a-drawer mechanism and the A.B.T. Coin Chute.

Sold on an Ironclad 7-Day Money Back Guarantee.

ROLA-SCORE

A 9-FOOT BOWLING GAME PRICED AT \$75 LESS than others on the market! Electrical Scoring system . . . Animated lights tlicker on the back rack . . . Cheatproof against any known method . . . No lost balls . . . Visible ball count . . . Automatic score cancellation if more than 9 balls are played . . . Trouble-free operation!

\$179⁵⁰

F. O. B. Chicago

Order Today From Your Jobber or Direct for Immediate Delivery

CHICAGO COIN CORPORATION

1725 DIVERSEY BLVD. CHICAGO ILL.



TURKEY CARDS

Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

HAMILTON MFG. CO.
MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be sent with order. State take-in that you desire. Add 10% govt. tax to all prices.

We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also "Numbers 1 to 10 Free—Numbers 11 to 35 Pay What You Draw—Numbers over 35 Pay only 35c."

Size	1c to 25c Cards with 10 Free	1c to 35c Cards with 10 Free	Per Doz.	Per 100.	Per 500.	Per 1,000.
60	\$11.45	\$14.50	\$0.34	\$3.87	\$23.84	\$44.01
70	13.95	18.00	.43	4.44	28.00	48.14
75	15.20	19.75	.48	4.71	27.21	50.19
80	16.45	21.60	1.01	8.09	28.34	52.20
100	21.45	28.50	1.17	8.12	32.83	60.61

RACES

Beautifully designed. Silent Mechanism. 4-Way Play—1c, 5c, 10c and 25c Play through same slot.

Proven by many weeks on test locations to be the biggest money maker of any counter game.



Order your Sample today. A few days on location will make you order more.

\$17.50

REEL "21" 10 DAY TRIAL \$23.75 Double Door & Register, \$2.00 Extra.

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Bill the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

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.

YOU CAN'T --- YOU WILL

YOU CAN'T—make money with claims by SOME that they are the world's largest, country's best distributors and so on.
YOU WILL—make money using only the best machines—WE ENDORSE NO OTHERS and we recommend them conscientiously and fairly.

Coin Operated Machines of Every Description.

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.

Guts

IS AN UGLY WORD BUT IT SAYS PLENTY!

and "GOOD BUSINESS SENSE" is another word for it—Says C. Kaplan and A. Tupler who placed **BIG ADVANCE ORDERS** for . . .

PAMCO MARKSMAN AND PAMCO FLYING DUCK

PACIFIC AMUSEMENT MANUFACTURING CO.
Manufacturers of Amusement Games
4223 WEST LAKE STREET
CHICAGO

National Amusement Sales Co.,
1935 W. North Ave.,
Chicago, Illinois.

Attention: Mr. C. Kaplan.

Gentlemen:
Permit us to thank you for your initial order of 250 Pamco "MARKSMAN" and 250 Pamco "FLYING DUCK" Units.
Let us compliment you on your sound business judgment in choosing these two new gun-lite units.
We have noted the deliberate manner in which you arranged to test and prove Pamco "MARKSMAN" and Pamco "FLYING DUCK" through operators. Ordering your re-order for 200 additional units of each, I feel that no greater endorsement could be made on their merit than a statement coming from you.
Accordingly, I feel every operator in America should know your reactions. So, with your consent we shall publish whatever you say.

Very truly yours,
Wm. C. Keenan
President

AFFIDAVIT

After making a careful study of all ray-gun machines over a period of 60 days, we of NATIONAL AMUSEMENT SALES CO., located at 1935 W. North Avenue, Chicago, selected Pamco "MARKSMAN" and Pamco "FLYING DUCK" for distribution to Jobbers and Operators in Chicago. To date we have placed 81 Pamco "MARKSMAN" and 63 Pamco "FLYING DUCK" units on location through operators.
We have found them most EXTRAORDINARY in APPEAL, hardly any mechanical trouble being experienced with Pamco "MARKSMAN" and Pamco "FLYING DUCK".
Accordingly, we authorize publication of this Statement of Merit, based on the SPLENDID PERFORMANCE of Pamco "MARKSMAN" and Pamco "FLYING DUCK".
Earnings are FAR ABOVE our expectation. Play has INCREASED daily, these 144 units taking in from \$4.00 per day each, up to as high as \$26.50 each daily in many instances.
As a result, we placed our order on October, 12th, 1936 for 250 Pamco "MARKSMAN" and Pamco "FLYING DUCK" - and a second order on this date for 200 additional.

Subscribed and Sworn to before me this 12th Day of November 1936 A. D.

E. H. Sauer
Notary Public

A. Tupler
Chas. Kaplan

E. H. SAUER
NOTARY PUBLIC
COOK COUNTY, ILL.

EASTERN DISTRIBUTOR
FISHMAN-SCHLESINGER
DISTRIBUTING COMPANY
682 BROADWAY, NEW YORK CITY

TEXAS DISTRIBUTOR
SOUTH COAST AMUSEMENT CO.
M & M BUILDING, HOUSTON
and 211 SO. PEARL, DALLAS

C. KAPLAN **A. TUPLER**
NATIONAL AMUSEMENT
SALES COMPANY
1935 W. NORTH AVENUE
CHICAGO - ILLINOIS



JOBBER INVESTIGATE!
OPERATORS WRITE! WIRE!

PACIFIC

AMUSEMENT MFG. CO.
4223 WEST LAKE ST. • CHICAGO, ILL.
1320 SOUTH HOPE ST. • LOS ANGELES, CAL.

All Aboard!

EN ROUTE TO PROSPERITY WITH

GOTTLIEB'S NEWEST PAYOUT **SPEED KING**

Here comes Gottlieb again, miles ahead, heading for a record run with **SPEED KING**! Climb aboard this new, clever payout! Watch the seven famous streamline trains lined up ready to pull out. If your train pulls into the Terminal payout is 40-1. If stopped en route other odds are 2-1 to 20-1. **SPEED KING** has all the outstanding Gottlieb super features—steam up—ready to go. It's your opportunity to clean up a carload of coin. Rush your order immediately.

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."

ALL 5 GAMES HAVE THESE SUPER FEATURES

- ★ **CLOCK HAMMOND ELECTRIC**
Sensation of the Industry
- ★ **MYSTERY SINGLE COIN SLOT**
Another Gottlieb Origination
- ★ **IN-A-DRAWER MECHANISM**
All Parts Easily Accessible

★ **AWARDS ADJUSTABLE**
Invisible Mechanical Control

★ **ESCALATOR**
Gottlieb Illuminated Belt Type

★ **PAYOUT UNIT MOTOR DRIVEN**
Accurate, Jam-Proof



CABINET 54"-26"

Any of These Five Games

\$149⁵⁰

Mystery Single or Multiple Coin Slot Optional. Ticket Game, \$10 Extra. Check Separator, No Charge. D. C. Adaptopak, \$5 Extra. Electropak Equipped. Equipped with New A.B.T. No. 400 Slot.

DERBY DAY

The original game paying for **FOURTH** place.



IMMEDIATE DELIVERY ON ALL GAMES

D. GOTTLIEB & CO.

2736-42 N. Paulina St., Chicago, Ill.

1937 DAILY RACES

WITH ALL LATEST FEATURES

More Popular
More Profitable

than ever before!

A. B. T. Illuminated Escalator. New Smooth Action Plunger and Ball Lift. Beautifully Redesigned Cabinet.

ORDER NOW!

Same Low Price

\$125⁰⁰

Check Separator, No Charge. 2-Ball Play, \$2.50 Extra. Ticket Game, \$10.00 Extra. Electropak Equipped (Batteries Optional). D. C. Adaptopak, \$5.00 Extra.



Bally's BIG 3

GREATEST HITS
IN THE CHANGING ODDS
1-SHOT CLASS



PAYOUT
\$149.50
TICKET: \$159.50
ELECTRO-PAK EQUIPPED
NO EXTRA CHARGE FOR
CHECK SEPARATOR
f. o. b. Chicago

PREAKNESS
54 IN. by 28 IN.

PREAKNESS PAYS ON WIN, PLACE, SHOW AND 4th PLACE

A smash hit from its very first announcement, PREAKNESS is hoisting up new profit records every week! Player gets 1 to 7 Selections and can win on Win, Place, Show AND 4th Place . . . 28 winners possible on the big roomy board! Equipped with simple IN-A-DRAWER MECHANISM, NEW A.B.T. 400-COIN CHUTE, 12-COIN ESCALATOR, positive ADJUSTMENT feature. Get going with the biggest money maker in years . . . order PREAKNESS now!



PAYOUT
\$123.50
TICKET: \$133.50
BATTERY-EQUIPPED
NO EXTRA CHARGE FOR
CHECK SEPARATOR
f. o. b. Chicago

BELMONT
53 IN. by 24 IN.

BELMONT SPEEDY-SMOOTH-SIMPLE

One of the fastest 1-shot payout changing odds pin games on the market! Just shoot the ball in *any pocket* and get the award shown on LIGHT-UP BACK-BOARD! Packed with suspense—odds change every game and ODDS CHANGE ON FREE PLAY POCKET. Player never knows when the easiest skill-shot will pay 30-to-1 TOP! It's speedy—the kind of high speed "spring-action" demanded by pin-game fans everywhere—and has QUICK PROFITS for you!



PAYOUT
\$149.50
TICKET: \$159.50
ELECTRO-PAK EQUIPPED
NO EXTRA CHARGE FOR
CHECK SEPARATOR
f. o. b. Chicago

SNAPPY
53 IN. by 24 IN.

SNAPPY 6-CHUTER EARNING POWER WITH FINGER-TIP SELECTOR

From one to six players can play SNAPPY . . . but, whether played by a group or a single player, this clever new SELECTOR game GETS EXTRA NICKELS every time . . . due to the unique "Odd-or-Even" Mystery Award . . . which is a powerful incentive for a lone player to cover at least three pockets to qualify for the big Mystery Award! Get the facts about this amazing new idea. And for bigger, steadier profits . . . make it SNAPPY!

BALLY MFG. CO.
2640 BELMONT AVE. CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor
453 W. 47th St. New York, N. Y.

OH BABY!



did my daddy get
ALL those nickels out of

ONE BETTER



\$137.50

TICKET UNIT.
\$10.00 EXTRA.

★ Yes, Baby! Your Daddy—and all other operators—are certainly “buying babies a lot of shoes” with “ONE BETTER”—It’s “busting” records and cash boxes all over!

From the very minute you see this massive, impressive machine you admire it.

The ball passes through a series of traps at the top of the playing field, numbered from 15 to 20. That is the “Dealer’s Approach” to “21”; then the ball travels through a series of traps, to give the player odds of from 10c to \$2.50 top.

Then, at the lower part of the field, the third successive thrill is watching the ball around the large springs, seeking a trap-lane to secure a number “ONE BETTER”.

Every single location report is highly favorable.
DON'T DELAY! ORDER FROM YOUR DISTRIBUTOR TODAY!

Just out! Rock-Ola's
TRAP SHOT



\$67.50

★ IN THE PRODUCTION OF PROFITS, THE STAGE IS “SET”—RAISE THE CURTAIN AND SEE—the fast, snappy, brand-new 5-ball novelty game—“TRAP SHOT!”

Feel the thrill of the traps!

As the ball rolls down the beautiful playing field, a series of bull's-eyes, wild ducks, rabbits, foxes, squirrels, quails, pheasants—are shot down in single, double, triple and quadruple combination plays.

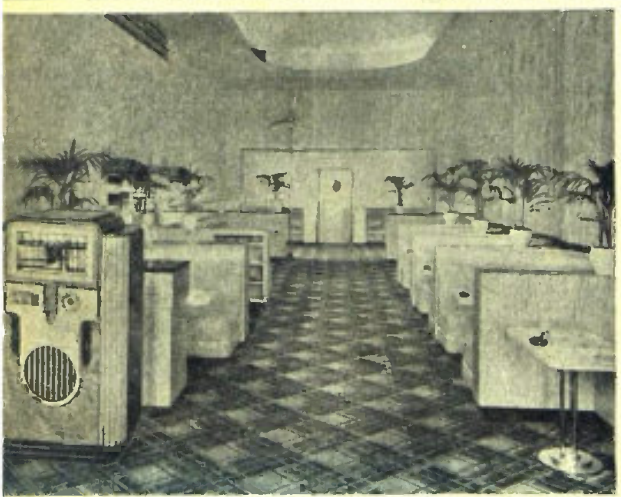
A large beautiful light effect on the back board. Latest coin chute. Positive ball lift. Last ball suspense—and in short, just get one “TRAP SHOT” and you’ll want at least a dozen. This is a positive pleaser for any location, the more exacting the better.

YOU WILL MAKE NO MISTAKE WITH “TRAP SHOT”—except by delaying your order to your distributor!

ROCK-OLA MANUFACTURING CORPORATION



800 North Kedzie Ave., Chicago, Ill.



GET and HOLD LOCATIONS
like this!



THERE'S a big opportunity in the business of placing Wurlitzer-Simplex Coin Operated Automatic Phonographs in taverns, restaurants, etc., on a profit sharing basis with the proprietors. If you are planning to operate in music, investigate the Wurlitzer-Simplex. You'll find that more Wurlitzer-Simplex Phonographs have been made and sold to "operators" than all other makes combined.

Cash in on the experience of America's most successful music operators. Operate with the Wurlitzer-Simplex. Get and hold the best locations that pay the biggest profits. Find out if there is room for another Wurlitzer-Simplex operator in your locality. Mail the coupon.

THE RUDOLPH WURLITZER COMPANY, North Tonawanda, N. Y.

The Rudolph Wurlitzer Company
 North Tonawanda, New York

Please let me know if there is room for another Wurlitzer-Simplex Operator in my locality.

Name _____
 Street _____
 City _____ State _____
 Present Business _____

Operate with the
WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPH