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FEBRUARY 13, 1937

# The Billboard

The World's Foremost Amusement Weekly



LELA MOORE  
"Dance of the Lovers"  
Direction William Morris Agency

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**The Authority of  
Show Business**



# The Billboard

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No. 7

The World's Foremost Amusement Weekly

February 13,  
1937

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## HI-HAT HOOFFING BONANZA

### Unions Hit WPA Theater

*Discrimination charged by  
Allied Crafts—similar dis-  
satisfaction in Los Angeles*

NEW YORK, Feb. 6.—Tension between the local Federal Theater project administration and theatrical unions has increased, the appointment of four Group Theater men as play directors being characterized as a distinct violation of WPA Administrator Somervell's statement that those "pink slipped" would not be replaced. Chief accusation is made by Ralph Whitehead, secretary of Allied Theatrical Crafts council, in a blast which points out the discrepancy between alleged pruning of the WPA budget and hiring of new men.

Group Theater men appointed say they were assured by Philip Barber, regional director, that they were not being given other men's jobs. Whitehead claims it is a case of discrimination, pointing out that he can name 300 variety performers who are eligible for the project but cannot get jobs.

Barber's point of view is seen as in keeping with the train of thought that Mrs. Hallie Flanagan, Federal Theater head, is ultimately aiming at a permanent national theater rather than a relief venture, the appointments being in (See UNIONS HIT on page 79)

### Customers' Sit-Down Strike

DETROIT, Feb. 6.—Henderson M. Richey, general manager of Allied Theaters of Michigan, was aroused this week when an exhibitor phoned in that he was faced with a sit-down strike—by customers. According to his story, a house half full of women refused to move out of their seats from the matinee show, because the dishes given away as premiums that afternoon were ordinary plates instead of the sugar-and-creamers they expected.

Traced down to its source the reported strike, borrowed from automobile factories at Flint and some Detroit plants, proved the work of a well-known prankster, but operators are worrying lest the public really get the idea and spoil the second show by refusing to come out.

### Arty Dance Recitals Make Hay, Ballet Russe Is Top B.-O. Draw

*It may be just a Sunday afternoon recital to you, but it's a profitable biz nevertheless—take along your long hair—dailies helping with cuffo publicity space*

NEW YORK, Feb. 8.—Recital dancers, generally considered a little whacky by the boys, jingled the cash registers to the materialistic tune of approximately a million and a half dollars last season. Field is usually divided into two regiments, the ballet and the solo and group troupes. Ballet, of course, did most of the grossing, particularly the Ballet Russe, which carries 125 people and recently box-officed \$48,000 in a 10-performance Hollywood run. Ballets, emphasizing spectacle, naturally attract a larger audience, but the intellectual hoofers are selling more ducats than ever before. S. Hurok handles several of the larger names, his talent being booked by the National Broadcasting Company. Martha Graham, Harold Kreutzberg, Dorothy Humphrey, Charles Weidman, Agnes De Mille, Jooss European Ballet, Angna Enters and others are handled by the Columbia Broadcasting System and independent managers. Radio chains specialize in instrumental and vocal concerts for theater and auditorium dates, with the dance being more or less incidental.

Large productions must play to big houses to mean anything at the b. o., but solos and smaller groups, such as Graham or Kreutzberg, can profitably play college towns and similar intellectual hives as well as cities. Long jumps, caused by booking difficulties, are a headache, however.

Estimated that Ballet Russe, which is tops at the b. o., took in a million last (See HI-HAT HOOFFING on page 79)

### Gigantic Flood Benefit Set; Other Benefits Thruout Land

NEW YORK, Feb. 6.—Theaters, night spots and other amusement industries here are going right ahead with plans for flood benefits. Most gigantic affair is slated for the Music Hall next Thursday, plans calling for broadcasts of the show over Mutual, NBC (both networks) and CBS. Bill will take two hours to present, each network selling one-half hour for \$10,000. Committees are already set and players who have signified their willingness to perform include Noel Coward, Katharine Cornell, Sir Cedric Hardwicke, Beatrice Lillie, Helen Hayes, Tamara, Helen Chandler, Blanche Yurka,

Bert Lahr, Fred Waring, Mitzl Mayfair, Bob Hope and numerous others. Sum anticipated is \$60,000.

Last night a benefit for flood sufferers was held at the Fabian Fox, Brooklyn, sponsored by the Broadway Flood Committee, the Fabian Theaters and Michaels Brothers, merchants.

Thursday night Louis Sobol, Broadway columnist, emceed a benefit at the Hollywood Restaurant, the entertainment being aided and abetted by additional stars. Joe Moss, manager, donated the proceeds to the Red Cross.

Opera and concert stars will appear at Carnegie Hall in a benefit February 20, the details of which are being arranged by the American Guild of Musical Artists. Estimated take has been placed at between \$150,000 and \$200,000.

SPRINGFIELD, O., Feb. 6.—A total of more than \$4,000 was turned over to the Red Cross for flood relief by Charkeres Theaters, Inc., according to the circuit's main office here. Money was gathered thru special collections and receipts from midnight benefit shows. Circuit itself and employees also contributed.

EL PASO, Tex., Feb. 6.—Performers from Fred Borland's Lobby Cafe and the Club Tivoli, Juarez, Mex., joined local musicians and theater folk in a benefit performance for flood sufferers at the Plaza Theater last night.

Staff of the theater, under Manager (See GIGANTIC FLOOD on page 79)

### Tampa Leads Off Fair Season With Record Gate of 455,914

*Florida annual sets all-time high for attendance and weather, wiping out deficit caused by rain last year—Royal American Shows double midway biz of 1936*

TAMPA, Feb. 8.—Florida Fair on January 26-February 6 closed Saturday night with an all-time record of total attendance of 455,914, more than 10,000 over the previous record in 1931. Weather also set a record, with 10 beautiful days out of 11, it being the best weather break the fair ever had: Children's Day with 103,246 and Gasparilla Day with 95,873 were best days, breaking previous records by large figures. Officials are elated with gate receipts, which will wipe out last year's deficit caused by heavy rains. Royal American Shows on the midway practically doubled 1936 business, as they did also in Largo and Winter Haven this year.

Grand-stand show proved extremely popular, with circus and vaudeville acts afternoons and Ernie Young's Revue as added night attraction. After an excellent first week Gasparilla Day on February 1 started the fair at top speed for the second week and it gained momentum with each succeeding day.

Last Tuesday, Governor's Day, Governor Cone, as special guest, participated in laying the cornerstone of the new (See TAMPA LEADS on page 80)

### 70-Year Circus Record Beaten

LONDON, Feb. 1.—World's Fair, annual circus, which closed last week at the Agricultural Hall, London, played to 220,000 people in its four weeks' season. This beat a 70-year-old record for the house.

Circus was the 13th of the series (See 70-YEAR CIRCUS on page 84)

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### Pix Interests Stop Tent Show

*"Folies de Nuit" set to go  
in Miami after spending  
thousands when enjoined*

MIAMI, Feb. 6.—Mike Special and his Folies de Nuit players, who were in the French Casino at Great Lakes Exposition, Cleveland, last summer, struck a snag in efforts to show Miami under canvas. This company has been playing houses since closing of the 1936 season of the expo to good business. The management decided it would play Miami, but found no suitable building or theater available.

Agent Pollock hit upon the idea of showing under canvas. A tent was rented from Billroy Comedians, laying off in an adjacent State. A spot was secured and license bought for this location. Paper was put up and news- (See PIX INTERESTS on page 79)

### Tentative Date For Paris Meet

PARIS, Feb. 6.—The Liberte Foraine, which is promoting an international convention of outdoor showmen to be held in Paris during the Paris International Exposition of 1937, has tentatively picked July or August for the meeting, but the exact date depends on suggestions from associations in foreign countries desiring to participate. Showmen's organizations of several foreign countries have already announced their (See TENTATIVE DATE on page 79)

# "Road" Needs More Dough; Stem's Super-Show Totters

*Weisgal seeks more backing—reported that take fails to wipe out weekly nut, despite rave notices—ask unions for personnel cuts—unions fight recordings*

NEW YORK, Feb. 6.—Meyer Weisgal's promotion and Max Reinhardt's production, *The Eternal Road*, is in danger of folding. The biggest indoor spectacle ever produced as a regular Broadway show, *The Eternal Road* has reached the point, after only four weeks, where it has been compelled to ask Actors' Equity Association, the stagehands' union and the musicians' union for special consideration. Altho it got off to good notices, it appears that the show has been unable to sell the higher priced seats and has not been able to meet the weekly nut, said to be \$35,000. With more than 40 backers reported already interested in the show, Weisgal is now trying to dig up new dough. Until this is forthcoming he has been in touch with the unions in an endeavor to have them okeh salary and staff cuts. He appeared before the Equity Cuts Board Thursday to plead (See "ROAD" NEEDS on page 88)

## Pix Painters Start Closed-Shop Drive

HOLLYWOOD, Feb. 6.—Decision to move for a closed shop for themselves and all other studio workers affiliated with unrecognized film studio unions has been made by the Studio Painters, Local 644. Formal action will be started Monday, when members will be asked to vote their officers full authority to seek recognition. Late this week other unrecognized unions were to be asked to join the move toward inclusion in the studio basic agreement. Initiative of the painters' body is a result of dissatisfaction with the tabling of requests along these lines at both State and AFL conventions.

Upon final passage by the membership, the painters will place their demands for closed-shop recognition and \$1 per six-hour day wage increase before the Motion Picture Producers' Association.

First to fall in line with the painters' drive will probably be the Studio Plasterers, Local 755. There are some 13 other non-recognized studio unions, but due to the different requirements in working conditions in each there's a possibility that requests for inclusion in the studio basic agreement will be passed up in favor of separate pacts.

## Theater Throwaway Becomes Newspaper

BUFFALO, Feb. 6.—*Movie Guide*, official organ of Shea Theaters, has attained the proportions of a tabloid newspaper. Sheet, which is standard tabloid-size newsprint instead of the usual smaller coated stock, is distributed to 50,000 weekly via the 12 Shea theaters and downtown restaurants and contains homespun articles, rewritten material from trade publications and periodic interviews with orchestra leaders, singers and other show people.

*Guide*, occasionally advertised from the screen, is open to all advertising accounts and runs a "Who Is This Star?" contest. Prizes offered are bus trips, permanent waves and theater tickets.

Periodical exists on a subsidy from the Shea organization in addition to its revenue from advertising.

## Chi Dancer Awarded 10 G's

RUTLAND, Vt., Feb. 6.—Dorothy Bushee, 26, Chicago professional dancer, was awarded damages of \$10,000 in Federal Court here last week. Miss Bushee sued Anthony Coarse, of this city, alleging negligence in operation of an auto in which she was a passenger. Claimed resulting injuries necessitated retirement from dancing.

## 306 and Allied Finally Merge

NEW YORK, Feb. 6.—Local 306 and Allied, rival boothman unions, finally entered into an agreement yesterday whereby Allied becomes absorbed in the larger body. Ending of the dispute, which had caused friction between boothmen and Independent Theater Owners' Association, was brought about largely thru the committee of intervention appointed by Mayor La Guardia.

Under the contract Local 306 and ITOA are signatories to a 10-year pact which calls for a 25 per cent wage increase in some 150 theaters thruout the boros. Allied's 200 unemployed will receive jobs.

ITOA and union officials will confer on wage scales at intervals of two years.

## Capitol, Albany, to Pix

ALBANY, N. Y., Feb. 6.—Capitol Theater, the only legitimate theater here, after being dark for several weeks reopened February 3 as a motion picture house under the management of William W. Farley, president of the corporation which owns the house.

The opening bill is the French picture *Carnival in Flanders*.

## Eaton Attacks Play Bureau's Awards as Phoney Fellowships

NEW YORK, Feb. 8.—Announcement of award of screen-sponsored Play Bureau's prizes, listed elsewhere in this issue, raised squawks from two of the recipients and one of the Bureau's sponsors that the money, ostensibly fellowships, was really an advance on royalties. Three who beefed are Walter Prichard Eaton, of Yale's drama department; Janet Marshall, winner and pupil of Eaton, and Robert Wetzel, another recipient of an award.

Eaton, under whose advice Miss Marshall declined the "fellowship" of \$2,500, denounced the Bureau with an explanation of the contract to which the recipient was required to agree. Obligations briefly call for two plays within the year, the Bureau to have an option on both, and in return the writer to receive \$500, the usual advance made by managers. Further, each play held by

## Publicity

NEW YORK, Feb. 6.—Latest screwy, but nervy, trick in press agency would have audiences at "Frederika" publicize the show and pay for the privilege. Oh, Mr. Shubert!

Publicity crew working the Lehar operetta conceived the idea of including telegram forms in the show programs. Sample wires given are all plugs for the musical. Western Union, in addition, has naively agreed to permit showgoers to boost the piece to their friends at the clipped scale of 35 cents for 15 words.

## Philly Ballet Set for Europe

PHILADELPHIA, Feb. 6.—Philadelphia Ballet Company will make a tour of European capitals beginning June 1, it was announced by Catherine Littlefield, director of the company. At the request of the French Government the troupe will pirouette first at the International Exposition on Art and Technique in Modern Life, which is to be held in Paris. Other scheduled performances include Brussels, June 8 to 14; The Hague, June 15 to 18, and an indefinite engagement in London starting June 21.

Company presents the American premiere of *The Sleeping Beauty*, under sponsorship of the Philadelphia Forum, February 11, and is expected to sail in mid-May, returning in July for appearances in Robin Hood Dell and New York's Lewisohn Stadium.

Company will take a personnel of 60 dancers, its own musical adviser and conductor, Henri Elkan, and technical advisers. Marks the first American invasion of the European ballet stage since the days of Isadora Duncan.

## Sales Tax Holds Attention in South

NEW ORLEANS, Feb. 6.—Sales tax controversy rolls merrily on in the South. Oklahoma, in a scramble for more revenue, finds its Legislature ready (See SALES TAX on page 28)

## First AFA Rep In Canada Set

TORONTO, Feb. 8.—American Federation of Actors has established its first Canadian office here in the Ford Hotel under Terence O'Donnell. According to O'Donnell, progress has been rather slow, but the last few days has shown some enthusiasm among performers. "Radio stations and booking offices have pledged their support," he said. First meeting is to be called this week-end. Licensing by the Ontario government of booking offices will be discussed.

The head of McClure Attractions here says he is pleased the AFA is extending activities to help Canadian actors. He said, "They have been sadly neglected and should be protected from unscrupulous agents," and pointed out that something had to be done to help Canadian actors or the best of them will leave for across the line, where they have some protection from chiselers and curb brokers. "Recently shows have been sold for ridiculously low figures," he said, "using a couple of good acts as headliners and filling in with amateurs and paying them off with a fantastic story and carfare thrown in for good measure."

## Chi Operators' Union Holds Annual Election

CHICAGO, Feb. 6.—Chicago Moving Picture Operators' Union, Local 110, has elected the following officers for the ensuing five years: Peter Shayne, president; Glen Sweeney, vice-president; Frank H. Clifford, business manager, and Neal C. Bishop, secretary-treasurer.

New executive board is comprised of Joseph Berinstein, Robert Burns, George Karg and James Sisco, while John Piotrowski, Louis Sbarbo and Edward Schulze make up the new board of trustees. Sam Klugman was re-elected sergeant at arms.

At a business meeting following the election Neal C. Bishop, Robert Burns, Frank H. Clifford, Frank Galluzzo, John Mulvaney and Peter Shayne were selected to represent the local union at the next IATSE convention.

## Indiana Censor Board Suggested

INDIANAPOLIS, Feb. 6.—Indiana State Legislature, before it adjourned for a week to permit the governor to devote all his time to the flood situation, was given two bills by members which are expected to be fought by motion picture house owners in the State.

The first would provide for the setting up of a censorship board somewhat similar to that now operating in Ohio and Illinois. Distributors, under the

(See INDIANA CENSOR on page 88)

## LELA MOORE

(This Week's Cover Subject)

LELA MOORE, impersonating two lovers in a novelty act, "The Dance of the Lovers," is considered one of the foremost feminine pantomimists on the stage today. Miss Moore began her theatrical career as a child motion picture actress and, as a member of the Theodore Kosloff Ballet, appeared in various ballet productions in films. Later she joined the Los Angeles Stock Company, where she played character roles as well as doing pantomime and after this she trained others for professional careers as actors and dancers.

Miss Moore has appeared in vaudeville and musical productions and when vaudeville was supposed to have been at a low ebb she played 49 weeks, making hops from Coast to Coast to fill engagements. Most of her longer jumps were made by plane and she has flown over 50,000 miles.

Among the musicals in which she has appeared were "Life Begins at 8:40" and the "Vanities." She played recently at the New York Paramount and the Roxy. While playing in the Pittsburgh production of "The Drunkard" in 1935 she was signed to a three-year contract by the Shuberts, this being still in effect but dormant for the nonce.

Miss Moore has just finished a short for Warner Bros. and recently took a screen test for 20th Century-Fox. William Morris office, thru Fred Elswit and Dick Henry, have booked her for European appearances and she opens March 5 at the A B C Theater in Paris.

## American Music Hall Clicks With Plush Saga of Yale Life

NEW YORK, Feb. 6.—In its fourth year now, the American Music Hall, once a church, has taken the most popular foothold of all the Gay '90 revival houses since Christopher Morley's noble experiments in Hoboken. Following a year's run of *Murder in the Old Red Barn*, John and Jerrold Krimsky are now

presenting a musical drama of life at Yale called *Naughty Naught '00*.

Done in 3 acts and 10 scenes, the play was written by John Van Antwerp, with lyrics by Ted Fetter, music by Richard Lewine, musical numbers staged by Morgan Lewis and sets designed and executed by Eugene Dunkel.

Story evolves around the romance of Frank Plover (we all know him as Merriwell) and Claire Granville, sister of his roommate, Jack. He survives the competition and insidious plotting of P. De Quincy Devereux, campus cad, who nearly contrives to ruin the day with his scheming.

Frank and his roommate, Jack, are members of the crew and must observe (See AMERICAN MUSIC on page 88)

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# AFM Licenses To Continue

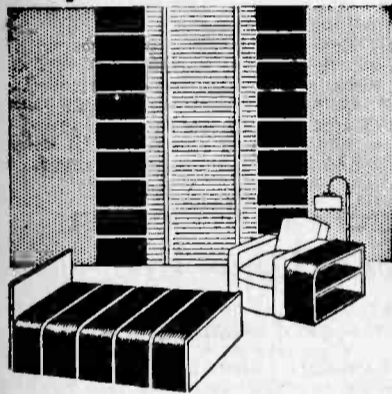
Checkup so successful in first year that it will be continued indefinitely

NEW YORK, Feb. 6.—Results of the American Federation of Musicians' licensing system, now one year old, are considered so successful by the AFM that it will continue this checkup on bands, agents and bookers indefinitely. Renewals for 1937 number more than (See AFM LICENSES on page 88)

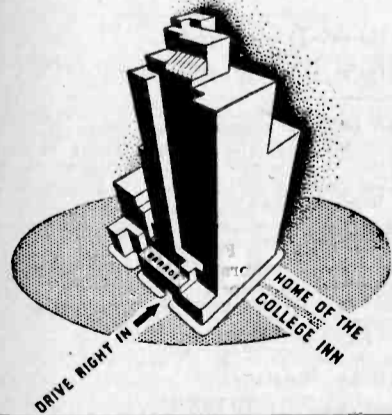
## American Academy Students Present a Barry Comedy

NEW YORK, Feb. 6.—The senior students of the American Academy of Dramatic Arts yesterday afternoon at the Empire Theater presented their fifth production and second Phillip Barry play of the current season. This time it was Barry's *Spring Dance*, which flopped dismally when Jed Harris presented it (at the same theater, incidentally) as the lead-off play of the current professional season. For Academy purposes, however, it's a good vehicle, since most of the youngsters are allowed to enact kids of approximately their own age.

At least one of the kids, as a matter of fact, did better than the corresponding youngster in the pro version—Maxine Stuart, who gave a vivacious, amusing and entirely believable performance as Sally, a part that was pretty



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## Cellophane Gum-Checkers

DETROIT, Feb. 6.—A new gum checker was proposed to Cliff Giesman, manager of the Michigan Theater, this week by its inventor. According to this man's idea, which he tried to sell to Publix's acc house here, the theater would provide neatly tagged cellophane bags for each patron to hold their gum during the show—number each one and return the gum after the show.

badly butchered in the original. And also scoring tidily was Sarah Kimmel, who overplayed Fran just a little bit, but who none the less managed to do a charming and effective job. Jane Anderson, as Kate, also came thru nicely, delivering an assured and intelligent interpretation. Helen Stone, in the featured part of Alex, was hampered somewhat by a voice that failed to carry and by a tendency to overspeed her more emotional lines, while Ginger Clements mugged energetically as Mady, a part that could be the fattest in the play.

As for the lads, James Hollowell displayed excellent appearance, a nice personality and real possibilities as Sam, a part that is more difficult than it looks; while Vincent Donahue got excellent effect from the early comedy of *The Lippincott*. Young Mr. Donahue bogged down a bit later on, but it's this reporter's guess that the tempo of the other players threw him off. Yale men can sue Jack Daly for libel for his interpretation of Hatton, and Princeton men could sue Gilbert Haggerty and Richard Brennan for libel for their interpretations of Doc and Buck—if it were conceivable that anything could libel Princeton men.

Charles Paul scored well as Mr. Beckett, Gloria Hatrick burlesqued a character bit as Miss Ritchie and Elaine Carr did nicely as Mildred.

An uneven performance of the first act of *A Bill of Divorcement* was given as the curtain-raiser, with excellent work being contributed by Marian Kate, Carol Moore and Clyde Robinson. Others included Christine Formby, Louise Symington, William Tracy and Arthur Sutherland. **EUGENE BURR.**

## Van Cronkhite Resigns As WBBM News Director

CHICAGO, Feb. 8.—John Van Cronkhite has resigned as news director of WBBM-CBS, effective March 1. It is understood that the resignation was handed Les Atlass, CBS Western vice-president, last month. Both web and Van Cronkhite say there is no rift, latter feeling that he had completed the job of organizing the CBS key station's new department and putting it on a paying basis.

Van Cronkhite said he was not at liberty to disclose future plans other than to say he would be active in radio news work, but it is understood that he is considering several offers from other major stations to take over news, including proposition from WBBM's chief rival, WMAQ, NBC key station.

Van Cronkhite came to WBBM-CBS last May from Transradio Press Service. While with CBS he created and authored the *Wrigley Mortimer Gooch* show as well as *Little Brown Book* and *History in the Making*. It is said that WBBM's news department will be merged with the continuity department under the supervision of Buck Weaver, Van Cronkhite's assistant.

## MBS Does \$187,361 in Jan.

NEW YORK, Feb. 8.—Total gross billings of \$187,361 represent income of the Mutual Broadcasting System for January of this year. Basic stations of the chain were accountable for \$140,768, with the supplementary stations filling in balance. January income showed a drop, as expected, for MBS as compared to December, 1936. In that month chain garnered \$193,500 as its total.

## Cincy Again Normal; Coney Hardest Hit

CINCINNATI, Feb. 6.—The 1937 flood made the famed deluge of '84 look like a tank affair, but it, too, is now a memory as the Queen City returns to normal.

Movie theaters, closed for 10 days, were open from 10 a.m. to 3 p.m. Thursday (4) and resumed full-time schedule (See CINCY AGAIN on page 77)

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## Radio Musicians' Wages Increased in Chicago

CHICAGO, Feb. 6.—A new wage scale for musicians employed by local radio stations, with the exception of NBC, CBS and MBS, went into effect the first of this week, giving an increase of \$5 per man per week. Working hours were cut from five hours and 50 minutes per day to five consecutive hours daily, six days a week. Station WCFL, WLS, WJJD, WCBD, WEDC, WGES, WHFC, WSBC and WAAF were affected.

In addition WCFL and WLS must employ a chief librarian whose time shall consist of six hours a day six days per week at a salary of \$75 per week. Librarians are not permitted to work as instrumentalists or as arrangers. The new wage agreement expires January 31, 1938.

## Teachers Plan Benefit

NEW YORK, Feb. 6.—Exhibition of social dancing will be sponsored by the New York Society of Dancing Teachers at its annual benefit ball February 21 at the Hotel Roosevelt here. In addition to the society's own show there will be performances by various other artists, including Carola Goya, Collette and Barry and Miriam Verne. Committee in charge includes Ross D. Ackerman, William E. Heck, A. J. Weber, Thomas A. Riley, Oscar Duryea and others.

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<p><b>STOCK TICKETS.</b> Rolls of 2,000. 1 Roll ..... \$ .50 5 Rolls ..... 2.00 10 Rolls ..... 3.50 50 Rolls ..... 12.50</p> <p>Double Coupons Double Price. No C. O. D. Orders.</p>	<p><b>A Circus Without A Clown Would Be No Circus</b> With 46 Years' Experience in the</p> <p><b>TICKET BUSINESS.</b></p> <p>With some of the best Ticket Machines in the Country, we will give you the service in which you will be pleased. Send us your inquiry.</p> <p><b>THE TOLEDO TICKET CO., TOLEDO, O.</b></p>
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# STYMIE FORD SPOT SQUAWK

## It's a Lovely Idea, Stations Say, But Won't Act on Request

*Networks on spot, since they can't ask stations to give up income—WLS and WBIG agree to drop plugs—quitting practice might mean rate structure upheaval*

NEW YORK, Feb. 6.—Sympathy and a lot of head nodding seems to be all the results gathered so far by the squawk made recently by the Ford Motor Company against outside commercial chain break announcements as indulged in by network stations on big-time programs. Ford, with its advertising agency, N. W. Ayer & Son, recently protested to both NBC and CBS, on which it has programs, that the practice of the web's stations of inserting local spot announcements before, at the half-way break and end of the Ford time, seemed to them to be not only bad radio but an unfair practice and that it should be discontinued. At the same time Ford said that such announcements that they had placed had been discontinued.

Several major steps will have to be taken before and if any change in this practice evolves. It doesn't look encouraging for these steps. One principal reason hampering action would be that it would almost certainly necessitate an increase in both station and network rates. Another is that advertisers aren't united, either as national or local media buyers, on the proposition.

Networks' position is more or less of this attitude: The chains agree with the Ford theory, but aren't, for several reasons, in a position to help remedy the situation, and as a result have been non-committal in their attitude towards Ford's squawk. Chains figure they cannot have themselves in a spot where they will be insisting on any change which would definitely cut down on their stations' incomes. Break annies of this nature get a rate out of proportion and higher than usual time prices, because of the larger audiences figured listening to the major programs involved. It's felt to be certain that if the chains were insistent, then the stations' comeback would be to demand more money from the networks than paid now under station contracts, this amount considerably below regular station rates. Only chain that wouldn't be affected by this is Mutual, which pays its affiliates card rates.

### Rate Upheaval

Such rate increases as would be necessitated by taking away the stations' annie income, according to time buyers, would be a general overall network increase of possibly 50 per cent. Entire radio rate structure would be thrown into chaos.

Two stations have definitely committed themselves as desisting from the practice. WLS, Chicago, thru Glenn Snyder, and WBIG, Greensboro, N. C., thru Edney Ridge, supporting the Ford position. In the case of WLS, station recently put a definite limit on the amount of commercial time it would sell. Some other station managers have verbally approved and sympathized with the advertiser. But it will cost money, they say, and some adjustment must be made. Ridge told Ayer that his station sold no such announcements unless network advertiser approved the deal.

Ford has no brief against time signals, weather reports or similar service spot announcements. Advertiser does claim, however, that some spot users use these service breaks as a subterfuge for long-winded plugs which hurt the shows they precede or follow. Ford attitude is also based on its own practice of limiting commercials, Ford taking less sales talk time than any other national radio user. Auto firm points out that with these chain breaks, it means that there are three commercials involved upon occasion. A half-way insert annie means that the closing commercial for the national advertiser is followed by the spot plug and that in turn by the opening blurb on the second half.

Meanwhile, Ford and Ayer are still exerting as much pressure as possible to get the situation cleared up. Indications are that advertiser and agency associations will be brought into the picture. Previously such organization attempts wound up as accomplishing nothing.

## Kate Smith Show Denies Lawsuits

NEW YORK, Feb. 6.—Whether the *Command Appearances* on the Kate Smith stanza will be reinstated or not depends on the number of fans requesting that the guest idea be continued. Program has been drawing heavy mail, and letters should indicate whether fans miss the hero-guests.

*Appearances* idea was dropped during the flood emergency in order to focus attention on heroes of the disaster and to contribute the money usually given as awards to flood relief work. Also to get some publicity.

Report on radio row that *Appearances* were dropped because of pending lawsuits against Atlantic and Pacific Tea Company, sponsor, brought by individuals or firms mentioned on the spots, was denied by the firm. Talk was that the alleged suits had been instituted by a transportation company, among others, because of an implication that its equipment was defective and passengers endangered by such equipment. Ted Collins declared such statements were "not only untrue but utterly ridiculous."

## McKee Sticks as CWC Radio Chief

NEW YORK, Feb. 6.—Change in plans has J. H. (Hi) McKee staying on as radio director for Cecil, Warwick & Cecil ad agency. McKee announced his resignation last week.

Understood that the director will stay on for a period longer than the four weeks announced.

## Willet Brown East

LOS ANGELES, Feb. 6.—Willet H. Brown, assistant manager of KHJ, went east this week in an effort to clear time for Coast shows to air thru Mutual from KHJ and the San Francisco Don Lee outlet. Understood that Chicago and Cincinnati stations in the chain are booked solid with regional commercials, blocking the way for transcontinental airing of local programs.

## Spot Announcements Getting Sponsor's Showmanship Study

NEW YORK, Feb. 6.—While a leading advertiser, Ford, is attempting to do away with chain break spot announcements, other advertisers are trying to get the quickie spots out of the routine class and into the showmanship rating. Indications are that the clammy "Quinces' nut soup is the best in the world" type of announcement may be generally replaced by punchier sales messages carrying, if not entertainment, then, at least, a different and smarter approach.

A food sauce recently using WHN, New York, got away from the routine quickies by using George Givot in a comedy role as a cook, plugging the virtues of his "Acropolis Number Seven" eaterie and the sauce, as well.

Another account to try something out

## Not Perfume Scented

PHILADELPHIA, Feb. 6.—When WIP grooved Dr. Jeremiah P. Shaloo, professor of criminology at the University of Pennsylvania, for a weekly spiel on interpretations of present-day penal problems station never figured the postman would get round shouldered dragging in the fan mail. Whereas crooners get mushy matter in their mail, Dr. Shaloo has created a following at the Eastern State Penitentiary here.

Notes of appreciation are signed Mike the Rat, Cyp the Blood, Slug Swenson and Cell 29523 telling him: "We think you've got something there."

## Sponsor Plugs for 1939 Frisco Fair

SAN FRANCISCO, Feb. 6.—At a meeting of radio scribes, trade-paper representatives, agency executives from Devlin & Wadsworth and officials of the Golden Gate International Exposition held in the NBC conference room last week a transcription of the first program in the *Treasure Island* series was previewed. Series, sponsored by the Owl Drug Company, starts tomorrow on the Coast NBC Red network.

A record of the creation of an island in San Francisco Bay on which the 1939 exposition will be held and of the gradual evolution of the exposition as a symbol of Western development, the quarter-hour show will consist of a quartet and Cliff Engle, "The Voice of the Exposition."

Engle, who recently took leave of absence from NBC's announcing staff in order to devote most of his time to this show, is doing the research and the writing, as well as the air work.

*Treasure Island* is the first of what is anticipated will be many air shows dealing with some phase of the big fair, which, altho still two years away, is already a vital factor in San Francisco life.

## Boggs Leaves WAAF; Joins WGN Sales Staff

CHICAGO, Feb. 6.—Norman Boggs, for the past two and a half years commercial manager of WAAF here, has joined the sales staff of WGN. He takes the place of George Harvey, who joined the sales staff of Mutual.

Boggs was with WAAF since 1931.

## Crosby Gaige To Do An Ida Bailey Allen

NEW YORK, Feb. 6.—Crosby Gaige, legit producer, turns radio performer on NBC February 22 for Mueller foods. Gaige will emcee a food and kitchen series, talking about famous recipes, favorite dishes and the like. Gaige, who is well known as an epicurean, has been trying to sell the show for some time, with the sale made by Grombach Productions.

Agency is Kenyon & Eckhardt.

## Papa Loves Sonny But Burns Sponsor

NEW YORK, Feb. 6.—Publicity blurb making the dailies this week that Yehudi Menuhin, kid fiddler, would draw a "record" salary for a guest appearance drew a hefty burn, say insiders, from Ford Motor execs, his sponsors for that shot. Menuhin will appear with his kid sister, pianist, on the Ford Sunday evening symphony series.

Claim is that young Menuhin's father broke the story with the dailies, with the advertiser desirous of holding off on breaking the news until the actual date drew closer. The top salary claim isn't the McCoy, as some individual performers have drawn higher cabbage returns for their guest appearances.

Ford burn was a little more acute because Menuhin played on the General Motors Sunday symphony a week before he was signed by Ford. For the GM show the kid violinist was paid \$6,000 as against the quoted Ford deal at \$10,000 for both kids.

N. W. Ayer handles the Ford account.

## Fidler Finds Gab Pays; Shampoo Series

HOLLYWOOD, Feb. 6.—Jimmie Fidler, movie gossip, switches from Luden's coughdrops to Procter & Gamble's Drene shampoo sponsorship March 9 after washing up with Luden's the previous week. He will use the same air time on NBC without missing a single broadcast. New deal is for two years with the usual options, starting at \$2,250 per week and graduating progressively until \$2,750. Understood Canada Dry had offered him a more lucrative proposition, but chatterer was forced to turn it down due to previous commitment.

## Agency Misses on Free Time Program

CLEVELAND, Feb. 6.—The advertising program slated for WGAR, with the station giving free time and service for a half-hour period to advertising agencies seeking new ideas and talent to try out, failed to materialize on January 30. Time was allotted to the Frank Hubbel Agency, of Cleveland.

Among other acts, Hubbell listed "Singin' Sam" (Henry Frankel), who was preparing material in Cincinnati. When Saturday came Cincinnati was cut off by the Ohio flood, necessitating the postponement of the program until a later date. Tonight's program will be taken over by the Spencer Kay Agency, of this city.

## Believe It or Not; Emsee Turns Author

BUFFALO, Feb. 6.—Clinton Buehlman, Buffalo Broadcasting Company's WGR emcee on the *Musical Clock* program, is now busy writing a book. It will contain items, wisecracks, poems and "pep" stuff that he has used on the air. It will be sold over the air during the last two weeks in February.

Buehlman celebrates his fifth anniversary "on the clock" February 15.

The *Musical Clock* program is co-operatively sponsored.

## Shults Named Manager at WBNY

BUFFALO, Feb. 8.—Elliott H. Shults became the new commercial manager of WBNY this week. He represents an increase rather than a replacement in the staff of this station. Roy W. Albertson, general manager and owner, formerly personally took charge of the commercials, but claims that added responsibilities, an outcome of increased business, made it necessary for the addition to the station personnel.

Shults, Buffalo born, comes from New York City with several years of radio experience behind him. He was recently with King Productions, Inc., self-owned and operated, but does not plan to sever connections with it despite his new post in Buffalo.

## ACCOUNT PLANS

**BENRUS WATCHES** wants to buy more time signal spots but hasn't managed so far to land any choice spots, with Bulova claimed to have a "monopoly" on these break-in spots.

**CANADA DRY** is figuring on a 13-week spot announcement campaign to start around February 22.

**ROI TAN CIGARS** resume radio April 1. Will spot their business, except for a network deal on the Pacific Coast.

**ROYAL LACE PAPER** is making up its station list for five-minute platters. It's a test for this account.

**RUMFORD BAKING POWDER** will use a small radio budget in about seven cities. Plans not set.

**CERESOTA** is figuring on a new station list for its campaign. Product aims at the farm market.

**CRYSTAL WHITE** has placed announcements on WHIO, WOW and XTRH.

**DEVOE & REYNOLDS** will place biz in the Southwest in the spring. Paints.

**DODGE** placing considerable amount of used-car spot announcements.

**FERRY MORSE** (seeds) will probably switch campaign from the Ohio section, because of the flood, to the Southwest.

**BENAY ART EMBROIDERY** and Tri-Pack, thru Albert Frank-Guenther Law, Inc., will place campaigns on women's participation programs.

**GRUEN** Watches figure on a campaign, but because the factory is located in Cincinnati plans are up in the air.

**LOG CABIN Syrup** may drop its network campaign.

**PALM BEACH Cloth** figures on a radio campaign, using weather reports, time signals, announcements. Metropolitan coverage wanted.

**SILVER DUST** placing a campaign on 23 stations. B., B., D. & O.

**DAIRY MAID Baking Powder** (H. W. Kastor) placing platters on 11 stations.

**LARUS & BRO.** adding, thru Marschalk & Pratt, to their WBS platter series, *Moments You Never Forget*.

**DRANO** (Drackett Company) after a test on WLW, is spotting a 22-station campaign for a sketch called *Hello, Peggy*. Ralph H. Jones Company, Cincinnati, agency.

**MATRIX Shoes** spotting thru Geyer, Cornell & Newell a weekly 15-minute stanza called *Time To Relax*. Station list counts 25.

**H. B. DAVIS COMPANY**, paints, thru Van Sant, Dugdale Company, using five-minute dramatic sketches. World Broadcasting made the waxes.

## Penna. Stations To Hold Meeting

**HARRISBURG, Feb. 6.**—C. G. Moss, executive secretary of the Pennsylvania Independent Broadcasting Association and manager of WKBO, Harrisburg, said today that the independent group will meet in the near future, probably at Scranton, to discuss the copyright situation and make final arrangements for a State network. Moss said the line rate revision, which became effective February 1, with lower tolls for distance service, will hasten the plan.

A State-wide network for the Pennsylvania independents is now a certainty and will be operating within several months, Moss said. Approximately 20 stations now belong to the association. Several programs have been offered to the group.

## Bill Hart on Frank Fay's Comeback Stanza

**LOS ANGELES, Feb. 6.**—Frank Fay is reading a show, comprised of old-time names, for radio. Program will be of an impromptu nature, stressing comedy. William S. Hart, former horse opy star, will be included.

Several agencies are interested in the idea, but nothing is set yet.

## Georgia Hot Licks

**NEW YORK, Feb. 6.**—Following p. 5 was on a letter received in the New York office of The Billboard this week, wherein George Tucker, the sender, asked that his route listing be corrected. Tucker has an orchestra.

"Would appreciate a little pluge (sic) in your next issue that myself and boys are doing rite nice with three commercials a day over this station (WAYX, Waycross, Ga.) while working Island (St. Simons Island, Ga.) at nite. Folks down this way like that swing music and a fast six-piece band is what we have to dish it out with. Piano, Drums, Bass Fiddle, Sax Trumpet Trombone. Front men double strings."

## Cowles' "Look" Using Air Spots

**DES MOINES, Feb. 6.**—Gardner Cowles Jr. is using radio time for his new monthly magazine *Look*, adding the ether to one of the largest ad campaigns ever used to launch a new publication. Radio promotion is being handled by Dave Nowinson, press chief for the Iowa network, of which Cowles is chief, with Nowinson also doubling as press director for *Look*.

Schedule so far includes announcements on WJAS, Pittsburgh; WBNS, Columbus, O.; WFBM, Indianapolis; WCAE, Pittsburgh. Teaser announcements are being used.

Mag went to 800,000 on its first issue.

## Three Sponsors Share "Lone Ranger" Serial

**SAN FRANCISCO, Feb. 6.**—The *Lone Ranger*, Western serial on Mutual, gets an additional and third network sponsor starting next week on KFRC. Paying the tariff here is the Kilpatrick Marvel Bakery, going thru Emil Reinhardt. Another account sponsors the show in Los Angeles.

On the Eastern end of Mutual, Fisher Baking sponsors the show, which has been on for about three years. Program originates in Detroit.

## Air Features Gets New Edgeworth Show

**NEW YORK, Feb. 6.**—Blackett-Sample-Hummert, Inc., will take over the Edgeworth-Domino (Larus & Bro.) show when the current contract with Marschalk & Pratt, Inc., expires. Present stanza, *Moments You Never Forget*, is an e. t. job, sketch and music. Air Features will produce the new one, a musical. B.-S.-H. agency took over Larus & Bro. newspaper and periodical advertising several weeks ago.

*Backstage Wife*, sponsored by Dr. Lyon's tooth powder in the States, goes on 12 Canadian stations, with Bayer Aspirin paying the bill. B.-S.-H. the agency.

## Macfadden Increasing Radio Plans; Pay and Cuff Programs

**NEW YORK, Feb. 6.**—Macfadden Publications, gaining in circulation since the muscle and true story group went radio in a big way, are increasing their dual radio activities. Usual orthodox sponsored programs are used as well as a form of participating programs. Regularly-sponsored stanzas include *True Story*, *True Detective*, *Hollywood Gossp*, *Personal Problem Clinic* and news broadcasts, latter just starting.

Second method has Macfadden supplying scripts or e. t.'s to stations free. Outlets use these programs as sustainers or sell them, with Macfadden taking a bow in either case. Indie and regional network stations in all sections of the country are served with the scripts and mutual plugging systems arranged.

Idea is not new, similar arrangements having been used by *Doc Savage*, pulp mag, and *Radio Guide*, but none to the proportions of Macfadden. Stations may select e. t.'s or scripts. Indies desiring to develop community interest are advised to take scripts and have local theater and church groups handle the thespianing. Shows are, of course, sim-

# Babe Ruth, Speaker, Fonseca Set for Baseball Broadcasts

*Plenty of competition this year between Kelloggs and General Mills on sports broadcasts—scramble for grid games—Socony, Atlantic spending freely*

**PHILADELPHIA, Feb. 6.**—Signing by Atlantic Refining of a group of former baseball stars to handle their sponsored broadcasts of Chicago major league is regarded as the tip-off on stiff competition during the coming year on sponsored sport broadcasts. Oil company signed Babe Ruth, Lew Fonseca, Three-Fingered Mordecai Brown and Tris Speaker. Atlantic Refining and Kelloggs, handled by the N. W. Ayer agency, are mainly battling General Mills, which has almost a monopoly on the baseball games open for sponsorship. There are rumors here that

for the first time some one or more of the three New York major league teams will lift their ban on game broadcasts. Giants, Yankees and Dodgers have refused, previously, big offers to let a mike stay in their parks the entire season, only opening games going on the air.

Atlantic is also sewing up its football schedule for the fall, leading in that category last season. Socony (Standard Oil) is taking the rubber band off the bank roll to get into this same field. Claim is that Socony is putting up plenty of competitish for some of the grid games Atlantic had last year. In some cases, it's said Socony and General Mills are working together on some of the broadcasts sought.

Dolly Stark, veteran umpire, who quit that job last season because he wasn't given the money sought, and who went in for ball game broadcasting, is expected to go back this year to his first field.

## Happy Days as KTAT Hangs SRO

**FORT WORTH, Tex., Feb. 6.**—KTAT had a time SRO sign up one day last week when the entire 16½ hours were sold, with no sustainers being aired. News flashes, weather reports, musical features, philosophy chats, Bible class and dedication of new bus terminal were included in the sellout. Six co-operative programs were sold out in excess of card rates for periods.

No-more-room sellout was exploited by the station on the air and thru direct mail, and local dailies also gave it a mention.

## Undertaker Uses Ether To Spur Boston Burials

**BOSTON, Feb. 6.**—Metropolitan Funeral Service has bought 13 15-minute programs, tagged *News of the Week*, for Sunday p.m. distribution, spieled by Knox Manning.

Wooden coat firm is out for the biz and will tell how much more pleasant it is to be buried in its equipment. Contract winds up April 11.

Agency is Harry M. Frost Company.

## Eddie Dunham's Wax Job

**LOS ANGELES, Feb. 6.**—Edwin Dunham, Ruthrauff & Ryan ad agency radio director, arrived here this week from New York. He'll direct Frank Morgan in a series of 13 disks for Dodge autos.

## Marconi In; Baird Out

**LONDON, Feb. 6.**—British Broadcasting Corporation has adopted the Marconi-Emi television system as official equipment and has dropped the Baird Television methods. Both systems had been used for a trial period to determine the one suitable for vision broadcasts. Electrical and Musical Industries stock, which controls the Marconi-Emi system, rose slightly, while Baird took a slight drop. Baird receivers can pick up Marconi-Emi transmission.

## Central Casting, Hays Stymie Show

**LOS ANGELES, Feb. 6.**—New program series announced by KFI some weeks ago reached a standstill this week when both the Hays office and Central Casting Bureau refused to co-operate. Idea would use film extras in an amateur dramatic and variety series patterned along the "discovery" series of Major Bowes and Havens MacQuarrie. Idea was tentatively tabbed *Hollywood Extra*, and Francis X. Bushman has been penciled in for the emcee spot. The station will go ahead on its own, however, and produce the shows without the aid of any of the film agencies. Idea was considered in several instances in the past by the networks, but with Central Casting turning thumbs down each time it was dropped. Program starts about the middle of this month.

Same station is having difficulty getting talent for another one of its proposed shows, dealing strictly in imitators and mimics. List of applicants for hearings has been so slim that the idea will have to be set aside.

## See NBC Opposish to CBS Symp Via Toscy

**NEW YORK, Feb. 6.**—Arturo Toscanini, ex-conductor of the New York Philharmonic symphony, has been signed by the National Broadcasting Company for a three-year contract. Toscanini will conduct the NBC symphony, starting late this fall.

Announcement has musical and radio circles aflutter, because it means big-time opposition to the CBS broadcasts of the Philharmonic symphony by the man who for many years led the class ork.

Programs will not be sponsored.

## "Ma 'n' Pa" To Talk Five Times a Week

**NEW YORK, Feb. 6.**—Atlantic Refining Company's sketch, *Ma and Pa*, on CBS, goes from a three-a-week to a five-week schedule March 1. Program has been on only a short while but has clicked. Parker Fennelly and Margaret Dee play the leads, scripting by Wyn Burton.

N. W. Ayer is the agency.

**Lion Turns Radio Critic**

DETROIT, Feb. 6.—Considerable excitement occurred at the Shrine Circus Monday night during a WJBK broadcast. Remote control apparatus was installed alongside the lions' cage. A lion went slightly balmy and tried to climb the side of the cage. Operator took one look above him and vanished as quickly as a wisp of smoke on the night air. The lion was subdued with a few blank cartridges. P. S.: Operator was seen later Monday night on the road to Ypsilanti doing a Jesse Owens, according to station report.

**Boake Carter Writes Again**


PHILADELPHIA, Feb. 6.—Having been renewed for another 52 weeks, effective February 22, Boake Carter, Philco news commentator, turns literary to publish another book. Under the title, *This Is Life*, tome will be a collection of his outstanding broadcasts during five years on the networks.

NEW YORK, Feb. 6.—K. G. Hollinshead, formerly sales manager of the Brennan Cole Company and of Stewart & Hollinshead, direct mail specialists, joined the local office of Roesler & Howard. Firm specializes in foreign language programs.

**ARTHUR KAY**

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

**EDDIE PAUL**  
Musical Director  
ROXY THEATRE, N. Y.



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

**TITO GUIZAR**  
Appearing Nightly  
MAISONNETTE RUSSE,  
New York.

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

**Glaude Hopkins**  
on tour  
AND HIS ORCHESTRA  
EXCLUSIVE MANAGEMENT  
ROCKWELL O'KEEFE INC



**N. Y. Station Publicity Chart**

NEW YORK, Feb. 6.—Following tabulation shows how New York stations made out on publicity during 1936. Not included in this compilation are breaks stations made in the news columns by broadcasts of feature caliber, such as the recent flood broadcasts. Columnar mentions are listed under our own heading; program highlights or best program bet breaks are recorded under highlight mentions. Third column is the combined total.

WABC, New York CBS outlet, leads the main gang of New York broadcasters, a publicity position held by that station for some years. WEAf, WJZ and WOR follow in that order. WMCA is close on WOR's heels, with WHN, the next station, showing a fairly large difference between it and WMCA.

Compilation is based on a 13-month year of four-week months to allow yearly comparisons. Period covered by this tabulation is from December 29, 1935, to December 26, 1936, inclusive. Nine New York dailies and three

Brooklyn dailies are used in the compilation.

Station	Column Mentions	Highlight Mentions	Year's Total
WABC	4,787	13,004	17,791
WEAF	4,460	11,827	16,287
WJZ	4,337	11,238	15,575
WOR	2,113	4,991	7,104
WMCA	1,654	4,679	6,333
WHN	758	3,108	3,866
WINS	853	2,160	3,013
WNEW	313	2,461	2,774
WNYC	228	1,341	1,567
WEVD	82	1,074	1,156
WBNX	58	183	241

**KWKH Tops "Hello World" in Court**

NEW ORLEANS, Feb. 6.—A \$21,250 judgment which the Hello World Broadcasting Company, former operator of Radio Station KWKH in Shreveport, obtained in the District Court of Caddo Parish against the present operator, International Broadcasting Company, was annulled and dismissed by the State Supreme Court Monday. In dismissing the suit the Supreme Court said it was of the opinion that the jury "manifestly erred in its application of the law, as well as the evidence."

According to record in the proceedings, the Hello World Broadcasting Corporation in 1933 sold the radio station to the International company for \$50,000 cash plus \$5,000 "time on the station." Plaintiff contended one of the principal motives of the sale was the obligation on the part of the International company to operate KWKH "upon its licensed clear channel wavelength of 850 kilocycles."

The Hello World company, thru its president, W. K. (Hello World) Henderson, contended that the International company violated terms of the contract by entering into an agreement with the Loyola University radio station, WWL, New Orleans, whereby the defendant relinquished and assigned the clear channel wave length of KWKH on 850 band and received in turn \$25,000 in cash and an assigned 1,100 k. c., full time, subject to approval of the FCC.

Plaintiff said that this action was not authorized by the sale and contended it should be paid \$35,000 more and \$2,750 for unused radio time, which it claims was useless because of the wavelength change.

Experts testified at the hearings here that the new wave length of KWKH was as good or better than the old one.

**Packard Renews; Adds Four Writers**

HOLLYWOOD, Feb. 6.—Entire radio cast of the Fred Astaire-NBC show for Packard has been optioned for another 13 weeks. Sharing the extension are Charlie Butterworth, Conrad Thibault, Trudy Wood and Franca White and Johnny Green's Orchestra.

Several writers added for the period include John P. Medbury, Austin Peterson, Eddie Moran and Jess Oppenheimer.

**Cleveland Stations In Union Troubles**

CLEVELAND, Feb. 6.—Labor trouble hit two stations here during the week. Charges are made by Local 45, Automobile Workers' Union, of the Fisher Body unit, that WHK has voided its contract in refusing to allow them to continue broadcasts presenting their side of the strike controversy. Unit reserved 10 minutes each evening to present its case, announce meetings, dances and benefits. Two censorships by station of material submitted were followed by notice from C. A. McLaughlin, sales manager of WHK, that broadcasts were thru. Station claimed situation had been fully covered and nothing remained to be said. Union insisted that time should be continued under the agreement. Senator Robert J. Bulkley has promised to present union's side to the Federal Communications Commission, but meanwhile the unit is off the air.

WTAM developed orchestra trouble for its share. Question as to what constituted a staff orchestra brought threats of strike by players, and station, for its part, announced it was willing to continue sans musicians. Present arrangement calls for 15 men for 15 hours per week. Station wanted to trim number of musicians. Finally agreement was reached for present staff of 15 players to remain. Now they are split on what time is to be fixed up. Station wants 10 hours per week; players insist on 15 hours. Attempts to compromise at 12½ hours have gone foocoy.

**WIP's Production Circle**

PHILADELPHIA, Feb. 6.—WIP's production post continues to rotate among the announcing boys. Lynn Willis, senior announcer on staff, takes over the duties, with Alun Williams sticking to his speliing chores. John Facenda makes a new addition to the word builders.

**Nineteen Accounts Spot Biz In Latin America Since January**

NEW YORK, Feb. 6.—Conquest Alliance Company has placed the following Latin-American business since January 1. Increase over the same period last year is shown.

Accounts are: American Tobacco (Lord & Thomas), half-hour weekly, *Hit Parade*, on KGMB-KHBC, Hawaii, thru April; Dr. Bolet (direct), spot announcements for six months on HJTABB, Colombia, and YSS, Salvador; Carter Medicine Company (National Export Company), e. t. announcements on 30 Latin-American stations; Quaker Oat Company (National Export Company), quarter-hour live sketch shows, on CMS-COCX, Havana; Gillette (Ruthrauff & Ryan), eight months' three-quarter-hour *Community Sing* on KGMB-KHBC, Hawaii; Kolynos Tooth Paste (John F. Murray Company), quarter-hour musical e. t.'s on five Colombian and two Cuban stations and 26 quarter hours on nine Brazilian and one Manila stations; Listerine (National Export Company), three-quarter-hour amateur show, on KZRM, Manila, and 39 half hours, CMW,

Havana; Prophylactic (National Export Company), 26 half-hour amateur shows, LR4, Buenos Aires; Prophylactic Tooth Brush (National Export Company), 52 half-hour amateur shows, KGMB, Hawaii.

Also, Lenthieric (Squibb) Perfumes (direct), 12 half hours live ork. WKAQ, Puerto Rico; Lever Bros.' (direct), 26 half hours, KGMB-KHBC, Hawaii; Chesterfield (Newell Emmett) 104 half hours, KHMB-KHBC, Hawaii; Procter & Gamble (Blackman Company), one-minute spot announcements, KHMB-KHBC, Hawaii; Sapolin Company (National Export Company), spot announcements, CMQ-CMKD, Cuba; Standard Oil, N. J. (McCann-Erickson), one-hour live ork-variety show, CMX-COCX, Havana; Vicks (Morse International), music, KGMB-KHBC, Hawaii; Zonite (Gotham), 26 quarter hours live music, HRN, Honduras; Fourgera (Small & Keiffer), 26 quarter-hour e. t.'s, WKAQ, Puerto Rico; Richard Hudnut (direct), hour dance ork daily, CMX-COCX, Havana.

**Promotion Shorts**

WFIL, Philadelphia, is providing advertisers and agencies a permanent record of its accomplishments in the art of radio merchandising. To each was mailed an attractive black and silver, standard size, cardboard file containing proofs of recently inserted newspaper ads. The index flap of the folder bore the inscription "WFIL—Sales Promotion." On the front, inscribed in bold type, an admonition urged recipients: "Keep permanently, more evidence of WFIL sales promotion coming."

WPG, Atlantic City, N. J., extended full co-operation to the Memorial Craftsmen of New Jersey, meeting in convention last week. Hoping to curb speculation in cemetery lots and legislation to keep irresponsible dealers out of the memorial business, WPG broadcast from its studios a radio skit exposing the methods of high-pressure cemetery lot salesmen. Broadcast was carried to the conventioners thru an amplifier in the meeting hall.

Film houses and radio have made a mutual-plugging tieup in Green Bay, Wis. Two local theaters run screen flashes advising fans of the radio features, while WTAQ mentions the local picture entertainment on its *Hollywood on Parade* stanza four times weekly. Other co-operative tieups have been made with stores and banks, and window displays have been placed in local emporiums and treasure houses.

Feen-a-Mint show, Mutual, distributes imitation guns to its studio audience. Shooters are of the familiar paper construction and make a loud report when drawn thru the air. Gadgets fit in neatly with a regular part of the show, the Ray Knight "firing squad." Each week a public pest is eliminated and the studio audience joins in to finish him off by using their give-aways.

WNBC, New Britain, Conn., makes occasional visits to its foreign-language audience social affairs and distributes samples of various merchandise advertised. In addition to these offerings broadcasts are sometimes made from local barn dances and other gatherings.

**MBS Re-Elects in Chicago Meeting**

CHICAGO, Feb. 6.—The Mutual Broadcasting System held its first general meeting of members and affiliated stations to discuss sales problems at the Palmer House early this week. Meet was attended by 26 representatives of stations and chains associated with the network.

W. E. Macfarlane, president of MBS, gave a brief address of welcome before the general sales meeting and discussion and outlined the progress made thus far by the network and its prospects for the future.

The general sales discussion, which took up the greater part of the meeting, is said to be the first one in the history of broadcasting that affiliated stations of a network were invited to attend and to participate in open discussion of the network's sales problems.

At the annual meeting of the board of directors, held the day before the sales convention, all officers and directors were re-elected for the coming year. Officers are Alfred J. McCosker, chairman of the board; W. E. Macfarlane, president; T. C. Streibert, first vice-president; E. M. Antrim, treasurer-executive secretary, and J. A. Cotey, auditor. Board is composed of Alfred J. McCosker, W. E. Macfarlane, Jack I. Straus, T. C. Streibert, E. M. Antrim, E. W. Wood Jr., and Fred Weber, who is also general manager of the network.

Besides the officers named, the meeting was attended by Dave Chrisman, Jack Overall and Robert Schmid, MBS, New York; A. N. Hult and George Harvey, MBS sales staff, Chicago; Ed Wood Jr., WGN, Chicago; John Sheppard, WAAB, Boston, and Colonial network; Don Withycomb, WFIL, Philadelphia; Don Davis and John Schilling, WHB, Kansas City; Luther Hill and Craig Lawrence, Iowa network and KSO, Des Moines; Gene O'Fallon and Frank Bishop, KFEL, Denver; Willett Brown, Don Lee System; Eugene Carr, WGAR, Cleveland; Frank Ryan and E. S. Rogers, CKLW, Detroit; John Henry, Buryl Lottridge and Joe Seacrest, KFAB, Lincoln, and KOIL, Omaha, and Clarence Cosby, KWK, St. Louis.



# Air Briefs

By JERRY FRANKEN

**HARRY HERSHFELD** closed Friday (5) with Donald Flannan to emcee a comedy show, *The Laugh Parade*, on WMCA-Intercity. Hershfield will analyze humor, tell the origin of each gag (what a memory and research job) and have guest stars from all fields, not only the show biz. Sustaining for half an hour.

Al Cook, not the columnist, has started doing p-a. work for the NBC Artists' Bureau and its talent. Jean Grombach has set a deal with the United States Treasury and Agriculture departments giving him rights to their files in connection with the breaking up of an international dope ring. Story hasn't broken yet, it's said, but is due to within the immediate future. Info will be serialized for radio. John Shepard III, of the Colonial network, is said to have objected to the recently organized radio news writers' association, with the result that Leland Bickford, of WNAC, withdrew from the executive committee. Later, it's said, Shepard withdrew his objections, caused partly by his battle with the Press Radio Bureau some time ago. Nevertheless Bickford did not go back on the committee.

Tim Marx, long-time radio editor of *The Brooklyn Times-Union*, is among those out in that daily's shakeup last week, which saw the news staffs of the

T-U and *Brooklyn Eagle* combined. Seymour Romann, who used to do films, succeeded Marx. Dan Wickenden, of the CBS sales promotion department, made the mag *Story* for the second time this month. Bill Gellatly, sales manager of WOR, threw the boys a shindig last week because they kayoed Mr. Quota.

G. W. (Tom) Harker, previously with Curtis Publishing and General Tires, is now with Joseph Hershey McGillvra, station rep, in the New York office. Nate Colwell, of the same office, hopped to Canada this week to open a branch office in Toronto. Outfit handles several Canadian stations. Renewal for Jack Pearl. WMCA has started a series dramatizing the lives of chorus girls. Which may now start Studio Door Johnnies instead of Stage Door J's. Cast will include Claire Niesen, Helen Bush, William Van Gundy, Gilbert Mack, Jane Taylor. Mary Louise McKnight is now working with Allen Prescott in *The Wife Saver*. Hollace Shaw, soprano, has gone under the CBS management wing. John Loveton, of Benton & Bowles, is touring the East looking over local shows for several accounts. While Phil Baker vacations in Miami (he leaves February 14) Estelle Jayne will do the femme stooze bit and Charlie Dornberger's Orchestra the music.

# Chi Air Notes

By F. LANGDON MORGAN

**ALBERT E. SHORT**, who recently resigned from the NBC production department, has been temporarily conducting all of the Walter Blaufuss shows on the net during Blaufuss' absence in Florida. Short and Will J. Harris, stage producer, have gone into partnership to build radio and stage shows and have established offices in the Real Estate Board Building. Both worked together years ago with Balaban & Katz. Arthur Wright, tenor, is leaving Kay Kyser's Orchestra February 17 to become a staff member of WGN. The *Story of Mary Marlin* will have a new sponsor beginning April 1 and it is possible that Joan Blaine, who plays the lead, will leave Chicago for New York to continue in it. Jack Fulton put on a pair of ice skates during the recent cold spell and is now full of aches and creaks. Bruce Robertson, editorial man for *Broadcasting* here, has been transferred to the New York office, and has been succeeded by Hal Tate, local newspaper man. Robertson was publicity head of the defunct ABC net for a while but that shouldn't be held against him. Perry Como, featured vocalist with the Ted Weems Band, heard over WGN, has been dodging Hollywood offers, the former barber preferring to stay with Weems for the time being. Clifford Soubier, NBC actor, who left for Hollywood several months ago to become a member of the *First Nighter* cast, makes his movie debut in the Warner Brothers film *The Black Legion*. Walter Winchell please note. Ben Bernie's wife calls him Mice around the house, which is supposed to be short for Maestro. The Cadet's Quartet is punch-hitting for the Maple City Four while the latter is making a quickie in Hollywood.

WBBM engineers are busy completing new equipment in preparation for a remapping of Columbia's telephone circuits which will concentrate all of the network's Midwest and West Coast switching in WBBM's master control room and make Chicago the most important control point on CBS. Nadene Connor, young New York singer, is being brought here to appear on several Nelson Eddy broadcasts that will emanate from the local CBS studios. For effective flood relief work WLS's activities deserve applause. In one week listeners of the station donated over \$64,000 for Red Cross work. Eileen Johnson, member of the Winnie, Lou and Sally trio on WLS, is wearing her arm in a sling due to a fall while roller

skating. From Milwaukee comes word that Station WISN has been granted permission by the Federal Radio Communications Commission to move its transmitter and erect a vertical antenna, which should increase the station's listening audience. Donald O'Malley, known on the stage as Donald Gallagher, has joined the cast of *Today's Children*. More than 18,000 persons visited the WGN studios or attended broadcasts during January. Of this total 15,409 persons attended public broadcasts in the audience studio, while 2,691 persons toured the studios on the daily sightseeing tours conducted by guides. Smiling Ed McConnell, who has been vacationing in Florida, returned to his program February 7.

## Griffin To Use Radio

NEW YORK, Feb. 6.—Birmingham, Castleman & Pierce, ad agency, are arranging a musical show for Griffin white shoe lotion. Firm now has a spot campaign on in Florida and the new stanza will be network, starting in May and going thru September. Griffith B. Thompson, formerly of the National Broadcasting Company, is director.

## Detroit Stations Strike-News Leery

DETROIT, Feb. 6.—Radio stations in this section are concentrating on flood stories and minimizing the automobile strike in their news reports and commentators' hours. The auto strike, when it was fresh news three weeks ago, drew plenty of attention on the air waves, and for a while the stations resembled newspaper offices at the deadline, with bulletins coming in as often as every three hours from both sides to the controversy.

Station operators have refrained from taking either side in so controversial an issue, altho requests from one of the parties, notably from union headquarters, to broadcast a particular message were complied with in the earlier part of the struggle. Since violence broke out afresh this past week the tendency has been to omit any mention of the strike situation as far as possible. Very few, if any, speeches by representatives of either side have been made on the air, and it is reliably reported that one local station refused time to a union official, inasmuch as the matter was deemed "too controversial" for putting on the air.

With the majority of listeners in the working classes, and local sympathy largely on the side of the strikers, while the major sponsors on the air are automotive manufacturers, stations were on the spot all around.

## Grombach's Four Spot Campaigns

NEW YORK, Feb. 6.—New Mueller series with Crosby Galge will give Grombach Productions four shows on the air. Jack Dempsey's platter series for Nehl, Inc., soft drink outfit, starts shortly, for the second show, with the former champ doing an emcee on a musical series.

Testing for a local sponsor is a sketch called *Voice of Romance*, while Chilean Nitrate has Grombach's series *Uncle Natch'ral*, with Frank Wilson, spotted thru the South.

## WCOP, Boston, to Bulova

BOSTON, Feb. 6.—FCC this week authorized transfer of WCOP, Boston, from the estate of the late Joseph M. Kirby, president Massachusetts Broadcasting Company, to Arde Bulova, Gotham jeweler with radio network aspirations. Former Federal Radio Commissioner H. A. Lafount is associated, and minority stockholder Mrs. Mary A. Kirby, estate administratrix, also has stock. Bulova has about two-thirds control.

## Open House for WTAQ

GREEN BAY, Wis., Feb. 6.—WTAQ is celebrating its first year here by giving an open house broadcast on February 9. Station's acts will entertain, program to be broadcast from the Community Columbus Club Auditorium.

## Em Smith Swaps Job

OMAHA, Feb. 6.—Emerson Smith, KFAB and KOIL announcer, has resigned to become commercial manager of WOMT, Manitowoc, Wis.

## WSM's "Missing" Bureau For Lost Flood Victims

NASHVILLE, Feb. 6.—WSM here, which led the country in recent flood broadcasts and was the key station in an emergency "Volunteer Intercity Network" when WHAS, Louisville, Ky., was forced off the air because of the deluge, has now started a Missing Persons Bureau to reunite people separated by the flood.

Station is spending considerable time and money to handle these broadcasts, which are going on 10 times each day. A file of nearly 100,000 refugees, with complete data on each, has been built up, with many people brought together thru the station's efforts. A staff of 50 is handling the program and files for the broadcaster.

## Celler Proposes Propaganda Station

WASHINGTON, Feb. 6.—The Pan-American Station, super-power government outlet costing 700 Gs, will be constructed near here if Rep. Emanuel Celler (D., N. Y.) has his way. By bill introduced in House this week, he proposes, "A radio broadcasting station of such power, and using such equipment, as will effectively transmit programs to all parts of the United States and from this country to other countries of the Western Hemisphere upon high frequencies assigned by the President and allocated to broadcasting, with sufficient signal strength to permit the same to be rebroadcast in those countries."

Among program features of station, according to Celler, would be concerts by service bands and other prominent musical organizations, important public events and "outstanding productions of the theater." Setting up administrating machinery including host of governmental bigwigs, bill provides further that facilities may be utilized by private broadcasting companies for approved non-profit airings.

Plainly indicating that primary purpose would be counter-propaganda function, Celler declared, "Such a federal-controlled station could be used:

- (1) To create good-will between this and other nations;
- (2) To eradicate international misunderstandings;
- (3) To develop two-way trade between the United States and other nations by propagandizing for our own products, indicating to foreigners the worthwhileness of our goods and encouraging importations of our goods."

## FCC Member Pans FCC In Dissenting Brief

WASHINGTON, Feb. 6.—Rarely do FCC commissioners trouble themselves to prepare formal dissenting opinions for release, but commish-member Irvin Stewart used this device to administer vigorous slaps this week to a successful applicant station and the FCC Broadcast Division itself.

Point at issue petition of Continental Radio for rehearing before full commission of American Broadcasting Company's application for authority to change frequency, increase power and build new transmitter for its WOL here, a Mutual affiliate. Broadcast Division had given nod, and Continental, pressing for new outlet in the capital, asked new consideration as intervenor, which was denied by FCC, sitting en banc.

Contending that WOL will not be protected from interference to usual extent accorded stations assigned frequencies designated as "regional," Stewart declared: "A station operating on a regional assignment with one kilowatt power should give the service properly to be expected of a regional station, not a local service masquerading as a regional service in order to persuade advertisers who may consider power the only factor which determines coverage. . . . The piecemeal breaking down of the standards of the service which regional stations should render is not in the public interest. The criterion is service to the public, not sale of time to advertisers."

Stewart said the Broadcast Division "had seen fit to reward" inefficient operation by WOL and that changes authorized would result in no more than "good local service" which "should have been required to be by proper use of the station's assignment rather than by an inefficient use of a regional assignment."

# Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, January 29, to Thursday, February 4, both dates inclusive.

Good Night, My Love (24).....	27	One, Two, Button Your Shoe (13)....	17
Love and Learn (11).....	26	Trust in Me.....	17
With Plenty of Money and You (36) ..	26	You're Laughing at Me (14).....	17
Cee, But You're Swell.....	23	This Year's Kisses (15).....	17
There's Something in the Air (20)....	20	Chapel in the Moonlight (21).....	15
When My Dream Boat Comes Home (24) ..	20	Oh, Say, Can You Swing?.....	15
May I Have the Next Romance With You? (19).....	19	I've Got You Under My Skin (17)....	13
On a Little Bamboo Bridge (17).....	19	So Do I.....	12
Pennies From Heaven (28).....	19	There's Frost on the Moon (14)....	12
If My Heart Could Only Talk.....	18	When the Poppies Bloom Again.....	12
The Night Is Young and You're So Beautiful.....	17	You Do the Darndest Things (13)....	12
		Nero.....	11
		Timber.....	10
		Floating on a Bubble.....	9

SHEET MUSIC BEST SELLERS will be found on page 15.





# Night Club Reviews

## Iridium Room, St. Regis Hotel, New York

This sparkling spacious room with the trick name, remodeled after a season as the King Cole Room, has been doing good business since it opened October 15. Emil Coleman and orchestra, 10 men, who have become fixtures here, are still supplying thoroly ingratiating music.

Coleman, an excellent pianist, leads a very capable orchestra, which cleverly shifts its style to fit the patronage. This is possible only because Coleman has been here so long that he has become familiar with the likes and dislikes of the steady customers. The band also accompanies the novelty floor show, providing the proper background.

Following the booking policy of surprising the patrons, the current show boasts of Jack Powell, the drummer, making his floor show debut; Robert Williams and Red Dust, the dog, also making one of their rare floor appearances, and the Readinger Twins, unusual novelty dancers. For a change, here's one swank hotel room that doesn't offer the conventional combination of a ball-room team and a singer.

Powell, of course, is still undoubtedly the greatest solo trap drummer in show business. The limitations of a floor, which minimizes the effect of certain grand flourishes, does not faze Powell, who goes out and drums his way into the patrons' hearts anyway. Moving in a wide circle, he achieves a definite intimacy, sending out rhythmic clicks in his usual masterly style.

The Readinger Twins, pretty youngsters, look like real comers, their style being a cross between acrobatic, Oriental and simultaneous dancing. They manage successfully to be different, which is saying a lot. Williams made the patrons gasp in adoration when he put the handsome dog thru amazing contortionistic poses and balancing stunts. A nifty novelty turn as always.

Buddy Raymond, handsome young tenor, is vocalist with the band, which broadcasts over each of the WEA and WJZ nets once a week.

The room, designed in beige color scheme and embellished by mirrors and silver decorations, is a bit too brilliant for comfort, but when the lights are toned down it assumes a restful quality. Food, liquor and service are the best. Formal dress for dinner is preferred and for supper compulsory. Pre fixe dinner is \$3.50, and worth it.

New show comes in February 13. Will include Paul Gerrits, a big favorite here, and Medrano and Donna. A Carnival de Mardi Gras is being staged here February 9 and is one of a series of clever business-promotion stunts being pulled by the management.

Paul Denis.

## Club Bali, New York

A miniature revue, *Park Avenue to Reno*, running 38 minutes, is the current Stanley Rayburn floor show at this increasingly popular spot operated by Jim Moriarty. This musical travesty on the marriage cycle features Virginia Valley, singer; John Beck, poetry reader; Jack Arnold and Sid Hawkins, sophisticated singers; Gus Howard, acro tap dancer, and a line of six lovelies, *The Divorcees*.

A hoke marriage scene, the opening production number, introducing Miss Valley, Arnold, Howard and the *Divorcees*, sets the action rolling from the start.

Howard comes back to please with an opening song and acro tapwork that is highlighted by neat nip-ups and full twist flip-flops. His short turn is good but not unusual.

Miss Valley, a beautiful redhead, slightly on the plumpy side, uses everything she's got to put over a single offering, *I've Got You Under My Skin*. A fair voice, expertly enhanced by good mike knowledge and necessary good arrangements.

Arnold and Hawkins possess class and charm, and what's more, are endowed with extra good voices. Arnold is a tenor, and baritone Hawkins accompanies at the piano. Their forte is songs and impressions in a satirical vein, but show versatility by doing a medley of love songs in English, French and German. A stand-out for the classier joints and should go far.

Treat of the evening, however, is the

recent acquisition, John Beck, poet extraordinary, who tickles with his sly impersonations in satirical rhyme and his skillful and sometimes barbed verse improvisations ex tempore. His imitations include those of Edna St. Vincent Millay, Helen Wills Moody and Beatrice Lillie.

Another production number, *So This Is Reno*, fittingly closes the show.

Roger Steele and orchestra play dance and show music that pleases. Jack Wallace and his men provide relief musical background and specialize in the fancier tempos, tangos and rumbas.

Show is booked intact from the Walter Batchelor offices. Dances are supervised by Miss Marjorie Fielding.

George Colson.

## Sert Room, Waldorf-Astoria Hotel, New York

Maintaining its position as one of the ultra hotel spots in town, this beautiful room has been clicking right along. Draws the formal society and money crowd and offers dinner at \$3.50 and up (Saturdays \$4), with Leo Reisman's Orchestra supplying the music. For supper the Reisman Band is augmented by Eddie LeBaron's tango-rumba band, Eve Symington and Mario and Floria. Supper prix fixe is \$1.50 and couvert is \$1.50, with an extra dollar Saturday and holidays.

A genuine attraction is Eve Symington, society matron who prefers to double as a singer at a reported \$1,000 a week. A lovely blond, she is also a superb singer—possibly the finest and highest paid society singer around. Her voice is not exceptional technically, having a limited range and volume, but she can sell it. Sings in a caressing attention-compelling style, making popular songs so meaningful and using perfect diction. In other words, her style and personality are so outstanding that all else is forgotten.

The dance team is Mario and Floria, who followed Veloz and Yolanda here. Following them must be a tough job, but Mario and Floria come thru easily. A fine appearing pair of dancers, they open with their breathtaking and lovely gliding and stunting to Debussy's *Clair de Lune*, and follow with eye-filling dances that combine the utmost in grace and ballet movements with the utmost in quick and startling lifts and spins.

Reisman's Band plays the show well and provides beautiful dance music. Reisman himself is a queer leader, doing a lot of mugging and clowning. LeBaron's alternate band is a peach. Only eight men, but they certainly can dish out intriguing Latin rhythms.

The Sert Room will discontinue entertainment February 9 to March 25 (Lent), with the present show moving into the Empire Room.

When the show resumes in the Sert Room it will comprise the Reisman and Xavier Cugat bands and Miss Symington, Edgar Bergen, Georges and Jalna.

Meanwhile, the beautiful Jose Maria Sert murals and the general sumptuous but not gaudy atmosphere are a pleasure. Food and liquor are excellent, as is the service.

Paul Denis.

## Empire Room, Chicago

Another all-star show is on tap at this stately and dignified dining room of the Palmer House. Paul Rosini, who has already been here over five months, tops the bill and proves again he is a master magician.

Rosini not only works in the regular shows but is featured in the 10 o'clock performance, during which he works from 20 to 35 minutes. In the regular show he works with the Abbott Girls, who duplicate tricks as done by him. These include thimble, cigaret and handkerchief and parasol and handkerchief tricks. He closes with the canary in the cage, completely mystifying the audience.

Abbott Dancers, as nifty a dozen dancing damsels as you'll find anywhere, opened the show with a fast number and were followed by the Three Samuels and Harriet Hayes, whose precision tapping and comedy work were well conceived and accepted with generous applause. Ray and Trent, a holdover act, indulged in unusual hand balancing and acrobatics and were a hit.

Roberts and White kept the customers convulsed with a series of comedy (See NIGHT CLUB on page 14)

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

**YVETTE**  
AND HER ORIGINAL MUFF DANCE  
Under Direction  
SLIGH & TYRRELL  
140 N. Dearborn Street, Chicago.

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

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

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

**garron bennett**  
and  
INTERPRETERS OF MODERN BALLROOM DANCING.

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

**THE TOPS**  
★ ★ ★ ★  
V I O L I N S O N G S  
**IONE O'DONNELL**  
**606**  
CLUB  
THE CLUB OF TALENT  
606 So. Wabash Ave., CHICAGO

**FRANK ROSS ANITA LA PIERRE and "SHAVO" SHERMAN**  
Radio's Clowning Aristocrats ON TOUR  
Representatives.  
AL GROSSMAN, 160 W. 46th St., New York. MUSIC CORP. OF AMERICA, Chicago, Ill.

**don LOPER** and **HAYES**  
"inimitable dance stylists"  
Currently, ARCADIA, Philadelphia.  
Mgt.: MUSIC CORP. OF AMERICA.

**Oliver White PRINCESS OF RHYTHM**  
Address Communications care The Billboard, 1564 Broadway, New York, N. Y.

**DAWN and DARROW**  
DANCERS OF DISTINCTION.  
Appearing COMMODORE HOTEL, New York.  
Dir.: MARK LEDDY, 1270 6th Ave., New York.  
Bookings: MCA.

Three Months Sensational Run  
BREAKING ALL RECORDS  
"Definitely a Box Office Attraction"  
**MAURINE AND NORVA**  
"WORLD'S FOREMOST DANCERS"  
Creators of the Sensational New Dance Craze "Royalty Rhythm"

Amusing Songs and Dialogue By  
**JANE FARRAR**  
1523 LOCUST CLUB, Philadelphia, Pa.

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

**Elenore Wood**  
Now Available for Cafes, Night Clubs and Hotels.  
ADDRESS ALL COMMUNICATIONS TO 1564 BROADWAY, NEW YORK, N. Y.  
It Helps You, the Paper and Advertisers to Mention The Billboard.

# Club Chatter

## New York City:

MARIO AND FLORIA, now at the Waldorf-Astoria, will follow Veloz and Yolanda into the Palmer House, Chicago, April 4. . . . DAWN AND DARROW, dance team at the Commodore Hotel, will remain until March 3. . . . BORDINE AND CAROLE opened at the Monte Carlo Club and are doubling in the cocktail hour show at Leon and Eddie's. . . . AUNT JEMIMA opened at Benny the Bum's in Philly, February 5. . . . FRANCES FAYE, at the Yacht Club, will work in a Bing Crosby pix for Paramount, starting May 1. . . . BOBBY MAY, juggler, is at the Palladium, London. . . . JACK WRIGHT is making his New York debut at Martin's Rathskeller.

WINI SHAW, recently at the Versailles, is now at the Hollywood Country Club, Hollywood, Fla. Benny Fields follows her there February 16. . . . RENE AND ESTELLA have been signed for three years by Clifford C. Fischer. They will open at the London Casino soon after their present run at the Yumuri. . . . OLYMPIC TRIO, skaters, currently at the Rainbow Room, have been signed by Samuel Goldwyn for a picture to start August 1. . . . VERNON RICKARD, making his first New York appearance at the Sapphire Room, is a former Notre Dame athlete, who starred in football and baseball.

More than in any other branch of show business the night clubs and cafes best exemplify the importance and need of good diction. Emcees, singers and all others who depend upon their being heard for proper appreciation, must overcome the clatter of dishes, the murmuring of diners, the distracting hustle and bustle of waiters and such, and, most discouraging of all, the usual very poor p.-a. systems.

## Chicago:

RALPH COOK, the Joy Sisters, the Chorus of Duchesses and Mort Londs' Band comprise the new floor show at Dutch's Cafe. . . . MARION MORGAN, Bee Sarshay and Dorothy Blaine have been added to the new floor show at Harry's New York Cabaret. . . . CHRIS CORNALLA, who opened in the circus revue at the College Inn last October, has had his contract renewed for another eight-week run. . . . CHARLES HOFFMAN, magician, opened at the Gold Coast Room, Drake Hotel, under the handicap of laryngitis. . . . PAUL OSCARD has arrived from New York to start rehearsals on the new Chez Paree show, which will have Gertrude Niesen, Edgar Bergen and Bert Frohman. . . . VAN CELLO AND MARY did not open at the Yacht Club as scheduled. Van Cello has a Kentucky home and farm which was hit by the recent floods, and in trying to save some of

the belongings he contracted pneumonia and had to cancel.

TOD LIEBLING began his third engagement at the Bismarck Hotel February 5. . . . COLLETTE AND BARRY, after a Montreal engagement, open next week at the Blackstone Hotel, Chicago.

According to Dr. Henry Noble McCracken, president of Vassar, the sex appeal that formed the basis of ballads 500 years ago exerts the same influence today. The popular ballads have, first, sex appeal. They tell of sensational love affairs—amours, abductions, elopements, desertions, revenges. They also tell of uncommon fidelity and constancy, of virtue rewarded.

## Here and There:

STERLING AND SILVER, known as the Dancing Jewels, who have been playing night clubs and theaters in and around Philadelphia for the past 14 months, will head west in March. . . . JACK MIDDLETON, Cincinnati booker, forced to halt operations for 10 days due to the flood, resumed last Thursday (4).

DOLLY DARE, blues singer, began an indefinite engagement at Doc's Club, Baltimore, February 1. . . . ZITA AND MARSELLE, ballroom dancers, have opened at the Chex Parree, New Orleans, for an unlimited stay. Just finished at the Brown Palace Hotel, Denver.

JEAN MONA, dancer, after three weeks at the Hollenden Hotel, Cleveland, was snapped up by the opposition Mayfair

(See CLUB CHATTER on page 75)

## Worcester Nitery Is Sold

WORCESTER, Mass., Feb. 6.—Casino Vendome here, which had a brief and stormy career as a night club, was sold at auction this week for approximately \$20,000 to a local auto dealer. Two local night club figures also submitted bids. They indicated that they might yet buy the building from its present owner.

With the Vendome out, the Gay '90s closed, and the Village Inn, across the city line in Shrewsbury, burned down, only the Lido and Putnam and Thurston's Restaurant remain of Worcester's night spots. The Lido is currently staging floor shows nightly, with Danny Duggan as emcee and Danny Sullivan's Orchestra furnishing the music.

## Chicago Club Remodeling

CHICAGO, Feb. 6.—Work has begun on a \$35,000 expansion and remodeling program at Dollie Weisberg's Colony Club, which will make it one of the most modernistic cafes in Chicago. Plans, by George Mitchell, call for a front of iridescent glass brick, which will be set off by an effective lighting system. An addition will give the cafe a larger seating capacity. A new cocktail lounge is also planned.

## Detroit Agency Books Units

DETROIT, Mich., Feb. 6.—Amusement Booking Service, operated by Pete Iodice, has gone in for units and attractions and is at present time handling Zornes' Nudist Revue, Carolyn Snowden's Cotton Club Revue, which had its 34th consecutive week halted by the floods in Cincinnati; Manhattan Playboys Revue, impersonators, at the Gambol Inn, Detroit, and Torrelli's Circus at the Club San Diego here.

## Trailer Trouble

PHILADELPHIA, Feb. 6.—Jonny Graff is prepared to tour the tanks this spring with his purveyors of French swing music. However, he can't seem to find an auto-trailer big enough to accommodate his band. "It's all on account of my violinist," prima donnas the French stick. "He's six feet four inches and if he wasn't such a good musician I'd fire him and get a little guy!"

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**Loew's State, New York**  
 (Reviewed Thursday Evening, Feb. 4)

State's going after turnover this week, pinning all its faith in the pix. *After the Thin Man*, and from the business at this viewing the faith isn't misdirected. The usual hour-and-more vaude show is cut down to four acts and 45 minutes and is nothing much at all. Just something to tie in with the State's idea to keep things moving fast so that five and more shows a day can be given without any trouble. Audience couldn't get excited over the vaude except for the breathtaking opening provided by Capt. Willie Mauss.

Mauss gets his five-minute novelty across in good style, aided by a blond announcer and a male prop assist. Always a thriller, this turn in which Mauss rides a bike around a huge wheel-like drome. Lucky the turn is short so the audience doesn't have to hold its breath any longer than it does.

Dick, Don and Dinah have to put their act into a rehearsal hall for repairs. A youthful and nice working trio, doing straight and comedy acrobatics, but their timing is off, their musical score not helping any, and in general the act needs finishing touches. Otherwise they're a talented trio, socking at the finish with a nifty three-high acro stunt.

George Beatty, with little ahead of him, found the going tough during the first half of his turn, but he finally won out in getting the audience on his side. Still a most able monologist, offering a good stock of gags and selling them cleverly. Tops his act off with the amusing drunk sailor song.

Leon Navara Ork closes as too quiet an act. Nice music and all that, but nothing much to really entertain the corny audiences here. Fortunate in having the two spot-booked specialties, which provide needed life to the act. They are Bee Kalmus and Bobby Lane. Bee does a delightful singing job of *The Night Is Young and Swing, Baby, Swing*, delightful in both voice and delivery. Lane does a brief solo of floor acrobatics that stamps him as an outstanding gymnast, doing tricks that are amazing and timing them to the music perfectly. Navara is a nice leader, his piano bits getting him big hands, and his 13 men shape up as an effective musical aggregation, the eight horns, drums, guitar, bass viol and piano providing music that's easy on the ears. One of the boys is just a sitter, his job being vocal, which is fair. SIDNEY HARRIS.

**Stratford, Chicago**

(Reviewed Saturday Afternoon, Feb. 6)

Still the only theater on the vast South-Side that is playing stage shows, this house continues to play to hold-out business every Saturday and Sunday almost regardless of the weather, which is sufficient proof that there is still thousands of theatergoers who relish vaudeville and a stageful of entertainers despite what film-minded executives of the theater chains think.

The Kings, John and Dorothy, made a nice opener with expert tap work. Attired in neat white outfits they opened with a fast tap routine, then did a precision number and closed with challenge work to two bows.

Dorothy O'Donnell, blond local songstress, did a neat job before the microphone with her rendition of *Everything Is Rhythm in My Heart, Pennies From Heaven and I Can't Get Hot*, leaving the stage to good applause. Youngster has talent and possibilities and with a little more seasoning she should be able to hold her own with even the more experienced troupers.

Red Donahue and his mule, in the middle of the bill, had the audience laughing heartily with the antics of the animal and Red's black-face humor. Act has played about everything there is around here and never fails to draw laughter from the most hardened audience. Left to very good hand.

Frank Conville, with Sunny Dale, has one new piece of business since last caught in Chicago. After a few dancing steps at the beginning of the act and there is no response from the customers, he pleads for applause, and then a record, played over the loudspeakers in a voice imitating President Roosevelt, also asks for applause. After that nothing much happens except an amusing impression of a burly soubret singing and Conville's Chaplin imitation, which is the best thing in the act.

The Seven Loria Brothers, Mexican boys ranging from 4 to 14 years of age, played several native and modern selections on a rumba instrumental com-

bination adding a bit of singing and dancing to the routine.  
 F. LANGDON MORGAN.

**Earle, Washington, D. C.**  
 (Reviewed Friday Evening, February 5)

Regular four-act bill this week, but show runs rather short, a scant 45 minutes. Nothing to get a real rise from house at any point, and it's all over before they know it. Acro and cards are spotted one-two, with solo warbler headlining in third niche and close on terp group. Little fault to be found with individual turns, but reliance obviously being placed on celluloid, *Stolen Holiday* (First Nat.). Biz okeh at supper show opening day.

The Bredwins start things with neat flips, dives and muscle work—two straight and clever comic third. After excellent control bits by duo, funnyman puts on eccentric stuff, gets in way of others, takes wild beating, emitting mirth-provoking whistling sounds, only noise in act. Balancing is fine, hard falls of comic well executed, but hoking nets only fair hand.

Le Paul, card manipulator, next. Starting cold, he goes long way for bit of palm pummeling. Working silently most of time, trickster concentrates on novel shuffles, fanning out, making pasteboards do things—no mental items. Chap knows his business, but much of best is lost in this big house. Encore has plants up on stage for cards-throughkerchief stunt.

Rachel Carley, *Manhattan Merry-Go-Round* radiolorole, has top designation and does well with three numbers—

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 In a single appearance in a presentation of Latin locale, she made good impression with taps and heel-clicking routine, with including many turns and novel steps, with clean-cut rhythm and timing. Abbreviated costume enhanced her charms. At this catching, offering was roundly rewarded.—GEO. COLSON, The Billboard, New York.  
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# Thru Sugar's Domino



**I**N TIMES of disaster the amusement industry has invariably led the field in its race towards the needy with funds obtained from the altruistic exploitation of the talents of artists and showmen. The Ohio River valley flood and its aftermath of disease, privation and death again finds the amusement industry playing a most important role in the gathering of funds for the flood sufferers. Amusement enterprises have contributed many thousands of dollars thru the voluntary hat passing of employees and from the coffers of these firms have come millions for the flood emergency fund of the American Red Cross. Vast sums have also been realized from tin boxes and baskets passed in thousands of theaters, with the managements helping along by speeches from stages, trailers and extra time given to clips of flood newsreels.

Yet with all of this the leaders of the amusement industry in the Broadway area—men who represent theater circuits, radio chains, independent stations, legit, theatrical unions, religious guilds—felt that even more could be done to help the flood refugees and to show the world that the amusement industry has a heart.

Last week committees met on several occasions to discuss ways and means of putting into tangible form the industry's contribution to flood relief. It was decided to stage a monster benefit. The time was short. It was felt that unnecessary delay would affect the sale of tickets adversely. Men of action got to work. The musicians' and stagehands' unions, Equity and other labor groups gave their blanket approval to employing gratuitously members who wish to contribute their services. Press agents volunteered their services, leading producers offered to do their share in whipping the show into shape. Practically everything was set except the theater. Various large-capacity theaters were contacted. Every one of these politely turned down the idea but each had a good excuse. In desperation the committee called on W. G. Van Schmus, managing director of the Rockefeller Center theaters. Mr. Van Schmus not only consented to hand over the Radio City Music Hall for the Amusement Industry Flood Benefit on Thursday midnight, February 11, but he also contributed the services of the Music Hall orchestra, ushers, stage employees, ensemble numbers, box-office staff—and anything else the committee might suggest. Were it not for Mr. Van Schmus' splendid co-operation Thursday midnight's gala show might not have been possible.

It is expected that the Music Hall show will be the biggest of its kind ever offered on Broadway. It is hoped that all in the amusement industry who can will contribute in some way towards its success. There is still time to buy tickets. There is still time for stars who have not yet consented to appear to turn up and add to the luster and glory of the occasion. To our knowledge this show will mark the first time the entire amusement industry—as represented by home offices on Broadway—will sponsor a benefit show. This is the amusement industry's ideal opportunity to show the world that it can give in cold cash as well as talent. This is also an opportunity for the various organizations and political groups that have been hanging on the actors' necks for years to repay in a small way by buying tickets or sending contributions to the Music Hall in the name of the Amusement Industry Flood Benefit.

## The Broadway Beat

By GEORGE SPELVIN

**L**AST WEEK'S report that Frank Merlin, director of the Federal Theater vaude project, was about to lose control of the booking and publicity ends of his division crystallized into reality this week, those functions now being in the hands of Ed Rowland. . . . And it's now rumored that this may only be a preliminary shakeup. . . . Bob Broder postcards from the Coast that he's "learning" seven-card stud poker out there. . . . Maybe he's learning how to win, which was more than he could manage to do in his own territory. . . . Lou Wolfson, of MCA, bought himself a Packard and took it along with him to Europe Saturday. . . . *The Blue Danube* caused something of a jam up at the Metropolitan, Boston, the other week; the film, *Champagne Waltz*, used it thruout, and it was set to be featured by the Fred Waring ork and also to crop up in the Sylvia Manon act. . . . Obviously the pic couldn't cut it, so Waring and Manon shelved it for the week. . . . Gus Eysell is back on the job at Radio City Music Hall after vacationing in Mexico and Havana. . . . Steuben's, on 47th street, has installed Muzak, getting the service for \$35 a month, which excludes the slight cost of electricity. . . . The management feels that wired stuff "avoids trouble with the musicians' union." . . . So should the "bring-back-flesh campaign" start picketing restaurants? . . . Speaking of the campaign, one looney in an editorial office supporting the movement refused to use a new dictaphone last week, holding out for "flesh." . . . Roxy Theater patrons spend hours in the balcony corridors listening to radio programs. . . . Alexandria Wasilewska, whose stage name was Alice Hayes, a former *Scandals* and *Follies* gal, is "playing" the Times Square Mission February 1 to 14, in case you're interested; the act is *From Stage to Pulpit*, and churches are urged to come down en masse.

Mitzi Green, whose night club debut was so successful, is one of the few child stars who made the jump into adult roles successfully—and one of the reasons is that she spent her formative years with a stock company. . . . Leah Ray, singer and former partner of Phil Harris, has a nice speaking part in *The Holy Terror*, Jane Withers' starrer. . . . Louis Mosconi has gone to the Coast to operate a dance department for Ben Bard's Little Theater in Hollywood, while brother Charlie is planning to open a local dance school. . . . Irving Altman, former Loew p. a., is now assistant manager at Loew's National. . . . Joe Laurie Jr. left Wednesday for Hollywood on a five-week contract to write material for Eddie Cantor. He was offered a 39-week option, but had to turn it down because he begins writing for MGM in June. . . . I. B. Kornblum, Coast representative for Equity, is writing the music for *Summer Breeze*, a new musical to be produced in Los Angeles in June by the Shuberts and Homer Curran, with Helen Gahagan as star. . . . George Morton, former vaude headliner, is doing nice business at his new Yaljean's Perfume Bar on Seventh avenue, made possible by the upturn in luxury spending. He says that the perfume biz is the truest indicator of the times. . . . Harry Foster, London agent, is just about ready to change the name of Florence Chumbeos, French Casino dancer. . . . Ethel Barrymore obviously enjoyed the silly goings-on at the American Music Hall the other night. . . . Just in case you care, the wage records of the Social Security Board include 294,000 Smiths, 227,000 Johnsons, 164,000 Browns, 156,000 Williamses, 147,000 Joneses, 137,000 Millers, 123,000 Davises, 115,000 Andersons, 96,000 Wilsons and 81,000 Taylors. . . . Which explodes the myth about Smith, Brown and Jones being the first three.

## Chicago Chat

By NAT GREEN

**T**HE much-touted Trocadero Casino, on the Gold Coast, just about opened and closed "in one." . . . A few days ago its assets were auctioned off for the benefit of creditors. . . . Gypsy Rose Lee, strip-tease dancer who has risen to *Follies* prominence, was "among those present" at the Sherman penthouse party staged the other day by the Ritz Brothers, the three screwballs who are convulsing Palace audiences this week. . . . And, happy to relate, we didn't find Gypsy Rose the high-brow intellectual type her praise agents have pictured. . . . *Life* mag is going strong for show-world photos. . . . Kathryn Stewart, 17-year-old Iowa girl who is a freshman at Northwestern University, has been signed to a five-year contract by Paramount studios. . . . A talent scout saw movie possibilities in her when he saw her doing acrobatics before football crowds in Dyche Stadium. . . . Ben Lenhoff, operator of Ball-Ball Cafe, is in Woodlawn Hospital, nursing a broken knee cap as result of an auto accident while returning from a trip to Florida. . . . Chi bar association has bought the main floor of the Erlanger for performance of *Iolanthe* Wednesday and *Trial by Jury* March 3, with Attorney Phil (First-Nighter) Davis handling the arrangements.

They're advertising *The Great Waltz* "See it now or never." . . . Remember what we're telling you—Donna Dae, 16-year-old tapster appearing in the Continental Room of the Stevens, is going to be grabbed by the talent scouts before many moons. . . . The kid has looks, talent and personality aplenty. . . . Bennee Russell, composer, stopped off here on his way to the Coast, where he is under contract to RKO. . . . Sid Culler, co-author of the WPA show *O. Say, Can You Sing?*, leaving soon for Hollywood to write material for the Ritz Brothers. . . . Gypsy M. Leeds back to her old love—vaude—with Earl, Jack and Betty touring with the *N. T. G. Revue*. . . . Just learned that Percy Hill, old-time agent, passed on late in December in a Detroit hospital. . . . Myrla Bratton, petite Southern show girl, on her way back to Hollywood to again take up picture work. . . . Para's *Maid of Salem*, previewed here a few days ago, is being touted as the studio's silver jubilee masterpiece.

Moss Hart and George S. Kaufman here for the Chi premiere of their comedy *You Can't Take It With You*, at the Harris. . . . Jean Harlow and Robert Taylor paused here on their way back from the President's Ball in Washington. . . . Lee Tracy and Mary Brian glimpsed enjoying the Katharine Hepburn show, *Jane Eyre*. . . . They and Florence Lake were on a return trip to the Coast after appearing at the President's Ball in Cleveland. . . . The Adventurers' Club sponsored and furnished talent from its membership for two successful Red Cross flood relief air programs. . . . Opening 15-minute program featured Capt. John D. Craig, deep-sea diver and under-water picture producer. . . . Major Curtis T. Beecher, inspector for the United States Marine Fleet Reserve in the Chicago area; Carl Dretzner, former naval officer and authority on whaling and Alaskan fossils, and F. MacDonald (Bunny) Bryan, writer and world traveler, now managing a B. & K. house, filled another half-hour program. . . . Angle used in introducing these men was: "They have met disasters face to face; they know what it means to need 'right now' assistance."

# Road Shows Give Longer Life to Burly Theaters

*West and Midwest houses hold on, whereas they usually started to fold in January—stock houses beginning to fall off—weekly change of faces greatest aid*

NEW YORK, Feb. 6.—That road shows definitely have their place in the burlesque sun and that stock policies are a bit lacking is seen in current conditions in the field. Houses in the West and Midwest, spokes of the Independent Wheel, are having a longer season than they have enjoyed in a long time, whereas stock houses thruout the country are beginning to fall off. Numerous factors contribute to the success of the road-show houses, principally the relief of a change of faces week in and week out. In the days of the Mutual Wheel, with a tour of from

40 to 45 weeks, the houses in the West and Midwest used to start to fall out during the month of January. Into February already, the Independent Circuit, headed by Issy Hirst, is holding on to its houses in that territory, with no indication of when they will start to close.

Canton, a former stopoff on the Indie Wheel and which switched to stock, closed its doors this week. The local stock houses are beginning to take lickings at the box office, with the exception of two new spots, the Oriental and

the Century, Brooklyn. Latter plays road shows.

This condition is attributed to four main reasons. First, the cost of the road shows is within reach of the average theater. Second, this is the first season of road shows in the West and Midwest in quite some years. Third, the weather has been a helpful factor, and last, better economic conditions prevail today.

# U-Notes

By UNO

CONCHITA AND FERBER left Star, Brooklyn, Thursday for Weinstock's Miami Beach show, to open there February 13, replacing Harry Clexx and Marie Voe. Opening in Florida the same day will be Alice Murphy and her five Quintuplets from the Weinstock New and Brooklyn houses.

COUNTESS NADJA, with permission of Tony Miccio, is making collections for the Red Cross at the Irving, New York, with the help of the chorus. Miccio donated the proceeds of the February 3 night show.

SAM COHN, manager of Hudson, Union City, N. J., with the help of the chorines of two Indie shows, *Twinkle Toes* and *Pepper Pot Revue*, rolled up a snug sum for the Red Cross.

KATHERYN SWAIN, showgirl with *Pardon the Glamour*, Indie show, soon to step out as a strip-tease principal.

MURRAY FRIEDMAN, ork leader, celebrated a birthday January 31 by

inviting his two musician crews at Minsky's Gotham and Gaiety, New York, to a chicken feed.

STINKY FIELDS and Shorty McAllister, held over at the Star, Brooklyn, two more weeks in addition to their initial four, will celebrate their fifth anniversary as a comedy team March 3.

ROMAINE, dancer at the Star, Brooklyn, in receipt of word from Lawrenceburg, Ind., reporting the total loss in the flood of the Hotel King, owned by her ma, Iva Nelson.

ROSE LaROSE has signed a new Herk-Minsky contract that takes in a 10-week option of an original 20-week engagement for the Gaiety and Minsky's Gotham, New York.

PEGGY REYNOLDS obtained her release from the Wilners and signed a 10-week contract with the Herk-Minsky firm. Opened at Minsky's Gotham, New York, January 24.

JOAN STEWART, prima donna, formerly Ellen Thompson with the A. B. Marcus show, made her burlesque debut January 31 for the Weinstocks in Brooklyn.

MIDGIE (VALERIE) PARKS, dancer, finished her contract with the Wilners and opened January 31 at the Century.

(See U-NOTES on opposite page)

# Burlesque Reviews

## Republic, New York

(Reviewed Tuesday Afternoon, Feb. 2)

Republic's offering this week is average burlesque, comedy material spicy enough but not too raw, and the gals tripping and stripping in a variety of numbers calculated to maintain interest. Production thruout, in charge of Pal Brandeaux, has a good splash of color, most impressive pieces being an undersea ballet, a Zulu jazz turn, Chinese novelty number and a takeoff on England's Simpson business. Comics numbered three, Frank Smith, a Scotch type, chubby Irving Selig, and Vic Plant, eccentric. Coupled with John Grant and James Francis, straights, the men carry the comedy along with assurance. Chet Atland and Bill Crooks sing the show, most of the strippers being silent. House shows good sense

in this, as the childish prattle of the usual teaser is of no possible benefit.

Femme contingent comprises a line of 10, six brunet showgirls and six strippers. Latter are Mabel Francis, Paula Lind, June and Margie White, Dorothy Lawrence and Dorothea Maye. Techniques vary, gals display no undue coyness and click. Francis Lawrence and Frankie Moore handle talking parts, Lawrence also doing a *Shoe Shine Boy* audience number.

Chief specialties on the bill are Allen Noyes and Joyce Kelley, dancers; the Quintuplets, five hefty damsels who truck and Suzi-Q, one of them soloing and coming thru with a comic strip, and Lou Spencer, tapper. Latter, spotted twice, offers a nice routine and definitely ups the show.

House filled during afternoon show. PAUL ACKERMAN.

# Burly Briefs

BILLY WATSON'S *Bee/ Trust* played to record business at Rialto, Chicago, last week. While in Chicago Watson and Milton Schuster discussed a show that Watson had put on at the People's Theater, Cincinnati, in 1898, when Milt was breaking into the burly biz. Lola Pierce closed with the Watson show in Chicago. . . . Kara-Nova, cobra dancer, opened at Gayety, Milwaukee, Friday, booked by Schuster. . . . Dolores opens at the Palace, Buffalo, February 11. . . . June St. Clair may soon appear at the Oriental, Chicago. . . . Wilma Horner opened Sunday as added attraction at the Roxy, Toronto. . . . Dorothy Dee has received an offer to open at the Yacht Club, Chicago. Friends of Dorothy in Chicago say that Eleanor Johnson is mistaken when she recalls the time 11 years ago

when she chorused alongside of her, as Dee has only been in show business three years. . . . Maurie Zaidins, manager of *China Dolls*, was confined to his hotel room when the show played Chicago with attack of bronchial flu. . . . Schuster has booked Dorothy Wahl for the Colosimo's Cafe show at the conclusion of her 806 Club engagement. . . . Esta Alja, Lea Howard, Marne Latham and Jack Day will open at the Palace, Buffalo, February 18. . . . Mae Reed opened at the Roxy, Cleveland, Friday, coming in from Los Angeles. . . . Charlie Fox, formerly manager of the Gayety, Milwaukee, and now in the advertising business, renewed burly acquaintances during a recent visit to Chicago. . . . Barbara Bow opened Friday at the Gayety, Minneapolis. . . . Jimmie Lennon, of Lennon and Delight, formerly in burlesque and associated with Milton Schuster in Ptomaine Pete's at Fox Lake, Ill., and his wife, Mary Delight, are vacationing at Hot Springs, Ark. . . . Margie Kelly, former N. T. G. lassie now stripping in Bozo Snyder's Indie show, crashed first-string critic's space in Washington daily when show played there last week. Trick is done usually only by Corlo and Wasau.

JUNE TAYLOR, of the Apollo, New York, showgirl ranks, has been promoted to the role of principal. . . . Gene Baylos has quit burly to return to his job in the circulation department of *The New York American*. His spot at the People's, New York, was filled by Bert Morton. . . . Charles LaFord closed Thursday night at the People's to go into the Irving Place, New York, the next day, replacing Walter Brown. . . . (See BURLY BRIEFS on opposite page)

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Pearly Transparent  
"Ray-O-Bubbles"  
In Four Popular Sizes.  
1 1/2-Foot Size,  
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# Tab Tattles

**B**EN McATEE has closed with the A. B. Marcus show to return to his home in Mobile, Ala., for a brief layoff. It's Ben's first visit to the home town in five years. McAtee, who has been doing comedy with the Marcus unit for the last eight years, is expected to rejoin the company at a later date. . . . Geneva (Phillips) Grim also has closed with Marcus to go to her home in Washington, Pa. . . . Taft and Boone, dance team formerly with various tabs in the South, have just finished a two-week stand at Corktown Tavern in downtown Detroit. . . . Peggy Thomas and Pearl Bolmer, after a fortnight's engagement at the Liberty Theater, Davenport, Ia., have gone to Dallas for a visit with Peggy's sister. . . . Leon Miller, hooper and former producer with the A. B. Marcus unit, visited his sister in Chicago for a few days last week, when the company was forced to cancel a Louisville engagement due to the flood. . . . Bobby Jones, formerly with Paul Reno, is now holding down the emcee post at the Hollywood Supper Club, Rock Island, Ill. . . . Oliver Kite and wife, Marie Hayes, again working in St. Petersburg, Fla., this winter, are doing their bit there for the flood sufferers. They have sent a check to the Red Cross and last Saturday staged a benefit performance for the flood victims at Lowe's Tourist Camp, St. Pete. the cash proceeds also going to the Red Cross flood fund. . . . Paul Reno, who took it on the chin for plenty with his units last winter, is this season sticking close to his cottage on Indian Lake, near Russells Point, O. He had out a night club unit in his immediate territory for a time this season but did only fair with it, he reports. . . . Harry Clarke's *Rancho Grande Revue*, which has been playing Sun and Butterfield houses, opened February 3 for the Kemp Circuit on a string of dates thru the Carolinas and Virginia. Roster includes Ted and Art Miller, comedy act; the Stennards, xylophone specialties; Eddie Gilbert, rhythm and acro dancer; Ellsworth and Codero, dance team; Babs Arnold, singing emcee, and Bernie Camp-

bell and his Swingsters. Unit has recently been revamped.

**C**OTTON WATTS is no longer associated with the Roxy Theater, Knoxville, and the Bonita Theater, Chattanooga, having made an agreement with George D. Bartlett for the latter to put in the tabs at those spots. Watts is now in Atlanta organizing a unit for a swing over the Southern time. Bartlett is lining up two new stock units for the Knoxville and Chattanooga stands. . . . George W. (Blackie) Blackburn, who formerly had his *Million-Dollar Baby* Company over the Sun time for many years, is now operating a small hall show thru Southern Ohio, working his soap deal. Byron Gosh placed his newly acquired house trailer at the disposal of the Red Cross during the recent flood at Huntington, W. Va. Dozens of homeless refugees were taken care of with hot coffee and food in the Gosh home on wheels. "It gave us more pleasure than stopping any show," Byron postals. . . . New combo policy at the Ritz, New Kensington, Pa., is clicking with flesh fans in that territory, Manager Frank Austin reports. Shows play there each Monday and Tuesday. . . . Hazel Kennedy, blues singer; Bette Robins, comedienne; Larimer and Hudson, bicyclists; Mary and Bob Miland, dancers, and the Skarooey Stooges are en tour with *Casa Manana Revue*, now in Western Pennsylvania. . . . Georgia Clyne, formerly teamed with Dave (Bulova) Edell, Baltimore tenor, on Johnny Burton's *Frolics* and other Sun tabs, is now character talking woman and stripper with *Fads and Fancies* on the Independent Burlesque Circuit. . . . Larry Steele, colored emcee and band leader, is taking out a 32-people unit February 14 known as *Harlem Swing Express*. Show opens at the Roosevelt Theater, Pittsburgh, for a four-day stay and then will be booked in the tri-State area by Sid Marke, Pittsburgh booker. An 11-piece band, a line of girls and the Three Esquires, tap dancers, are included in the revue.

MARIE SARIE, dancer with *Pepper Pot Revue*, Indie show, was formerly with the Peerless Potters in vaude. Making her debut in burlesque.

## BURLY BRIEFS

(Continued from opposite page)

Kiki Roberts, current at Century, Brooklyn, will be added attraction at the Howard, Boston, week of February 15. . . . Buster Phillips didn't open last Sunday at the Casino, Brooklyn, because of illness, and her sister, Ritzy, pinch-hit for her. . . . Mildred Clark left the Eltinge, New York, Thursday night, with Lee Laurel replacing her.

JACK ROSEN left the Eltinge, New York, Thursday night to move over to the Star, Brooklyn. He was replaced by Boob McManus at the Eltinge. . . . Joe Young and Mary Joyce go into the Casino, Brooklyn, February 14, agented by Nat Mortan. Latter also put Palmer and Peaches into the Oriental, New York.

JOE NAYLOR was added to the cast of *China Dolls*, Indie show, replacing John Head. . . . Miss McAvoy replaced Frances Mylle with the Indie's *Merry Maidens* show. . . . Mr. and Mrs. Abe Minsky left New York again last week for additional vacationing in Miami. . . . Walt Stanford, after filling in at the Galety, New York, for two weeks, moves uptown to the Gotham February 14. Artie Lloyd will go out at that time. . . . Other New York operators making the trek to Miami are Sam Briskman, Joe Weinstock and Max Rudnik. . . . I. H. Herk made sufficient progress in his illness to show up at the Galety, New York, a couple of times last week.

## U-NOTES

(Continued from opposite page)

Brooklyn. Aunt Hattie and Kiki Roberts others newcomers at the Century the same day.

ALZORA, a Bobby Sanford marionette at the Oriental, New York, is doubling in number leads and talk scenes.

H. K. AND MORTON MINSKY, at their Oriental, New York, are exhibiting Little Egypt, cooch dancer, between shows down in the lounge, along with Adrienne, psychic, without extra admission charge. New features on stage this week are Verne, Zita, Harry Lamarr

and George LaRue. Week of February 12 Bob Matthews, Marjorie Ray and Palmer and Peaches.

ED (\$-SIGN) DALY and Pansy Daly celebrated their 15th wedding anniversary in Reading, Pa., January 30.

TOMMY RAFT, comic, left the Galety, New York, and moved uptown to the Oriental Friday.

WARREN IRONS and George Young, Cleveland operators, were visitors to New York last week.

ROXANNE closed at the Star, Brooklyn, January 28. Opened for another week at the Howard, Boston, as extra attraction, and moves to the Eltinge, New York, for two weeks starting February 12.

ANDY ANDERSON, straight, after a long run in New York houses, will open February 18 on the Metropolitan Circuit at the Roxy, Toronto.

AMY ALBERTS changed her moniker to Joan Calder and moved from the People's, New York, to the Clover, Baltimore, along with Betty Louden.

EDDIE WEINSTOCK has in mind revising all existing burlesque bits. His idea is to eliminate stereotyped words and sentences and substitute entirely different wordage.

## New Orleans Ops Warned

NEW ORLEANS, Feb. 6.—Theater and other amusement operators delinquent in making returns on collection of the city's welfare tax of 2 per cent on admissions over 15 cents were warned by city officials this week that the city attorney has been informed to file suit to collect all amounts due. Warning was in the form of a motion passed by the city commission council when discussions brought up the fact that several theater operators had fallen behind in obligations. Collections of tax on admissions have fallen off sharply following city's recent action to cut the tax from admissions of 15 cents and under.



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A FEATURE  
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# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

PRINCESS YVONNE, one of the country's best known mentalists, has just left Jewish Hospital, Philadelphia, where she underwent a major operation, and is now recuperating at her home, 4313 Roosevelt boulevard, that city. It will be at least a month before she will be able to work again. In the meantime the Princess' hubby-manager, Doc M. Irving, and daughter, Baby Yvonne, are carrying on with the act and doing nicely.

JACK GWYNNE and Company will conclude a highly successful four-week run at the Roney Plaza, Miami, February 12. Gwynne was originally set there for a fortnight's stay.

THE ISOLA BROTHERS, former directors of the Mogador Music Hall in Paris, are presenting their elaborate illusion number at the Alhambra in that city.

BILL BAIRD, sleight-of-hander, is headlining a new floor show at the Washington-Youree Fountain Room, Shreveport, La.

DON COSTELLO, mentalist, left WSGN, Birmingham, for tour of one and two-nighters in Louisiana and the Deep South, playing all commercial spots.

FOSTAIRE THE MAGICIAN opened his show in Brooklyn February 1 and follows with Boston and Montreal. He is assisted by one man and two girls and is being booked thru the Brown office. Fostaire is sticking strictly to manipulative magic and small illusions.

HOWARD THURSTON, whose estate is being sued for more than \$500,000 by R. S. Sugden, Pittsburgh magician known professionally as Tampa, left but \$22,905, an inventory filed in court at Newark, N. J., last week, revealed. Value of the estate was made public under a court order secured by Tampa in his endeavor to collect under an alleged partnership agreement with the late Thurston. In the meantime Thurston's young widow, Paula, and his daughter, Jane, are battling over the estate. Jane was left \$500 and the balance of the estate was given to Mrs. Thurston under the magician's will.

LESLIE P. AND NINA GUEST and their educated canine, Gimmick, have been making Cincinnati flood refugees happy the last several weeks by giving free shows at the various Red Cross centers in the city. They gave a total of 30 performances under a special Red Cross permit.

QUEEN CITY MYSTICS, Assembly No. 11, SAM, will stage their annual ladies' night celebration at the Alms Hotel, Cincinnati, Friday night, February 12. All magicians are cordially invited to attend.

CARL ROSINI, magician, who recently terminated an engagement at the Hotel New Yorker, New York, may follow the example of Russell Swann and write a book on his experiences. A veteran showman, Rosini has played all the important circuits in the United States, South America, England, France, Holland and Belgium, and during the years has amassed a wealth of interesting material.

JULIEN J. PROSKAUER, president of the Society of American Magicians, is head of Stunts, Inc., an organization offering advertisers and agencies a central idea bureau for stunts of all kinds. Proskauer has written promotional pamphlets for Thomas H. Lipton and Seagrams.

"WAS SURPRISED to see that the matter of 'ethics' was again brought up by Marquis," typewrites Ben Berger from Madison, Wis. "It is unfortunate that Marquis continues to take this attitude. The newspaper clipping which I sent you stated definitely that complimentary tickets were necessary. This certainly was conclusive evidence and should have closed the matter. Suppose the fraternal organization was giving a free public entertainment; I received plenty for my services, and what is unethical about that? While on the subject of 'ethics,' may I remind Marquis that he admits playing four organizations 'gratis' in an unsuccessful effort to get publicity. I'm sorry that our friend ran into competition

he could not contend with, so shall release a bit of information that may prevent a repetition . . . this fraternal organization has arranged for me to play the principal spots in this district and has offered me the opportunity of repeating again next year. Regardless of his unreasonable attack, I am still glad to hear Marquis say he is doing well again. May his success continue."

With the passing of William W. Durbin at his home in Kenton, O., last week, arises the question: "What will now become of the International Brotherhood of Magicians?" Mr. Durbin, who for the last 11 years held the presidency of the mammoth magical organization, was beloved by practically the entire IBM membership. Of course, he had his enemies within the organization, but this infinitesimal minority was never enough to even slightly jar the throne. Mr. Durbin, with his presidency, practically ran the IBM; in fact, to many, he WAS the IBM. As said before, he had his enemies, his critics who lambasted him (but never in the open) for many of his actions, and who harped chiefly on what they called "the one-man rule."

However, William W. Durbin was a grand leader. It was thru his persistent efforts and his ability as a leader that the IBM grew to be the largest magical organization in the world. If internal dissension broke out in IBM ranks, it was Uncle Bill who quelled it, and in diplomatic fashion. If sagacious advice was required, it was Uncle Bill who gave it. We doubt if the IBM could have reached its present place in the magic world without Bill Durbin at the helm. In fact, we doubt if it would still be in existence.

Now comes the time to select someone to fill W. W. Durbin's shoes. There's no one to deny that the IBM has slipped the last several years, but it was thru no fault of Mr. Durbin's. The depression hit the IBM as it did other magical organizations. Internal friction and petty haggling did the rest. Despite it all, however, the IBM is still far from washed up. It is still the largest and, possibly, the most powerful of magical societies. But it will require a leader with the ability and diplomacy of W. W. Durbin to retain its laurels. We have in mind several "schmoosers" who have had their hats set for the IBM's president's chair for some time. They're just dyin' for the post, but, to our mind, they're not "big enough." It will take a man with Mr. Durbin's knack of leadership and ability and one with sufficient money to enable him to give his full time to a job which was just a hobby to Uncle Bill. Who will that man be? Your guess is as good as ours.

OTIS MANNING opened in the Coral Room of the Lorraine Hotel, Toledo, O., January 26 for an indefinite engagement. He is presently busy organizing a unit of table entertainers and close-up workers.

PROF. FELIX HERRMANN, New Orleans magician, is recuperating from a major operation which he underwent recently at the Hotel Dieu Hospital in that city. Madam Gladys is no longer associated with Prof. Herrmann.

MARLANE, the "tramp magician," and his dancing doll are working in the Pittsburgh area, booked by Larry Kennett. He will remain indefinitely in the Smoky City.

BRANDINO, the "Dixie lad who bears watching," recently completed three weeks of club dates in Cincinnati for Jack Middleton and is now touring with Hollywood Holiday unit.

HENRY HAVILAND, paper-tearing magish, headed back for Detroit after an engagement at the Shirley Theater, Fort Wayne, Ind., last week.

MARQUIS reports that he and his girls in *Magical Rhythm* are getting a handsome box-office play in Indiana theaters. At Castle Theater, Newcastle, Ind., recently the company surpassed the record set by Ken Maynard's personal appearance there, Marquis says. Thayer, of Los Angeles, is building a spectacular new number for the Marquis turn. Marquis believes he is probably the first magician to use a portable neon lobby.

PELKIN THE MAGICIAN, caught recently in the flood at Manila, Ark., was forced to cancel all dates in that territory until the flood waters subside. Pelkin took a family of flood refugees from

EDITORIAL  
DEPT.



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 VAUDE

MARY JANE—acro and contortionist dancer caught recently at Minsky's Oriental, New York. Her routines are difficult and smoothly performed and impress with polish and effect. A pretty lass, she should click tidily in a dance flash and might also be spotted in a legit revue.

ARNOLD AND HAWKINS — male harmony singers caught at the Club Ball, New York. Fine baritone and tenor who do sophisticated song-satire and imitations, drawing encore after encore when reviewed. Main attraction is sparkling satire on current topics, but they also score with effective medley of love songs in English, French and German. Also handle lines expertly in production numbers and possess looks and personality. Musicals and radio could use them, too.

## For FILMS

JIMMY CARR—singer now appearing in burlesque in Weinstock houses in Brooklyn and New York. A fine baritone whose voice has tenor qual-

ties; a vocal standout. Excellent appearance, too, and should click solidly with femme fans. Rates a pix try.

## For LEGIT MUSICAL

JOHN BECK—satirist caught at the Club Ball, New York, who does travesties on the work of Edna St. Vincent Millay, Helen Wills Moody, Bee Lillie and others, also improvising satirical lyrics to order. A smart turn, done with consummate skill and mimicry, that is made to order for a smart revue. Pix scouts could also give him the o. o.

## For NIGHT SPOTS

ANISE AND ALAN—colored ballroom adagio dancers caught recently at the 125th Street Apollo, New York. Slight, lithe and possessing a peculiar fascination, they do a hybrid waltz-adagio, but click best with a modernistic ballroom adagio. Not topheavy with statuesque posing, but real dancing. Man, the small, handles the girl unusually well. A showy couple.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

PROF. WALTER BROWN LEONARD and the missus are now in Orlando, Fla., from whence the good professor queries as to how old Billyboy is weathering the flood. Well, the venerable yet sprightly gentleman, as you see, goes on per schedule despite — or high water.

AL TINT was born in Wichita, Kan. First minstrel engagement was with Norine Carmen's Minstrels in 1917, with which he re-

Manila to Paragould, Ark., in his house trailer. It took them five hours to make the 34-mile trip thru ice and water.

RICARDO, mentalist, opened with a gypsy Viennese band at the Bar Grill in the Hotel Pittsburgher, Pittsburgh, February 1. He formerly played the Gypsy Tea Shoppe in the same city.

MYSTERIOUS HOWARD advises that he is still playing to good results in Alabama schools. Elmer, comedy magician, has left Howard to take out his own turn.

ROBERTSON AND BENEVOL, illusionists, are at the Casino Municipal in Nice.

LUCIEN BERG, illusionist, is at the Cafe Joailles in Marseille, France.

JOHN McLANE, Detroit magician, is in Pittsburgh, where he expects to remain for several weeks, filling night spot and banquet dates.

THURMAN THE GREAT, who has been appearing for several weeks for the Peoples Outfitting Company, Detroit department store, has been contracted for a series of demonstrations, giving personal readings in drug and department stores by Velv-o-Knap Laboratories, cleaner manufacturers.

KINGDON BROWN, "society magician," was one of the entertainers on the 25-act program staged at Stambaugh Auditorium, Youngstown, O., as principal event of the President's Birthday Party January 29. Charles A. Leedy, Youngs-  
(See MAGIC on opposite page)

mained two seasons. Later appeared with DeRue Bros., John W. Vogel, Add Hoyte, Gus Hill, Al C. Field and other minstrel organizations. Now working clubs and theaters. Present address is 1244 N. Dearborn street, Chicago.

LEON LONG, of the Sugar Foot Sam From Alabam' Minstrels, infos that the show has been doing good biz in the South and upon its return to Georgia will change its title to Alabam's Mighty Minstrels.

AL BERNARD writes that things have been moving along nicely in New York, where he is making spot appearances on NBC. Says he has just placed a new book with Stansy Company, entitled *Al Bernard's Modern Spirituals*, 15 new humorous songs. Bernard also placed his new song, *There's a Kitchen Up in Heaven*, with W. C. Handy last week.

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No. 3 now ready. Contains complete opening chorus. Program of 7 comedy songs and ballads (words and music complete); big (double) joke program; new drills and marches; full stage directions and unique grand finale, all in one attractive (8x12) book, \$1.00 postpaid, (C. O. D. \$1.18). Moderately priced rehearsal folios, orchestrations and quartets available. Descriptive circular for stamp. RIALTO PUB. CO., 1674 Broadway, New York.

## Showboat Escapes Damage in Flood

NASHVILLE, Feb. 6.—High waters of the Cumberland River failed to seriously hamper amusements here the last 10 days.

No theaters were closed or flooded, only theatrical casualty being Capt. J. W. Menke's Golden Rod Showboat, moored for the last few months near the municipal wharves in the downtown river-front section.

The Golden Rod, riding well above the river's normal bank, suspended performances January 22 and will not be able to resume until the high waters recede, probably early next week. There was no damage to the boat.

## Billroy Show Briefs

VALDOSTA, Ga., Feb. 6.—Off with the old—on with the new! That's pretty much the picture here in quarters at the present writing. Trucks are being stripped of their old "jobs" and new pictorial panel displays are being rendered to keep our fleet up to a progressive standard of general attractiveness.

Mr. and Mrs. Billy Wehle are still vacationing in Miami and from all reports we can garner are enjoying themselves. Son, Billy Jr., recently joined them there to sit out the flood up Cincinnati way, where he attends O. M. I. Billy Jr., having made quite a creditable showing for himself in his studies at O. M. I., now carries the rank of Cadet-Major and is in line for a new V-8 from friend dad.

Many professional people seen about, among them Mr. and Mrs. Jimmie Heffner, Dolly and Herman Lewis, Cowboy ("Don'cha know?") Guinn, Mr. and Mrs. Billy Armond, Ralph and Rita Herbert, Dee Cook, Mr. and Mrs. Mayo Holland and many, many others.

Things we sometimes wonder about: If Raymond King ever took the fatal step as per his voiced intentions. If Leonard Fye found the coast clear in the vicinity of Oil City, Pa. If Helen Reed and Dave Davidson and Mr. Wehle's father, "Senator," are okeh. (They resided in flooded Louisville.)

JOHN D. FINCH.

## Big Ole Showfolk in Flood Relief Benefit

FERGUS FALLS, Minn., Feb. 6.—Members of the Big Ole Show Company, numbering nearly 30 people, with the co-operation of the Fergus Falls School Board, the Whitehead Printing Company and *The Fergus Falls Journal*, gave a special flood relief benefit show at the high school auditorium here January 28. Bill presented was *Ten Nights in a Bar-room* and all of the proceeds were turned over to the American Red Cross.

As this is written the show has netted \$136 for the cause, with more money still coming thru the mails. The Big Ole Company broadcasts daily over Station KDGE here and for the last 10 days has been devoting five minutes of time each day to an appeal for funds for the Red Cross. S. Swanson is owner and manager of the Big Ole troupe.

## Original Showboat in Quarters

ELIZABETH CITY, N. C., Feb. 6.—Original Floating Theater, Charles Hunter, manager, which recently invaded Florida for what was to have been an all-winter engagement, terminated its Florida cruise to return to winter quarters here. Carl Neel, agent, will remain here all winter.

## Sadler Has Out One-Nighter

ALAMO, Tex., Feb. 6.—Harley Sadler is now touring this section with a one-nighter under canvas, presenting *Rose of the Rio Grande*. Show carries a better-than-average tent-show band and a neat lineup. Rolling stock is in excellent shape and the show carries its own electric-light plant. Shows are rather scarce in this territory at the present time.

WANTED QUICK FOR TWO STOCK DATES—**KNOXVILLE AND CHATTANOOGA.**  
Comics, Girls, Salary, \$18.00. Sister Team, Singing, Talking, Juvenile Men, Dancing, Singing Straight Men, Piano Player, read, transpose and fake. Union, Salary, sure. Long engagement. Two of the best stock dates ever in the South. Write wire, phone **GEORGE D. BARTLETT**, Roxy Theater, Knoxville, Tenn.

# Rep Ripples

WILLIAM L. (BILLY) WILLIAMSON writes in from Smith River, Calif., to inquire about his many trouper friends who had been residing in the flood area. He was especially anxious to learn something about the welfare of Capt. J. W. and Ben Menke and their Hollywood Showboat.

GERTRUDE DAVIDSON, erstwhile performer, who since her mother's death has been selling cosmetics in a Louisville perfume shop, wants her many show friends to know that she has escaped unscathed from the terrible disaster which struck that city. The water failed to reach her home at 1908 South First street, Louisville.

NORMAN PORTER, character man, returned to his home in Pittsburgh after filling an engagement with the Pittsburgh Players in Columbus, O.

DON KIMMEL and Myrtle Lee, since closing with McNally's Variety Show last October, have been doing theater and night club work from Albany, N. Y., to Detroit. They are at present playing an indefinite engagement at the Regal Grill, Cleveland. Don and Myrtle were married January 19 in Findlay, O.

BRUCE RINALDO, veteran stock and repertoire performer and director, recently transferred from the Federal Theater Project in Erie, Pa., to the project in Philadelphia, writes that he finds his new berth much to his liking and counts the change an advantageous one.

BOYD CRAWFORD, Pittsburgh stock actor who recently closed on Broadway in *The Good Old Summertime*, has landed a role in the forthcoming New York production of *Yes, My Darling Daughter*.

# Endurance Shows

## Sherman, Tex., Walkie Passes 600-Hour Mark

SHERMAN, Tex., Feb. 6.—Red River Valley Derbyshow, sponsored by the Ladies' Auxiliary of the Veterans of Foreign Wars, is doing good biz after passing the 600-hour mark. Show is being emceed by "Dud" Nelson and Jimmie Bittner, with Roy Meyers and Joe Palooka supplying the comedy.

Contestants still pushing the pedal extremities include Billie and Billy Curtis, Lola Newell and Tony Lewis, Mille Bungers and Cecil Johnson, Edna Nowells and Jimmie Lee, Rilla Finney and Joe Van Raam, Ann Brown and Carl Bakkie, Dora Lee Burgner and Walter Gross, Violet and Marlon Hackler and Pop Van Raam (solo).

## Rome, Ga., Derby Show Winds Up Long Grind

ROME, Ga., Feb. 6.—Derby Show here wound up after 1,415 hours. Victory Ball was held the evening of February 1 with over 1,000 couples attending.

Pee Wee Collins and Pauline Boyd copped first money; Billy Ryan and Marcella Bainter finished second; Jack Glenn and Joan Leslie, third; Jack (Shipwreck) Kelly and Billie White, fourth; Johnny Makar and Beanie Bean, fifth; Buddy Flanagan and Anne Benson, sixth, and Bill McCoy and Ginger Coleman, seventh.

## Chicago Walkie Nears End

CHICAGO, Feb. 6.—With only 10 of the original 25 entrants remaining, the walkathon at the Coliseum is rapidly drawing to a successful close. Dynamite sprints have been increased to 20 minutes and the heat thus turned on will no doubt soon result in general bunion resting. Special floor shows have been featured from near-by niteries in addition to the nightly regular entertainment supplied by the Snyder Brothers, Dick Buckley, Jimmy Joy and Joe Palooka.

## MAGIC

(Continued from opposite page)

town *Vindicator* humorist and member of many magic societies, planned the show and served as master of ceremonies.

DE PAUL, billed as "the ace of card manipulators," has just finished a week at the Earle Theater, Washington.

MYSTERIOUS RAJAH WINN, magician and crystal gazer, is playing churches, schools and halls thru Mississippi.

JOHN BOOTH is currently presenting his magic at the Jefferson Hotel, St. Louis.

PIERCE THE MAGICIAN, who commenced his new season at Saginaw, Mich., January 12, infos that he is again set with the Frank H. Meyers Attractions and has bookings that will carry him up to March. Act is current in the New York area, featuring the floating lady illusion in miniature. Whole show packs into a new Chevrolet sedan-delivery truck. Pierce is doing a 90-minute evening show and a 40-minute matinee, assisted by his wife, Lois Lake.

MIGHTY WALLACE and Company, set in and around Syracuse, N. Y., until the last of this month, is comprised of Mighty Wallace (W. J. Pollack), illusions; Robert O'Connell (Roc), mentalist and hypnotist; Roberts Woods (Trebtor), manipulator; Bill Fleming (Con-Niel), escape artist; Art Pollack, electrician and props; Sidney Door and Hugh O'Neal, assistants; Frank Eppler, musical director, and Myles Fitzgerald, Bill Sharpe, Jimmy Levades, Vic Flinn and Ray Tourville, orchestra boys. Fred E. Bishop is manager and handles the advance. Troupe reports business as good.

RHODE ISLAND ASSEMBLY 26, SAM, sent a delegation of its members to the meeting of Worcester Assembly in Worcester, Mass., January 25, where they put on a two-hour show in the assembly's room at the Aurora Hotel. Charlie Rosskam emceed the bill, introducing Cliff Hard, president of the Rhode Island organization; Ed French, Waldo Rou-

viere, Samuel Klibanoff, Merle Payne, C. Foster Fenner and Harry A. Scheer. Following the entertainment the host assembly spread a tasty lunch.

VANTINE THE MAGICIAN, who opened three weeks ago at the Grand Cafe, Phoenix, Ariz., for the Music Corporation of America, is slated to jump east for that organization soon. Vantine is presenting his mystic bar, and Miss Cazan is featured in a triple packing-box escape. Vantine has recently added a new fem assistant, bringing the act's roster to three.

RING 44, IBM, Providence, was entertained by Lucien C. SanSouci at his home in Woonsocket, R. I., January 23.

A FEATURE ARTICLE by Garrett D. Byrnes in *The Providence Sunday Journal* of January 24 was devoted to Harold Adrian Smith and his library of magic books and pamphlets. Smith is a resident of Riverside, R. I., and a graduate of Brown University. He is well known in the Middle West, traveling thru that territory for an Eastern manufacturing firm.

SYDNEY LEVINE, Montreal magician, who recently underwent two operations at Royal Victoria Hospital, that city, is mending nicely and expects to be home by March 1. He would appreciate a line from friends. His home address is 1375 Greene avenue, Montreal.

HARRY E. CECIL, "world's worst magician," has returned to his home in Detroit after an enjoyable trip south, where he visited friends in Nashville and Cookeville, Tenn. Harry emceed the big magic show at the Columbus (O.) Magi-Fest Saturday night, January 30, and from reports drifting in did his usual good job.

LOS ANGELES Society of Magicians has re-elected its 1936 executives to serve for another year. Frank Fewins is president and lord high prestissimo; William J. Van Berkel, vice-president and grand exalted conjurokus, and Arthur Vallie, secretary-treasurer, grand scribe and wizard of finance.

MORGAN HOWARD, former assistant to Ade Duval and the last several years night auditor at the Southern Hotel, Jackson, Tenn., now is serving in the latter capacity at the Hotel Detroit, Detroit, in addition to doing a bit of magic on the aside in and around the Motor City.

AL SAAL, Toledo, O., manipulator, is reported to be going over in fine shape at the Commodore Club, Detroit.

WILL ROCK is busy on private parties in the Detroit area.

KING FELTON and his five-people company are presenting a 45-minute magic and novelty turn in Interstate and Mexican vaude houses in the Rio Grande Valley of Texas. Felton reports business good and says there's plenty of work for a good mystery attraction in that territory. Assisting him are his wife, Hazel; his daughter, Betty, and Mr. and Mrs. Klink Lemon. Felton is featuring the sawing a woman in four parts, shooting thru a woman, driving spikes thru the human body, walking thru a ribbon, the Hindu wonder bowl, duck production, canary and cage vanish, catching pigeons from the air, linking rings, the doll house and finishing with *The Frame of Life*, producing two girls. He is doing a blindfold drive and strait-jacket escape as outside baillies.

RING 13, IBM, Pittsburgh, held its first meeting at the Hotel Henry, that city, February 2. Gus Kant, new president, was in charge of the affair. A brief show concluded the evening's entertainment.

GEORGE BOSTON and Thelma Rankin, of Chicago, both formerly with the Harry Thurston show, were married in Peoria, Ill., last week and following the ceremony departed for San Francisco to join the Virgil show.

JOHNNY PLATT, Chicago trixster, has just finished his second week at the Colonial Village Cafe, Peoria, Ill. Peoria Magicians' Assembly attended the cafe in a body the other night and made Platt an honorary member of their club.

DR. ARTHUR MARCUS, magician, has signed for an indefinite run at Leon & Eddie's, New York night spot. Opened there February 4.

JOHN P. PARRISH, former marathon judge, writes from Dayton, O., that he would like to hear from friends via the Letter List.

JOE AND VIRGINIA BRANDI are at present retired from the endurance field and living in Los Angeles. They would like to hear from Jimmy Scott, Lew Brown and other friends via the Letter List.

CECIL JOHNSON would like to hear from Lena Mae Sullivan, Porky Jacobs, Jimmie Hoffman and Mario Alessandro thru the Letter List.

HOW MANY Joe Palookas are now current? This issue finds one reported in Sherman, Tex., and another in Chicago.

KENNY NYDELL is now emcee at Louie Prima's Shim Sham Club, New Orleans, and would like to hear from Jock Hays, Alto Locke, Harry Hamby, Polly Bean, Joe Brandi, Lennie Page, Archie Gair, Jimmy Bittner, Douglas Clarke, Dave Ackerson, Herman Carlile, Ruthie Keller and Doc Roberts.

STAN WEST is now appearing with Billy and Doris Donovan, billed as the Maniacs of Rhythm, at the Roxy Theater, Salt Lake City. He would like to hear from Bennie and Nellie Rothman, Porky Jacobs, Phil Rainey, George Walker, Billy Pelly, Frank Trenari, Joe Richie, Hughie Hendrixson, Joe Palooka, Eddie Howe, Dick Edwards, Lucille Rocke, Ernie Burke and other friends.

EDDIE GOLDEN, associated with endurance shows, would like to hear from Kid Chissell, Johnny Russo and Jess Phillips via the Letter List.

BUDDY LEE would like to hear from Stanley West, Ray (Poppey) Griffith, Johnny and Frenchy Reed, Billy and Doris Donovan, Wells Sloniger and Marshall Roberts.

BILL MCCOY would like to hear from Porky Jacobs, Jack Alexander, Bee McKay, Bill McQuade, Bill Ross, Tim Hammock, Buddy Lee, Kay Matson and Boots Chapman via Letter List.

# 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.**  
Much has been said about bookers booking only song and dance acts. I have a novelty act and on my tour of booking offices hear the old story—managers only want girls. And then while visiting night spots in an effort to secure dates I hear managers ask, "Why doesn't my booker give me novelty acts?" Floor shows in this section are becoming passe." Here is my solution to the problem: Why not use the block system as film exchanges do? The reason cafe owners and restaurant managers serve an assorted list of whisky, wine, beer and food is because patrons want and demand it. So why shouldn't night-club patrons see acts they enjoy? Of the many bookers in this city only a few are qualified to book acts. They are the product of the old school of showmanship and salesmanship. I have played two and three return dates at some spots, yet bookers say they can't sell the act. Most bookers allow personal feeling to run their offices instead of common sense. I still claim bookers are born, not made.  
THOMAS SEIGERT.

**Los Angeles.**  
The comment regarding log-rolling shows on page 51 of *The Billboard* of January 23 has been noted by me. Practically every man who is a competent logroller and trick artist on a log is under contract to me or committed to me for first call on his services. Logrollers are not actors; far from it, altho, like actors, there are good ones and bad ones and then there are those who think they are and are not and never will be. The men of my roster can meet and defeat any logroller or logrollers anywhere, and besides, are trained to give an exhibition of their skill that can be credited to showmanship. I agree that much of the success of a show depends upon the front; the idea of beavers and a dam is good. My ideas of fronts in the past have been good, but I am frank to confess none of them were strictly log-rolling fronts. It's a hard show to bally, or at least it has been a problem in my mind just what to do on the front to interpret the class of entertainment on the inside. I have always known this, that whosoever goes in to see the show will come out a 100 per cent booster. I have shied away from cheap, tricky and deceitful ballyhoo and always will. I am a firm believer in the log-rolling game and sports of the timbermen. I was reared in a timber country and hold a great reverence for the mighty forests of our country. If within my power I am going to try to preserve the pastimes of the disciples of Paul Bunyan both in fact and fiction in a clean and decent manner.  
MONTE J. WAX.

**Kansas City, Mo.**  
I was interested in the Forum letter of Fred Lytell about foolish and unnecessary "cussing" on the stage. I recall vividly the first rep show with which I ever traveled, the old Clara Mathes Company, and how Manager Will Marsh deleted all damns and hells from the script as religiously as a mourners' bench revivalist. Some times we seemed to have difficulty making some of the speeches sufficiently colorful, but it called for sheer acting and all the dramatic force that one could muster. After all, as a U. S. Army officer remarked, it is a foolish and futile habit at best. A poverty of vocabulary, it seems to me, and if it becomes necessary to resort to a meager collection of vulgar expletives in order to emphasize a point, I say let us have a new set of cuss-words, for what we have are disgustingly overworked. In any event, the public is nauseated with the spawn of smut and profanity that we hear on the stage. I know a great many who would welcome something clean in amusements. Nudity

**Peru, Ind.**  
A recent article in *The Billboard* touched upon the making of a movie of the real circus as circus folks would like it to be. I know there is a picture in the making which is to be titled *The Circus Queen*, in which Mabel Stark is to play one of the leading characters, showing the circus as it really is and not of the drunken, illiterate people so often depicted. It will be of the back of the circus and the lives, loves and people of the circus as they really are. The story is based on Mabel Stark's experience from an accident at close of a season until the reopening in the spring. There are two capable writers doing the story and she is giving real facts, not phony stuff as has been seen in circus pictures.  
EDWARD BLAIR.

**New York.**  
It is too bad that pilfering is going on in radio. I have been listening to programs for a long time and find that originators seldom get the credit due them. Before long their ideas are grabbed by someone without an ounce of originality. A few years ago one of our well-known orchestra leaders introduced a certain style of crooning. Soon all the silver-throated tenors were imitating him. Then there's the man who writes jokes. After he springs his material it is heard on many programs within the next 24 hours. Another case was that of Betty Boop. Her ideas were stolen and she was soon pushed into oblivion. And there are many similar cases. Another case was that of a woman who created marvelous baby cries. A short time later she was imitated by other women who got the same effect by burying their faces in pillows, etc. Then came the amateur hour, first introduced over Station WHN. Before long there were amateur hours by the dozen. Why cannot some sponsor gather these originators together and give them the chance they deserve? Let the public hear them and be the judge. Let those who have given radio new ideas step forward and take credit for what belongs to them.  
CHESTER L. RENARD.

**Syracuse, N. Y.**  
First I want to compliment *The Billboard* for getting out the publication as usual during the recent flood. It deserves much credit. I have read from time to time about the trouble in New York over the WPA music project and it is time something is said regarding the project here. I don't believe such conditions exist in other smaller cities. There are three projects here, the symphony, the civic theater project and another project for dance musicians. There is a so-called auditioning board consisting of a few men, the majority of whom have never had theatrical experience other than in a few night clubs. The head of this board of auditioners is a symphony orchestra conductor. The result has been that when men came before this board they were refused work unless they were symphony musicians. They have taken in their personal friends, many of them having had no previous experience. There are a number of trouping musicians here who have been refused admittance. It certainly is disgusting. This is supposed to be strictly a relief project and there are men working who never have been on relief. The musicians who are eligible are out. What is needed is a good house-cleaning.  
KENNETH (DOC) HAINES.

**Dayton, Ky.**  
The recent Ohio River flood brought to mind the time my band was in the Mississippi flood in 1903. We had just left Greenville when the dike broke and the manager said: "Never mind, girls, we are lucky to be out." Then followed days when we just made enough money to crawl along and some did not even have a postage stamp. In those days, however, we could mail a letter and it would be delivered and paid for at the other end. It made me feel good to receive letters from old friends of former days asking if I am safe. We cook on daughter's Girl Scout outfit. We have no light or electricity and are told there will be no gas for a month, for houses have been broken from foundations, leaving open pipes which are filled with water. One man counted over 100 houses floating down the river.  
HELEN MAY BUTLER.

**Dr. Alfred Cornell, popular NVA interne, left Saranac last week for a short vacation with his folks in New York.**  
William Milne is our latest guest patient. He was formerly assistant manager of the Victory Theater in the Bronx.  
Mrs. William Morris has left Camp Intermission, Lake Colby, for her home in New York.  
Eddie Ross enjoyed a visit from his brother Joe, of the vaudeville team of Ross and Bennett. Joe was well pleased with Eddie's progress.  
Robert Burke is another newcomer to the lodge. Actor and songwriter, he was a member of the Lew Fields company in *Hello, Daddy*. He is also the author of several song hits.  
Helen O'Reilly, ex-NVAer who opened the Hollywood Shoppe on Main street, is at present in New York buying her spring line in ladies' apparel.  
Harold Rodner, NVA executive, and Mr. Waxman, publicity agent for Warner Bros., visited the lodge last week and distributed candy among the patients.  
Thru the courtesy of Dr. Fischel and Dr. Wilson, contacted by Rudy Plank, Jack Edwards, Alfred De Lorraine and Eddie Ross, NVA patients are contributing their services at a concert and ball held under the auspices of the American Red Cross at the Town Hall here for the flood-relief fund.  
Write to those you know at Saranac Lake.

**SALES TAX**  
(Continued from page 4)  
to take to vote late this week proposal for a 5 per cent tax on amusement tickets, which compares with present levy of 2 per cent thru State-wide sales tax. New bill would more than double sales and service tax to make up \$15,000,000 deficit. It would affect transactions from 4 cents up.  
In Louisiana Legislature may be expected to be called into extra session at any moment to consider failure of 4 per cent New Orleans and 2 per cent "outside city" sales tax to meet revenue needs. Talk is that tax may be raised to a State-wide 4 per cent and an additional 2 per cent for New Orleans. While theaters are excluded thus far from sales tax, new proposal would enforce 4 per cent in State and 6 per cent in city on all amusement admissions. New Orleans amusements now pay 2 per cent tax above the 15-cent mark.  
With the gross tax law now in effect in Alabama forcing a 1½ per cent levy on gross sales and admissions, Legislature will vote in few days on new proposal to increase tax to 2 per cent thru general sales and admission levy. New proposal is meeting opposition, while theater ops and merchants are joined hand in hand in a court scrape to scrap the 1½ per cent gross levy. At least 20,000 have joined in the move to keep the tax out of the State entirely. Money is needed for schools, Governor Graves says.  
Tennessee, Georgia and the Carolinas have similar problems to face, while Arkansas seems to be ready to renew State-wide 2 per cent sales tax as move to increase to 4 failed to go over by a wide margin. Texas Legislature has yet to wrestle with the sales tax problem, but a strong group says the fight will soon move into the convened Legislature.

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43d YEAR  
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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.  
The Billboard reserves the right to edit all advertising copy.

Vol. XLIX. FEBRUARY 13, 1937. No. 7

**Flood Can't Halt Mardi Gras Spirit**

NEW ORLEANS, Feb. 6.—With all officials in the Lower Mississippi Valley and Washington declaring New Orleans safe from the impending flood waters that played so much havoc in the Ohio and Upper Mississippi valleys, New Orleans goes on its way this week with its Mardi Gras in the most elaborate fashion since pre-depression days. Some few visitors became "flood scared" and left, and other prospective ones are absent due to flood conditions elsewhere, but many thousands remain on the waiting list and are quickly grabbing up the available room.

The climax of the carnival season that began officially on Twelfth Night is February 9, which follows six days of pageants, beginning Thursday (4) with the parade of the Krewe of Momus, God of Night.

The first vaudeville billing in the city in many months, three odditoriums, several special night clubs, topped by the appearance of Will Osborne and ork in floor show at the Blue Room, and special bookings by the downtown movie houses are special entertainment features for the week.

The river has reached flood stage in the Delta area, but up to present writing all Mississippi River levees have held, and engineering experts believe that Memphis, Vicksburg, Natchez, Baton Rouge and all other communities of the Valley will escape the fate of the Ohio Valley cities.

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# The Final Curtain

**ADAMS**—Justin, 75, actor and playwright, February 1 at his home in Dorchester, Mass. He was author of about 100 plays and a member of the old Boston Museum Company, the Grand Opera Stock Company and the American Dramatists' Club. He appeared on the stage with Raymond Hitchcock, Frank Keenan and Charles Barron. Surviving are his widow, Mabel, and a son, Oliver J., of Dover, N. H.

**ALBRIZIO** — Alfonso, 77, theatrical footwear designer, in New York January 21. He was once associated with S. Capozio, at which time he made footwear for Caruso and other Metropolitan stars. His son, Vinse Mondl, performs as a one-man band with Major Bowes' anniversary unit.

**BANKS**—Fredericka, 73, of heart failure at her home in Trenton, N. J., January 23. She was well known in show business, both as Fredericka Banks and Fredericka Schroeder, and was the stepmother of the late Samuel Nelson, of the Famous Nelsons, featured for many years with the Barnum & Bailey Circus, and also mother of James DeVole, formerly of the DeVole Trio and now custodian of the Performers' Club of America, Chicago. Burial in Greenwood Cemetery, Trenton.

**BODDER**—Daniel S., trap drummer with theatrical and circus orchestras, at Chambersburg, Pa., February 1. He had been a member of Uncle Hez Company, Gentry Brothers, Walter L. Main's Circus, Forepaugh & Sells Bros.' Circus, Gorton's Minstrels, Stetson's Uncle Tom's Cabin Company and Barnum & Bailey Circus. Burial at Cedar Grove Cemetery, Chambersburg.

**CARPENTER**—W. A., 63, father of H. Kenneth Carpenter, manager of Station WHK, Cleveland, and vice-president of the United Broadcasting Company, January 30 at his home at Ravenna, O., after a heart attack. Another son also survives. Funeral services from the Fairchild Funeral Home, Ravenna, and burial there.

**CLEMENT**—Dr. E. P., widely known surgeon and sportsman, at the Elyria Clinic, Elyria, O., February 2 from a heart ailment. He was one of the founders of the Ohio Short Ship Circuit, of which he at one time served as president and secretary. In this connection he was also interested in county fairs, and at the time of his death was president of the Dorain County Agricultural Society. His widow and a daughter survive. Burial in Elyria.

**CLEVENGER**—Milton A., outdoor concessioner, formerly with Crowley's United, Paul Towl and W. E. West shows, killed in an auto accident at Rosenberg, Tex., February 2. He was helping another motorist out of a ditch when another car struck him. Burial in Richmond, Mo.

## William W. Durbin

William W. Durbin, 71, most widely known amateur magician, president of International Brotherhood of Magicians and Register of the United States Treasury, died at his home in Kenton, O., February 4 of a cerebral hemorrhage less than 24 hours after the death of his daughter-in-law, Mrs. Francis W. Durbin, at her home in Lima, O. He had been in ill health for more than a year, altho he remained active on his duties in Washington.

For more than half a century Mr. Durbin was interested and active in magic, altho he never engaged in the art professionally. He was one of the first members of the IBM and at the time of his death was serving his 11th consecutive term as president of that organization. He was well known to magicians thruout the world and his Egyptian Theater at Kenton was considered a magic shrine. Built for his own amusement and that of his friends, the Egyptian Theater was elaborately equipped with magic paraphernalia and its walls were lined with photographs of magicians from all parts of the world.

Mr. Durbin was long an active political figure in the ranks of the Democratic Party. He first became interested in politics in 1884.

Funeral services and interment in Kenton, O., February 8, with numerous magicians and representatives of the International Brotherhood of Magicians and Society of American Magicians in attendance. Surviving are his widow; two sons, Francis and Andrew, and one sister, Eliza Durbin.

**CONROY**—Mrs. Lora J., 61, superintendent of the Paramount studios dressing rooms, in Hollywood January 25 of injuries resulting from a fall.

**COYNE**—Mike, 69, pioneer legitimate and motion picture showman, at South Gate, Calif., February 3 after a year's illness. When in his teens he joined the Eugene Robinson Mississippi River Showboat as advance man. He later handled rep and minstrel shows. Finally he landed in New York and for a number of years piloted *The Prince of Pilsen*. Some years later he advanced *The Birth of a Nation*. Later he became field representative for United Artists and 10 years ago went to California. Interment in Oceanside, Calif.

**CRYDER**—H. A., 54, former showman, of a heart attack on a train near Philadelphia. Survived by widow and a daughter, Mrs. Robert Dunn; his father and two sisters. Body shipped to Columbus, O., for burial.

**CUPPY**—Harry M., 35, many years secretary of Ashland (O.) County Fair and former Ashland County farm bureau manager, January 25 in St. Vincent Hospital, Toledo, O., of pneumonia. One of the youngest fair executives in Ohio, he was well known to fair officials and race horse owners. His widow and two children survive. Funeral and interment in Savannah, O., where he had lived several years.

**DURAN**—Valeriano, 41, film actor, in Los Angeles January 21.

**DUVERNOIS**—Henri, 61, playwright, in Paris January 29. His comedy, *Guitar and Jazz Band*, was purchased by Ray Goetz for Broadway, but it was never produced on the American stage. Among his other works were *Coeur*, a comedy, and the novels *Faubourg Montmartre* and *Le Veau Gras*.

**EMANUEL**—Mrs. George S., 73, wife of the well-known concessioner and cousin of Jake Posey, former boss hostler, at her home in Cincinnati February 1 after a lingering illness of intestinal trouble. She was a native of Brookville, Ind. Interment February 4 in Spring Grove Cemetery, Cincinnati.

**ESPEY**—Mae, well known in carnival business for the last 25 years and mother of Dottie, Colleen and Georgia Espey, January 21 at Topeka, Kan., after a year's illness. Body shipped to Wichita January 25.

**FLEISHER**—Mrs. A. (Minnie Kay), 87, former equestrienne, at the Ladies' G. A. R. Home, Swissvale, Pa., January 23 after a long illness. She was with Barnum & Bailey, John Robinson and Forepaugh and Sells circuses. She played variety theaters in the act of Billy and Minnie Kay. Burial in Pittsburgh.

**FRANCISCI**—Ivan, 57, cellist, suddenly in Lakeside Hospital, Cleveland, February 5. He studied under Paul Grunner in Vienna in 1908 and was a member of the Vienna Symphony Orchestra. He played at various hotels in Cleveland, organized Francisci Artists' Ensemble and broadcast on a national hookup. Survived by widow and brother, Jule, of Vienna.

**FREER**—Lester P., 40, of Barre, Vt., in Woodsville, N. H., of injuries sustained in an auto accident January 29. Survived by widow and two children.

**GILMAN** — Mrs. Bessie Amelia Lawrence, mother of Lawrence Gilman, music critic of *The New York Herald-Tribune*, at Doctors' Hospital, New York, February 4 of pneumonia. Surviving are two sons, Lawrence and Joseph, and two sisters, Helen G. and Annie T. Lawrence.

**GRANGER**—Ted, 46, former cook on the Gollmar Bros. and Forepaugh-Sells circuses, at his home in Roseburg, Ore., January 21.

**HAMBURGER**—Frank, 72, for 22 years a member of the Montgomery, O., county fair board and well-known fair executive in Southern Ohio, January 31 at his home at Dayton, O., after a long illness. Burial in that city.

**HOPE**—Mrs. Faith, 58, character actress, in Los Angeles January 22. For

many years she was prominently identified with the St. Louis Stock Company under the name of Minerva Harvey. She was a member of the Troupers' Club.

**KENNEBECK**—John E., 38, representative of an American motion picture company in Australia, New Zealand and the Fiji Islands, at Sydney, Australia, January 23, after an appendicitis operation. Survived by a brother, his widow; a son, John Joseph; a daughter; his mother; five brothers, Eugene, Lambert, Leo, Paul and Frank, and a sister, Marie.

**LOCKFORD**—Naro, adagio dancer, well known in vaudeville, in Garfield Hospital, Washington, January 30 after 18 months' illness. He leaves a wife, Ruth, and two daughters, Gloria and Joyce.

**MCCARTHY**—J. J., 66, veteran theater man in the vicinity of Minneapolis, at Brookings, S. D., of heart disease recently. Survived by three brothers, all theater operators, and two sons.

**MANSFIELD**—Newell W., 68, musician and teacher, at the Alice Hyde Hospital, Malone, N. Y., recently following a brief illness of pneumonia. After studying under Leschetzky in Paris he returned to this country and worked for a time as a musician in New England cities. For the last several years he has been operating a studio at Malone.

**MULHALL**—Mrs. Emma Parthenia, 82, former singer and actress and daughter of Phil Margetts, veteran actor, at the home of her daughter in Idaho Falls, Ida., January 20. Surviving are a daughter, Mrs. A. J. Christensen; a son, W. C. Mulhall; four brothers and one sister. Interment in Salt Lake City.

**PAINTER**—Ethel Marion, sister of Lola E. Painter, repertoire actress, at her home in Brodhead, Ky., January 24.

**PARROTT**—Caryl, 72, former well-known singer, January 29 at her home in Philadelphia. In later years Miss Parrott was interested in folk music research and taught school.

**PEMBERTON**—Mrs. Ella M., 80, mother of Brock Pemberton, New York theatrical producer, and Murdock Pemberton, writer, at her home in Emporia, Kan., January 30 after several years' illness. A daughter, Ruth, also survives.

**RUSSO**—Frank P., 68, composer and band director, at his home in Cleveland February 3. Born in Palermo, Italy, he studied under Lopez at the Conservatory of Italy. He went to Ashtabula, O., in 1890 and a few months later went to Cleveland, where he has since lived. A professional band organizer, his band was the first to broadcast from a Cleveland station in 1924. For three years in ill health, he anticipated death and composed a march, which was played by his band at his funeral. Survived by widow; two daughters, Antoinette and Mamie; two sons, Adolph and Salvatore; three sisters, Mrs. Salvatore Zuccaro, Mrs. Frank P. Geraci and Edith Russo, and a brother, Adolph.

**SCOTT**—E. R., formerly with Ringling Bros.' Circus and said to be one of the first to operate weight-guessing machines on circus lots, at Houston recently. Survived by his mother, Mrs. Alice J. Scott; two sisters, Mrs. Ben Chapman and Mrs. Virginia Bellows, and three brothers, W. L., Frank and W. A. Scott.

**SHAW**—Henry, actor known professionally as Harold Nelson, in Los Angeles January 26. He was a member of Equity and for the last 12 years resided in Hollywood. Survived by his widow, Ella C. Shaw, a daughter, Mrs. Vivva O'Hara, of Vancouver, B. C., and a son, Arthur.

**SHUBERT**—Eddie, 42, stage and screen actor, in Los Angeles January 23 of complications developing from ulcers of the stomach. Before entering pictures he had been in burlesque and musical comedy for many years. His last film was *Time Out for Romance* at 20th Century-Fox. Body sent to his former home, Milwaukee, for burial. Survived by his father, Stephen; three brothers, John, Casimir and Raymond, and three sisters.

**SLATON**—William Henry (Doc), 76, who had been with Texas Kidd's Show for

16 years, at a Laredo, Tex., hospital January 23. In 1933 he was with Curly Vernon's Shows. Efforts to locate relatives are being made.

**SMITH**—Wallace, 43, novelist, magazine and screen writer and illustrator, in Hollywood January 31 of heart attack. His screen plays included *Two Arabian Knights* and *The Gay Desperado*. His magazine and novel writings included *Are You Decent?*, *The Captain Hates the Sea*, *Bessie Cotter* and *The Happy Alienist*.

**SPENCER**—Mrs. Andrew Jackson, 91, known in radio as the grandmother of *One Man's Family*, in Oakland, Calif., January 27. She was the mother of Minetta Ellen, the Mother Barbour of the Carlton E. Morse script show.

**STANLEY**—Josephine, 10, daughter of Mr. and Mrs. Gus Stanley, who are connected with Georgia amusements, at Riverside Hospital, Bainbridge, Ga., January 30. Survived by her parents, four brothers and five sisters. Interment in Climax, Ga.

**STEWART** — Docy (Madame Chambossier), 88, actress, in Melbourne, Australia, recently. She was a sister of the late Nellie Stewart.

**SWARTZ**—George S., founder of the Swartz Bungalow Theater, Denver, and Shakespearean devotee and actor, of a heart attack January 19 in that city.

**TODD**—David, 49, father of Mitch Todd, well-known singer and dancer in tab and burlesque, killed January 31 in an automobile collision at Canton, O. Surviving are his widow, two other sons; a daughter, Betty Jo, appearing currently with the chorus of the Bob Burch burlesque stock company at the Grand Theater, Canton. Mitch Todd is also with the company at the Grand. Funeral at the Whitticar Funeral Home, Canton, and burial in Northlawn Cemetery there.

**TOTHEROH**—John, father of Rollie Totheroh, film cameraman under contract to Charles Chaplin, and Dan Totheroh, scenarist, at Santa Clara, Calif., recently.

**TREMAYNE**—Alf, band leader, recently in Sydney, Australia.

**TUDOR**—Harry Bird, veteran showman, at Queen of Angels Hospital, Los Angeles, February 1. In 1917 he established the Rendezvous Ballroom at Balboa, Calif. He made several musical "finds" at Balboa, the most prominent being Phil Harris. Interment in that city.

**UPTON** — E. Marezki, 59, piano teacher, January 31 at his home in Milwaukee. He made numerous recitals and appearances with the Montreal Symphony Orchestra before beginning his (See FINAL CURTAIN on page 32)

## Joseph H. Slater

Joseph H. Slater, 78, actor, playwright and poet with a career of nearly 40 years as a performer on the legitimate stage, died at his home in Watertown, N. Y., January 30.

A native of Ireland, he went to New York when 17 years old. His first appearance of the stage was in Liverpool. In America Slater began at the old National Theater on the Bowery in "Blood and Thunder." After he left the National he went to the Wallack Theater on Broadway, where he appeared in "Ours," "Two Orphans" and "Double Marriage."

Following his work at the Wallack Theater Slater played with a road show, "Around the World in 80 Days," for three years. After this he went into repertoire and with Will T. Hodge formed the company of Slater & Hodge. Some of the plays Slater wrote were "My Wife's Cousin," "In the Rogue's Gallery" and "Our Irish-American Cousin." After his marriage to Esther M. Horton in 1898 he played in stock companies thruout New England with the Malloy Corinne Players, the Morris Streeter Company, the Beaver Stock Company and the Horne Stock Company. He had a fling at the movies when he worked for Seligs in Monte Cristo at Chicago. He also wrote several scenarios which were produced.

Surviving is a son, Joseph H., Jr. Burial in North Watertown Cemetery.









ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

**A**  
Abbott & Robey (Oxford) Phila. t.  
Ace, Red (Silver Slipper) Mansfield, O. c.  
Adalet (French Casino) NYC, nc.  
Adams, Billy (Kit Kat) NYC, nc.  
Adreon, Emilee (Pal.) Cleveland, t.  
Adrian, Iris (Hollywood) NYC, re.  
Aerial Lazellus (Palomar) Seattle, Wash., t.  
Aero Aces (Club Paree) Hartford, Conn., nc.  
Ails, Roscoe (Park Central) NYC, h.  
Albassi, Countess (Village Casino) NYC, nc.  
Allen, Bernie (5th Avenue) NYC, h.  
Allen, Nina (Bertolotti's) NYC, re.  
Allen, Ted (Colonial) Dayton, O., t.  
Almonte, Marie (Le Mirage) NYC, nc.  
Amsterdam, Morey (Oriental) Chi. t.  
Anbrose, Billy & Ruth (Blackhawk) Chi. re.  
Anderson & Allen (Casino Parisien) Chi. nc.  
Andree & Samuels (Galety) Brussels, cb.  
Andre, Janice (Paradise) NYC, re.  
Andre, Pierre (Congress) Chi. h.  
Anson, Bill (Royal Frolics) Chi. nc.  
Apollon, Dave, Show (Paramount) Nashville, Tenn., t.  
Apollon, Dave, Unit (Orph.) Memphis, t.  
Arden, Anita (Paradise) NYC, re.  
Arden, Donn (Lookout House) Covington, Ky., nc.  
Aristocrats, Twelve (Savoy) London, h.  
Arnold, Jack (Ball) NYC, nc.  
Arlynne & Borden (Gloria) Columbus, nc.  
Armstrong, Jane (Cafe de Paris) London, nc.  
Armstrong, Maxie (Black Cat) NYC, nc.  
Arturo & Evelynne (Ball-Ball) Chi. nc.  
Ashburns, The (Levaggi's) Boston, re.  
Astwood, Norman (Gypsy Tavern) NYC, nc.

**B**  
Bahama Dancers (Cotton Club) NYC, h.  
Bailey, Mildred (Blackhawk) Chi. re.  
Baines, Pearl (Kit Kat Club) NYC, nc.  
Baker, Belle (Met.) Boston, t.  
Baldwin & Bristol (Orph.) Los Angeles, t.  
Ballantine & Pierce (Cocunut Grove) Boston, nc.  
Ballard & Rae (Jefferson) St. Louis, h.  
Bankoff & Cannon (Colosimo's) Chi. nc.  
Banks, Sadie (Old Roumanian) NYC, re.  
Barber, Hal (Flamingo Club) Orlando, Fla., nc.  
Bard, Robert (Ambassador) NYC, h.  
Barlow, Dorothy (Palmetto) Detroit, nc.  
Barnes, Eddie (Freddie's) Cleveland, O., nc.  
Barr & Estes (Orph.) Memphis, t.  
Barra, Cappy (Royal Palm) Miami, nc.  
Barrie, Eve (Wivel's) NYC, re.  
Barrie, Mickey (Radison) Minneapolis, h.  
Barstows (Met.) Boston, t.  
Bartell & Hurst (Shoreham) Washington, D. C., h.  
Bartholemey, Lillian (French Casino) Miami Beach, Fla.  
Barto & Mann (Paradise) NYC, re.  
Barton, Phil (Radison) Minneapolis, h.  
Beavers, Louise (Boston) Boston, t.  
Beck, John (Ball) NYC, nc.  
Belais & Skaren (Broadway Hofbrau) NYC, nc.  
Bell, Bobbie (Ballyhoo) Columbus, O., nc.  
Bell, Carolyn (Wivel) NYC, re.  
Bell, Dorothy (Basque) NYC, c.  
Bell & Grey (Oakwood Club) Sturgis, Mich., nc.  
Bell, Jim & Nora (Royal Frolics) Chi. nc.  
Bell's Hawaiian Follies (Orph.) Davenport, Ia., (Capitol) Marshalltown 16; (Orph.) Dubuque 17, t.  
Bemis, Bill & Beverly (Chez Paree) Chi. nc.  
Benga, Feral (French Casino) NYC, nc.  
Benno, Ben (Fair) Ft. Lauderdale, Fla.  
Benson, Betty (Leon & Eddie's) NYC, nc.  
Bernhardt & Graham (Congress) Chi. h.  
Bernard, Phil (Indiana) Richmond, Ind.: (State) Sandusky, O., 16-19, t.  
Bernard, Rose (Wheel) NYC, nc.  
Bernivici, Count, Revue (Orph.) Minneapolis, t.  
Berryman, Duke (18) NYC, nc.  
Bert & Jay (Colonial Village) Peoria, Ill., nc.  
Bessinger, Frank (New Yorker) NYC, h.  
Beyer, Ted (Village Casino) NYC, nc.  
Blackstone (State) Norfolk, Va., t.  
Blair, Francis (Jungle Inn) Youngstown, O., nc.  
Blair, Jack & June (Ambassador) NYC, h.  
Blanche & Elliott (Chez Maurice) Dallas, nc.  
Blenders, Four (Embassy Club) San Francisco, nc.  
Bollero, Mike (Village Barn) NYC, nc.  
Boone, Marvin (Corktown Tavern) Detroit.  
Booth, John (Claridge) Memphis, h.  
Boran, Arthur (Nixon) Phila. t.  
Bordine & Carol (Monte Carlo) NYC, re.  
Boston Sisters (L'Escargot D'Or) NYC, re.  
Bower, Marion (Blue Mirror Tavern) Waterbury, Conn.  
Bowers, Cooke (Boston) Boston, t.  
Bows, Major, All-Girl Unit (Lyric) Indianapolis, t.  
Bowne, Jerry (Biltmore) NYC, h.  
Bows, La Verne (Ballyhoo Club) Columbus, O., nc.  
Boyettes, The (Natl.) Richmond, Va.; (Granby) Norfolk 18-20, t.  
Brannon, Billie (Verillos) Phila. c.  
Bredwins, The (Earle) Washington, D. C., t.  
Brent, Lillian (Casa Grande) Washington, D. C., nc.  
Brite, Betty (French Casino) NYC, cb.  
Brito, Phil (Mount Royal) Montreal, h.  
Britton, Mill, Band (Riverside) Milwaukee, t.  
Brooks Twins (Club Vogue) NYC, nc.  
Broomfield & Greeley (Ubangi) NYC, nc.  
Browe, Harold (San Diego) Detroit, nc.  
Brown Bros. (Ohio) East Liverpool, O., 14-18, t.  
Brown, Danny (Frontenac) Detroit, nc.  
Brown, Evans (109) Indianapolis, nc.  
Brown, Evans & Mary (Spencer) Marion, Ind., h.  
Brown, Isabelle (Jimmy Kelly's) NYC, nc.  
Brown, Ralph (Ulangi) NYC, nc.  
Brown, Rhythm (Uproar House) NYC, nc.  
Browe, Betty (French Casino) NYC, nc.  
Bucans, Bernice (Colosimo's) Chi. nc.  
Buck & Bubbles (Pal.) Cleveland, t.  
Burkhardt, Johnny (Indiana Roof) Indianapolis, b.  
Byrnes Sisters Revue (Nixon) Phila. t.  
Byrnes & Swanson (Royal Frolics) Chi. nc.

# Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

## EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; re—road house; r—restaurant; s—showboat; t—theater.

NYC—New York City; Phila.—Philadelphia; Chi.—Chicago.

**C**  
Call & Stuart (Brass Rail) Lawrence, Mass., re.  
Caleman, Hazel (Kit Kat) NYC, nc.  
California Varsity Eight (Chicago) Chi. t.  
Campbell, Burns (Javo Jungle) Pittsburgh, nc.  
Campbell, Jack (Radio City Rainbow Room) NYC, nc.  
Campo, George (Casino Parisien) Chi. nc.  
Canglosi, Toto (Place Elegante) NYC, nc.  
Carita, La (Valencia) NYC, nc.  
Carlay, Rachel (Earle) Washington, D. C., t.  
Carlton & Juliette (Mayfair Casino) Boston, nc.  
Carrer, Chas. (Pal.) Chi. t.  
Carson, Laura & Marie (Piccadilly) London, h.  
Carter, Johnny (5th Ave.) NYC, h.  
Carter & Schaub (Jimmy Kelly's) NYC, nc.  
Caruso, Judy (Show Boat) Phila. nc.  
Casanova, Don (Valencia) NYC, nc.  
Casoli, Eugene (Verrillas) Phila. nc.  
Chandler, Evelyn (Hershey Ice Arena) Hershey, Pa.  
Chandler, Pat (Colony Club) Chi. nc.  
Chita (El Chico) NYC, nc.  
Choo, Geo., Unit (Rivoli) Toledo, t.  
Chumbeos, Florence (French Casino) NYC, nc.  
Claude & Corinne (Mayfair Casino) Cleveland, nc.  
Claudet, Marguerite (Jermyn) Scranton, Pa., h.  
Coca, Imogene (Ambassador) NYC, h.  
Coe & Duda (Chez Paree) New Orleans, nc.  
Cole, Lester & Midshipmen (Palmer House) Chi. h.  
Cole, Walter (Barrel of Fun) NYC, nc.  
Coleman & Clark (College Inn) Chi. re.  
Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.  
Colson & Ost (Clarendon) Daytona Beach, Fla., h.  
Conlin, Ray (St. Louis) St. Louis, t.  
Conrad, Anita (Flamingo Club) Orlando, Fla.  
Conrad, Lew (Cocunut Grove) Boston, nc.

Divorces, Seven (Ball) NYC, nc.  
Dixon, Dixie (Torch Club) Cleveland, cb.  
Dolan, Peggy (Shelton) NYC, h.  
Dolores & Andre (Blackstone) Chi. h.  
Dolores & Rossini (Wivel) NYC, re.  
Donahue, Ralph (Gloria) Columbus, O., t.  
Donatella Bros. & Carmen (Earle) Phila. nc.  
Donn, Berta (Vaihalla) NYC, re.  
Doriva, Tamara (Valhalla) NYC, re.  
Dornfield, Bill (Pick's Club Madrid) Milwaukee, nc.  
Dot & Dash (Frolics) Toledo, O., na.  
Downing, Dee (Ball-Ball) Chi. nc.  
Drake, Connie (Deauville) New York, nc.  
Duke, Paul (State-Lake) Chi. t.  
Dukes, Three (Chez Ray Ventura) Paris, nc.  
Dunn, Vera (Village Casino) NYC, nc.  
DuPont, Bob (Casino Atlantico) Rio de Janeiro, nc.  
Duran, Adeline (El Chico) NYC, nc.  
Durelle (Ritz-Carlton) NYC, h.

**E**  
Earns & Gordon (Chateau Frontenac) Quebec, h.  
Easton, Bob, & Odette (St. Louis, t.  
Easton & Odette (Harmanus Bleecker Hall) Albany, N. Y., t.  
Ebony Rascals (Uproar House) NYC, nc.  
Edwards, Joan (Merry-Go-Round) Brooklyn, nc.  
Elaine & Barry (Village Barn) NYC, nc.  
Elder, Hal (Bat Gormly) Lake Charles, La., nc.  
Elda Ballet (Pal.) Cleveland, t.  
Eliante, Hilda (French Casino) NYC, cb.  
Elliott, Baron (Showboat) Pittsburgh, nc.  
Elton & Gilrona (Club Belvedere) Des Moines.  
Emmy, Carlton (Edgewater Beach) Chi. h.  
Endor & Farrell (Savoy-Plaza) NYC, h.  
Enrica & Novello (Roxy) NYC, t.  
Erierson, Iris (Club Belvedere) Des Moines.  
Erroll, Leon, Revue (Boston) Boston, t.  
Esquires, Four (Roosevelt) NYC h.  
Estelle & Leroy (Victor Hugo) Hollywood, h.  
Evans, Bobby (Ubangi) Phila. nc.  
Evans, Brown & Mary (Club Circus) Mansfield, O.

### Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Conti, Mickey (Savoy-Plaza) NYC, h.  
Cook, Eileen (Village Casino) NYC, nc.  
Cook, Ted (Tower) Kansas City, t.  
Cooke & Cooke (Fair) Ft. Myers, Fla.  
Coral Islanders (Monclair) NYC, h.  
Corlies & Palmer (Saddle & Cycle) Palm Springs, Calif., nc.  
Cortez, Gene (Frontenac) Detroit, nc.  
Cortez, Gypsy (Mirador) NYC, nc.  
Cosmopolitan, The (Savoy-Plaza) NYC, h.  
Cotton, Larry (Biltmore) NYC, h.  
Craft, George (Tillie's) NYC, re.  
Craven, Fran (Bertolotti) NYC, re.  
Crawford, Jack (Ringside) Ft. Worth, Tex., nc.  
Crawford, Loretta (Maria's) NYC, nc.  
Crown & Allan (State-Lake) Chi. t.  
Croel & Roberta (Melody Gardens) Elmira, N. Y., nc.  
Cross & Dunn (Palm Island Casino) Miami, nc.  
Cummings Sisters (Peacock Alley) Detroit, nc.  
Cunningham, Fairy (The Pines) Nashville, Tenn., cc.

**D**  
Dale, Helen (Howdy Club) NYC, nc.  
Dale, Maryon (Chateau Moderne) NYC, nc.  
Dandies, Four (Larue's) NYC, re.  
Danny & Eva (Kit Kat) NYC, nc.  
Dario & Diane (Grosvenor House) London, h.  
Datsko, Yasha (Russian Art) NYC, re.  
Davis, Benny, & Co. (Michigan) New York, nc.  
Davis, Eddie (Leon & Eddie's) NYC, h.  
Davis, Lew (Lang'do Albany, N. Y., h.  
Davis, Lois (Eldorado) Detroit, nc.  
Davis, Rosalind (Wivel) NYC, re.  
Davis, Rufe (Hollywood) NYC, re.  
Dawn, Dolly (Taft) NYC, h.  
Dawn & Darrow (Commodore) NYC, h.  
Dawn's, Dolly, Boys (Taft) NYC, h.  
Day, Helen (Getzen's) Brooklyn, nc.  
Dean, Carol (Hollywood) Galveston, Tex., nc.  
Dell, Lillian (18) NYC, nc.  
De Clichy, Baroness Marie (Du Pierrot) NYC, nc.  
DeCounil & Marie (Showboat) Daytona Beach, Fla., nc.  
DeFlores, Felipe (El Chico) NYC, nc.  
Delmar, The Great & Co. (Maj.) Benecia, Calif.; (State) Livermore 14-18, t.  
De Marco, Joe (Arbor Club) Scranton, Pa., nc.

De Marlo & La Marlette (Club Paree) Hartford, Conn., nc.  
DeSota, Nina (El Gaucho) NYC, nc.  
Denizen, Helen (Rivoli) Toledo, t.  
Denning, Ruth (Esquire) Toronto, nc.  
Deyer, Ted (Gay '90s) NYC, nc.  
Diavolo Magic Revue (Grand) Fitzgerald, Ga., t.  
Dick, Don & Dinah (State) NYC, t.  
Dimitri (Hollywood) NYC, re.  
Dimitri & Virgil (Gaucho) NYC, nc.  
Diplomats, Four (Dickie Wells) NYC, cb.  
Diplomats, Three (Yacht) NYC, nc.

Evans, Janet (Stevens) Chi. h.  
Evans, Melvin, & Revue (31 Club) Phila.  
Evans, Stanley (Basque) NYC, c.  
Evert, Ray & Leola (Red Wagon) St. Louis, nc.

**F**  
Fair, Virginia (Le Mirage) NYC, nc.  
Fairbanks Sisters (Uproar House) NYC, nc.  
Farmer, Chic (Ball) NYC, c.  
Faries & Goodelle (Vanderbilt) NYC, h.  
Fast, Al (Seneca Terrace) Rochester, N. Y., nc.  
Faye, Frances (Yacht) NYC, nc.  
Felicia & Del Rey (The Chateau) Rochester, N. Y., nc.  
Fenwick & Cook (Nixon) Phila. t.  
Ferguson, Bobby (Spinning Wheel) Kansas City, Mo., nc.  
Ferguson, Bobby (Saddle Grill) Phila. re.  
Fern, Pearl, Duo (Wagon Wheels) Akron, O., nc.  
Fetchit, Stepin (Met.) Boston, t.  
Fields, Benny (Pal.) Cleveland, t.  
Fink, Maxine & Harry (Spinning Wheel) Kansas City, nc.  
Fitzgerald, Lillian (Uproar House) NYC, nc.  
Fleming, Frank (Lincoln) NYC, h.  
Florenz, Paul, Girls (Drake) Chi. h.  
Follies Revue (Washington Club) East Liverpool, O., nc.  
Fontaine, Evan Burrows (Adephia) Phila. h.  
Fonzals, Three (Colonial) Dayton, O., t.  
Ford, Gene (Torch Club) Baltimore, nc.  
Ford, Ruth (St. George) Brooklyn, h.  
Ford, Whitey & Ed (Casino Parisien) Chi. nc.  
Fowler, LaMae (Dixon's Cafe) Omaha, c.  
Fox & Ames (Hollywood Yacht Club) Hollywood, Fla., nc.  
Frances & Carroll (Shoreham) Washington, D. C., h.  
Fred & Ginger (Uproar House) NYC, nc.  
Fredz & Laurens (Plamor Club) Cheyenne, Wyo.  
Froeba, Frank (Onyx Club) NYC, nc.  
Froes, Sylvia (Versailles) NYC, re.  
Fuller, Howard (Natl.) Richmond, Va.; (Recreation Hall) Langley Field, W. Va., 15, t.  
Furman & Lorraine (LaRue's) NYC, re.

**G**  
Gae, Donna (Stevens) Chi. h.  
Galante & Lelarda (Cassanova) Los Angeles, nc.  
Gales Sextet (Blue Moon) Milwaukee, c.  
Gardner, Poison (Dizzy) NYC, nc.  
Gardell, Tess (Benny the Bum's) Phila. nc.  
Garr, Eddie (Hollywood Country Club) Hollywood, Fla., nc.  
Gaston (Monte Carlo) NYC, nc.  
Gay Nineties Quartet (Gay Nineties) NYC, nc.  
George, Eileen (Nixon) Pittsburgh, re.  
Gerrits, Paul (Earle) Phila. t.  
Giardi, Gus (Arbor Club) Scranton, Pa., nc.  
Giovanni, John (Murray's) Tuckahoe, N. Y., re.

Gilford, Jack (Fox) Phila. t.  
Girard, Adele (Hickory House) NYC, re.  
Gitanilla, La (Valencia) NYC, nc.  
Givens & Karol (Westminster) Boston, h.  
Goll, Wanda (Vogue) NYC, nc.  
Gomez & Winona (Hollywood Country Club) Miami, nc.  
Gonzales & Rangel (McAlpin) NYC, h.  
Goodman, Charles (Biltmore) NYC, h.  
Goodwin, Jack (One Fifth Ave.) NYC, h.  
Gordon, Jean (Village Casino) NYC, nc.  
Grace & Nico (Casino Parisien) Chi. nc.  
Graces, The Three (LaSalle) Chi. h.  
Grasi, Rudi (Chicago) Chi. t.  
Gray Family, The (State-Lake) Chi. t.  
Green, Al (Pioneer Nut) NYC, nc.  
Green, Terry (Versailles) NYC, re.  
Greenwich Village Scandals (Shubert) Cincinnati, t.  
Griffith, Edith (State-Lake) Chi. t.  
Grower, Bernie (Gay '90s) NYC, nc.  
Guizar, Tito (Merry-Go-Round Bar) NYC, nc.

**H**  
Haines, Virginia (Riptide) Miami Beach, Fla., nc.  
Halliday, Heather (Ambassador) NYC, h.  
Hamory, Erne (18) NYC, nc.  
Hamrick, Ruth (Colony Club) Chi. nc.  
Handie & Mills (Gloria) Columbus, nc.  
Hank the Mule (Ambassador) St. Louis, t.  
Harlemians (Tower) Kansas City, t.  
Harper, Ruth (Mount Royal) Montreal, Que., h.  
Harrington, Pat (18) NYC, nc.  
Harris, Alice (Kit Kat) NYC, nc.  
Harris, Claire & Shannon (Pal.) Chi. t.  
Harris, Eddie (Variety) NYC, nc.  
Harris, George (Mayfair) Boston, nc.  
Harris, Lydia (Harry's New York Cabaret) Chi. nc.  
Harrison, Spike (Gay '90s) NYC, nc.  
Hartmans, The (Plaza) NYC, h.  
Hassan, Prince (Miami Biltmore) Miami, Fla., h.  
Haviland, Henry (4811 Club) Chi.  
Hawkins, Sid (Ball) NYC, nc.  
Haydock, Vincent (Flamingo) Orlando, Fla., nc.  
Haywood & Allen (Le Mirage) NYC, nc.  
Hayworth, SaBea, Revue (Avon) Lenoir, N. C., t.

Heath, Helene (21 Club) Phila.  
Helene & Raoul (Flamingo) Orlando, Fla., nc.  
Hickle, John (18) NYC, nc.  
Higgins, Peter (Yacht Club) Chi. nc.  
Hill, Lethia (Cedar Gardens) Cleveland, nc.  
Hirsch, Jack (Old Roumanian) NYC, re.  
Hoffman, Chas. (Drake Hotel) Chi. h.  
Hoffman, Gertrude, Ballet (College Inn) Chi. re.  
Holbein, Rolf (French Casino) NYC, cb.  
Holey, Marshall (Kit Kat) NYC, nc.  
Holley, Edna Mae (Uproar House) NYC, nc.  
Hollis, Marie (Paradise) NYC, re.  
Honan, Helen (Drake Hotel) Chi. h.  
Honey Family (Earle) Phila. t.  
Hooton, Don (Esquire) Toronto, nc.  
Howard, Gus (Ball) NYC, nc.  
Howard, Kathleen (Le Mirage) NYC, nc.  
Howard, Terry, & Co. (Oriental) Chi. t.  
Huggins, Lath Bill (Rivoli) Toledo, t.  
Hughes, Lysbeth (Biltmore) NYC, h.  
Huston, Josephine (Hollywood) NYC, re.  
Hyde, Vic (Mirador) NYC, nc.  
Hyder, Doc (Ubangi) Phila. nc.

**I**  
International Trio (18) NYC, nc.  
Jacobs, Morty (Variety) NYC, re.  
Jackson & Brown (Uproar House) NYC, nc.  
Jackson, Lawrence (President) New York, h.  
Jai-Leta (Marla's) NYC, nc.  
James, Dorothy (Mirador) NYC, nc.  
James, Fred (Kit Kat) NYC, nc.  
Janis, Edna (Ritz-Carlton) NYC, h.  
Jansleys, FIVE (American Music Hall) NYC, t.  
Jarrot, Lucille (L'Escargot D'Or) NYC, re.  
Jason, Barbara (Commodore) NYC, h.  
Jay & Lucille (Esquire) Toronto, nc.  
Jeanette & Kalan (Frolics) Youngstown, O., nc.  
Jenner, Julie (Paradise) NYC, re.  
Jennings, Don & Sally (Bismarck) Chi. h.  
Johnny Company (French Casino) NYC, cb.  
Johnny & George (Venezia) NYC, nc.  
Johnson, Jay (St. George) Brooklyn, h.  
Johnson, Mae (Black Cat) NYC, nc.  
Jones, Jonah (Onyx Club) NYC, nc.  
Jordan, Jean (Callente) NYC, nc.  
Jules, Stuart (Governor Clinton) NYC, h.

**K**  
Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.  
Kajar (Park Central) NYC, h.  
Kaloah (Cotton Club) NYC, nc.  
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi. h.  
Kar, Li (Ballyhoo) Columbus, O., re.  
Karele & Andre (Hollywood) NYC, re.  
Karson & Fay (Jermyn) Scranton, Pa., h.  
Kavanaugh, Stan (Congress) Chi. h.  
Kay, Dolly (Royale Frolics) Chi. na.  
Kay, Katza & Kay (Savoy) London, h.  
Kay, Marion (Colony Club) Chi. nc.  
Kaye, Johnny (Trotta's) Baltimore, nc.  
Kelsey, Billy (Anselmo) NYC, re.  
Kemble, Letty (Hollywood) NYC, re.  
Kenny, Phyllis (Park Central) NYC, h.  
Kentucky Serenaders (Rainbow Grill) NYC, nc.  
Killeen, Madeline (St. Louis) St. Louis, t.  
Kimmell, Gretchen (Colony Club) Chi. nc.  
King's Jesters (Bismarck) Chi. h.  
King, Mickey (Tower) Kansas City, t.  
King's Scandals (Loew) Montreal, t.  
King Sisters, Four (Biltmore) NYC, h.  
Kirk, Jean (Commodore) NYC, h.  
Kirst, Albert (Roosevelt) New Orleans, h.  
Kissinger, Dick (Lincoln) NYC, h.  
Knight, Eleanor (Roxy) NYC, t.  
Knox, Agnes (Piccadilly) NYC, h.  
Kradlocks, Four (Ritz-Carlton) NYC, h.  
Kramer, Ida (Swanee) NYC, nc.

**L**  
La Marr, Bobby (New Earl) Baltimore, nc.  
La Redd, Cora (Black Cat) NYC, nc.  
Lafayette & Laverne (Jefferson) St. Louis, h.  
LaMont, Peggy (Skylight Club) Cleveland, nc.  
Lane, Honey (Webster Hall) Pittsburgh, h.  
Lane, Joe (Maria's) NYC, nc.  
Lane, Lovey (Uproar House) NYC, nc.  
Lane, Toni (Oriental) Chi. t.  
Lope, Lita (St. Regis) NYC, h.  
LaPleur, Arthur, & Co. (Century) Baltimore, t.  
La Page, Paul (K-9) Baltimore, nc.  
LaRoche, Cecile (Port Arthur) Providence, R. I., re.  
LaPierre, Paulette (Colony Club) Chi. nc.

La Rue, Bobby (Ballyhoop) Columbus, O., nc.  
 La Torra (Cogan's Grill) Erie, Pa.  
 Laurie, Jack (Variety) NYC, nc.  
 Laval, Arthur (Levaggi's) Boston, re.  
 La Verne & Evangeline (New Orleans) New Orleans, nc.  
 Lawrence, Lucille (Swanee) NYC, nc.  
 Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.  
 Lee, Bob (Wivel) NYC, re.  
 Lee, Gabby (31 Club) Phila, nc.  
 Lee, Gail (Venezia) NYC, c.  
 Lee, Gretchen (Bismarck) Chi, h.  
 Lee, Jerric (Jungle Inn) Youngstown, O., nc.  
 Lee & Rouse (Saks) Detroit, nc.  
 Lemercier, Xavier (French Casino) NYC, nc.  
 Leonard, Ada (Hollywood) NYC, re.  
 Lewis, Betty (Park Central) NYC, h.  
 Leroy & Rogers (St. George) Brooklyn, h.  
 Lewis, Ann (Cotton Club) NYC, nc.  
 Le Maire & Reynolds (Winter Garden Ice Arena) St. Louis.  
 LePaul (Earle) Washington, D. C., t.  
 LeRoy, Hal (Drake) Chi, h.  
 Lewis, Norman (Club Paree) Hartford, Conn., nc.  
 Lewis, Tex. & Hillbillies (Village Barn) NYC, nc.  
 Libonati Trio (Tower) Kansas City, t.  
 Lieblich, Tod (Keith) Boston 12-18, t.  
 Lilly, Joe (One Fifth Ave.) NYC, h.  
 Line of Girls (Pal.) Chi, t.  
 Lineback, Lucien (Colonial Club) Jackson, Miss.  
 Lisbi, Connie (Anselmo) NYC, re.  
 Little Sachs, Three (Barrel of Fun) NYC, nc.  
 Little Words, Three (Small's) NYC, cb.  
 Lloyd, Shirley (Lexington) NYC, h.  
 Logan, Ella (Chez Paree) Chi, nc.  
 Lopez & Anita (Brill's) Newark, N. Y., nc.  
 Lorna & Carr (Capri) Lawrence, Mass., re.  
 Lorraine Sisters (The Lowry) St. Paul 10-31, h.

Lowell, Alice (Maria's) NYC, nc.  
 Lowe, Hite & Stanley (Capitol) Washington, D. C., t.  
 Lowe, Verne (Ballyhoop) Columbus, O., nc.  
 Lucky Boys, Six (St. Louis) St. Louis, t.  
 Lurya, Dee (Vanderbilt) NYC, h.  
 Lyons, Geo. (Drake Hotel) Chi, h.

**M**

Mack, Helen (Jefferson) St. Louis, h.  
 Mack, Lyle (Oasis) Detroit, nc.  
 Mack & Fay (Club Madrid) Buffalo, nc.  
 Maclovie & Candido (El Chico) NYC, nc.  
 Madie & Ray (Rivoli) Toledo, t.  
 Madison, Rudy (Gay '90s) NYC, nc.  
 Mae, Edna (Paradise) NYC, re.  
 Malcolm, Helen (Ambassador) Washington, D. C., h.  
 Mallow, Ullaine (American Music Hall) NYC, t.  
 Malone, Jay (Boody House Bar) Toledo, O.  
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.  
 Mammars & Marcia (Terrace Gardens) Rochester, N. Y.  
 Marcus, Arthur (Leon & Eddie's) NYC, nc.  
 Marden's Riviera Show (Hipp.) Toronto, t.  
 Mario & Floria (Waldorf-Astoria) NYC, nc.  
 Marlon & Irma (Grosvenor House) London, h.  
 Marlow, The Great (Shrine Circus) Detroit.  
 Martin, Mary (Mirador) NYC, nc.  
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.

Marshall, Everett (Chez Paree) Chi, nc.  
 Marta, Joan (Club Diamond) Wheeling, W. Va., nc.  
 Martelle, Helen (Yacht Club) Chi, nc.  
 Martyn & Margo (85 Club) Kansas City, Mo., nc.  
 Marvellos (Bismarck) Chi, h.  
 Marvillas, The (French Casino) NYC, nc.  
 Mary, Erik & Co. (Savoy) London, h.  
 Mason, Jack (Jean's Tavern) NYC, nc.  
 Mathews, Babe (Ubangi Club) NYC, nc.  
 Mattison's Rhythms (Earle) Washington, D. C., t.  
 Maurice & Cordoba (Radio City Rainbow Room) NYC, nc.  
 Mauss, Willie (State) NYC, t.  
 Maxine, Dorothy (Caliente) NYC, nc.  
 Maxine (Uptown) Toronto, t.  
 May, Bobby (Palladium) London, t.  
 Mayo, Marty (Century) Baltimore, t.  
 Mayo, Geo. & Co. (Colonial) Dayton, O., t.  
 Mayo, Sheila (El Bolero) NYC, nc.  
 Maza, Ted (Village Casino) NYC, nc.  
 McBride, Jack (Romance Inn) Angola, N. Y., nc.  
 McCabe, Sara Ann (Casino Parisien) Chi, nc.  
 McCoy, Bob (Biltmore) NYC, h.  
 McCoy, Clyde & Orch. (Century) Baltimore, t.  
 McCoy, Elena (Jimmy Kelly's) NYC, nc.  
 McCullough, Gene (Kennel Club) Miami, nc.  
 McHugh, Joe (Guest House) Easton, Pa.  
 McKay, Dee Lloyd (Uprou House) NYC, nc.  
 McMahon, Larry (Village Barn) NYC, nc.  
 McNalle Sisters (Bismarck) Chi, h.  
 McOwen Sisters (Harry's New York Cabaret) Chi, nc.

Meadows, Frankie (Barrel of Fun) NYC, nc.  
 Mel & Melma (Gaiety) Brussels, cb.  
 Melba (Harry's New York Cabaret) Chi, nc.  
 Meller, Raquel (Cafe de Paris) London, c.  
 Melting, Melba (Astor) NYC, h.  
 Melton, Marion (Park Central) NYC, h.  
 Melva Sisters (Oxford) Phila, t.  
 Mercer, Maryann (One Fifth Ave.) NYC, h.  
 Miac (St. Moritz) NYC, h.  
 Middleton, Thelma (Uprou House) NYC, nc.  
 Miller, C. (Boody House Bar) Toledo, O.  
 Miller, Joyce (Place Elegante) NYC, nc.  
 Miller, Marty (Turk Club) Pittsburgh, nc.  
 Minevitch, Borrah (Roxy) NYC, t.  
 Mitchell & Durant (Shubert) Cincinnati, t.  
 Mitchell, Vivano (Cocoon Palm) East Detroit, nc.  
 Modie & Lemaux (Cathay) Shanghai, China, h.  
 Monroe, Jerry (Tip Top Tavern) Flushing, L. I.  
 Montaya, Carlos (El Chico) NYC, nc.  
 Montgomery, Anne (Brill's) Newark, N. Y., nc.  
 Monte, Hal (Peacock Alley) Detroit, nc.  
 Moody, Gertrude (Variety) NYC, nc.  
 Moore, Peggy (Royal Frolics) Chi, nc.  
 Morales Bros. & Little Daisy (Eagles) Detroit, nc.  
 Moran, Patricia (Levaggi's) Boston, re.  
 Moreno, Conchita (Chesapeake House) NYC, re.  
 Moreno, Consuelo (Yumuri) NYC, nc.  
 Morgan, Marion (Colony Club) Chi, nc.  
 Morrell, Mack (Plaza Grill) Brooklyn, c.  
 Morrison, Jack (Leon & Eddie's) NYC, nc.  
 Morton, Eddy (Club Frontenac) Detroit, nc.  
 Moyer, Ken (Texas) Ft. Worth, Tex., h.  
 Mura, Corinna (Blackstone) Chi, h.

Murray, Betty (Jimmy Kelly's) NYC, nc.  
 Murray, Eddie (Barbary Coast) NYC, nc.  
 Music Hall Boys (Ritz) London, h.  
 Myres, Timmie (Skylight Club) Cleveland, nc.  
 Myra (Thillie's Chicken Grill) New York, nc.

**N**

Nally, Velva (Saks) Detroit, nc.  
 Nash, Dick & Leota (Colonial) Dayton, O., t.  
 Nash, Niki (Barbizon-Plaza) NYC, c.  
 Nash, Nura (Village Barn) NYC, nc.  
 Natcha (Natch's) NYC, nc.  
 Nations, Evelyn (Allerton) Cleveland, h.  
 Navara, Leon, & Orch. (State) NYC, t.  
 Nazarenko, Iasha (St. Regis) NYC, h.  
 Nazarro Jr., Nat (Lido) Montreal, nc.  
 Nadi, Aldo (Waldorf-Astoria) NYC, h.  
 New Yorkers, Two (Troadero) London, nc.  
 Newell, Vivian (Royal Frolics) Chi, nc.  
 Newman, Harry (Gabriel's) NYC, re.  
 New Yorkers, Three (Stork Club) NYC, nc.  
 Nichols, Howard (College Inn) Chi, re.  
 Niles, Noma (Swanee) NYC, nc.  
 Nils & Nadyne (Show Boat) Pittsburgh, nc.  
 Noah, Tera (Village Casino) NYC, nc.  
 Noble, Ray, & Orch. (Capitol) Washington, D. C., t.  
 Nolan, Marian (Hollywood) NYC, re.  
 Nolan, Mary (Plaza Grill) Brooklyn, nc.  
 Nolan, Nancy (Queen Mary) NYC, re.  
 Noll, Eddie (Hollywood) NYC, re.

**THE NONCHALANTS**

RETURN ENGAGEMENT A. B. C. THEATER, PARIS

Personal Direction

MUSIC CORPORATION OF AMERICA.

Nordstrom, Dagmar & Sig (Larue's) NYC, re.  
 Norman, Fay (Paddock Club) Louisville, nc.  
 Novak, Wilma (Yacht Club) Chi, nc.  
 N. T. G. Revue (Pal.) Lorain, O., t.  
 Nubi (Park Central) NYC, h.

**O**

O'Connor, Eileen (Casino Parisien) Chi, nc.  
 Olympics, Four (Met.) Boston, t.  
 Olympic Trio (Radio City Rainbow Room) NYC, nc.  
 Ope, Ben (Versailles) NYC, re.  
 Orlk & Lolk (Russian TROYKA) Washington, D. C., nc.  
 Orline, Toddy (Nut Club) NYC, nc.

**P**

Pace, Bob (Venezia) NYC, nc.  
 Paige & Jewett (Bijou) Battle Creek, Mich., 18-20, t.  
 Paige, Ken & Roy (St. Louis) St. Louis, t.  
 Park & Clifford (New Yorker) NYC, h.  
 Parker, Cecile (Steuben) Boston, re.  
 Patterson, Trent (Piccadilly) NYC, h.  
 Payne, Buddy (Plaza Grill) Brooklyn, c.  
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.  
 Pedro & Luis (Pal.) Jacksonville, Fla., t.  
 Pedulla, Hugo (LaRue's) NYC, re.  
 Pegue, Paul (Gloria Palast) NYC, nc.  
 Pepper, Evelyn (Stanley Grill) Montreal, Can., nc.  
 Perry, Katherine, & Her Girls (Cotton Club) NYC, nc.  
 Perry, Margy (Palm Garden Club) Columbus, O.  
 Peterson, Ivor (McAlpin) NYC, h.  
 Picard & Mickey (Rivoli) Toledo, t.  
 Pickford, Murry (Ballyhoop) Phila, nc.  
 Pierce, Burton (Biltmore) NYC, h.  
 Pierce, Marian (Merry-Go-Round Bar) NYC, nc.  
 Plaunt, Jerry (Dizzy Club) NYC, nc.  
 Pontee, Joe (Montclair) NYC, h.  
 Pope Sisters (Kit Kat) NYC, nc.  
 Powell, Jack (St. Regis) NYC, h.  
 Powell, Johnny (Caliente) NYC, nc.  
 Powell & Nedra (Met.) Boston, t.  
 Prendergast, Agnes (Henry) Pittsburgh, h.  
 Proctor, Fernie (Romance Inn) Angola, N. Y., nc.

**R**

Racket-Cheers, Three (Venezia) NYC, nc.  
 Radio Rogues (Riverside) Milwaukee, t.  
 Raey, Mary & Naldri (Casino Parisien) Chi, nc.  
 Rancheros, Los (El Chico) NYC, nc.  
 Randall, Peter (Village Casino) NYC, nc.  
 Randolph, Amanda (Black Cat) NYC, nc.  
 Ray & Naldi (Ritz-Carlton) NYC, h.  
 Ray, Linda (1523) Phila, nc.  
 Ramon & LaMoynne (Skylight Club) Cleveland, nc.  
 Raye, Prince & Clark (Esquire) Toronto, nc.  
 Readinger Twins, The (St. Regis) NYC, h.  
 Reasons, Three (Village Barn) NYC, nc.  
 Rebras (Oriental) Chi, t.  
 Red Dust (St. Regis) NYC, h.  
 Reed, Doris (Valhalla) NYC, re.  
 Reeve Sisters, Three (Barrel of Fun) NYC, nc.  
 Regar, Charlotte (Skylight Club) Cleveland, nc.  
 Reinhart, Robert (Ambassador) NYC, h.  
 Rekkofs, The (French Casino) NYC, nc.  
 Renault, Francis (Palm Beach) Detroit, nc.  
 Renaud, Rita (Bertolotti's) NYC, re.  
 Renna, Adele (Piccadilly) NYC, h.  
 Rene & Estelle (Yumuri) NYC, nc.  
 Rene & Gale (Chateau Moderne) NYC, nc.  
 Rene, Jean (Riviera Inn) Stowe, Pa., nc.  
 Reta, Miss (Skylight Club) Cleveland, nc.  
 Rey, Alvino (Biltmore) NYC, h.  
 Reyburn, Beth (St. George) Brooklyn, h.  
 Reynolds, Helen (Shrine Circus) Auditorium, Cleveland, t.  
 Reynolds & White (Pal.) Cleveland, t.  
 Rhodes Dorothy (Kit Kat) NYC, nc.  
 Rhoenard Troupe (French Casino) NYC, cb.  
 Rios, Rosita (El Chico) NYC, nc.  
 Rickard, Vernon (Sapphire Room) NYC, nc.  
 Richards, Billie (Jungle Inn) Youngstown, O., nc.  
 Richards, Jimmy (Paradise) NYC, re.  
 Richman, Harry (Royal Palm) Miami, nc.  
 Ringwald, Claude (Park Central) NYC, h.  
 Ritz Bros. (Pal.) Chi, t.  
 Rivero, Rudy (Pelican) Houston, Tex., nc.  
 Robbins, A. (Casino Parisien) Chi, nc.  
 Roberts Bros. (Embassy) Phila, nc.  
 Roberts, Dave & June (Rendezvous) Springfield, Mo., nc.  
 Robinson, Carson (Berkeley) London, h.  
 Robinson, Evelyn (Ubangi) NYC, nc. t.  
 Robinson, Paul (Club Rio) Allentown, Pa., nc.  
 Robinson Twins (Colosimo's) Chi, nc.  
 Rocco's, Three (Kit Kat) NYC, nc.  
 Rochelle, Jean (Maria's) NYC, nc.  
 Rock, Mildred (Colosimo's) Chi, nc.

Roe, Chuck (Wivel's) NYC, re.  
 Rogers, Ralph (Ritz-Carlton) NYC, h.  
 Rogers, Sally (Skylight Club) Cleveland, nc.  
 Roland, Dawn (Ambassador) Hollywood, h.  
 Rollins, Mimi (Zelli's) NYC, re.  
 Rolph, Wynne (Wivel's) NYC, re.  
 Romero, Carmen (Casino Parisien) Chi, nc.  
 Roselle, Mildred (Queen's Terrace) Woodside, L. I., N. Y., nc.  
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.  
 Ross, Marian (Variety) NYC, nc.  
 Rossi, Pat (Cafe Loyale) NYC, re.  
 Rowe, Dorothy (Bossert) Brooklyn, h.  
 Royal Duo (Leon & Eddie's) NYC, nc.  
 Royal Swedish Bell Ringers (Allegheny) Phila, t.  
 Royce, Thelma (Melody Grill) Los Angeles.  
 Rubio Sisters (Capitol) Washington, D. C., t.  
 Ruby, Jane (Harry's New York Cabaret) Chi, nc.  
 Rugel, Yvette (Gay '90s) NYC, nc.  
 Rulowa, Zena (Club Belvedere) Des Moines.  
 Rulson, Tamara & Dee (Club Belvedere) Des Moines.  
 Russel, Al & Sally (Cafe Madrid) Buffalo, nc.  
 Russell, Mabelle (Half Moon) NYC, nc.  
 Russell, Paul (Ballyhoop) Columbus, O., nc.  
 Ryans, Three (El Coronado) Houston, Tex., nc.

**S**

Sable, Mickey (Man About Town) NYC, nc.  
 Salters, Dorothy (Kit Kat) NYC, nc.  
 Santelli, George (St. Regis) NYC, h.  
 Santino & Fairchild (Murray Hill) NYC, h.  
 Santos & Elvira (Jimmy Kelly's) NYC, nc.  
 Satch & Satchel (Half Moon) NYC, nc.  
 Saunders, Sylvia (Worthmore) Sunnyside, L. I., NYC, nc.  
 Savage, Jean (Southern) Baltimore, h.  
 Saxon, Bea (Venezia) NYC, nc.  
 Schuyler, Sonny (New Yorker) NYC, h.  
 Selma & Buddy (Harry's New York Cabaret) Chi, nc.  
 Seville, Alfredo (Radio City Rainbow Room) NYC, nc.  
 Shannon, Dick (Rendezvous) Houston, Tex., nc.  
 Shaw, Ben (Plaza Grill) Brooklyn, c.  
 Shaw & Mead (Gloria) Columbus, t.  
 Shaw, Sony (Yacht Club) Chi, nc.  
 Shrawn, Jack (Club Royal, McAllen, Tex., nc.  
 Shelby, Bubbles (1523) Phila, nc.  
 Sheldon, Gene, & Loretta Fischer (Chicago) Chi, t.  
 Sheridan, Eleanor (Stork Club) NYC, nc.  
 Sherman, Muriel (McAlpin) NYC, h.  
 Shutta, Ethel (Congress) Chi, h.  
 Sillman, June (Ambassador) NYC, h.  
 Simmons, Lee (Ubangi) NYC, nc.  
 Simpson, Carl (Wm. Penn) Pittsburgh, h.  
 Sing, Toby (Auditorium) Denver, t. (Biltmore) Los Angeles 17-27, t.  
 Siring Sailors, The (Red Men's Club) Rochester, N. Y.  
 Sirov & Weaver (Jefferson) St. Louis, h.  
 Sissman, Dan (Fort Pitt) Pittsburgh, h.  
 Slums of Paris (Paramount) Springfield, Mass., t.  
 Smek, Roy (St. Louis) St. Louis, t.  
 Smith, Alma (Ubangi) NYC, nc.  
 Smith, Baer (Plaza Grill) Brooklyn, c.  
 Smith, Chubby (Swanee Club) NYC, nc.  
 Smith & Sully (Dizzy Club) NYC, nc.  
 Snyder, Glyde (Cocoon Grove) Minneapolis, nc.  
 Sokolska (French Casino) NYC, nc.  
 Sophisticates, Three (Colosimo's) Chi, nc.  
 Southland Rhythm Girls (Leon & Eddie's) NYC, nc.  
 Spanish Aristocrats (Troadero) Chi, nc.  
 Sparkettes (New Penn) Pittsburgh, nc.  
 Spec & Spot (Club Casino De Vra) Rio de Janeiro, Brazil.  
 Spenser, Florence (French Casino) NYC, nc.  
 Speeds, Three (Savoy-Plaza) NYC, h.  
 Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.  
 St. Clair, Sylvia (El Gaucho) NYC, nc.  
 St. Claire & O'Day (Republic) NYC, t.  
 Stefer, Freddie (Freddie's) Cleveland, nc.  
 Steppons, Three (Ubangi) NYC, nc.  
 Stevens, Marie (18) NYC, nc.  
 Still, Lols (College Inn) Chi, re.  
 Stone, Dick (Essex House) NYC, h.  
 Strickland, Charles F. (Buckingham) NYC, h.  
 Strickland, Peggy (LaRue's) NYC, re.  
 Stuart, Ann (Village Casino) NYC, nc.  
 Stuart & Martin (Rivoli) Toledo, t.  
 Sullivan, Joe (Elysee) NYC, h.  
 Sutton, Johnny (18) NYC, nc.  
 Sultanita, La (Valencia) NYC, nc.  
 Sutton, Ginger (Le Mirage) NYC, nc.  
 Swifts, Three (French Casino) NYC, nc.  
 Sydel, Paul (Paradise) NYC, cb.  
 Sykes, Harry (Weller) Zanesville, O.; (Union) New Philadelphia 14-17, t.  
 Symington, Eve (Waldorf-Astoria) NYC, h.

**T**

Taft, Ted & Mary (Riverside) Milwaukee, t.  
 Tania & Kirsoff (Sherry-Netherlands) NYC, h.  
 Tanya (Jimmy Kelly's) NYC, nc.  
 Tappen, Maxine (Essex) NYC, h.  
 Terry, Ruth (Dempsey's) Miami, re.  
 Thomas, Audrey (Kit Kat) NYC, nc.  
 Thomas, Eddie (College Inn) Phila, nc.  
 Thomas, Jimmy (Bartlett Supper Club) Rochester, N. Y., nc.  
 Thompson, Helen Waterbury (Ambassador) NYC, h.  
 Thompson Twins (Torch Club) Canton, O., nc.  
 Thorsen, Art (Biltmore) NYC, h.  
 Thury, Iona de (Tokay) NYC, re.  
 Tip Top Girls (Casanova) Hollywood, Calif., nc.  
 Tip Top Girls, Five (Orph.) Memphis 10-12, t.  
 Torrence, Joe & Edna (St. Francis) San Francisco, h.  
 Towne & Knott (Netherlands Plaza) Cincinnati, h.  
 Tusher, Sid (LaRue's) NYC, re.  
 Tynner, Evelyn (Radio City Rainbow Room) NYC, nc.

**U**

Valdez, Vern (Frontenac) Detroit, nc.  
 Vallee, Sunshine (Anselmo) NYC, re.  
 Valley & Lee (Sherwood) Burlington, Vt., h.  
 Valley, Virginia (Ball) NYC, nc.  
 Vance, Carol (Bertolotti) NYC, re.  
 Variety Gambols (Oriental) Chi, t.  
 Vasco, Rudy (Valhalla) NYC, re.  
 Veleo, Violeta & Rosita (Roxy) NYC, t.  
 Velez, Lupe (Century) Baltimore, t.  
 Veloz & Yolanda (Chicago) Chi, t.  
 Venezia, Chiquita (Mirador) NYC, nc.  
 Venuta, Benay (Hollywood Country Club) Hollywood, Calif., nc.

Vera, Delfina (El Chico) NYC, nc.  
 Verrill, Virginia (Paradise) NYC, re.  
 Vestoff, Florida (Village Barn) NYC, nc.  
 Vignal, Victoria (Ubangi) NYC, nc.  
 Villano & Lorna (The Pines) Somerset, Pa., nc.  
 Villon, Renee (Mirador) NYC, nc.  
 Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.  
 Von Loesen, Emily (Chez Paree) Chi, nc.  
 Vox & Walters (Pal.) Chi, t.

**W**

Wacker, Bob (Lexington) NYC, h.  
 Wages, Johnnie (Club Padio) Buffalo, nc.  
 Wald, George (Bismarck) Chi, h.  
 Waldron, Jack (Hollywood) NYC, re.  
 Walker, George (Casino De Paree) Montreal, nc.  
 Walker, Ted & Ethel (Lotus) Washington, D. C., c.  
 Walters, Gene (Jimmy Kelly's) NYC, nc.  
 Walton, Bert, & Co. (State) NYC, t.  
 Walton, Vera (Palm Garden Club) Columbus, O.  
 Ward, Diana (Zelli's) NYC, re.  
 Ward, Frank (Penthouse) Boston, nc.  
 Ward & Milford (Met.) Boston, t.  
 Ward, Will (Gay '90s) NYC, nc.  
 Ware, Dick (Pick's Madrid) Milwaukee, nc.  
 Waring's, Fred, Pennsylvanians (Paramount) NYC, t.  
 Warner, Lillian (Colosimo's) Chi, re.  
 Warren, Roni (Club Paree) Hartford, Conn., nc.  
 Washington, Geneva (Kit Kat) NYC, nc.  
 Wayne, Iris (French Casino) NYC, cb.  
 Wayne, Juanita (Montclair) NYC, h.  
 Weber, Rex (Orph.) Memphis, t.  
 Webster, Hazel (One Fifth Ave.) NYC, h.  
 Weiser, Michael (Old Reunerman) NYC, re.  
 Weiser, Leo (Michena Tavern) Niles, Mich.  
 Weismuller, Johnny (Century) Baltimore, t.  
 Weldon & Honey (Paradise) NYC, re.  
 Wessels, Henri (Cotton Club) NYC, nc.  
 Whalen, Jackie (Leon & Eddie's) NYC, nc.  
 White, Bob (Oriental) Chi, t.  
 Williams, Chic (Club Embassy) Jacksonville, Fla.  
 White, Jack (18 Club) NYC, nc.  
 White, William (Queen Mary) NYC, re.  
 White's Maniacs (Cotton Club) NYC, nc.  
 Whitney, Jayne (Rainbow Grill) NYC, nc.  
 Wicke, Gus (Gay Nineties) NYC, nc.  
 Williams, Corky (Caliente) NYC, nc.  
 Williams, Rosette (Kit Kat) NYC, nc.  
 Williams, Rubberlegs (Kit Kat) NYC, nc.  
 Wilkins, Lady Suzanne (Mon Paris) NYC, nc.  
 Wilkins & Walters (New Yorker) NYC, h.  
 Winthrop, Dale (Chicago) Chi, t.  
 Woltner, Taz (Webster Hall) Pittsburgh, h.  
 Wolman, Harold (Port Arthur) Providence, R. I., re.  
 Woods, Lloyd (Riviera Inn) Stowe, Pa., nc.  
 Woolsey & Wanda (Pfor D'Italia) Modesto, Calif., re.  
 Wright, Cobina (Ambassador) NYC, h.  
 Wright, Jack (Martin's Rathskeller) NYC, nc.  
 Wynn, Natalie (Club Deauville) NYC, nc.  
 Wynn, Ruth (Park Central) NYC, h.  
 Wyse Jr., Ross (State-Lake) Chi, t.

Yacht Club Boys (Hollywood Country Club) Miami, nc.  
 Yacops, Great (Pal.) Cleveland, t.  
 Yanyago Voodoo Dancers (Ball) NYC, nc.  
 Young, Ben (Blackstone) Ft. Worth, Tex., h.  
 Youthful Rhythms (Oxford) Phila, t.

Zeigler, Billy (New Earl) Baltimore, nc.  
 Zerby & Layton (Club Coronado) Houston, Tex., nc.  
 Zorima (Plaza) Pittsburgh, c.  
 Zoska (Ritz-Carlton) NYC, h.

**BANDS AND ORCHESTRAS**  
 (Routes are for current week when no dates are given.)

**A**  
 Adams, Jackie: (Piccadilly Club) Baltimore, nc.  
 Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.  
 Adcock, Jack: (College Inn) Phila, nc.  
 Alberto, Don: (El Chico) NYC, nc.  
 Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.  
 Albin, Jack: (Bossert) Brooklyn, N. Y., h.  
 Alfonso, Don: (Savoy-Plaza) NYC, h.  
 Alfredo, Don: (Du Plerot) NYC, re.  
 Alston, Obe: (Ubangi) NYC, nc.  
 American, Tony: (New Cotton Club) New Orleans, nc.  
 Applegate, Joe: (Red Dragon) St. Louis, nc.  
 Aristocrats of Rhythm: (Palmer House) Chi, h.  
 Arnhem, Gus: (Congress Casino) Chi, nc.  
 Arthur, Zinn: (Roseland) Brooklyn, b.  
 Aristocrats, The Four: (Hollywood) Springfield, Ill., nc.  
 Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.  
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.  
 Azplaza, Don: (Radio City Rainbow Room) NYC, nc.

**B**  
 Banco, Pedro: (Benny the Bum's) Phila, nc.  
 Bannan, Al: (Henry) Pittsburgh, h.  
 Barber, Charles: (Basque) NYC, nc.  
 Barnett, Art: (Detroit Athletic Club) Detroit, nc.  
 Barris, Harry: (Uptown) Portland, Ore., b.  
 Bartel, Jean: (Lexington) NYC, h.  
 Barton, Mary: (Jimmy Kelly's) NYC, nc.  
 Batkins, Alex: (St. Moritz) NYC, h.  
 Belasco, Leon: (Book-Cadillac) Detroit, h.  
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.  
 Bernie, Ben: (Ambassador) Los Angeles, h.  
 Berrens, Fred: (Laurel-in-the-Pines) Lakewood, N. J., nc.  
 Black, Bob: (Pere Marquette) Peoria, Ill., h.  
 Black, Hal: (Sarasota Terrace) Sarasota, Fla., h.  
 Blaine, Jerry: (Park Central) NYC, h.  
 Bonnetti, Dan: (Barkley's) Brooklyn, nc.  
 Blake, Ted: (Ritz) Pittsburgh, h.  
 Brohoff, Mischa: (Morocco) Mountside, N. J., nc.  
 Brandwynne, Nat: (Essex House) NYC, h.  
 Bray, Jimmy: (New Penn) Pittsburgh, nc.  
 Breinholt, Verdi: (White City) Ogden, Utah, b.  
 Brennan, Morey: (Grand Terrace) Detroit, b.  
 Brigode, Ace: (Gibson) Cincinnati, h.  
 Britton, Milt: (Olmos) San Antonio, nc.  
 Brooks, Alan: (Savarin) Buffalo, N. Y., c.  
 Broudy, Dave: (William Penn) Pittsburgh, h.  
 Brown, Les: (Trilanon) Cleveland, b.

Brunesco, Jan: (Dempsey's) NYC, re.
Bruno, Al: (Butler's) NYC, nc.
Burnside, Dave: (Washington Duke) Durham, N. C., h.

Caceres, Emilio: (Chez Ami) Buffalo, nc.
Galloway, Cab: (Cotton Club) NYC, nc.
Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.

Carlton, Duke: (Sienna Menominee, Mich., h.
Carroll, Frank: (Schlerenbeck's) Bronx, NYC, cb.
Casinelli Bros. (Club Casino) Pittsburgh, nc.

Dale, Bill: (Italian Gardens) Pittsburgh, nc.
Denny, Carl: (Benny the Bum's) Phila., nc.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.

Dickler, Sid: (Arlington Lodge) Pittsburgh, nc.
Dictators, Four: (LaSalle) Chi., h.
Dinsmore, Frank: (Artie's) Brooklyn, nc.

Farrar, Art: (Chase) St. Louis, h.
Felix, Don: (Pines) Newtown, Conn., h.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.

Flo-Rito, Ted: (Palomar) Los Angeles, h.
Fisher, Jack: (Steuben) Boston, h.
Fisher, Mark: (Ball-Ball) Chi., nc.

Gardner, Richard: (Casa Madrid) Louisville, nc.
Garrett, Jimmy: (Morrison) Chi., h.
Gasparre, Dick: (Ambassador) NYC, h.

Hall, Ewen: (Plaza) San Antonio, h.
Hal, Munro: (Ivanhoe Gardens) Chi., nc.
Hall, George: (Taft) New York, h.

Holmes, Herbie: (Plaza) San Antonio, h.
Hope, Hal: (Montclair) NYC, h.
Hummel, Ray C.: (Brown Derby) Central, N. M., nc.

Imperial Trio: (Imperial) NYC, h.
Jaffe, M. C.: (Ben Franklin) Phila., h.
Jesters, The: (So-Ho Club) Springfield, Ill., nc.

Kain, Paul: (De Witt Clinton) Albany, N. Y., h.
Kaets, Henri: (Anne Millstone's Rendezvous) Chi., nc.
Keenler, Paul: (895 Club) Chi., nc.

L'Ambassadeur Band: (Wine Cellar) NYC, nc.
La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trionor) Mobile, Ala., nc.

LeBlanc, Duke: (Colonial) Rochester, Ind., h.
Leba, Bert: (Green Lantern) Covington, Tenn., nc.
Lehmas, Al: (Granada) Chi., h.

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Century) Baltimore, t.
McGrew, Robert Fletcher: (LaSalle) Chi., h.

Mack, Austin: (Harry's New York Bar) Chi., nc.
Mack, Ed: (Martin's Tavern) Lima, O., nc.
Madden, Flea: (Silver Slipper) Brentwood, Pa., nc.

Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Dave: (French Casino) Miami, nc.
Miller, Walter: (Breakers) Palm Beach, h.

Neilbaur, Eddie: (Casino Moderne) Chi., b.
Newlin, Ted: (Fort Pitt) Pittsburgh, h.
Newton, Bill: (Patterson's Grill) Steubenville, O., nc.

O'Hara, Ray: (Governor Clinton) NYC, h.
Olson, George: (Edgewater Beach) Chi., h.
Olson, Walter: (New Julius) Gardenville, N. Y., re.

Pablo, Don: (Merry-Go-Round) Dayton, O., nc.
Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Palmer, Kay: (Murray's) Tuckahoe, N. Y., nc.

Pancho: (Plaza) NYC, h.
Panco, Louis: (Oriental Gardens) Chi., re.
Parks, Rex: (End-o-Main) Houston, Tex., nc.

Sabin, Paul: (Town Casino) Miami, nc.
Santora, Al: (Anchorage) Pittsburgh, c.
Santry, Henry: (Pompelan Gardens) North Hollywood, Calif.

Schoffield, Al: (Child's Old France) Boston, re.
Schreiber, Dave: (Piccadilly) NYC, h.
Schreiber, Carl: (Pershing) Chi., b.

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thompson, Glenn: (Three-Mile Inn) Monroe, La., ro.
Tompkins, Tommy: (Raymor) Boston, b.

VanWinkle, Joe: (Melody Grill) Kokono, Ind.
Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Wagner, George: (Barrel of Fun) NYC, nc.

Whalen, Jimmy: (Bertolotti) NYC, cb.
White, Dave: (Oasis Grill) New York City, re.
Whiteman, Paul: (Biscayne Kennel Club) Miami, Fla., nc.

Zarin, Michael: (Waldorf-Astoria) New York, re.
Zatour, Joseph: (Shelton) NYC, h.
Zelman, Rubin: (Caravan) NYC, nc.

INDEPENDENT BURLESK

Beef Trust: (Gayety) Minneapolis 8-13; (President) Des Moines, Ia., 15-20.
China Dolls: (Rialto) Chi 8-13; (Gayety) Minneapolis 15-20.
Crazy Quilt: (Lyric) Bridgeport, Conn., 12-13; (Empire) Newark, N. J., 15-20.

DRAMATIC AND MUSICAL

Boy Meets Girl: (Paramount) Austin, Tex., 12; (Texas) San Antonio 13.
Brother Rat: (Shubert) New Haven, Conn., 8-13.
Carte, D'Oyly, Opera Co.: (Erianger) Chi.

MISCELLANEOUS

Lucy, Thos. Elmore: NewHano, La., 12-13; Lufkin, Tex., 15; Shreveport, La., 17.
Marine & Firestone: Stock Yards Station, Ft. Worth, Tex., 8-13.

Miss. Attorney-General Finds Bank Nights To Be Lotteries

JACKSON, Miss., Feb. 6.—Attorney-General Rice of Mississippi this week handed down a formal opinion describing bank nights in Mississippi theaters as lotteries and in violation of State law.

Det. Theaters Get Quota

DETROIT, Feb. 6.—Detroit theaters' quota of \$75,000, or one-sixth of the city's total of \$436,000 to be subscribed for Red Cross flood relief funds, was collected this week, according to preliminary checkup. Reports coming in to Henderson M. Richey, president of the Detroit Variety Club, which sponsored the collection, showed \$6,000 received from patrons at Wisper & Wetman circuit houses; \$3,000 from Cohen Brothers and a total of 63,000 envelopes, amount unaccounted, from United Detroit Theaters.

# Under the Marquee

By CIRCUS SOLLY

**VIRGIL B. DARE** pens that he will be with Dan Rice Circus. Has been in California last two years.

**TOMMY COMSTOCK** has signed to play callopie with Carl Robinson's band on Tom Mix Circus.

**UPSIDE-DOWN MILLETES** and the Gretonnas will be among features at the Shrine Circus in St. Paul.

**HORACE LAIRD**, clown, has signed with Cole Bros.' Circus, his third season with that show.

**BELIEVE IT** or not, a circus man's hardest work is performed in winter quarters.

**WILLIAM L. WILLIAMSON** is manager of Chateau Lodge, Smith River, Calif. He has been lecturer on Ring Bros.' and Conroy Bros.' circuses.

**LESLIE LYONS**, owner of a show lot in Crawfordsville, Ind., was bruised when his car turned over on an icy road in that city recently.

**MRS. C. W. WEBB**, of Russell Bros.' Circus, paid the Shrine Circus, Terre Haute, Ind., a visit night of February 3, en route to show's quarters at Rolla, Mo.

**TEX A. SCHUBACH**, booked by Stack Amusement Enterprise, has been playing theaters with dog pictures and "Rex" in person and doing very nicely. Is booked solid for some time.

**JOHN C. GRAHAM**, attorney of Butler, Pa., and well known in the circus world, saw his 13th successive inauguration ceremony in Washington.

**BERT CLINTON** and Toby Wells, heads of the Performers' Consolidated Attractions, Chicago, have covered all the fair meetings in the Chicago area this season, the latest being Springfield, Ill.

**KANSAS CITY STAR**, in issue of January 23, had an article about Merle Evans, director of band with Ringling-Barnum Circus. Mentioned that he started as a cornetist with a "kid band" and never had a music lesson. Merle is from Columbus, Kan.

**RED LIGHT** those camel-back trunks next spring. They are sure to be a Jonah.

**REPUBLIC PICTURE** studios are producing *Circus Girl*, a *Cosmopolitan* magazine story by Frank R. Adams, and announce that tentative release date has been set as March 1. Cast is headed by June Travis, Bob Livingston and Donald Cook. John H. Auer directing the pix.

**HOWARD CLAYTON**, who was big-top carpenter and sail maker with Cole Bros.' Circus, expects to be with that show again. At present he is employed by Montgomery Furniture Company, Springfield, Ill., as repair man and truck driver.

**AL OSBORN**, 73, former car manager, located at Sturgis, Mich., is an honorary life member of the Elks there. Says that he hunts and fishes and sees that city officials don't shake down any circus that plays there. His son, Al, is with C. S. Primrose on Lewis Bros.' Circus.

**DOC ELLET**, formerly with the Ringling-Barnum and Hagenbeck-Wallace circuses, has signed the Atlats Sisters for the Ellet Girls novelty aerial act. Doc has been absent from the white tops for the last few seasons, but will be back this year.

**TENTS** How About Your

**ORDER FOR '37?** We are busy with orders now on hand, but we have many tents in stock that might as well be sold. Write us about any kind of Tent. We make them all.

**KERR MFG. CO., 1934 Grand Ave., Chicago**

**WANT**  
Feature Acts for Big Show. Riding Act, Lion and Seal Acts, Clowns, Man for Bar Act, Bicycle and Staging Acts. Write: Wild West Act with stock and transportation, or any strong feature for Circus. **WANT** young Assistant Boss Cauterman that can drive truck. State all and lowest salary in first letter. **KAY BROS. CIRCUS, Box 791, Station 5, Miami, Fla.**

**FOUR BRISONS** have been playing schools around Petersburg, Va. Act includes Ray Brison, billed as Ko-Ko, Safety-First Clown, and his Radio Boys. Brisons are presenting Punch and Judy, marionettes, clown numbers and musical acts. They went to New Orleans Mardi Gras.

**CHUCK LANKFORD** thanks troupers for writing. He recently had visits from William Rawls and wife, T. J. McCrannie and Roy Haag. He is at home, 1400 Litton avenue, Nashville, Tenn., and expects to be released February 15. He will have charge of candy stands with Haag Bros.' Circus.

**JESS HALL** states that Patrick Jerome Murphy, former animal man with circuses, will not troupe this season, as he is recovering from an injury suffered last year while with Cole Bros.' Circus. Murphy would like to hear from friends. His address is 112 Washington street, Dayton, O.

**CHARLES (SHORTY) FLEMM** is mourning the death of his fox terrier "Bozo," who died recently in Grand (See *UNDER THE MARQUEE* page 45)

## Cole Animal Acts At Shrine Shows

**ROCHESTER, Ind., Feb. 6.**—Many trained animal acts from Cole Bros.' Circus will be seen at the Minneapolis Shrine Circus, also at the St. Paul Shrine Circus. Clyde Beatty and his 40 lions and tigers will be one of the features of the Twin Cities midwinter circuses. Other acts will be two herds of elephants, several seal acts, 18 menage horses, together with all wardrobe to be used in the inaugural processional. Denny Curtis is the managing director for the Shrine circuses.

**Ken Maynard**, Western movie star who will be featured with the Cole show the coming season, was a guest of Messrs. Adkins and Terrell for several days this week. Maynard is one of the best known exponents of Wild West life on the screen. He has starred in more than 100 full-length features and innumerable shorts. He will head a congress of rough riders, Indians and Cossacks. He is now at work on a feature in Hollywood. Other scheduled productions will be held up until the 1937 circus season is ended.

**Jorgenson Christiansen**, famous Danish horse trainer, is breaking 24 Palamino stallions for a new Liberty act. With but several weeks remaining before the start of the season the ring barns are in use with night and day shifts.

The Aurella troupe of nine French riders reached New York City yesterday on the S. S. George Washington from Havre, France. The Aurellas are now en route to winter quarters. They are reputed to be among the world's greatest somersaulting riders.

**Joe Cutta**, accompanied by Louis Scott, chief electrician, and a score of other circus employees who accompanied the show train to Louisville and other points in the flood-stricken area, are expected back soon in quarters.

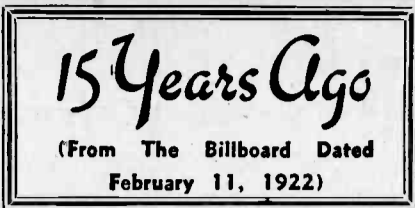
**Clarence Adolph** is back from a trip to St. Louis. Fred Jewell and wife have reached quarters. Miss Jewell is busy in the training barn. Ralph Clarke and bride are spending a few days in Chicago.

**Nick Carter**, boss porter, is in Detroit at the Shrine Circus, connected with the concession department. George Davis, superintendent of candy stands with different circuses, was in from his home at St. Louis for a day's visit.

## New Poster Exposition To Be Held in Philly

**PHILADELPHIA, Feb. 6.**—To show present trends in foreign poster advertising and to emphasize the artistic value of these trends to American poster design, an international exposition of design in outdoor advertising, entitled New Poster, will be held March 17 to May 2 in Franklin Hall of the Franklin Institute here.

This was announced by Russell L. Davis, associate director in charge of



**Fred M. Barnes** electrified the casual atmosphere of the 1922 meeting of the Showmen's League of America in Chicago by offering to donate \$10,000 to the organization with the provision that a like sum was raised by the members. . . The Bridgeport, Conn., winter quarters of the Ringling-Barnum Circus was humming with activity. In training were several new wild animal acts. . . Two members of the Nelson Family were forced to leave the act appearing with the Nazir Grotto Indoor Circus in Canton, O., due to the mumps. Rosa Rosalind, absent from the ring for three years, filled in for the absentees and the act carried on.

**Sells-Floto Circus** purchased 21 steel cars from the Keith Railway Equipment Company. . . Andrew Downie came to the rescue of blizzard-swept Havre de Grace, Md., where he wintered his Walter L. Main Circus, by clearing the main street with elephant power. After the fire department had to give up with its trucks stuck, the "Governor" had "Babe" and "Lou" hitched to the snowplow and in a short time the two bulls had cleared a 10-foot path around the village square. . . The Al G. Barnes quarters in Los Angeles were drawing many visitors by its new front on Washington boulevard with balcony dens of lions and tigers.

Management of the Al G. Barnes Circus gave a Jungle Dinner to all who took part in the filming of the feature-serial picture, *In the Shadow of the Jungle*, made at the Warner Bros.' studio. Among notables of circus and screen attending were Al G. Barnes and family, Mr. and Mrs. Jack L. Warner, Betty Compson, Mr. and Mrs. Sol Lesser, Walter Morosco, Mr. and Mrs. Carter DeHaven, Murray Pennock, Capt. Ricardo, Vernon Reeve and Pauline Starke. . . Fred Ledgett was honored by a banquet at Bender's, Canton, O., where he had been equestrian director of the Nazir Grotto Indoor Circus.

## Macon

**MACON, Ga., Feb. 6.**—Jerome Harri-man, general agent of Downie Bros.' Circus, arrived with wife and son from Washington, D. C., all ready for business.

**Bill Moore** stopped off here several days on way to York, S. C., and then to Sarasota and Miami, Fla.

**Paul Conway**, now one of Macon's leading attorneys and former circus press agent, is the father of another daughter, making daughter No. 2.

**E. J. McKnight**, of Gardner, Mass., with his assistant, Chabot, spent several days in Macon. Left for Miami, accompanied by James Beach, of the Jimmy Heron forces, for a stopover in Miami on way to Havana.

**Fred Kilgore** has arrived here. Says he spent a delightful winter with the homefolks in Cape Girardeau, Mo.

**Carpenters and painters** are at work at the quarters, and with plenty of new equipment arriving daily it looks like a much larger show for coming season.

**Charles Katz**, with 30 helpers, took the Downie big top, seats, etc., as well as the elephant and horse acts to Miami for the Shrine Circus.

**Pedro Morales**, formerly of Downie show and now working with Louie Morales under the name of Pedro and Luis, are at Capitol Theater as feature with the *Parisian Revue*.

Looks like an entire new program for Downie show, as Charles Sparks is engaging new acts and new features.

**Bob Spear**, of Brookline, Mass., is still a guest of Central City Hotel.

**Curley Bridgeman** and Albert Yarborough are daily visitors to the hotel lobby. Might interest Albert's friends to know that he is married.

graphic arts section of the institute, who states that posters from France, England, Germany, Italy, Spain, Poland, Russia, Hungary, Greece, Norway, Mexico and Switzerland will be displayed.

The American section of the exhibit will be represented by new poster designs for various industrial products, submitted by 15 invited American artists.

## Los Angeles

**LOS ANGELES, Feb. 6.**—Capt. Roman Proske, veteran animal trainer, was attacked by two of the group of five tigers he was working at Orpheum Theater January 29. His is a rather unusual cat act in that one of the numbers is the taking away meat from the cats. According to his stand-by, he had meat in his pocket and one of the large females refused to take seat and turned on him and knocked him down. Another of the cats jumped down from the perch and sunk teeth in his arm. The audience applauded, thinking it part of the act until blood was seen on Proske's coat. Quick action was taken by Hudson Thomas, stage manager of the theater; Thomas Smith and Harry Shore, who prodded and fired blanks until he was taken out. Proske is in Methodist Hospital, where his injuries were stated not to be serious. Management of Orpheum Theater will stage the act again as soon as he recovers.

**Emmett Kelly** left for dates, going eastward. He received much publicity in the press here. Worked several weeks in and around Los Angeles.

## WPA Shows Ends Bronx Engagement

**NEW YORK, Feb. 6.**—WPA Federal Theater Project's circus opened the last of its series of week-end runs at the Bronx Coliseum January 30. Matinee was packed and night house fair. Sunday matinee it rained, but another full house. Biz at night was very good.

Press department made a tieup with Station WBNX and show got a nice break on the air. Collections were taken up at each performance for the flood victims and show grabbed a lot of space in Manhattan papers. Collection was also announced over Transradio press bulletins.

Performers have been getting bad breaks during the Bronx date. First an injured hand kept Sandwina, the strong woman, out of the show, then Harry Roberatti's clown dog, "Luna," was stolen, which was followed by the death of "Robbie," one of Harry Di Dio's canines.

Visitors were Charlie Froom and wife, of Dufour & Rogers attractions; Eleanora Barrie, of the WPA Living Newspaper; former Alderman Larmonth Fairchild, and Capt. Patrick Henry, of the United States Army.

Show moved to the 245th Coast Artillery Armory February 4 for a three-day stay under sponsorship of the non-commissioned officers association of the armory, reports Wendell J. Goodwin.

## Ingham General Agent For World's Wonder Car

**WASHINGTON, Feb. 6.**—Rex M. Ingham, circus agent, has been appointed general agent for the World's Wonder Car on tour, taking up his duties at Richmond, Va. Car and trailer are 53 feet in length and are one of the world's largest traveling museums. Displayed in the trailer are exhibits from the various government departments at Washington and the United States Marine Corps. Car and contents are insured for \$225,000.

Since leaving Washington three years ago car has traveled 450,000 miles and has been in every State in the Union and 17 countries. Tour is under direction of John W. Lippy Jr. and sponsored by the United States Marine Corps. Car is headed toward Florida, and was in Richmond, Petersburg and Roanoke this week.

## Dorothy Herbert Makes Trip Thru Flood District

**DETROIT, Feb. 6.**—Dorothy Herbert, chief equestrienne of the Shrine Circus here, believes in the old adage "The Show Must Go On." She arrived in Detroit January 29, having made the trip from her home in Kentucky thru the flood district. She made the trip by means of a flatboat, a pick-up truck and a milk train, minus a hat and with a mud-bedraggled coat. Miss Herbert lives with her mother in a little town in Kentucky, on Route 31, at the end of the railroad leading to Louisville.

Miss Herbert's horses, nine of them, were fortunately in winter quarters in another town which was out of flood danger.

# The Corral

By ROWDY WADDY

**JACK RINEHART**, who has his Wild West show in Georgia, info that the missus, Bye, and her sister, Mrs. Huston Black, are now at the latter's home in Tennessee, where they are both abed with influenza.

**BILLY WALKER**, nine-year-old trick roper of Danbury, Conn., appeared as guest star with a special Major Bowes unit when that organization presented two performances at the Danbury High School recently. Billy did his roping act accompanied by his original line of talk. Arrangement for his appearance on the program was made thru the advance agent of the Bowes unit.

**FINAL PREPARATIONS** for the presentation of his first show are being made by C. R. Collins, owner of the CRO Ranch Rodeo, in winter quarters at Huntsville, Ala. Show, it is said, will have new equipment from the ground up and will carry 25 people and 57 head of stock. Associated with Collins will be Harry H. Holder and Cherokee Hammons, popular figure in rodeo circles, who will serve in the capacity of show manager.

**TEXAS ANN MIX** and her Texas Centennial Roundup, now in Pennsylvania, are making the same territory they played two years ago and, according to J. E. Ward, manager, the organization is doubling its gross receipts. Despite the fact that they have been in the flood area they have lost no bookings. A new sister act featuring hillbilly tunes has just been added to the show. Troupe is transported in trucks and house trailers. Ray Salzer continues as advance, making it his fourth year in that capacity.

**DANNY WINN** and his Original Western Ridge Runners, being aired currently over WCAK, Burlington, Vt., donated their services in an hour's broadcast last Saturday for the Flood Relief Program. They also played two old-fashioned dances for the Red Cross Flood Relief Fund and presented an hour and one-half concert and floor show, the proceeds of which went to the American Legion Flood Relief Program. Besides Winn, the roster includes Pee Wee Gockey, Big Shorty, Tex Rock, Buddy Tombley, Mex Gerace, Little Jackie O'Rourke, Jacqueline O'Rourke and Tex and Mrs. O'Rourke.

**NEW ORLEANS**—Zack Miller, ousted owner of the famous 101 Ranch at Ponca City, Okla., and now a resident of this section, is making a new fight in the Oklahoma courts to regain remnants of the once "inland empire" of 101,000 acres and ranch White House. Sid White, Miller's friend and attorney, said last week that an appeal has been filed in the United States Circuit Court at Denver against a decision giving mortgage holders the last 17,500 acres of land and the ranch home. Dispossessed of his land and home, Miller at 57 has started all over again in the cattle business about 50 miles north of New Orleans. "It's up to me to save something for my children," Miller said. "I don't intend to quit."

## Mounted Troops Re-Elect Major Gordon W. Lillie

**MUSKOGEE, Okla., Feb. 6.**—Major Gordon W. Lillie (Pawnee Bill) was re-elected national commander of the Mounted Troops of America at the annual meeting of the organization at its national headquarters in the Surety Building here last week. John A. Guthrie, of this city, was elected president, succeeding Alfred C. Ellis, also of this city. Guthrie held the office of national secretary last year.

Others elected were Huger Marsh, vice-president; Bill Bennett, secretary, and Sam A. Douthitt, chairman of the board. Nineteen directors were also selected. Lillie has been active in the organization since 1927. At the meeting he intimated that he would sponsor a patrol this year to be known as the Pawnee Bill Indian Patrol.

**FRANK A. (DOC) STUART**, former circus publicity man, of Oklahoma City, visited Cole Bros.' Circus quarters at Rochester, Ind., last week and marveled at the huge plant that has been built up there.

## Training Stock At Chase Quarters

**KANSAS CITY, Mo., Feb. 6.**—Buck Smith, of Chase & Son Circus, arrived from Pattonsburg, Mo., with new callope, which was built there. It is 14 feet long, has let-down sides, shell effect, and will be used as uptown band wagon, also as luggage truck. The tents have been received. Twenty-two head of stock is now in training here. Performing animals, show owned, which will be carried are elephants, dogs, ponies, monkeys, pigs, goats and menage horses.

Several spots for May and June Sunday dates in Ohio and Southern Michigan, under auspices, are being arranged.

J. C. Admire, general agent, reports his entire advance has been engaged. Fourteen men will be ahead, including special press agent. Four trucks and two sedans will be used on the advance. There will be newspaper heralds and heavy billing, including tacking of banners. Every sheet of advertising will be special.

## Bill Regulating Rodeo Promotion Introduced in Okla. Legislature

**EL RENO, Okla., Feb. 6.**—An act regulating the promotion and conduct of rodeos, Wild West shows and riding and roping contests where prizes are offered has been introduced in the Oklahoma Legislature by Senator James A. Rinehart, of this section and long a champion of the performers' interests. The bill provides for the filing of a bond with the court clerk to assure the payment of such prizes and a procedure for the collection of them. It also prescribes a penalty for any violation thereof. It has been declared an emergency measure and would become effective immediately after its passage.

The bill provides that whenever any person, association, corporation, co-partnership or organization promotes or conducts any rodeos, Wild West shows or pioneer shows where an entrance fee is required from the person entering such contests and where prizes are offered or advertised to be given to the winners of the events, the one promoting or conducting the contest must deposit the total amount of all prize money in some State or national bank situated in the county where the contest is held at least five days before the commencement of the event. The promoter, however, may in lieu of the

## Dexter Fellows Tent Tattles

(CSCCA)  
By FRED PITZER

**NEW YORK, Feb. 6.**—"Jimmie Walker had a farm, E I E I O!"

That was the theme song of the luncheon at Hotel Commodore on January 27, when James J. Walker, former mayor of New York City, was the Fall Guy. And what a Fall Guy he was, willingly going to the slaughter in all that was suggested.

As expected, it was so well attended that straw had to be spread and the sidewalls taken down to make room for members, guests and cameramen. Jimmy arrived a few minutes before the scheduled time, which proves that he has changed greatly. And he smiled as he was blindfolded and led in amidst a din of farm noises worked up for the occasion.

When the red-coated circus band played the *Entry of the Gladiators* it

wasn't any parade; it was a scramble and when it was all over those who were lucky enough to get preferred seats were well repaid, for among those entertaining was Harry Foster Welch, the one-man band and the Pop-Eye of the cinema. Then came Zingo, the Horse, who trotted down from the Rainbow Room in Radio City. What an act. It was on this horse, manipulated by two fine acrobats, that Jimmy took his first ride. He did it willingly, too, and once aboard he waved to his friends all about him. And his friends on that occasion were legion. It was this picture that appeared in many of the newspapers.

A radio act put on by the writer fell flat and Prexy Kilborn chopped it quickly. The drawings for prizes created much interest, particularly the handing out of the quart bottles of Scotch. These were won by Ollie Oliphant, J. A. Wheatley and Fred Wittner. The pair of Pediforme shoes, donated by brother Sinner Cobb, was copied by Hicks A. Weatherbee, and the fine Omega watch, won by Dr. Thomas E. Dwyer, was donated by the Tent's good friend, W. W. Schwab.

## O'Rourke Conducts Initiation

The initiation of Jimmy was conducted by Tex O'Rourke. This big Westerner can match wits with anyone. He presented the Fall Guy with a copy of *The Farmer's Almanac*, which he lifted from a cigar box and read from this almanac certain things which Jimmy ought to know. It was sure-fire stuff and kept the audience in stitches. Some reminiscences of good old Walker Boxing Law days and scenes on English territory were re-enacted and, as Lowell Thomas stated on the radio on the same night, "it was a great show."

When Farmer Walker was brought before the dais he was dressed in a farmer's costume, duster, red bandana, straw hat and chin whiskers. There Tex presented him with the medal of entry into the Tent, which this time was a large metal badge in the form of an egg. It was painted white and painted thereon was, in black letters, "James Jay Walker—CSCCA—A GOOD EGG." He was also presented with a live duck painted in beautiful variegated colors. The former mayor thought so much of this that he sent his farm superintendent for it the following day. The badge of honor, however, was proudly tucked under his arm and taken to Saint Timothy Farm by Jimmy himself.

Jimmy's response was full of fine sentiment. He seemed to enjoy every minute of the noon hour and, as he declared in his talk, "this is the finest luncheon I have ever attended." He told about his retirement and how now while he was walking thru weeds he always stopped to smell the roses. And he stated also that when anyone is on the way up he should be good to and remember friends, for he will surely need them on the way down. We are all Jim's friends and I (See DEXTER FELLOWS on page 57)

## Ogden Gets '38 RAA Convention; McNutt Is Re-Elected President

**RENO, Nev., Feb. 6.**—High enthusiasm over 1937 rodeo prospects in all sections of the United States prevailed among the 150 persons attending the Rodeo Association of America convention here last week. Delegates represented 31 rodeos in 14 States, while scores of other member-shows telegraphed inability to send representatives because of storms and influenza epidemics.

The 1938 RAA convention will be held in Ogden, Utah, January 7 and 8, at the time of the Ogden Stock Show.

Superior Judge Maxwell McNutt, of Redwood City, Calif., president of RAA since its inception, was unanimously re-elected. The association presented him with a beautiful suitcase as a small token of its appreciation of the invaluable work he has done on behalf of both the organization and rodeos generally.

Charles Sadler, of Reno, was elected first vice-president; L. B. Sylvester, Monte Vista, Colo., second vice-president, and Elton Hebron, of Salinas, Calif., third vice-president. The directors, increased in number from 9 to 15, are: Northern district—E. L. Richardson, Calgary; Robert Hainesworth, Cheyenne; Roy W. Ritner, Pendleton; Sol Frank, Livingston, Mont.; J. C. Sorenson, Blackfoot, Ida.; and H. L. Anderson, Ellensburg, Wash. Southern district—Harmon Peery, Ogden, Utah; J. C. Kinney, Tucson, Ariz.; McNutt, Sylvester, Sadler and Hebron. Eastern district—Fred H. Kressman, Chicago; Frank Moore, New York, and J. C. Howe, Sidney, Ia. Fred McCargar, of Salinas, was reappointed RAA secretary.

Important change made in the RAA

constitution was the discontinuance of awarding 2,000 points for State championships. As several States have only one rodeo it was considered unfair to award 2,000 points to the winners of such rodeos when cowboys in other States received no greater number of points for competing in many rodeos. Another constitutional change provides that all member rodeos must publish their prize lists at least 30 days before each show and that the purse be guaranteed.

### Changes Made in Rules

Two changes were made in rodeo rules. The first, in calf roping, allows catch as catch can, whereas in the past any catch was considered a fair one if "loop has passed over calf's head." The following was deleted from the rule in steer wrestling: "Wrestler, after throwing steer, must signal his finish to the judge with one hand while holding steer, down with other and must not release steer until told to do so by judges."

The delegates urged rodeos not to advertise their shows as world championship shows, contending that it is misleading and that the championship depends upon points gathered by the cowboys thruout the season rather than at any one rodeo. Rodeos also were urged not to advertise that certain cowboys would be present unless they were definitely contracted to appear. John Bowman, of Oakdale, Calif., 1936 grand champion cowboy, would have to use a dozen airplanes to be present at all rodeos advertising him, it was pointed

(See OGDEN GETS on page 57)

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# GASPARILLA DAY IS RECORD

## Carnival Event for Tampa Tops By 12,354 High Mark Set in 1936

First week of Florida Fair draws 200,652 compared with 170,362 last year—Royal American Shows gross in initial period almost as much as total figure for 1936

TAMPA, Feb. 6.—Record Gasparilla Day attendance of 95,873 at Florida Fair on Monday topped by 12,354 the all-time mark of 83,519 for the carnival day set in 1936 and assured success of the entire fair for this season from financial and attendance standpoints. More than 100,000 thronged streets and river banks as King Gasparilla and his mystic krewe sailed into Tampa for the 29th time with flags flying and guns booming, attended by naval vessels, airplanes and myriad small gaily-bedecked craft. After landing the pirates proceeded to the fairgrounds in a spectacular parade headed by Governor Cone and Fair President W. G. Brorein, with 33 floats and 14 bands, which passed in review in front of the grand stand.

The pirates chose a sunshiny day for their invasion and altho a few clouds gathered over the parade the weather god withheld few drops of light rain until the last float had reached reviewing stand, and after the shower brought the sun out again to quickly dry off grounds. Grand stand and bleachers were taxed to capacity and overflow was taken care of on field directly in front of the stands, while thousands lined the race track. Faces of fair officials, concessioners and showmen were wreathed in smiles as the carefree crowd swarmed over fairgrounds and midway at conclusion of the parade.

### Best Gate Expected

National Farm and Home Hour again presented events of the day over NBC chain of 57 stations, under direction of William E. Drips, with Everett Mitchell announcing, thru WFLA studios. Description of the outstanding exhibits at the fair, parade and water carnival were given by Mr. Mitchell and Russell Kay, and a sketch depicting life of the pirate Gasparilla was presented. Music was by Izzy Cervone and his Florida Fair band and Dick Murphy and his orchestra. Don McNeil, emcee on NBC Breakfast Club, was also on the program. On the following night Eddie Duchin and his orchestra were broadcast over CBS chain, thru local Station WDAE, from floor of the famous Gasparilla coronation ball, which annually climaxes the carnival.

Fair closed first week with attendance of 200,652, as compared with 170,362 last year when rain caused the cut, and 193,472 in 1935. "With continued good weather," said General Manager P. T. Strieder, "we should set an all-time attendance record this year." New and fresh exhibits were prepared for the sec-

(See GASPARILLA DAY on page 44)

## Ft. Worth Frontier Fiesta Hinges on Funds by Feb. 15

FORT WORTH, Tex., Feb. 6.—A group of business men organized on February 1 to canvass the city to determine whether a 1937 show shall be conducted and \$400,000 can be raised in the next 10 days. Ben E. Keith, chairman, estimated that will be needed to cover production costs and provide operating expenses to keep the show on a cash basis regardless of weather conditions during early weeks.

William Monnig, president of the board of control, submitted estimates of production and pre-opening costs for entertainment and financing, which were worked out last month when Billy Rose spent several days here.

February 15 was set as the date when money must be raised if the city is to produce a show this year. If the funds are raised the show will be called Fort Worth Frontier Fiesta.

CHICAGO—E. Waldo and Chris Cornalla are collaborating on a unit, DeWaldo's *Rhythm Revue*, to go into rehearsal shortly in St. Paul and to open in June, playing Minnesota and Dakota. Included in the cast will be Seven Jordans, the Yoshidas and a five-piece band under direction of Bobby Andrews. Chris Cornalla will manage and emcee the show.

## City Aids Expansion For Orange Festival

WINTER HAVEN, Fla., Feb. 6.—Florida Orange Festival, Inc., on January 18-23 was the most successful both as to attendance and monetary return and the management is already preparing for a bigger showing in January, 1938. Festival management is entering upon a five-year expansion plan, aided by the city government.

A tract in heart of the city, now covered with orange groves, about 25 acres, and a bonus of \$5,000 in cash have been tendered the management, either as a gift or upon a long-term lease at nominal rental. Committees have been named to consult architects and landscape engineers with a view of developing the tract. It is planned to erect one building next year, 100 by 200 feet, with mezzanine floor for exhibit purposes. Four other buildings, including a stadium with seating capacity of 4,000, are contemplated. Spacious grounds will be set aside for amusements. Royal American Shows have been contracted for next year. Grounds to be occupied in the future are on the shores of a lake and aquatic sports will be included in programs.

Executive Manager Earl W. Brown and Exhibit Manager George H. Clements, both connected with Florida National Exhibits, Inc., at a Century of Progress, Chicago, 1933-'34; at Rockefeller Center, New York, 1935, and at Great Lakes Exposition, Cleveland, 1936, who managed the festival this year, are highly pleased by results manifested thru intensified public desire that festivals of the future be on a much larger and more pretentious scale.

## Rose Engaged To Produce 2 Big Specs for Great Lakes Exposition

CLEVELAND, Feb. 6.—Billy Rose will offer two big new spectacles at Great Lakes Exposition here this summer. In arrangements completed yesterday, he was engaged by General Manager Lincoln G. Dickey and Almon R. Shaffer, associate director, to plan, prepare, design and produce the specs. Attorneys for Mr. Rose and the expo are conferring and ratification by expo directors is expected on Monday.

It is said the first and largest feature planned is the Aquacade, edition de luxe of the Marine Theater of last summer, to seat 5,000 as against 1,000 in 1936. There would be a matinee and two night shows at 8 and 10 o'clock, prices probably to run at \$1 and \$1.50 on Saturday with matinees around 75 or 50 cents.

Present Marine theater will be dismantled and a new structure erected with depth of 160 feet as against 30 feet at present. Elaborate lighting would copy Radio City with equipment for sound. As was the case last season, swimming and diving acts would be featured, with 100 girls, swimming chorus of 36 men, specialty acts and name attractions, such as Eleanor Holm Jarrett, Johnny Weismuller and others. Music would be by a name orchestra and water craft worked into the scheme, ranging



JACK M. SUCKSTORFF, new secretary of Rocky Mountain Association of Fairs, succeeding Harold F. DePue, North Montana State Fair, Great Falls. He is also secretary-manager of Richland County Fair, Sidney, Mont., which has staged a great comeback under his management the past two years. He has been in theater branch of show business 20 years.

## Paris International Expo Opening Date Set as May 1

PARIS, Feb. 6.—It is announced that Paris International Exposition of 1937 will officially open on May 1.

Work is being rushed on all buildings, and it is hoped majority of the pavilions will be completed before opening date.

Jacques Greber, chief architect of the exposition, has decided to provide two services of electric busses covering principal points on the grounds.

## Neb. Would Restrict Shows

LINCOLN, Neb., Feb. 6.—A bill sponsored by the State board of agriculture and introduced this week in the unicameral session, provides that no traveling amusement enterprise can enter a county or town where a county fair, county agricultural society picnic or State fair is to play less than 30 days ahead of the show. The State fair, thru Secretary Perry Reed, tried in several sessions to pass the bill but failed. The bill has a good chance this time.

from pedal craft to yachts. There would be a restaurant so placed that spectators might sit at tables, enjoy a meal and watch the show, platform to be available for dancing other than at show time.

It is said Mr. Rose will write lyrics for the show, working with a composer of national fame, and Albert Johnson, of Radio City, who designed *Jumbo*, to do the scenic designing; Raoul Dubois, New York, to furnish costumes, and Hassard Short, director, to handle that end. Mr. Rose would be director of entertainment, dividing time between Cleveland and Fort Worth, Tex., traveling by plane.

Second Rose offering, to be on Streets of the World between present Alps and field assigned to Goodyear blimps, would be termed Pioneer Palace, to feature vaudeville and sentimental numbers. An addition constructed to the dead side of the Alps would give a background of the Rocky Mountains, performance to partake of a pageant in nature with an unusual finale. Bell ringers, fire-eaters, knife throwers, tumblers and a fat chorus of "Little Rosebuds" would be included and admission probably set at 50 cents. Mr. Rose plans to buy a plane

(See ROSE ENGAGED on page 44)

## State Takes N. C. Annual

Raleigh fair to be operated by aggie board — governor's plan for expo off

RALEIGH, N. C., Feb. 6.—The 1937 North Carolina State Fair will be operated by the State Board of Agriculture, but who will have direct charge remains in doubt following action of the agriculture board in canceling a five-year lease held by George Hamid and Norman Y. Chambliss, who staged the event the past four years.

Mr. Chambliss has applied for the position of general manager, it is said, and it is reported that Dr. J. S. Dorton, president of North Carolina Association of Fair Secretaries and operator of Cleveland County Fair, Shelby, is being considered for the post. State board voted to assume operation of the fair despite refusal of the Legislature to appropriate \$25,000 a year for it.

### For New Division

Commissioner Kerr Scott plans to set up a State Fair division in his department with a full-time director in charge and his idea of running the fair provides for a more elaborate display of the State's resources and fewer amusement and entertainment features.

Another angle to plans for the fair may involve staging a series of expositions here thruout the year with industrial exhibits featured in a spring program to be followed by the agricultural fair in fall and a motor show in winter.

### Operate Other Annuals

Gov. Clyde Hoey has abandoned his previously announced plan to stage a national exposition during 1938. He had urged the State Board of Conservation (See STATE TAKES on page 44)

## Miami Ford Show Success May Lead to Winter Plant

MIAMI, Fla., Feb. 6.—While the Ford Exposition, which opened to tremendous crowds in its first annual here, is practically the same as the company has put on at big expositions, the general frame-up is so compelling that it is bound to attract national attention. A modernistic front is about 60 feet high in center and about 50 feet wide, brilliantly illuminated at night by concealed lighting. On either side of this are wings, which, with the center building, conceal all canvas. In front of the entrance giant pillars have been convexly arranged. Hundreds of flags, pennants and burgees are used.

It is believed success of the Ford exhibition may cause other manufacturers to appreciate the value of a winter exhibition here and lead to Miami becoming a permanent winter world's exposition grounds.

City is reclaiming a large plot of ground on the Causeway and probability is that Miami will erect a great permanent structure in the near future for the housing of exhibitors.

## Young Revue at York Again

CHICAGO, Feb. 6.—Ernie Young's Revue, it is announced, will again be the feature night attraction in the grandstand show at York (Pa.) Fair. This will be the seventh consecutive year in which the Young Revue has appeared at the big Pennsy annual.

## Baker Given Michigan Post

DETROIT, Feb. 6.—Thomas C. Baker, Cheboygan (Mich.) farmer, was appointed secretary of Michigan department of agriculture this week under the commissioner. The office has charge of all State activities in connection with State, county and regional fairs.

## Houston New Head Of Tennessee Secs

NASHVILLE, Feb. 6.—S. F. Houston, Murfreesboro, was elected president of the Association of Tennessee Fairs at the 15th annual meeting in the Noel Hotel here on Tuesday. Despite restricted transportation facilities due to floods in west part of the State, attendance was about 50, nearly as many as were present last year.

C. E. Buttery, secretary of Dickson County Fair, addressed delegates on *Difference Between a "Promoted" Fair and a Fair Regularly Organized and Operated*. Other speakers included John M. Goodman, State commissioner of agriculture; Phil C. Travis, superintendent of concessions, Tennessee State Fair; Roy H. Milton, State tobacco specialist; Rex G. Turman, president of Cannon County Fair, and H. J. Childress, Putnam County agent.

A. U. Taylor, Jackson, was elected vice-president for West Tennessee; W. B. Robinson, Chattanooga, vice-president for East Tennessee, and O. D. Massa, Cookeville, re-elected secretary-treasurer. Seven carnivals were represented.

## "Preview" of Golden Gate Expo Is Given to Biz Body

SAN FRANCISCO, Feb. 6.—Golden Gate International Exposition was presented in "preview" at a meeting of 400 members of the Downtown Association by Col. J. Franklin Bell, executive vice-president; J. A. Evers, works department, and Clyde M. Vandenburg, director of publicity and promotion, who sketched a three-sided word picture of the "Treasure Island" rising in San Francisco Bay.

Mr. Evers reported filling work on the shoals 70 per cent complete, with 14,000,000 cubic yards of sand having been dredged into the fill.

Mr. Bell announced the appointment of Arthur H. Halloran and Edward L. Frick to the executive board. Other appointments by Bell include Frederick Weddleton, chief of concessions division; F. M. Sandusky, assistant to Mr. Halloran; Dr. A. W. Bitting, chief of foods, beverages and agricultural exhibits; R. F. Allen, chief of home and garden exhibits, and Frederick Black, sales promotion division, exhibits department.

Frank Y. McLaughlin, who resigned last week in Washington as WPA administrator for California, will be in charge of expo personnel.

## Ohio Horse Pulling Body To Present Junior Events

BELLEVILLE, O., Feb. 6.—New rules were adopted at a big meeting and banquet of the Horse Pulling Association of Ohio in K. of C. Hall here on February 1, reported Secretary Ray Hennessey, Bellefontaine, who had charge of arrangements. Boys' and girls' junior pulling contests will be sponsored in as many Ohio counties as possible, with final contest probably at Ohio State Fair, Columbus.

Regulation contests are already scheduled for Troy, Tiffin, Wapakoneta, Greenville, Marion, Van Wert and Lancaster, with WLS radio shows at night. At the banquet, attended by 175; Secretary Harry Kahn, Auglaize County Fair, Wapakoneta, was toastmaster, and entertainment numbers were by Doris Jean Binkley, Joan Brophy, Blanche Stillwell, Bill Smith, Roy Johnson, Don Riley, Lena Metzger, and Mack Sauer, humorist.

Speakers were Judge Lawrence Zupp, Bellefontaine; Win H. Kinnan, DeGraff; E. J. Shroyer, Lewistown; David Heer, Toledo, and Arnold Borgman, Bellefontaine. Some of the pulling events last year drew 20,000 spectators.

## Fair Elections

CHARLOTTE, Mich. — Eaton County 4-H Fair re-elected John B. Strange, president; Mrs. L. G. Fischer, vice-president; C. D. McIntyre, treasurer; Hans Kardel, secretary-manager. Net income from the 1936 fair was \$1,317, best since the annual was organized six years ago.

CEDARBURG, Wis. — Ozaukee County Agricultural Society elected John Kaiser, president; John Sieben, vice-president;

## Fair Meetings

Ontario Association of Agricultural Societies, February 10-12, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Louisiana State Association of Fairs, February 12 and 13, Virginia Hotel, Monroe. R. S. Vickers, secretary, Donaldsonville.

New York State Association of County Agricultural Societies, February 16, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 18, Hartford (meeting place to be selected). Halle G. Root, acting secretary, Box 1506, Hartford.

West Virginia Association of Fairs, February 18, Ruffner Hotel, Charleston. J. O. Knapp, secretary, Morgantown.

Edgar Roth, treasurer; Henry Kaul, secretary.

HORTONVILLE, Wis.—Outagamie Fair Association re-elected Frank Winkewerder, president; Harry Jack, vice-president; Milford Steffen, secretary; B. F. Rideout, treasurer. Under a proposed refinancing plan grounds will be deeded to the village of Hortonville as a guarantee against future indebtedness, but the association retains a life lease on the property.

LA CROSSE, Wis.—La Crosse Interstate Fair Association elected George H. Gordon, president; A. P. Funk, vice-president; Joseph J. Frisch, secretary-treasurer. Association is removing machine sheds and dining hall to make more space for Hennies Bros.' Shows, 1937 midway attraction.

UNION GROVE, Wis.—Racine County Agricultural Society re-elected George

## Hamid Acts Break Into National Mags

NEW YORK, Feb. 6.—Spotlight was thrown on the firm of George A. Hamid, Inc., recently with two magazine breaks which reached the public simultaneously. *Life Magazine*, issue of February 1, printed a two-page spread of Lucky Teter, a Hamid attraction, using 32 individual pictures and table of statistics on each page.

*Popular Mechanics*, March number, ran a story called *The Thrill Hunters*, devoted to Hamid and several of his acts, with photos of Teter, the Billettis, Carver's Diving Horse, Great Wilno, the Kimris, Capt. Sol Solomon and others. Other acts were mentioned in the story, which ran to four pages and a two-column runover.

On the same day that the two magazines appeared on the news stands, *Mirror of Boro Life*, feature column of *The New York Journal*, conducted by Dorothy Harness, was devoted in full to Hamid and his acts residing in the boro of Queens, including the Picchiani Troupe and the Three Ricardos, plus two-column sketches on each.

Cooke, Racine, president; E. A. Polley, Rochester, secretary; George Weller, Burlington, treasurer; W. G. Roberts, Union Grove, superintendent; John Jorgensen, Racine, vice-president; Leo Nisen, Union Grove, marshal.

FAIRBURY, Ill.—Fairbury Fair elected P. J. Keck president; Edward A. Yeagle, vice-president; K. V. Keck, treasurer; George H. Decker, secretary; H. W. Meisenhelder, assistant; J. C. Hagen, superintendent of speed; John W. Wessels, Edward L. Lange, Harry Klopfenstein, L. S. Henderson, H. J. Downs, Glenn Martin, C. E. Wink, W. D. Henning, Matt Lewis, directors.

## Winter Fair Movement Is Backed At Western N. Y. Managers' Meet

BUFFALO, Feb. 6.—A winter fair seems likely, maybe not this year, but in the near future, for the fair associations of the 10 counties represented in Western New York Fair Managers' Association. Such was the spirited response at the annual meeting of the group on January 29 in the Hotel Buffalo here. To study the undertaking and investigate systems employed in other sections of the State, this committee was appointed by the outgoing president, George B. Abbott, Hamburg; Frank O'Brien, Caledonia, chairman; Walter C. Dobe, Buffalo; Roy A. Porter, Albion; H. K. Leeworthy, Dunkirk, and Henry L. Page, formerly of Ontario County, and now Erie County agent.

By unanimous vote the new president will be Mr. O'Brien, who was last year vice-president, and served an active membership on the committee in charge of the winter fair proposal. James Fawcett, Bath, is vice-president, and Glen W. Grinnell, Batavia, was re-elected secretary.

## Earlier State Aid

Rehearsing that the State sets aside \$250,000 from taxes on race meetings for reimbursement to fairs for premium money and that reimbursement is not made by the State for at least seven months after payment of premiums, a resolution was adopted urging the Legislature to provide by statute that "upon the closing of each fair and upon the certificate of the managing body or other proper officials of each fair entitled to receive reimbursement from the State for premium awards, showing the amount and character of such awards for the payment of which the fair has made itself liable, that the premium moneys due each such fair from the State be immediately paid to it, each such fair being required, however, to later file within a reasonable time a certificate showing itemized payment of all premiums or canceled vouchers."

Jacob C. Newton, vice-president of New York State Association of County Fairs, promised group full support at the annual State association meeting in Albany on February 16. Speaking on the proposed winter fair for Western New Yorkers, who would hold such an event in Buffalo, Mr. Dobe, who promoted last year's Poultry Show, talked

of excellent drawing possibilities of such a plan.

## Reports Show Growth

Reports from fairs represented at the meeting were indicative of a rapid return to normalcy, as well as possibly one of the biggest years in history for this coming summer and fall. In general, they read: Albion, best in seven years; Batavia, most successful season, with net profit of about \$2,500; Caledonia, no innovations, an increase in attendance over that of 1935, best grand-stand attendance in several years; Dunkirk, fine year, excellent response from the 4-H Clubs, good employment situation; Hamburg, largest attendance and greatest receipts since 1930, unusually good co-operation from all organizations, Erie County board of supervisors worked with limitless effort; Little Valley, attendance better than 1935, better revenue, had to get \$2,500 aid from board of supervisors to break even; Hemlock, cleared about \$1,300, food and grain exhibits outstanding, no support from village and county with financing; Bath, "co-operation is so poor, as far as the county is concerned, that we can't even borrow a steam shovel from them. The fair is held right in the middle of the village where we're surrounded by everybody, but seem to get help from nobody." There were no reports from other towns and villages.

To encourage patronage of city people at county fairs, Mr. Page suggested wherever possible the inclusion of horse shows.

## Amusement Men Talk

Short talks were given by representatives of amusement interests, including D. A. Ross, Ohio Display Fireworks Company; W. C. (Bill) Fleming, H. William Pollack Poster Print; George Fotch, Daisy Advertising Decorating Agency; James E. Strates, Strates' Shows Corporation; F. Percy Morency, Gruberg's World's Exposition Shows; Joe Hughes, George A. Hamid, Inc. With 55 present, attendance exceeded last year's by over a dozen delegates, representing 10 county fairs. Dates were announced for fairs in Albion, Bath, Caledonia, Dunkirk, Hamburg, Little Valley and Hemlock.

Firemen's Day phase of fairs was praised by Ralph Young, mayor of Lan-

(See WINTER FAIR on page 44)

## Fair Grounds

MARYSVILLE, O.—Union County Agricultural Society plans to build a modern arts building on fairgrounds here in the spring to provide space for exhibits of all county schools and women's work, said Secretary Harry Taylor.

NEW CASTLE, Pa.—Directors of New Castle Agricultural Association, in charge of annual New Castle Fair, issued a statement opposing a bill in the Legislature to legalize pari-mutuels at race tracks, calling upon citizens of Lawrence County to register opposition to the bill to their representatives.

PRAGUE—A committee headed by E. Moelzer, president of Prague Electric Works, is working on preliminary plans for an international exposition to be held here in 1942 to celebrate the 25th anniversary of independence of Czechoslovakia. Committee will prepare detailed projects before March for an exposition comprising a general Czechoslovakian and special international exhibition.

LINCOLN, Neb.—Nebraska school officials are pouring it on the governor and State fair officials for suggesting that grand-stand bonds be refinanced at lower interest rate and taken from private bondholders and purchased by the State's educational and land fund. Proposal has been to let the new 3 per cent issue lay in the educational moneys until times get better and the \$260,000 can be retired.

HALIFAX, N. S.—Members of Nova Scotia Exhibition Commission, voting on a motion to seek legislation to permit sale of admission tickets on a prize-giving plan and sanction games of chance and skill on midways of fairs, split 4 to 4. Motion was by E. J. Cragg, mayor of Halifax, who said the time had come to obtain such legislation. Members opposing declared Halifax fair must be run within prevailing laws.

BRENHAM, Tex.—Letters have been sent to business men asking if they will again underwrite Washington County (See FAIR GROUNDS on page 44)

 STRATOSPHERE MAN  WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT  
Finishing With 500 Ft. Slide for Life.  
Available for Fairs, Parks and Celebrations.  
\* Address care of The Billboard, Cincinnati, O.

THE ERNIE YOUNG AGENCY  
DEPT. A  
162 N. STATE ST.  
CHICAGO  
Can furnish any type of Entertainment for  
FAIRS, INDOOR SHOWS  
and CELEBRATIONS  
Write us when your attractions committee is going to meet.

C. W. HINCK'S ORIGINAL CONGRESS OF THRILLERS  
And Feminine Fury Present  
**THRILL DAY**  
15 FEATURE EVENTS.  
Open for Fair and Still Dates. Call, write or wire  
C. W. HINCK,  
830 Hennepin Ave., Minneapolis, Minn.

*Wm. Pollack Poster Print*  
BUFFALO, N.Y.  
POSTERS - CARDS

## New Carnival For the East

**Giroud, Kilonis, Stapleton sponsor New England Shows in modern manner**

MANCHESTER, N. H., Feb. 6.—Final details for the launching of the New England Shows for the coming season were completed here this week by its organizers, William J. Giroud, John D. Kilonis and James D. Stapleton, who thru a partnership agreement will direct its management and routing.

Present plans call for a modern carnival organization in every detail. It will be motorized and transported on 16 trucks, carry its own electric generating plant and other essential equipment.

According to Business Manager Kilonis, new canvas will be purchased for the individual shows and new panel fronts will be built along modern ideas in construction, decoration and illumination. Kilonis further states that the organization is amply financed and will spare no reasonable expense to make it the outstanding carnival in its territory. He reports that the riding devices, 10 in number, including an Octopus and eight-car Whip, will be owned and operated by the shows, and that they now have a crew of men at Crystal Lake Park, this city, reconditioning all show properties.

Prior to the above announcement a representative of *The Billboard* was informed that the New England Shows were not a remote possibility and that James D. Stapleton, general agent, anticipating the final culmination of details had been scouting Eastern territory for booking and had been most successful in his prospecting tour.

William J. Giroud, general manager, has been in the carnival business for many years and is generally recognized as eminently qualified for the position he has assumed in this connection. John D. Kilonis will be remembered as having operated the John D. Kilonis Shows for 10 years prior to season 1936, when he took out a circus, from which he retired as a partner while it was en tour. Kilonis at one time operated an amusement park in this city and is generally recognized as an all-round outdoor showman.

Giroud, Kilonis and Stapleton, after completing the partnership deal for the operation of the New England Shows, left for New York to open general offices in that city. Clarence Giroud has been engaged as chief of construction and will return from Florida at an early date to start the building of the show fronts and main entrance which will adorn this midway.

### Max Linderman Gives Out Fair Bookings

NEW YORK, Feb. 6.—Max Linderman, operator of the World of Mirth Shows, left New York Tuesday (2) on a combination business-pleasure trip that will take him to Tampa, Fla., and Miami. Plans to be back at his show's winter quarters in Richmond, Va., at an early date.

Linderman, who has been making the Eastern United States and Canadian fair meetings, announced here early in the week that he has contracts for the fairs held annually at Richmond, Va.; Raleigh, N. C.; Rutland, Vt.; Brockton, Mass.; Burlington, Vt.; Winston-Salem, N. C., and Plattsburg, N. Y.

### Prominent Show Woman Books With Hennies Bros.

SHREVEPORT, La., Feb. 6.—Mrs. Lillian Murray Shepherd has contracted with the Hennies Bros.' Shows to direct and produce their Follies International attraction. She is due to arrive here after a visit to the Tampa (Fla.) Fair. One of the largest and most unusual chrome-copper fronts, with latest lighting effects is now being completed in the show's quarters for this attraction, it is stated.

Hennies Bros. have also closed contract with Fred Bantelmann to present his crime exhibit, which is said to be brand-new and entirely different from like attractions seen in the past.

## Carnival, Victim of Flood Here, Wants To Aid City in Red Cross Fund

A pleasant surprise was received by the Red Cross officials here yesterday when the Zeiger Shows, a carnival which was here when the Memorial Day flood of 1935 struck, telegraphed to inquire how many days' receipts of the company would be needed to enable Colorado Springs to meet its quota for flood relief.

Ira D. Watermon, head of the Red Cross chapter here, informed the carnival company that one day's receipts from it would be welcome and would be all this city could expect.

The company was encamped on West Colorado avenue, immediately west of the Colorado avenue bridge, when the Memorial Day, 1935, flood swished and swirled thru this city. The company's tents were smashed away in the high waters and several trained animals were lost. Yet the carnival men are now asking to contribute this city's contribution to the Red Cross flood-relief fund. The Zeiger Shows are now at Mesa, Ariz.

Fred W. Toerge, treasurer of the Red Cross chapter here, said yesterday that funds were coming in at a gratifying pace. More than 700 individuals have now contributed to the fund here.

(News Item from The Colorado Springs (Colo.) Gazette, January 30)

## Fairly-Martone Shows Get North Dakota B Fair Circuit

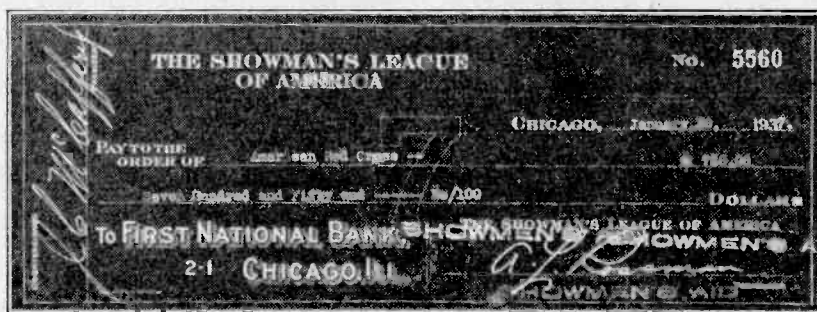
DALLAS, Tex., Feb. 6.—The Fairly-Martone Shows were awarded contracts last week for the new North Dakota B Circuit of Fairs, including Jamestown, Bismarck, Fessenden, Langdon and Hamilton.

Other fairs for which this show holds contracts are Aberdeen, S. D.; Thief River Falls, Albert Lea and Plainview, Minn., and Cedar Rapids, Ia. Noble C. Fairly, associate owner of the show, was here this week attending the Texas fair meeting.

## Ideal Exposition Shows Announce Fair Bookings

BALTIMORE, Feb. 6.—William Hartzman, secretary Ideal Exposition Shows, stated this week that fairs at Malone, N. Y.; Ashboro and Dunn, N. C.; South Boston and Staunton, Va., have been contracted.

RICHMOND, Va., Feb. 6.—John H. Marks, of the Marks Shows, announced the booking of fairs at Mt. Airy, Lexington, Fayetteville and Wilmington, N. C.; Florence and Rock Hill, S. C., and Athens, Ga.



FOLLOWING OUT ONE of the cardinal principles of their organization, the Showmen's League of America, to "do unto others as we would have them do unto us," members of the League answered the call of distress in the recent flood disaster which made tens of thousands homeless and raised \$750 which they donated to the American Red Cross to be used to aid flood sufferers. A photostat of the check is shown above. Prime movers in the movement to raise the fund were J. C. McCaffery, president of the Showmen's League of America; Dave Russell, Walter F. Driver, Ray S. Oakes, Sam J. Levy, Edward A. Hock, M. J. Doolan, Mazie Herman and H. A. Lehrter.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Broken Rod Fishing Camp,  
Muddy Lake, Fla.

Week ended February 6, 1937.

Dear Editor:

General Agent Lem Trucklow, the show's special agent, the banner man and the billposter all met the show on its arrival. Each displaying a string of fish as proof that the spot is worth while. Muddy Lake is surrounded by 150 tourist and trailer camps within a radius of 10 miles, population of 25,000. The lake itself is one county and surrounded by four other counties. It is probably the only county in the world that is covered with water. The lake and county seat boasts of having 50 residences, a courthouse, a jail and 50 business houses all on barges, houseboats and shanty boats. A town with a floating population that never leaves home.

Our auspices, the Hook, Gigg, Gouge and Angle Club, were the party of the second part as far as a committee went; but party of the first part in all money matters. They hooked, gigger, gouged and angled the office for the entire week's gross.

Many new shows joined here. This date being more of a second week out rehearsal and to get organized engagement. The outstanding feature of the shows is Wrench & Hammer's World's Fair Freak Motordrome. The

drome being big enough to handle 30 or 40 motorcycles on the straight wall at one time. Featuring motorcycle races the drivers are fat girls, midgets, skeletons, bearded ladies, alligator-skinned boys, pygmies, mentalists, sword swallows and half and halves. This gives the audience an opportunity to see the oddities while they are traveling a mile a minute. There is a small intermission between races to give the strange people time to sell pictures and pitch a sword box.

Steve Dorgan bought the entire concession midway for the Florida tour. Arrived from his home with enough roast beef to run himself and his agents while in the State. All booths are to be operated legitimately by taking the gee off for all players that are with it. The fish pond was the top-money concession. It did such a big business during the week that five more agents with big thumbs were placed behind the counter to take care of the rush.

Manager Pete Ballyhoo, who has been out of the State attending a fair meeting, rejoined the show. Reported no new contracts due to no colored fair secretaries attending.

As a whole this spot was a blank, except on Saturday night when the ride boys found enough pokes in the seats to get the show out of town.

MAJOR PRIVILEGE.

## PCSA Aux. Has a Party

**Recent social gathering a success—floor show highly entertaining**

LOS ANGELES, Feb. 6.—On January 28 one of the largest and most successful parties of the current season was given by the Ladies' Auxillary of the Pacific Coast Showmen's Association, at which 140 members were present. The male members donated the use of the clubrooms for this affair and extended full co-operation to make it a success.

Bingo and bunco were played by those who do not play cards, while contract and auction bridge kept the card players entertained until the closing time, when prizes, high and low, were awarded the winners. Bank Night was then held, from which a tidy sum was realized, half of the amount being Grace Asher's portion for holding the winning number. President Will Wright of the association won the door prize of a five-pound box of candy.

Leone Barle then presented a floor show with many clever acts, consisting of Jenny Perry, Scotch dancing and singing of *My Wild Irish Rose*; Topsy Gooding presented an Irish characterization in a Holland costume, including a wooden-shoe dance to German music, with Pearl Runkle at the piano; Floyd Rathbone, monologist; Jack Schaller's Kids, Johnnie, Tony and June, dancing number, Johnnie doing his own piano accompaniment while dancing, Tony did a recitation and June a soft-shoe dance; Mama and Papa Schaller, cutups; Marion Olive, 11 years old, presented a hula and acrobatic dance, vocal and accordion numbers. Al Fisher officiated as emcee.

The lunch served was donated by the members of the Auxillary, as were the prizes. It was voted that the entire amount realized was to be turned into the treasury with nothing deducted for expenses.

### Paris Street Fair Season Opening

PARIS, Feb. 1.—The street fair season of Paris opens on February 14 with a two-week fair at the Place d'Italie.

Important street fair operating at Calais, January 24 to February 14, with 60 rides and attractions, including Auto Scooters, Ferris Wheel, Caterpillar, Radio Cars, Aeroplane ride, Luna Park, Eugene Tissen's Menagerie, Martha the Corse's lions, movie musee of anatomy and Illusion Show.

### General Agent Murray Again With Keystone Shows

ATLANTA, Feb. 6.—It was announced here recently by Charles Hartzberg, general manager Keystone Exposition Shows, that he has re-engaged William C. Murray as general agent. Murray has been in the same capacity for the past two seasons. With Hartzberg he has been attending a number of fair meetings and reports booking for fall dates as progressing satisfactorily.

### Tom Atkinson on Board Of S. W. Showmen's Assn.

EL PASO, Tex.—Verne Newcombe, secretary of the Southwest Showmen's Association, announced the addition of Tom Atkinson, owner of Howe Bros.' Circus, to the board of governors of the association. Trustees are framing by-laws and expect to receive the association's first patient for treatment at an El Paso sanatorium soon, Newcombe said.

### Results? Read This!

The Billboard, Cincinnati, O. Manchester, N. H., February 1, 1937.

Gentlemen: Replies to our advertisement in The Billboard, issue January 30, have exceeded all expectations.

Our office staff at Lynn, Mass., working overtime to assure everyone an answer.

A. W. SEARS,  
Stanley Bros.' Shows.



# ANNOUNCING A NEW SHOW

**W. J. GIROUD,**  
General Manager

**J. D. KILONIS,**  
Business Manager

**J. D. STAPLETON,**  
General Representative

# NEW ENGLAND SHOWS

OPENING APRIL 17th, 1937

*Best Fourth of July Celebration in New England Booked*

**New Equipment**

**Show of Beauty**

**Elaborately Electrified**

*New England's Largest  
Exposition  
10 Rides  
7 Shows  
30 Concessions  
2 Free Acts*

**Fair Secretaries, Committee Men don't  
fail to see our show before booking  
with others**

*Now booking high class  
attractions with new  
and novel ideas for  
1937*

This show will not operate any of its own concessions. All concessions open, first come first served. We have booked the best spots in New England and have contracts for same, also ten good fairs in New England and North Carolina. Wanted—Any novelty show to feature; nothing too big. Prefer shows with own tops; will take 25% from same. Mother Cushion write. Will book two sensational free acts; nothing too big. Bill Richie get in touch with us. Wanted—Foreman for Octopus, Ferris Wheel and 8-Car Whip, also ride help who can drive trucks. First-class electrician wanted who understands light plants. Wanted A-No. 1 contest man, also banner man. Can use first-class carpenter and scenic artists.

*Address all communications to*

**W. J. GIROUD, Gen. Mgr. NEW ENGLAND SHOWS**

**PALACE THEATRE BLDG.,  
1564 BROADWAY, NEW YORK CITY, N. Y.,  
ROOM 202  
PHONE LONGACRE 5-9535**

## RIDEE-O

1937 MODELS, MORE BEAUTIFUL;  
MORE POPULAR THAN EVER.

The Ride That Has Made Good on Dozens  
of Midways the World Over. For Per-  
manent or Portable Use.

For Big, Sure Profits Get Information  
Now!

**SPILLMAN  
ENGINEERING CORP.**

North Tonawanda, N. Y.

## MOTORIZED

Write for Show Folks Plan of Financing.

**CHARLIE T. GOSS**

Twenty-Two Years in Outdoor Show Business.

Now With

**STANDARD CHEVROLET CO.,  
E. St. Louis, Ill.**

## FAIRWAY SHOWS

OPENS MAY AT BISMARCK, N. D.

WANT Shows with or without Tops, Illusion, Mon-  
key Circus, Hawaiian, Geek, Ten-in-One and Man-  
ager for Athletic, Concessions, small Cook House,  
Ball Games, Photo Gallery, Palmistry, Blower,  
Blankets and Diggers. Foreman for Ferris Wheel  
and Ride Help.

EMIL J. ZIRBES, Box 183, Hot Springs, Ark.

## Cetlin & Wilson Get Big Eastern Fairs

GREENSBORO, N. C., Feb. 6.—John W. Wilson, associate owner Cetlin & Wilson Shows; upon his recent return from Harrisburg, Pa., announced the booking of a formidable route of fairs in the East. Those now under contract are Delaware State, Harrington, Del.; Bedford County, Bedford; Cambria County, Eberburg, and Great Reading, Pa.; New Jersey State Fair, Trenton; Wilson County, Wil-  
son; Greensboro, Greensboro, and Samp-  
son County, Clinton, N. C.

## Sterling's Seminole Village Booked With World of Mirth

NEW YORK, Feb. 6.—Joe de Rosselli announced here this week that Edythe Sterling, former Western feature picture star, had booked a Seminole Village with the World of Mirth Shows. It is planned to present 30 Seminole Indians, men, women and children, from the Everglades of Florida, amid typical surroundings and new equipment thruout, including pictorial banners.

It is stated that Manager Linderman of the shows will endeavor to make this attraction an outstanding carnival fea-  
ture and will give it special publicity under the direction of Rosselli. Percy Smith has been engaged to do the lectur-  
ing.

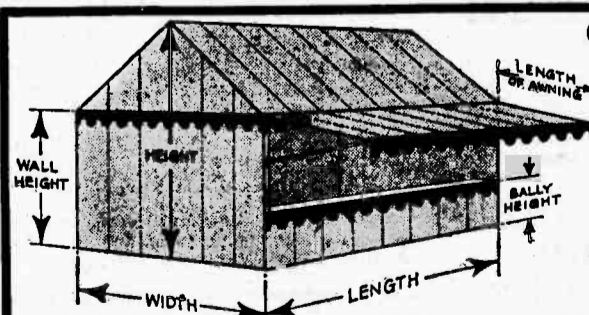
Sterling headed an exhibition of Hopi Indians last season and is said to have been very successful.



## POSTERS WITH "PREVUE" PULL and FLASH - - by Donaldson

Give your public an advance eyeful of thrills  
... in the modern carnival spirit. That draws  
the crowds. Donaldson Posters, Cards and  
"Dates" do the trick—new 1937 designs, all  
sizes. Snappy lithos in four or five brilliant  
colors. Snappy service, too. Immediate delivery.  
If you want the latest, write Donaldson today.

**DONALDSON**  
DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.  
NORWOOD CINCINNATI OHIO

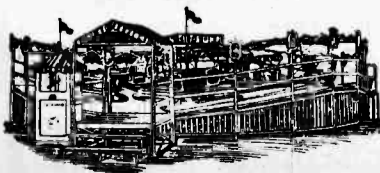


## Concession Tents

Give  
Measurements  
as Indicated  
BUY  
from Factory  
SAVE Money

**POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.**

## IT WILL HELP YOUR AGENT



Fair Secretaries Ask for It  
**1937 TILT-A-WHIRL**

The Ride that assures big and  
certain percentages.

FOR PARTICULARS WRITE

**SELLNER MFG. CO., Faribault, Minn.**

## ZIMDARS GREATER SHOWS

— WANT —

RIDES—Ridee-o, Pony Track. SHOWS—Unborn, Crime, Motorroue, Monkey Circus, Miniature  
City or Farm, Athletic, Mirrors, Fun House, Illusion, or any unusual Show, with or without outfit. CON-  
CESSIONS—Come on. Will sell X on Diggers (two). Sailor Harris wants Working Acts for Sike  
Show. Clyde Curran wants Girls for Girl Shows and Nite Club. H. C. Brown wants Performers and  
Musicians for Jig Show. Jake Miller wants Wheel Agents, Ride Help that can drive trucks. Show will  
open in Memphis, Tenn., March 18. Address **BOX 574, MEMPHIS, TENN.**

# 1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

# 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

**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 G. O. D. expense. Instant delivery. No checks accepted.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago

### The DAILEY Aluminum Center Wheel



Is the best made. Ball Bearing. Best Creeper on the road. Comes with Post, all ready to go.

24-in.	..... \$27.50
30-in.	..... 33.00
36-in.	..... 37.50
48-in.	..... 44.00

Tax included. Catalog Free.

A Few New Ones.  
**DAILEY MFG. CO.**  
No. 511-15 E. 7th St., St. Paul, Minn.

### LORDS PRAYER

SAMPLE PENNY FREE

GO IN BUSINESS FOR YOURSELF BE YOUR OWN BOSS MAKE \$2 TO \$5 AN HOUR OPERATING THE MOST BEAUTIFUL ENGRAVING MACHINES

BRACELETS LAVALLERES 7\* BEADCHAIN 2\* WRITE FOR ILLUSTRATED LITERATURE

**MIDWEST NOVELTY MFG. CO.**  
5511 EUCLEID AVE., CLEVELAND, OHIO.

**FOR SALE**  
Used  
**LOOP-the-LOOPS**  
One 3-UNIT RIDE.  
One 4-UNIT RIDE.  
SACRIFICE PRICES.  
**SPILLMAN ENGR. CORP.**  
N. Tonawanda, N. Y.

### WEST BROS. AMUSEMENT CO.

Booking Shows and Concessions for 1937.  
Box 27, Morley, Mo.

### WANTED ADDRESS

OF HARRY McNALLY,  
Formerly With Howard Selter Shows.  
Communicate  
**W. S. ERWIN,**  
1031 River Street, El Paso, Tex.

### BYERS & BEACH SHOWS

Formerly Byers Bros.

Now booking for 1937 shows Rides and Concessions, no conflicting. Address Goodwell, Mo. Notice D. J. Doug Carter has had no connection with above show since last July. Any contracts or agreements made by him for above show are void, and we will in no way be responsible for his debts.

### CONCESSIONS WANTED

FOR  
**V. F. W. INDOOR CIRCUS**  
FEBRUARY 22 to 27  
Colliseum, Bloomington, Ill.  
Write H. SCHWARTZ, Concession Mgr., 207 East Washington St.

### SECOND-HAND SHOW PROPERTY FOR SALE.

\$ 1.65 Pr. Chicago B'H Bear's Rnk. Sk'tes. All Siz.  
\$20.00 14 Wax Specim's of Child Birth, glass case.  
\$25.00 M.G.R. Organ, 10 Tunes, Wood Roll.  
\$25.00 Two-Headed Galf, Lifs Siza. Mounted.  
\$25.00 Illusion, Sawing-Woman-in-Half. Bargain.  
\$ 1.75 Pair Men's White Buckskin Skate Shoes. All Sizes. We buy Skates, all makes. Day cash; Kiddie Rides, Guess-Your-Weight Scales, **WEIL'S CURI-CITY SHOP**, 20 S. 2nd St., Philadelphia, Pa.

and will remain until shows open in Ohio latter part of April. Cunningham will buy several new rides and trucks. Harry Hoffman, Joe Humphry, Ralph Wall, Earl Burket, Carl Reynolds, Paul Gouldsberry and Jack Brown, concessioners, will return to the shows. Sailor White and wife, Alfred Taylor, Red Walker, Spot Goldby and Mr. and Mrs. Doc Stanton will have shows on the outfit."

**BOB LeBURNO** letters from Baton Rouge, La.: "Still here. Have not fully recovered from the auto accident which occurred last December while riding with John R. Ward. It is a tough proposition to be almost killed by other wreckless drivers and then have to pay your own hospital, doctor and medicine bills, let alone the two months suffering I went thru. Not one showman has come to see me, yet they pass the hotel each day. Had a letter from Fred Beckmann. He said we ain't got much to crow about only that both of us have outlived a lot of them and we are not going to take anything with us."

**BOB SORENSEN** letters from Jacksonville, Ga.: "With Alamo Shows. Business at Denton, Ga., was good. Best winter weather in years. Shows made three two-day stands Christmas week just to try the idea out in small spots and found it profitable enough to stay in the sticks. All equipment has been repainted orange, red and blue, the shows' color scheme. Three shows,

### Mich. Assn. Gets Rooms; Pres. Lippa Makes Statement

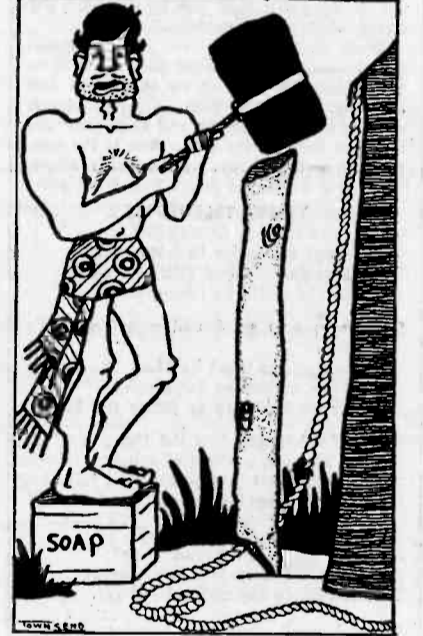
DETROIT, Feb. 6.—The Michigan Showmen's Association took over new headquarters on the 11th floor of the Charlevoix Building this week for permanent clubrooms and show headquarters. The rooms will be entirely furnished with new equipment and ready for occupancy at an early date.

The association wants members from show business, whether they are Michiganders or not, President Leo Lippa said, correcting a misimpression possibly created from sentiments expressed and reported at the organization meeting three weeks ago.

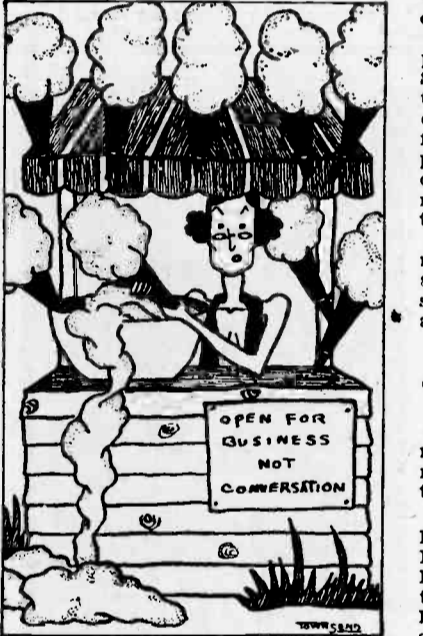
"The organization is not intended to protect the State against outside showmen," Lippa said. "That was the point of view of one or two members only, not the consensus. We will take in and invite members from every State."

### State Fair Shows Set Opening Date

EL PASO, Feb. 6.—State Fair Shows will open here the first week of March. Mel H. Vaught, owner, stated this week. The show will play Phoenix in March under auspices of Shrine. A date in Tucson, Ariz., February 18-22, has been lined up for some rides and concessions, to return to El Paso for the opening.



**Soapy Glue Says:**  
"Why try to fix any more shirts? Some of them have been repaired too often now."



**Tilly Few Clothes Says:**  
"We have too many plans and not enough action these days. I fear that Soapy Glue is suffering from ale feet this week."

### Ted Levitt Is on an Eastern Tour

NEW YORK, Feb. 6.—Ted Levitt, show-minded son of the late Victor D. Levitt, returned to this city from the West Coast this week. Last year with Mel H. Vaught, Levitt is planning to have the girl and minstrel shows on C. H. Zeiger's and George French's carnivals in 1937.

Levitt revealed that the Eastern trip is a combination homecoming-honeymoon jaunt with stopovers in Chicago, Los Angeles and San Francisco before returning to his headquarters in Seattle. He announced that he will marry Mildred Baker, a Brooklynite, while in New York.

**BIRMINGHAM, Ala., Feb. 6.**—Last Sunday this city received its quota of refugees from the flood districts some 5,000 strong. L. J. Heth, of the shows bearing his name, loaned the Red Cross two big tops for mess halls and sent them to Bayview camp, where the sufferers are being cared for.

**LAKE WALES, Fla., Feb. 6.**—Barfield's Cosmopolitan Shows will appear here auspices American Legion on a downtown location. This will be the first showing of a carnival within the city limits in several years.



### Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., Feb. 6.—During the absence of President Ruback Harry Duncan is acting as president.

The question of what type of a monument should be purchased for the cemetery took up most of the meeting and almost every member expressed himself as to what he thought should be selected.

Membership drive is gaining speed and every day a few new members are added.

Benny Hyman, Western States Shows, is leading the list. Dave Stevens is second, with Harry Altshuler third.

Noble Fairly and his wife left for winter quarters of the Fairly & Martone Shows.

Tommy Martin, just released from the hospital, is feeling better. His partner, Eddie Phillon, was called here during his illness.

**LADIES' AUXILIARY**  
When the Ladies' Auxiliary heard a la Walter Winchell that there would be a blessed event to one of its members this spring it gave them the idea of a nice party for the club, as things had quieted down from recent hectic activities. So Friday, January 29, the ladies brought many little things and a big basket lined with pink and a downy pillow to the clubroom.

Amid the ejaculations surprise, surprise, Martha Walters was ushered in. She took it with a smile, however, and then opened all the things, thanking each member in turn. After she had finished a game of concentration was played by members. Irene Lachman received first prize for remembering the most and Anna Rosselli for remembering the least.

Refreshments, which consisted of a mammoth cake topped with a baby and appropriate verse, ice cream in the shape of booties with pink ruching around the top and coffee.

Thirty-three members were present.

### Texas Kidd Show Still Touring

SAN DIEGO, Tex., Feb. 6.—Show is now playing in South Texas and business is fair considering the weather and time of year.

Roster: C. A. Hackler, corn game; Herman Brown, penny pitch; Ruby Brown, ball game; Flo and Genevieve Nuckols, ball games; Grafton Nuckols, the Hi-Striker; Fred Calkins and Mrs. Pearl, concessions; Razz and Neil; Davis, shooting gallery; Mrs. Hackler, pop corn, and Hoopla Shorty, Hoop-La and the Texas Kidd's Rodeo. Some of the cowboys are: Texas Kidd Jr.; Little Jack Hammond, show's youngest rider; Plaster Pairsh, Alamo special, and Happy Jack Brown, who mounts Red-Lite, the bucking horse. Grafton Nuckols, who has been laid up this season with a broken leg, will soon be ready to charge them again. Little Gerald Nuckols, the two-year-old mascot, mounts little "January" at each night's performance.

A ranger in Hebronville, Tex., presented Tommy Nuckols, four-year-old cowboy, with a Shetland pony, and as a saddle is being made for him he will soon be taking part in the rodeo. Reported by Evelyn Hackler.

### Pittsburgh

**PITTSBURGH, Feb. 6.**—Jim Hoover, concessioner, is seriously ill at his home. Former Mayor William N. McNair's side-show tent used during the Pittsburgh Jubilee and Exposition was sent to Louisville flood refugees.

Frank Cervone and Harry Dunkle held a reunion in Harrisburg during the recent fairs convention.

E. W. Weaver, general agent of the Gooding Amusement Company, was a business visitor here. He reported that a number of shows and concessions with the Gooding outfit last season suffered serious damage in the flood-stricken areas. Mr. and Mrs. A. W. Gooding left for Florida. Neil Berk, Frank West's general agent, was in town.

Morris Rosen will have a show with the Harry Winters Exposition. Mr. and Mrs. Winters have returned to their home following a vacation in Florida.

**Pacific Coast Showmen's Assn**

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Feb. 6.—One hundred and seventy-three members greeted President Will Wright when he called Monday night's meeting to order. Dr. Ralph E. Smith, first vice-president; Charles J. Walpert, second vice-president; Ross R. Davis, treasurer, and John T. Backman, secretary, were also on hand. Usual business routine was preceded by a talk by Wright, in which he stressed that any member accepting an appointment on any committee would be expected to be present at a "before-meeting" conference to take up matters which are under supervision of the various committees. These matters are to be submitted in writing and then reported on by the chairman.

Wright said it is the club's intention to keep a complete record of matters of moment to the PCSA and to have a definite plan to intelligently sell prospective members the advisability or necessity of joining a showmen's organization such as the PCSA. He also advised the appointment of a legislative committee to combat any adverse legislative measures which have recently developed in this and other States and which if made legal will be detrimental to showfolk in general.

A motion by Frank Babcock to donate the sum of \$200 to the Red Cross relief fund was unanimously carried and a check for that amount was mailed to the proper authorities. The Ladies' Auxiliary also voted to send \$100 to the cause. Communications: Jack Austin Vanderborg lettered from Sawtelle, Calif., that he is confined to the Veterans' Hospital there. Peggy Forstall, president Ladies' Auxiliary, sent that organization's expression of thanks for the use of the PCSA clubrooms for its recent card party and the support which was given it.

John T. Backman, secretary and custodian, tendered his resignation as custodian. Other business interests and his decision to devote more time to his many studio jobs were the reasons given. The house committee in accepting the resignation paid tribute to his past services. Claude Barie made his last "pitch" on the Hi-Jinx ticket sale and did a business large enough to insure a capacity house.

By-law and constitution committee presented a tentative report on the revising job with the statement that a full report will be presented at the next meeting. Members of the committee are Frank Downie, chairman; J. W. Peterson, vice-chairman; Joe Glacey, Joe Krug, Steve Henry, George Silver and Harry C. Rawlings. Dr. Ralph E. Smith's subject, *What I Know About the Other Fellow*, for the diversion period occasioned a scramble for the first tell, with Mel H. Smith, John Miller, Harry Fink, J. Doug Morgan, Frank Forrest, Joe Glacey, Al Fisher, Frank Babcock and George Tipton competing.

Usual lunch and refreshments were served by Harry Gooding, Jimmie Dunn and Jack Bigelow.

LADIES' AUXILIARY February meeting, presided over by President Peggy Forstall, with all officers present, was well attended.

It was with extreme regret that the club heard of Rely Castle's illness and

everyone joined in wishing her a speedy recovery. A letter from Estelle Hanscome, stating that she is up and out of the hospital and will be with us by next meeting night, was received.

The suggestion by Maybelle Crafts for the club to purchase a plot near the one belonging to the PCSA at Greenwood was given a big hand. The girls are very much in accord with her idea and the matter will be brought up for further discussion at the next meeting. Maybelle offered to donate \$100 in the behalf of the plot and a committee was appointed to investigate and report the cost and details regarding the purchase of such a plot.

The new by-laws were received and distributed among the members. Those who were absent will receive theirs by mail. Any other information for members at large will be given confidentially by the club's secretary.

The committees appointed by President Forstall are very active and it is a pleasure to note the interest taken in the activities. President Forstall's method of handling the meetings is very commendable and congratulations continue to pour in after every meeting.

**Showmen's League of America**



165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 6.—In the absence of President J. C. McCaffery, Past President C. R. Fisher was in the chair.

Membership committee presented applications of Nick Buckinson, William A. Heltich and Chester DeRose. These were credited to Brother William Carsky.

Cemetery committee reported on the contemplated addition to Showmen's Rest. This will receive action at an early meeting.

Spring benefit committee is working on arrangements for the affair. Sub-committees already appointed and are getting into action.

Brother Colonel Owens is still confined to his home, while Brother Nat Hirsch still on the sick list.

Brother Robert Miller sat in for his first meeting. His response when called upon for remarks was fitting.

Brother Lou Leonard has returned from Florida. He advises that Brothers Al Rossman and A. R. Cohn will sojourn there a while longer.

A letter from Brother Joe Allen states that he will be active in the 1937 membership drive.

Vice-President Frank R. Conklin writes that he will be with us for a few meetings ere opening of the season.

Past Presidents Edward A. Hock and Sam J. Levy and Brothers Dave Tennyson, Fred Kressman and Past President Ernie A. Young are attending fair meetings.

Brother Max Goodman visited for a few days. Brother Al Rossman is handling arrangements for the placing a marker on the Florida grave of Con T. Kennedy.

News from Tampa informs that many of the celebrities of the outdoor show world were in attendance at the first Cemetery Fund Benefit under direction of Chairman Carl J. Sedlmayr.

Did you send in your dues? Most of the brothers have.

Chairman M. J. Doolan and his ways and means committee are busy making plans for their season's work.

Brother Dave Tennyson is going about his work with more pep since receiving news of the safety of his family who were in Louisville during the flood scare.

Negotiations have begun for a renewal of our lease, the present one expires June 1.

Brother Ray Oakes reports that the missus is resting nicely after a recent operation at the hands of Dr. Max Thorek.

News from Oak Forest informs us that Billie Lorette is showing little improvement. Some of the brothers visited him during the week and found him quite helpless. Letters sent to him care of the League will be delivered in person.

Brother Harry Coddington is a regular daily caller at the League rooms since retiring from active duty. He has recovered from a recent illness.

AUBURN, N. Y., Feb. 6.—Strates Shows will return here for Orleans County Fair, Wilbur M. Mull, of West Barre, secretary of the Orleans County Agricultural Association, fair sponsor, announced today.

**BILL HAMES SHOWS, INC.**

**NOW BOOKING FOR SEASON 1937**

OPENING FT. WORTH, TEX., FAT STOCK SHOW, MARCH 12 TO 21.

WANT SHOWS THAT DO NOT CONFLICT. ALL KINDS OF SHOW PEOPLE AND HELP. Man with own Car for Billposter. Prefer one with Sound Truck, to advertise.

MARINE & FIRESTONE WANT SIDE-SHOW PEOPLE. WANT Man that can handle Steel Train, do Repair Work, Mechanic and Wagon Work. State salary and all in first letter. If you do not receive answer, reply means "No."

WE HAVE ALL OUTSIDE SPACE FOR CONCESSIONS, AND EXCLUSIVE ON ALL GAME CONCESSIONS AT STOCK SHOW. CAN PLACE LEGITIMATE CONCESSIONS, EATS AND DRINKS. CAN PLACE CONCESSION AGENTS FOR 10c STANDS. ANYONE DESIRING SPACE WRITE.

THE STOCK SHOW WILL BE HELD ON SAME LOCATION ON NORTH SIDE. WE GO OUT RIGHT AFTER STOCK SHOW FOR SEASON OF ABOUT 40 WEEKS. CREAM OF TEXAS FAIRS.

All address

**BILL HAMES SHOWS**

P. O. BOX 1377,

FT. WORTH, TEX.

**MIDGETS WANTED**

TO ENLARGE OUR PRESENT MIDGET SHOW.

Johnny Leal, Ellnor Stubitz, Johnnie Fern McDill, Danny Montague, Princess Wee Wee, Nick Page, Chas. Ludwig and others who worked for me, please communicate at once. Wonderful proposition. Long contracts. Best salaries. Splendid accommodations. Everything furnished.

Address Communications to

**NATE T. EAGLE, RUBIN & CHERRY EXPOSITION, INC.**

Robert Fulton Hotel, Atlanta, Ga.

**RUBIN & CHERRY EXPOSITION, INC.**

**Offer FOR SALE the Following Property**

Formerly Used On The MODEL SHOWS:

One 50' MOTORDROME, complete with new Green Top and 5 Motorcycles. Can be set up and used at once. Rebuilt last year.

Three 72' ALL STEEL CARS. One Stock, one Elephant Car, One Closed in Box.

One PULLMAN SLEEPER, one STATE ROOM CAR, one very fine PRIVATE CAR—Sitting Room, Dining Room, Kitchen, 3 Staterooms, 2 Bathrooms.

One Special Built GRAND WHIP. Only one of its kind. Two No. 5 ELI FERRIS WHEELS. One LINDY-LOOP.

One SNAKE SHOW. Complete with 46' Front, rebuilt and used last season.

One CARVED WAGON FRONT (Fred Lewis Make), one PANEL WAGON FRONT. Several Panel Fronts. Can be used on any Truck or Gifty Show.

All Property can be inspected at our Winterquarters, Lakewood Park, Atlanta, Ga.

Will Make Low Cash Prices or Terms to Reliable Parties.

Address

**RUBIN GRUBERG, Robert Fulton Hotel, ATLANTA, GA.**

Want To Hear from Several HIGH-CLASS TALKERS. Must be Gentlemen and capable of Producing Results. CAN USE Working Men in all Departments—Painters, Carpenters and Wagon Builders. Earl Krause write.

12 Rides  
14 Shows

**BANTLY'S GREATER SHOWS**

3 Free Acts  
2 Bands

NOW BOOKING FOR 1937

ALL LEGITIMATE CONCESSIONS OPEN.

Will Book Exclusive Photos, American Palmistry, Custard. All Wheels Open. No Racket. CAN PLACE Crime Show and Illusion Show. Also good Pit Show. WANT TO BUY 20' or 22' Living Trailer, factory built. WANT Lot Man, Union Bill Poster, Ride Help. Bookers save stamps. We positively hold contracts for 10 bona-fide Fairs and Celebrations. Guarantee wonderful route lasting into November. WANT one more sensational Free Act. Will consider High Wire or Return Act. Write or wire

**HERMAN BANTLY, Reynoldsville, Pa.**

All Branches Side-Show People write FRANK ZORDA, above address.

**Spillman has ON DISPLAY the NEW AUTO SPEEDWAY RIDE**

A Sure, Big Profit-Maker at Low Cost! Individual 2-Passenger Racing Type, Gasoline-Driven Autos, operating on the Speedway Type platform. For Midways everywhere, for permanent or portable use. Backed 100% by the Spillman reputation for better rides. The perfect ride with enormous public appeal—facts show 80% of business from adults. Come this week and see this ride in operation, or write for complete information.

**SPILLMAN ENGINEERING CORPORATION**  
NORTH TONAWANDA, NEW YORK

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

**THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF**

**Showmen's League of America**



165 W. Madison St., Chicago

The Showmen's League to the outdoor show world combines the qualities of all the best service clubs, and it is The Red Cross of outdoor showmen. Become a member.

## Winter-Quarters News and Gossip

(Reported by Show Representatives)

### Johnny J. Jones Exposition

AUGUSTA, Ga., Feb. 6.—Many show-folk arriving daily. A full crew is on hand in the different shop departments and work is forging ahead. Show's management promises many new attractions. Director E. Lawrence Phillips and Manager Walter A. White visiting the Tampa (Fla.) Fair. Assistant Manager Tom M. Allen is back from a trip in North Carolina. Secretary-Treasurer Arthur Atherton is visiting his mother in Montgomery, Ala. Ride Superintendent Dell Lamkin reports all rides are now ready for the painters. Dannie Boyd and John-

nie Harrison are in charge of the cook-house.

Joe Pearl, *The Billboard* agent and mail man, writes from Rochester, N. Y., that he is counting the days before the opening. Dave and Mrs. Traugott have an apartment. Zeke Shumway and crew are working on a new attraction. R. E. Haney, Ernest and Mrs. Delebette were recent visitors en route to Florida. Chief Electrician Dave Sorg is back on the job after visiting homefolks in Tarboro, N. C. Mrs. D. Sorg is with her sister in Greenville, S. C. Carl J. Lauther came in from Savannah, Ga., for a conference with Manager White. Jennings Grey, head porter, is busy redecorating the

staterooms. Shirley Cade, official chauffeur, is back after spending a few weeks with his family in Memphis, Tenn. The writer is taking a trip to Florida and will be back middle of February. Reported by Starr DeBelle.

### Dee Lang Shows

ST. LOUIS, Feb. 6.—Manager Dee Lang and Agent Elmer Brown came in from Minnesota and Dakota and departed for other fair meetings. Heavy Waughn is in charge of quarters and has a crew of 30 men in the various departments. New fronts have been completed and turned over to Dad Silvers, who is in charge of the paint department. John Sweeney is in from Boston, where he spent several weeks at his home. He will build a new corn game. The cook-house is being handled by Helen Stock. Reported by Ray Van Wert.

### Western States Shows

SAN ANTONIO, Feb. 6.—Bill Tanks, who is in charge of show properties in quarters, celebrated his 60th birthday January 24. Whitle Reed, with the assistance of Red Hughes, has motor equipment in shape. They started repair of the rides. Superintendent Bill Williams, with carpenters, is building fronts for shows. Electrician Bob Mays has finished rearranging the transformer wagon and has started on a new and novel idea for lighting. Snippy Kolb, Whitey Lively and Ralph Caldwell have built an air-conditioned cookhouse, the finest this show has ever had. Jake Arnot is getting ready to move the Heyday to the valley for early dates. Bill Carr is making plans for a different type Wild West. Several new trucks have been purchased and bodes for them are being built. Nick Delo is making plans for the pit show. Benny Hyman oversees all work in quarters and does the buying of materials. He claims that he will get more members for the Heart of America Showmen's Club than any one else on the show. Reported by Frank Downes.

### Sheesley Midway

CHARLOTTE, N. C., Feb. 6.—Elsie Henry, dancer on L. & K. Weiss' Hawaiian Show, is at West Palm Beach. Doc Felmet, front man on the Wax Show, is with his mother at Clifton, S. C. Tom Sawyer, ticket seller, is driving a meat truck here, and his brother, Fred, is weaving in a cotton mill. Speedy Smith and Pat, the sword queen, of Al Renton's Side Show, have built a house trailer. Slat Parker, assistant trainmaster, helped them. Colorado Mack is rebuilding his living wagon and getting his pony ride in shape. Earl Ketting is working on the sound wagon. Its neon lighting will make a good flash.

Able, the agent, and wife, formerly of Rubin & Cherry Shows, have a boarding house here where showfolk eat.

Gaylor Henderson and wife have a new shooting gallery. They are at Hot Springs, Ark.

Victor-Victoria is in New York. John M. Sheesley is working with General Agent J. B. Hendershot.

Howard Ingram, trainmaster, and wife have been touring Florida in their auto trailer. Reported by Ward Dunbar.

### Cetlin & Wilson Shows

GREENSBORO, N. C., Feb. 6.—All the show executives are back following the fair meetings in Richmond, Va., and Harrisburg, Pa. Wilson announced a partial list of the fair dates. Work in quarters has progressed very rapidly. Orders have been placed for neon for the front of the girl revue, also for the "World on Parade" sign that will grace the entrance. It will be 40 feet long. An electric sign, 30 feet in length, will be placed on the top of Harlem Revue. Superintendent Frank Massick is working on the front for the Streets of Cairo, which will be 70 feet. All electrical equipment is being overhauled. A new transformer truck, 18 feet long with four 100-kw. transformers, has been ordered. Speedy Merrill has the entire front of the motordrome in neon, with one sign, "Wall of Death," 40 feet long, all neon. He will have four riders on the wall at one time this coming season. Mrs. Cetlin and Mrs. Wilson are supervising the wardrobe and making the new scenery and drops for the different shows. Fred Zschille stopped on his way to Florida. Mr. and Mrs. Earl Puttle also visited en route. General Agent Harry Dunkel will leave to get the early still dates lined up. Reported by George Hirshberg.

### Smith's Atlantic Shows

AUGUSTA, Ga., Feb. 6.—Harry Ramish, business manager, started a crew of 15 men working. Bill Rose, superintendent of building, is remodeling and building new fronts. Harry Ohara, winter quarters foreman, is doing a good job on the Big Eli Wheel seats and on other riding devices as well. Lacy Smith, with Chair-o-Plane, arrived. Peggy Ewell is putting the python show in shape. Charlie Clifford and assistant are getting the Minstrel Show in shape. Mrs. Harry Ohara is remodeling her cookhouse. Bob Meyers completing his Streets of Cairo show. Mrs. Harry Ramish is comfortably settled in an apartment. B. Frederick is building a new pit show. Ray Glaum is due with his half-and-half show. Pete Pierson and crew will put the finishing touches to the Merry-Go-Round and will also do the scenic work on the show. General Manager K. F. Smith purchased a new marquee. Mrs. K. W. Smith has her children, Merrea and Paul, in school here. Reported by Mrs. Harry Ramish.

### K. G. Amusement Company

FORT SMITH, Ark., Feb. 6.—Work has started. Rides are being repainted under the direction of Manager Bill Pike. Show has completed a most attractive Temple of Big Eli Wheel and Allan Herschell kiddie auto ride. Reported by K. G. Clapp.

### Dodson's Shows

SAVANNAH, Ga., Feb. 6.—Mel and Guy Dodson are back from vacations in Florida. The new Skooter ride is completed. Etta Louise Blake's girl show stage and front have been built and decorated. Burt Minor is responsible for a new creation in carnival equipment. Ollie Hagar has her Motordrome in readiness. Bert Brundage and Mrs. Brundage have returned from their California trip. Charles Clark and his wife, Jessie, are due from New Mexico. He will have a band of 18 pieces. Carl J. and Mrs. Lauther, Roy Jones and a number of Lauther Museum folk spent a Sunday with the Dodson troupe. George Roy is building two fun-houses, one will be the replica of Barney Castle and the other Dante's Inferno. Mrs. Clarence Sherman, wife of our post commander of our American Legion Post, has completed a most attractive Temple of Knowledge. Assistant Electrician Sherman has bought her a most attractive neon sign for the front. Madame Zelma is delighted. J. Stanley Roberts is a frequent visitor. He is promoting a police doings in Thunderbolt. Al Dernberger stayed a couple of days en route to Florida. Melvin Dodson Jr. and Cecil Hudson left for the Krause Shows, Special Agent Ed Bruer and wife will again be present when the shows open. Five light towers are being built by a local firm. Reported by Dick Collins.

### Hilderbrand's United Shows

LOS ANGELES, Feb. 6.—O. H. Hilderbrand returned from Portland, Ore. Mrs. O. H. Hilderbrand, following the funeral of her father, will remain in Hood River, Ore., visiting her ill mother. Chet Saunders has received many compliments on the designs created for the trucks. His son, Harold, arrived from Seedor Wooley, Wash., to assist him. The new panel front for the girl revue, managed by Mr. and Mrs. Claude Barrie, is unusual in construction and design. General Manager E. W. Coe was initiated as a member of the Sciots in Inglewood, Calif. H. H. Wachtman is busy constructing concessions. Mrs. Dixie Olsen will manage the concessions of her brother, Bud Cross. Mr. and Mrs. Harry Sucker have purchased a new semi-truck and housecar. The new marquee and sidewalls, being constructed by Downie Brothers, will be khaki with red fringe. Mr. and Mrs. Ralph Balcom will have four concessions. Contract for the cookhouse and grab concessions was awarded to H. Clifford. They will be electrically equipped. Hazel Fisher and Verne Seeborg were awarded the contract for their concessions. Mrs. Virgie Miller will operate two concessions, besides will manage her rides. Fred Stewart, manager of winter quarters construction, has recovered from his attack of influenza. The new sound car, under the direction of D. O. McCarty, is nearing completion. Lucille King's banner campaign has been the best ever. The ads on this show are not allowed to be placed on the Big Eli Wheels.

General Agent E. Pickard is attending fair meetings. Frank Kennedy, owner of the Kennedy Shows, is busy repaint-

## FAIRLY-MARTONE SHOWS

OPENING SATURDAY, MARCH 27, TEXARKANA, TEXAS

THIS SHOW WILL PLAY NOT LESS THAN 16 FAIRS THRU NORTH DAKOTA, SOUTH DAKOTA, MINNESOTA, IOWA AND THE SOUTH. FAIR SEASON STARTS JUNE 28.

### WILL BOOK

DOUBLE LOOP-O-PLANE WITH OWN TRANSPORTATION

### WANT

DOG AND MONKEY CIRCUS (will furnish complete outfit for same).

WILL FINANCE ANY NEW AND OUTSTANDING SHOWS THAT WILL MEASURE UP TO THE STANDARD SET BY US.

DROME RIDERS FOR MOTORDROME.

CAN PLACE A FEW LEGITIMATE CONCESSIONS.

Address All Mail to

FAIRLY-MARTONE SHOWS, Lock Box 575, Texarkana, Texas

## WINTERS EXPOSITION SHOWS

Not the Biggest, But the Cleanest—Now Booking for 1937 Season  
OPENING NEAR PITTSBURGH, PA., AND COLUMBUS, O. TWO UNITS.

WANTED—Grind Stores, Custard, Lead Gallery, Fun House, Legitimate Concessions that throw out stock, Fish Pond, Penny Arcade, Novelties, Ball Games, Photo Gallery, Bowling Alleys, Floss, Candy Apples, Snow Balls, Ice Cream, Popcorn, Cigarette Gallery, String Game, Scales, Palmistry, Wheels that work for stock only. Also Free Acts, Country Store, Grocery Wheel, Fruit Wheel that works for stock, Pitch-Tilt-Win, Penny Pitch, Hoop-La, Bumper, Slum Joints for stock.  
RIDES—Ferris Wheel, Tilt-a-Whirl, Loop-the-Loop, Loop-o-Plane, Merry-Go-Round, Chair-o-Plane, Kiddie Auto Ride, Drive-Yourself Ride, Scooter, Octopus, Experienced Ride Men wanted.  
SHOWS—Fun House, Mechanical City, Ten-in-One, Minstrel Show with Band, Pit Show, Animal Show, Snake Show, Monkey Show or Speedway, Illusion, Crime Show, Musical Comedy Show, Half-and-Half, Fat Show, Midget Show, Wild West Show, or any good, clean Shows.  
Would like to hear from White Hinkley, Florence Bennett and Capt. Ben Luce.  
Open for Fairs and Celebrations. Secretaries get in touch with me. Address all mail to  
HARRY H. WINTERS, General Delivery, Beaver Falls, Pa.; OTTO EHRING, 322 W. State St., Columbus, O.; JOHN DAILEY, 1219 Empire Bldg., Pittsburgh, Pa.; CLARK COLEY, General Delivery, Valdosta, Ga.; J. A. ANTHONY, 128 S. Maryland Ave., Youngstown, O.

## MARKS' SHOWS, INC.

OPENS EARLY IN APRIL—IN RICHMOND, VA.

Our spring dates—proven territory. Celebrations and fairs begin in July.  
Can place capable Showmen with Shows of Merit. Will furnish complete outfits. Can place Double Loop-O-Plane. Also any new Flat Ride. All legitimate Concessions open. Must comply with policy of management.  
Corn Game, Cookhouse, Diggers, Frozen Custard exclusive has been sold.  
Can place Pictorial Painter. Also Builders who can design and build fronts.

Address JOHN H. MARKS, Mgr., Box 771, Richmond, Va.

## NORTHWESTERN SHOWS

OPENING APRIL 3 AT DETROIT, AUSPICES AMERICAN LEGION.

Long Season of Michigan Celebrations and County Fairs To Follow.

CAN PLACE A few more strictly legitimate Concessions (No Coupons, No Percentage). Address LOUIS J. BERGER.

WILL BOOK Double Loop-o-Plane and late model Chair-o-Plane, also Help wanted for company-owned Rides, including Foreman for No. 12 Big Eli Wheel. Address F. L. FLACK.

NORTHWESTERN SHOWS, 38 East Woodbridge St., Detroit, Mich.

## TINSLEY SHOWS

Opening Greenville, S. C., Thursday, April 1st

CAN PLACE Shows and Concessions. Will Book, Buy or Lease Rides. What have you? Cook House will open. Show will carry sensational Arts and Concert Band. WANT Motordrome, One or Two Single Pit or Platform Attractions, Side-Show Acts and Feature for Amuse. Write PROF. SHAPIRO, WANT Chorus Girls and Dancers for Office Show. Address Greenville, S. C.  
A FEW OPEN WEEKS FOR FAIRS IN THE SOUTHEAST.

ing his rides at his winter quarters. Frank Babcock, who has staged a comeback thru his manipulation of several parcels of real estate, is remodeling his rides. Mr. and Mrs. Myles Nelson commute daily from Azusa, Calif., and have completed their concessions. Contracts for the hillbillie and snake shows were awarded to Tommie Lee. Monte Young, owner of the Monte Young Shows, was a visitor. Mr. and Mrs. Milt Runkle have issued invitations for a reception to be held on their tenth anniversary. Hilderbrand sold one of his housecars to Mr. and Mrs. Bob Perry.

Mr. and Mrs. Clarence H. Alton and Mr. and Mrs. Charles Heller arrived from Sparks, Nev., and started rehabilitating the Alton rides. The combined facilities of the Alton Silver State and the Virgie Miller Gem State Shows will carry on in conjunction with Hilderbrand's Shows for the season. The Alton concessions will be under the supervision of Mrs. Marie Alton. Representative J. Jessup, of the United States Tent and Awning, was a visitor. Among recent visitors: Mrs. Peggy Forestal, Marge Kennedy Woods, Mrs. Bob Perry, Mr. and Mrs. Charles Walpert, Frank Babcock, Milt Runkle, Frank and E. C. Downie, John Steen, Joe Krug, Joe De Mouchelle, Will Wright, Max Bernard, Ben Martin, William Groff, H. Smith, T. J. Hughes, Frank Redmond, Mrs. Lola Kennedy, Mrs. Dixie Olsen, Mr. and Mrs. Abner K. Kline, Stanley Cole and Mr. and Mrs. Herman Van Dee. Reported by Walton de Pellaton.

### Beckmann & Gerety Shows

SAN ANTONIO, Tex., Feb. 6.—As this is being written in the office at quarters the sound of many hammers and buzz, buzz of the band saws comes from the workshop, giving evidence that the present crew of 35 men are busily engaged in preparing the show. Roy Shepherd and crew of carpenters and blacksmiths are building a number of new wagons to take care of the several new rides and shows. H. C. Landacker, with three assistants, is repainting and redecorating all rides and other show paraphernalia. Roy Hewitt, chief electrician, and assistants are overhauling all electrical equipment and rearranging the transformer wagon.

Toney Ybanez, treasurer, and Edgar Neville, concession secretary, are in the office preparing income tax statements and social security reports for the 1936 season. Trainmaster H. Bradford, accompanied by Mrs. Bradford, has returned from his home in West Plains, Mo. Bradford will soon start a crew overhauling the entire train equipment. Reported by Kent Hosmer.

### Rea Attractions

INDIANA, Pa., Feb. 6.—Work has been going on since the first of the year, and the four shows being built are nearly completed. They are a musical revue, a side show and two platform shows. S. E. Weller and Elmer Fincher, who have been connected with the Rea Attractions for several years, are organizing their own show for the coming season. Dolly Deloris, fat girl; LaVerne, the magician; Sam Doyle, torture man; Paul Rogers, tattooer; Helen Rogers, with big pythons, and Madam Ray, mental act, who were with the show last year, have again signed up for the coming season. Rea predicts the coming season will equal 1936. Reported by Arnold Raybuck.

### Corey Greater Shows

JOHNSTOWN, Pa., Feb. 6.—Mrs. E. S. Corey was called to her parents' home, New York, on account of the illness of her mother. Jack Conroy and wife, of the Red Bug ride, are in St. Petersburg, Fla. Percy Dalrymple, Lester Tate, Edward Bell and George H. Ammon are operating a bingo in Pennsylvania. Dutch De Witt and his brother, Bill, are in New Orleans. Don De Carlo, who had a musical revue on this show, is conducting a booking office in Pittsburgh. Mr. and Mrs. Lee Parks are wintering in Florida. Lee is manager of the Merry-Go-Round and his missus has a ball game. Lynn Brown, one of the ride boys, returned from Florida to Clymer, Pa. George Tallie will manage the Old Plantation show. Happy and the missus are wintering in Baltimore. Emmett Moule, Joe Grey, Scott Cover, Joseph Devore and P. J. Nixon are wintering here. Ruth and William Gilliland have signed with their ride and concessions. They are at home in Philadelphia. Nelson Orpen, concessioner, is wintering at (See COREY GREATER on page 63)

### Greater Exposition Shows

MADISON, Ill., Feb. 6.—Work continues slowly, as the weather will not permit a large crew. However, the canvas department is in full swing and work has been started on the fronts and other paraphernalia. J. McFarland left for a trip to Kansas City to see his friends with the Christy Circus units. Lee Perkins returned from a trip to Arkansas. J. Crawford Francis wired from a Southern State that everything was fine. Dick O'Brien is out scouting for new attractions. The new trailer purchased from the Fruehauf Trailer Company arrived and is being converted into a stock truck. Reported by Mark Bryan.

### Modernistic Shows

MIDDLESBORO, Ky., Feb. 6.—H. I. Davis, ride owner, was a recent visitor. The show management bought his Merry-Go-Round. H. E. Meek, in charge of the advertising car, has just finished a new house trailer. Manager McCarter, while in Maryville, Tenn., visited Wilcox, one of the former owners of the Keystone Shows. He will not be on the road this year on account of his business and his mother's health. Artist Dick Sheaks will arrive soon to begin painting. Tom Carson, who is now in Florida, will arrive soon to take up his position as business manager. Walter Williams arrived and took charge of the Caterpillar, of which he will be foreman.

McHenry will have a new Ridee-O along with his other rides. William Pink booked his Tilt-a-Whirl. Work has started on the office trailer, which will be modernistic in every detail. All panels for the fronts of the show are now completed. Manager McCarter is well pleased with the activities now going on. Al Brooks is wiring the fronts. A. B. Motch, president of the shows, is under the weather with the flu, but so far has managed to keep on his feet. Williams will have charge of the Ten-in-One show. Reported by C. T. Cleland.

### Stanley Bros.' Shows

MANCHESTER, N. H., Feb. 6.—Two new Chevrolet trucks have been delivered and U. S. Printing and Engraving Company is getting out a special line of paper for the shows. Recent callers: James Nelson, C. L. Bockus, John Kilonis and H. L. Sawyer. Mr. and Mrs. Angus McKinnon will leave for vacation at Miami. Bull Smith has been busy with a restaurant at Greenwood, S. C. Reported by A. W. Sears.

### R. H. Miner's Shows

PHILLIPSBURG, N. J., Feb. 6.—In two weeks work will begin at quarters and according to word received from Bill Goodrich, ride foreman, he with a crew of helpers will be on hand. Raymond Puddle Parker and William Davis are each building a new concession. Meyer Pimentell and William Spence have booked two concessions; James Redding, three, and Tuff Gordon has booked his show with all new panel front. Word from Leroy Kraus reveals that he has booked 10 concessions in a new park besides the concessions booked with this show. This will be a banner season for all outdoor shows. Reported by R. H. Miner.

### American United Shows

SEATTLE, Wash., Feb. 6.—Everything shaping up fine. A. B. Miller has completed his Dodgem ride. Johnny Snobar, show electrician, has finished his house trailer. Delbert Dorrence, formerly of the American United Shows, Big Ell Wheel foreman, has joined the U. S. Army. O. H. Allin has converted his office bus into a truck to carry the wheel. Endicott has completed the building of a bullet nose on H. H. Avery's semitruck. Avery and Pete Oullette are in Montana. Joan Avery, who ran the cigarette gallery last season, was here visiting her folks.

Billy Allin has had his overalls on twice this winter to keep in practice so he can set his Kiddie Auto Ride up and down in season. Outlaw Red and Dutch Miller are still sitting around. Virgil Snow has built a new bingo. Dad Allin, grand old trouper, comes out to quarters every day. O. H. Allin and Wayne Endicott bought a new truck. Mr. and Mrs. Whitey Bartley are sporting a new Chev-

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 6.—We announce the appointment of Paul M. Conaway, attorney, of Macon, as associate counsel for the State of Georgia. This appointment is made pursuant to the provisions of the by-laws adopted.

We plan to conclude the present series of articles on the Federal Social Security Act in next issue of *The Billboard*. The current item deals with:

"4. Constitutionality. "The fear that the State might lose its money if either the State act or Federal act is declared unconstitutional is needless and should be allayed at once. The constitutionality of the Federal act would have no effect upon the State's right to get its money back. Neither would the unconstitutionality or repeal of a State law. It is perfectly true that Section 903 (a) (4) of the Social Security Act provides that all money requisitioned by the State from the Unemployment Trust Fund must be spent in the payment of unemployment compensation. This requirement, however, relates only to the board's approval of a State unemployment compensation law. It does not affect the State's right to its money. If the State withdraws its money and uses it for some purpose other than unemployment compensation benefits, the board will withdraw its ap-

(See American Carnivals on page 54)

## Miami

MIAMI, Fla., Feb. 6.—Mrs. Victor Lee, wife of the late Victor Lee, side-show manager, has a very fine collection of old circus photos. Bill Compton, of huckley-buck fame, but now in the merchandise business, is here. Lee Cuddy left Funland Park with his Octopus ride to play some Florida fairs. It will be replaced by a similar ride purchased by the Endy boys. Dave Endy airplaned both ways to the Raleigh, N. C., fair meeting. Max Gruberg reports he is the only carnival manager using three general agents at one time, Milt Morris, F. Percy Morency and Edward Rahn. Bob Lusse, after a visit here, entrained for Philadelphia, having as a companion Nate Miller.

Mrs. Bertha Melville states that the Scooter ride now in Funland will be sent to Myrtle Beach, S. C., for the season. The Scooter that was at Myrtle Beach last season has been sold to Earl Reade, who will place it at Jacksonville Beach, Fla. Kurtzum Baum, landscape superintendent at Great Lakes Exposition in Cleveland, is a visitor. M. G. Laigle, construction superintendent at the Great Lakes Exposition and right-hand man to Al Gonsler, is interested in a housing development here, which is taking shape under his direction. Eleanor Swartz and Esther Meunier, sketch artists, are drawing crowds for Claude Bell at the Aquarium Ship. Claude will have his attraction at Cleveland. Trainmaster Shepard is trailorizing here.

Joe End motored over from Tampa, stayed a couple of hours and motored back. Louis Pollock is here ahead of a dramatic show that will be produced under canvas. Max Gould, of frozen custard fame, blew in. Oscar C. Buck, Long Island carnival owner, is here. George Okada and wife, of (See MIAMI on page 63)

# 15 Years Ago

(From The Billboard Dated February 11, 1922)

George L. Dobyns Shows had just been awarded the contract to furnish outdoor amusement attractions at the Six-County Firemen's Convention and Homecoming at Mahanoy City, Pa. The Dobyns Shows were the successor to the 1921 season's Dobyns & Bergen Attractions. Miss Bobby Harris, of the H. T. Freed Exposition, was touring the Butterfield Circuit in company with V. Gilbert and was going over in a big way. J. L. Cooper, general manager of the Cooper Rialto Shows, announced the purchase of four new tents ranging in size from 30 by 60 to 30 by 100. Several new banners were also added. Harry (Bud) Snyder had just been engaged by Harold Barlow, manager of the Barlow's Big City Shows, as general agent, while John Howard was installed as press representative.

Clarence A. Wortham, owner and head of the Wortham enterprises, left Chicago for an extensive trip to Southern cities to visit his interests in Dixie. Hartnett & Edwins Shows had just opened to good business and attendance with five paid attractions and about 20 concessions at Palatka, Fla. Four new wagon fronts and a new mechanical show were being constructed at the Gloth's Greater Shows' winter quarters, Suffolk, Va. Fidelity Exposition Shows closed contracts with the New (See 15 YEARS AGO on page 57)

## CLINT'S EXPOSITION SHOWS

Now booking Shows. Opening in Western Pennsylvania latter part of April. Custard, Diggers and Penny Arcade wanted. A few Grind Stores open.

CLINT'S EXPOSITION SHOWS, CLINT ROBERTS, Manager, Box 1785, Tampa, Fla.

## BUCKEYE STATE SHOWS

**WANT—WANT—WANT**  
Tilt-a-Whirl, Ferris Wheel and Merry-Go-Round Foremen. Salary sure. Must have experience, sober and gentlemen at all times. Must have reference and over 30 years of age. Salary all you are worth. Experienced Man and Wife to take charge Photo Gallery. Two Agents to take charge Coupon Roll Down. This will be the only concession of its kind on the Midway. **WILL BOOK** first-class Kiddie Ride. **WANT** sensational Free Attraction. Prefer High Dive. Must be neat and high class. Show opens Biloxi, Saturday, March 6. Write. No wires. **JOE GALLER**, Manager, Box 456, Biloxi, Miss.

## WANT TO BUY "DODGEM"

Must be reasonable price. **JAMES PATTERSON**, Paola, Kansas.

# LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

## STANLEY BROS. SHOWS

OPENING MARCH 20, CLEVELAND, TENN.

**FORTY WEEKS OF CELEBRATIONS AND FAIRS.**  
**WANT SHOWS**—Monkey Circus, organized Plant, Circus Side Show, Athletic, Fun House, Motor-drome, Pit, Platform, or any Novelty Show.  
**RIDES**—Will Book or Buy Ferris Wheel for Twin Wheels, Caterpillar, Octopus, Whip, Kiddie Rides, or any new and novel Ride.  
**WILL BOOK CONCESSIONS OF ALL KINDS.**  
**WANT Sensational Act** to feature. CAN USE reliable Ride Help. Bob White wants for Girl Revue, several more Dancers and Hawaiian Steel Guitar Players.  
**FOR SALE**—Two-Abreast Merry-Go-Round. Address **STANLEY BROS. SHOWS**, Cleveland, Tenn.

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**TRAINED CHIMPANZEE**, 9 years old, healthy. Weight 100 pounds. Will make good Side-Show Attraction or for Zoo. Also **STAKE BODY CHEVROLET TRUCK**, run 6,000 miles, and a **HIGHWAY SEMI-VAN BODY**, 22 feet long, with Dodge Tractor, driven 17,000 miles. Both A-1 shape. Will accept any reasonable offer.

**PETER KORTES**  
418 West Riverside, Spokane, Wash. Here till February 28.

## Big Detroit Shrine Sale

**Circus in 30th annual has stellar acts — aerial ballet member is injured**

DETROIT, Feb. 6.—Detroit's 30th Annual Shrine Circus opened on Monday in the Coliseum on Michigan State Fair grounds with matinee and evening crowds of about 4,000, 15 per cent better than in 1936. Advance sales were by far the best in history. Tunis (Eddie) Stinson, general manager, said. General admission was dropped from 50 to 40 cents, with tickets bought in advance from Shriners being sold at a serial range of 1 to 40 cents. Reserves remained at 50 and 75 cents and \$1.

Show was produced by Stinson, assisted by Orrin Davenport; Merle Evans, bandmaster; Bob Clifton, publicity. Fred Bradna, equestrian director, was absent from opening due to illness. Spec features were ballet of 52, produced by Portia Rowley, Detroit, and Helen Reynolds and her roller-skating troupe of eight girls. Terrell Jacobs gave first presentation of his 28 lions and tigers. Act closes with full light, with Jacobs striding a lion and fireworks fountains all around.

### 18 Bulls in Number

Captain Speedy Phoenix, in his first circus appearance after a season at Michigan fairs, did a high dive from the roof girders into a small net. Billy Waite Duo, whipcrackers, were next, followed by Repenski Duo, Nelsons, Picchianis and Canestrellis in comedy acrobat number, featuring Picchiani in a triple back somersault into a chair; revolving ladders and trapeze, with Belmont Girls, Fioretta Troupe, Palmeros and Melbourne Girls, with Jennie Rooney in a cloud swing. Pony number was in two rings with Rudy Rudinoff in charge, with Loyal's Dogs doing pony routine in center ring; Janet May, one-arm half plange and contortion routine in the air on rings and a rope alternately, and perch act, with the Karols, Anteleks and Naida and Perez. Naitto Troupe, Chinese tight wire act, with four girls and one man, was introduced in this first American appearance, with two high numbers, head carry, juggling on the wire and one girl doing a backward somersault on wire.

Riding act followed, with Hollis Troupe, Loyal-Repenski Family doing a pyramid nine high on two horses, and the Freemans; aerial number, Flying Concellos; Janet May, ceiling walk; Anteleks, Cyse O'Dell, Gladys White, Bessie Hollis and Jean Evans; the Wallendas, high wire, a favorite here; Liberty horse number, with Rudinoff in charge; Dorothy Herbert, high hurdle jumps; menage pedestal act, an impressive horse and elephant combination—18 elephants in a special number, in charge of Cliff Whittaker. Show closed with Flying Concellos, Flying Comets and Flying Randalls.

### Clown Alley Notables

Clown numbers featured Shorty Fiemm, leading clown band; Donahue and LaSalle and Harry Ritley, table falls; Kiko, and Great Marlow, frog man. Noticed around clown alley were Bell

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For the Third Annual Forest Festival,  
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Let us know what you have. Reply to  
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NATIONAL ADVERTISERS AND PROMOTIONS FOR MERCHANTS & MANUFACTURERS' EXHIBITION, APRIL 20 TO 24.

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# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS'

(Communications to 25-27 Opera Place, Cincinnati, O.)

## Huge Fete Augments Sirat Grotto Circus

CLEVELAND, Feb. 6.—A big winter festival will augment the annual Al Sirat Grotto's three-ring midwinter circus, which opens here in Public Auditorium next week. Festival will be held in the underground exhibition halls of the auditorium and patrons showing a circus admission ticket will be admitted free.

W. Harry Moore, of the circus executive committee, is in charge of the festival and it is his belief that with this added attraction attendance figures should reach a new high.

Among the attractions scheduled for the festival are Morris Miller's European Congress of Living Wonders, Hall of Science, Dodson's Hollywood Monkeys and the Temple of Knowledge.

## Philly Group Hears Plans For Patriotic Celebration

PHILADELPHIA, Feb. 6.—Preparations for Philadelphia's celebration of the 150th anniversary of signing of the American constitution got under way when more than 200 men and women, representing patriotic, historical, civic and commercial groups, met in the mayor's reception room.

Judge Frank Smith was named chairman, with Edwin Hopkinson Jr. as treasurer and Mayor S. Davis Wilson honorary chairman. The mayor said the celebration will cover four months, June 1-September 30, September to be designated Constitution Month, with special ceremonies and celebrations.

Mayor Wilson suggested a program which to include military parade, Mardi Gras festival, mummers' parade, fair to be participated in by all Pennsylvania counties, athletic carnival, pageantry, aviation show and industrial and agricultural exhibition.

Trio, Johnny Grady, Billy Denairo, Emmett Kelly, Chester Barnett, Joe Short, Otto Griebing, Felix Adler, Mickey McDonald and Joe Lewis.

Judy Southern, of Jennie Rooney's Aerial Ballet, was injured at the opening when she slipped from a swinging ladder, falling about 15 feet, and has been in Highland Park General Hospital since. X-ray indicated no bones were broken. Carl and Helen Wallenda will celebrate the first birthday anniversary of their baby, Carla, on February 13. The baby was born during the Shrine Circus last year, while Helen's sister took her place in the act. Special benefit shows were given by most of the major acts in orphanages and other institutions.

## Extra Show Necessary at Opening Of Shrine Circus in Terre Haute

TERRE HAUTE, Ind., Feb. 6.—At opening of Zorah Temple Shrine Circus here in the Temple on February 1 for a week, altho only one show was scheduled the crowd was so great it was necessary to give two shows, more than 6,000 attending. Advance sale being over \$7,000, the committee decided to stage three shows daily at 3, 7:30 and 9:30 p.m.

An excellent program included many circus acts. Will H. Hill, equestrian director, presented his troupe of baby elephants, dogs, ponies and monkeys as one of the features and the bill worked with snap and precision. Music was furnished by the 20-piece Shrine Band. Among acts were Athleta, toe and heel catches, on flying trapeze; Billetti Troupe, high wire; Ray Goody, "wizard of the silver wire"; Great Raymond, slide for life; Dore Sisters, radio artists; Harry La Pearl Troupe, five clowns, and Frisco, educated pony.

Side Show attractions presented by

## Shrine Circus Mark

GRAND RAPIDS, Mich., Feb. 6.—Paid admissions to the Annual Shrine Circus here last week totaled more than 65,000, said officials, exceeding by 5,000 attendance at any of the previous circus weeks sponsored by the Shrine in the past four years. Special Red Cross benefit was attended by 1,500 on January 30.

## Bloomington Circus To Present 10 Acts

BLOOMINGTON, Ill., Feb. 6.—Ten circus acts, including LaVenia Sisters, aerialists; F. W. Burns' animal circus; Rastello, European juggling act, and Danny McPride, producer of Clown Alley, have been contracted to appear at the indoor circus in the Coliseum here. Concessions and exhibits are also slated to play a prominent part in festivities.

Animal features will include educated horses, trained pig act, football horse, comedy bucking mule and a dog, pony and monkey show. Another feature will be a public wedding. Many valuable prizes, including \$100 in cash, will be given away. Event of a week's duration is sponsored by John H. Kraus Post, Veterans of Foreign Wars.

## Shorts

LOCAL AMERICAN LEGION post has again agreed to sponsor the annual Cherokee (Ala.) Community Fair. Dates will be set later this month.

A LIVE STOCK show to be held in mid-March in Demopolis, Ala., will be jointly sponsored by Chamber of Commerce and Farm Extension Service.

CONTRACT for erection of booths and decorations for Bay City (Mich.) Annual Builders' Show in National Guard Armory has been taken by Jack Davis Amusement Enterprises.

A CELEBRATION under American Legion sponsorship will be held in Fairbury, Ill., this summer.

FIRST automobile race for Phoenix, Ariz., in two years was announced by Verne Newcombe, promoter, a 250-mile grind on dirt track of the State Fair grounds. Other races will be held on the fairgrounds during summer and fall, he said.

**HELP This Department by Telling Committees About It.**

## Laredo To Have Elaborate Fete

LAREDO, Tex., Feb. 6.—Plans to make this city's 39th annual celebration of Washington's birthday anniversary one of the most elaborate fetes of its kind ever presented on the border are under way. Besides Webb County Hereford Show, the three-day celebration this year will be featured by an inaugural ball, with music by a name band; live-stock exposition, band concerts, polo contests, "bullfights" in Nuevo Laredo and rodeo and trick riding.

Carnival features will be presented by Greater United Shows. *Wings of Time*, a historical pageant, will be presented on a specially constructed stage with a cast of 1,000, depicting highlights of history.

City will be in gala attire. Streets are to be hung with pennants, bunting and banners of red, white and blue and a liberal springling of flags, and fronts of business houses and public buildings will be decorated. By night the city will be illuminated with tri-colored lights. Pyrotechnic displays will be given each night.

## Miami Ticket Sale Brisk

MIAMI, Feb. 6.—Advance work on the indoor circus next week under Mahi Temple sponsorship is making satisfactory progress, according to Paul F. Clarke, promotion manager for Bob Morton, who is putting on the event. Circus will be under canvas. Committee reports a brisk advance ticket sale. A Packard car is to be given away. "Moussie" Robinson, Lucille Fox and Sally Russell are assisting Clarke.

## AMERICAN CARNIVALS

(Continued from page 53)

approval of the State law. If the State law has been repealed or rendered inoperative, the State will obviously not care at all whether the board's approval of the law is withdrawn or not.

"Presumably, it will be alleged in the attack upon Title IX that the tax is direct and should be apportioned. It is hard to see how this tax could be considered one on property. Probably, also, the classifications in the act will be challenged; but it would seem that all of them have ample precedents. Finally, such cases as the Child Labor Tax Case, 259 U. S. 20, and Hill v. Wallace, 259 U. S. 44, may be cited in support of an argument that the levy is not a proper exercise of the taxing power. But those cases involved 'taxes' which actually were severe penalties, prescribed in order to force individual citizens into a specified course of non-taxable conduct, and accompanied by a high degree of Federal regulation of intrastate activity. In the present act no element of penalty is involved at all. In cold cash, the outlay which an employer must make will not even depend upon whether his State Legislature acts or not. No elaborate machinery for Federal investigation of individual conduct is set up.

"With this brief glance at the cases which will certainly be cited in any case involving Title IX, and without any searching examination of the issues, let us pass on to the questions presented by Title VIII.

"Standing alone, Title VIII levies two taxes, an excise tax and an income tax. Here again questions will presumably be raised concerning the propriety of the classifications in the title, although here the numerical classification existing in Title IX does not appear.

"It will presumably be alleged, however, that Title VIII cannot be taken alone, but must be considered in conjunction with Title II, which authorizes appropriations to an Old Age Reserve Account, and which provides for the payment of old-age benefits by the National Government.

"Of what does the tieup between the two titles consist? I suppose that it will be pointed out that, by and large, the employees who pay taxes under Title VIII will be the employees who will receive benefits under Title II, and that both taxes and benefits will be measured by the same wages which the employee earns. It will also be pointed out that the reports of the House Ways and Means Committee and the Senate Finance Committee (though not the language of the act itself) seem to indicate a Congressional intention to have appropriated to the Old Age Reserve Account each year, amounts roughly corresponding to the expected annual revenues from the taxes imposed by Title VIII."

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**MAKE BIG MONEY — SELLING HAIR** Straightener to Colored People. Write for Free Sample and terms to agents. **MARCELENE CHEMICAL CO.**, 1906 W. Broad, Richmond, Va. tfnx

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## ANIMALS, BIRDS AND PETS

**ALLIGATORS, SNAKES, TURTLES, CROCODILES.** Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. mh6x

**ANIMALS—BIRDS, SNAKES, MIXED DEN**s for Show Folks. Start this season right and don't get disappointed. **SNAKE KING**, Brownsville, Tex. ap3x

**AVAILABLE, PEDIGREED RUSSIAN WOLF,** Hounds, Great Danes, Dachshunde, etc. Elephants, Lion Cubs, Monkeys, Baboons, Jaguar, Baseball Donkeys, Birds, Reptiles. **LINDEMAN**, 63 West Eleventh, New York City.

**FOR SALE—BEAUTIFUL WHITE PONY.** **DAVID RITTENHOUSE**, 131 N. Mary St., Lancaster, Pa. x

**PLENTY SNAKES—ARMADILLOS, GILA MON-**sters, Alligators, Ringtail Cats, Wild Cats, Otocots, Coatumindis, Monkeys, Parrakeets, Rats, Mice. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex.

**TAME FEMALE RED CAP MANGABEY MON-**key, \$30.00; Tame Female Baboon, one year old, \$30.00; Tame Male Whiteface Ringtail Monkey, \$25.00; Tame Baby Javalinas, \$8.00 each; Female Canaries, \$8.50 dozen; Parrakeets, etc. **LACKEY'S PET SHOP**, San Antonio, Tex.

**SPECIAL OFFER, CUBAN BOA CONSTRUCTORS** 3 to 8 feet, \$1.00 per foot. **BOSS ALLEN**, SILVER SPRINGS, FLA. WIRE Ocala, FLA. fe14x

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**BUSINESS OPPORTUNITY. ILLNESS FORCES** owner to relinquish management of Western Michigan's finest resort. Located on Lake Michigan within 20 mile radius of 400,000 people. Adjacent to State Park. Weekly crowds 250,000. Expansive beach. Two large modern buildings, popular dance floor, etc. Nine other concessions completely equipped, operated for past 20 years. Last year best in history. Prefer man or couple with promotional amusement vision and ability to meet public. Will sell outright, easiest terms. To right parties would prefer partnership basis. Details on request. **Geo. CAIN**, 312 Hobart St., Grand Rapids, Mich., Owner. x

**FOR SALE—\$20,000 PARK FOR \$6,000; \$950** cash. Lease for \$800; \$400 down, balance July 1. **FRANK ORNDORFF**, Mattoon, Ill. fe13

**SELL BY MAIL! BOOKS, NOVELTIES! BAR-**gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

**100 DOZEN 21-X COUGH SYRUP, 35c SELLER.** New stock. Sacrifice \$1.50 per dozen, 10 dozen lots. Full size sample, 20c. **JERSEY DRUG CO.**, Box 94, Camden, N. J. x

## COIN-OPERATED MACHINES SECOND-HAND

### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A-1 RECONDITIONED CIGARETTE MACHINES** of every description. Like New. Priced right. Write for list. **X. L. COIN MACHINE CO.**, 1351 Washington Street, Boston, Mass. Feb27

**A-No. 1 BUY—SIX ROTARY MERCHANDIS-**ers, used 11 weeks, \$145.00 each. Perfect condition. **TOM WILSON RINEHART**, 62 Mayfield Ave., Grand Rapids, Mich.

**BALLY DERBYS—A-1 IN EVERY WAY, \$37.50** each. **MARKEPP CO.**, 3328 Carnegie Ave., Cleveland, O.

**CANADIAN OPERATORS IN CLOSED TERRI-**tories—You can operate free game units. Over 100 to choose from in guaranteed condition. Largest table stock in the Dominion. **COIN CRAFT CANADA**, 26 Gore St., Hamilton, Ont.

**FOR SALE—FLYING DUCK WITH STAND.** \$95.00. Guaranteed mechanically perfect. **LAKE SHORE SALES CO.**, 2119 Kemper St., Manitowoc, Wis.

**FOR SALE—FIVE SEEBURG RAY-O-LITE RIFLE** Ranges in perfect condition and practically new for \$200.00 each. One-third with order, balance C. O. D. **SAXON'S CIGARETTE SERVICE, INC.**, 1103 5th St., Miami Beach, Fla. x

**FOR SALE CHEAP—SKI-HIGH AND GOLDEN** Harvest Automatic Pay Tables. **BILLY MATTHEWS**, 93 S. Second St., Memphis, Tenn.

**FOR SALE—TEN JUMBOS AT \$25.00 EACH.** Excellent condition. **JOY AUTOMATICS**, Elmira, N. Y.

**FOR QUICK SALE—LIMITED SUPPLY PACES** Races in like new condition. Serial numbers over 3500. One-third deposit with order, balance C. O. D. **CHICAGO AUTOMATIC VENDING CO.**, 111 N. Leavitt, Chicago, Ill.

**FOUR 5c FUTURITY BELLS, \$69.50 EACH;** one Dime Futurity Bell, \$79.50; four Harmony Bells with Power Pack, slightly used, \$40.00 each; five Exhibit Electric Eyes, cash payout, condition like new, \$39.50 each. **EASTERN SALES & SERVICE**, 29 Colony St., Meriden, Conn.

**KEENEY'S BOWLETTE, LIKE NEW, \$85; SUN-**shine Derby, \$20; Daily Races, Mystery Slot, \$55; Paragon, \$25; Exhibit Electric Eye, \$50; Credit, like new, \$30. New Monarch Coin Chutes, standard face plate for all Marble Games, non-visible. Will not take paper or soft slugs, 1c and 5c, \$1.90 each. Monarch Chutes, same as above, with Escalator, 5c, only \$2.50. A. B. T. No. 400 Chutes, 1c and 5c, \$1.90. Stancor Universters, U-200, \$5.50. **LONE STAR VENDING CO.**, 230 Nolan St., San Antonio, Tex. x

**MARKSMAN FOR SALE, BARGAIN; PALOOKA** Senior, \$40.00. **NATIONAL AGENCY**, Columbus, Ga. x

**ONE CENT WATLING TWIN JACKPOT,** \$25.00; One Cent Little Duke, \$15.00; Five Cent Columbus Peanut Machine, \$3.00; Poker Machine, \$2.50. **O'BRIEN**, 89 Thames, Newport, R. I.

**PAMCO FLYING DUCK, \$150; CENT-A-**Smoke Cigarette Venders, \$4.50; Claws, Diggers cheap; Nut Gum Venders, \$3.00 up. **NATIONAL**, 4242 Market, Philadelphia, Pa.

**REAL MONEY MAKERS IN FIRST-CLASS CON-**dition—Bally Peerless, \$39.50; Bally Bonus, \$39.50; Bally Challenger, \$49.50; Bally Hiadeah, \$49.50; 2 Western Policies, \$59.00 each. **D. KELLY**, 1908 Marion St., Columbia, S. C.

**SELECTED BARGAINS FOR FEBRUARY. EACH** Machine guaranteed to satisfy: 3 Flickers, \$50.00; 2 Evans Darby, \$15.00; 2 Bally Jumbos, \$25.00; Bally Bonus, \$25.00; Six-Slot Palooka, \$40.00. 1/3 deposit required. **J. J. HARVEY**, 1100 Harp St., Raleigh, N. C.

**TELEVISION POKER — RECONDITIONED FOR** location use; excellent condition, 25 tables, \$75.00 each. **AMUSEMENT GAMES CO.**, Rockefeller Centre, N. Y.

**WATLING TWIN NICKEL, DIME, QUARTER** Play, \$24.50; Caille Doughboy Orange, \$44.50. Penny Machines galore. List free. **COLEMAN NOVELTY**, Rockford, Ill.

**WANTED TO BUY — SLOT MACHINES, PAY** Tables, Counter Games, any quantity, give full details, lowest prices. **AMERICAN NOVELTY**, 2540 Prospect, Cleveland, O. fe20x

**WANTED—USED DOUBLE OR TRIPLE JACK-**pot Bells, Standard Payout, Penny, Dime or Quarter Play only. State quantities, illustrations. Write "ADZON," care American Express, San Francisco. fe20x

**WANTED TO BUY—PHONOGRAPHS. MODEL** B Capeharts in first-class condition. Give lowest price and quantity in first letter. **BOX C-182**, Billboard, Cincinnati.

**WANTED — CENT-A-PACK DOUBLE DOOR** register; Penny Pack with register. Will pay \$5 each if in good condition. State full particulars. **T. M. HAWK**, 921 E. Wayne St., Fort Wayne, Ind.

**WE ARE OVERSTOCKED WITH USED PIN** Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y. fe13

**8 NORTHWESTERN PENNY, NICKEL MER-**chandisers for sale. Cheap. Inquire **MONT M. JONES**, Elkin, N. C.

**500 USED JENNINGS NICKEL JACKPOT BELLS.** Perfect condition, real bargains at \$37.50 each. One-third deposit with order, balance C. O. D. **CHICAGO AUTOMATIC VENDING CO.**, 111 N. Leavitt, Chicago, Ill. x

## COSTUMES, UNIFORMS, WARDROBE

**BEAUTIFUL CYKE WITH LEGS, 20x40, \$25;** Musicians' Jackets, \$2; Velvet Curtain, 10 1/2 x 27, \$30; Red Caps, Coats. **WALLACE**, 2416 N. Halsted, Chicago.

## FORMULAS

**FORMULAS — LATEST MONEY MAKERS.** Write for free literature describing newest formulas for fast sellers. **H. BELFORD**, 4042 N. Keeler, Chicago.

**FORMULAS—LATEST MONEY MAKERS BY** staff of manufacturing cosmeticians and chemists. Any formula, fifty cents (50c) each. Easily understood and full co-operation. **RESEARCH PRODUCTS LABORATORIES**, 17 William St., Newark, N. J. mh6x

## 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.

**CORN POPPERS, GASOLINE, ALL-ELECTRICS,** geared 12-quart kettles, crispette outfit, caramel corn equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia. fe20x

**MUST SELL COMPLETE MAGIC SHOW**—Forty Illusions, two Light Plants, House Trailer, two new Talking Picture Machines, Western Film, Tangley Calliaphone. Write for prices. **WILLARD**, 121 Tarrant, San Antonio, Tex.

**20-WATT AMPLIFIER, LOUDSPEAKER. CAN** use in car. Turntable, like new, \$75.00 (cost \$125.00). **CHAS. NEELY**, Grove City, Pa.

## HELP WANTED

**ACCORDION DOUBLING TRUMPET OR VIOL-**in—Must fake and read. Work until October. Write **LOUIS BINUNZIO**, Hotel Oliviere, Wilmington, Del.

**ACROBAT FOR AERIAL GYMNASTIC ACT—**Man doing Tumbling Trapeze and Hand Balancing. Address **CHAS. KRESSELL**, 134 North Delaware St., Indianapolis, Ind.

**FEATURE FREAK FOR \$2,500 PLATFORM** Show on Ford V-8 Truck. People for Ten-In-One, Girl Show People, Dancers, Talkers. Tickets? Yes. Picture privilege. Best Tableboard. Open Detroit April 4. **BOX C-178**, Billboard, Cincinnati.

**GIRL MUSICIANS FOR STEADY WORK —**Trumpets and Bass, Saxes Doubling Clarinet. **BETTY BRYDEN**, 832 Fox Theater Bldg., Detroit, Mich. x

**HIGH DIVER, CLOWN, DIVING GIRLS. SUM-**mer season. **E. LANDI**, Gen. Del., Miami, Fla. fe20

**HOT ACCORDIONIST—SALARY SURE. MUST** produce and be a trouper. Hillbilly outfit. **ANN MIX**, cars General Delivery, Buffalo, N. Y.

**LINE GIRLS DOING SPECIALTIES, TAP AND** Ballet. Steady work. Good salary. Wardrobe furnished. **BETTY BRYDEN**, 832 Fox Theater Bldg., Detroit, Mich.

**MUSICIANS WANT BARITONE AND TROM-**bone. John Olineck wire me. Job all year round. Write or wire **B. CRIMI**, care Krause Greater Shows, Deland, Fla.

**MUSICIANS WANTED FOR SEAL BROS.' CIR-**cus—Cornet, Baritone and Drums. Write **J. G. KOFRON**, 1114 S. Alamo, San Antonio, Tex.

**STILT WALKER—CONSIDER YOUNG, DEPEN-**dable boy who can appreciate long engagement with recognized act. State if drive car. **BOX C-179**, care Billboard, Cincinnati.

**WANTED—ENTERTAINERS FOR NIGHT CLUB.** State lowest salary, age and reference. **THE ARCADE**, 312 E. Main, Ottumwa, Ia.

**WANTED—AGENT WITH CAR THAT RUNS.** Man capable of fronting show can make money here. Want team with living trailer willing to help with general work. **LIPPINCOTT, THE MAGICIAN**, Chesterfield, S. C.

**WANTED SAX MEN—ALL MUSICIANS AN-**swer; pay your own wires; state lowest. **BOX 894**, Carlsbad, N. M.

**YOUNG DANCE TRUMPET MAN—MUST FAKE** as well as read. Guaranteed salary. Location job until summer, then travel. **ORCHESTRA LEADER**, Box 2011, Wichita, Kan.

## MAGICAL APPARATUS

**A CATALOGUE OF MINDREADING, MENTAL** Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. Leaders since 1921. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. fe13

**LARGE PROFESSIONAL MAGIC CATALOGUE.** 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. fe27x

**VANISHING WAND—75c; JAPANESE STICKS,** \$1.50; New Wand and Tube, 25c. All Complete. Lists, 3c. **McKWADE**, 600 Martinique, Dallas, Texas. Feb13

## MISCELLANEOUS

**ALL 4 FOR DIME PHOTO SUPPLIES AT CUT** prices. Our new Photastrip Outfit, 1 1/2 x 2, or 2 1/2 x 3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. Feb13

**BARBECUES — INTERIOR AND EXTERIOR** models, gas and coke fired. Write for catalogue. **PEERLESS STOVE & MFG. CO., INC.**, Columbus, O.

**BUY WHOLESALE—FINEST BARBER, BEAUTY**  
Parlor, Home, Professional Shampoo. Gallon (128 oz.) \$2.00, prepaid. **ALFRED BRESLAUER CO.**, 743 N. 4th, Milwaukee, Wis.

**COVERED WAGON, STEEL CONSTRUCTION,**  
Electric Brakes, Interior to Order, Special financing. Large assortment of Used Trailers. **SELLHORN TRAILER HEADQUARTERS,** Sarasota, Fla. fe27x

**HAVE YOU A SOUND, PRACTICAL INVEN-**  
tion for sale, patented or unpatented? If so, write **CHARTERED INSTITUTE OF AMERICAN INVENTORS,** Dept. 18, Washington, D. C. x

**ROLLS DEVELOPED—TWO PRINTS EACH AND**  
Two Free Enlargement Coupons. 25c. Reprints, 2c each, 100 or more, 1c. **SUMMERS' STUDIO,** Unionville, Mo. fe13x

**ROLLS DEVELOPED—TWO BEAUTIFUL DOU-**  
ble weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE,** La Crosse, Wis. x

**WALTER L. MAIN CIRCUS SEASON 1936**  
Route Cards, 25c stamps or coin. **LOUIE G. STONE,** Geneva, O.

**WANTED—SUITABLE LOCATION FOR DANCE**  
Hall in Large City in Pennsylvania, Ohio, Massachusetts, New York. Write full particulars to **FRED FITZGERALD,** Billboard, 1564 Broadway, New York.

**4-FOR-DIME OPERATORS MAKE BIG SAVINGS**  
by buying all supplies from one source. Write for a catalog and the lowest prices in the country on paper, rolls, mounts, mirrors, cameras, booths and everything else you need. **MARKS & FULLER, INC.,** Dept. P 44 East Avenue, Rochester, N. Y. x

**M. P. ACCESSORIES & FILMS**

**BARGAINS GALORE! SILENT-SOUND PRO-**  
jectors, Accessories and Films. Large list available. **ZENITH,** 308 West 44th, New York.

**EXCEPTIONAL BARGAINS IN PORTABLE AND**  
Stationary Sound Projectors, Chairs, Screens, Stereopticons, etc. Complete stock theater accessories. Free catalog. **MONARCH THEATER SUPPLY CO.,** Memphis, Tenn. mh6

**LENTEN RELIGIOUS SPECIALS—BRAND NEW**  
(35mm sound) Christus, \$250; Passion Play, \$200; Jesus Nazareth, \$200; Dante's Inferno, \$125; Crown Thorns, \$250; Mary Magdalene, \$150; Joan of Arc, \$200. Rental \$15 one day; \$25 two days. (Also available 16 mm size Silent-Sound). **CHURCH-SCHOOL FILMS,** Box 524, Cincinnati.

**SPECIAL TALKIE FEATURES — WESTERNS,**  
\$25.00 each; Comedies, \$5.00; Silent Features, \$5.00; Silent Projectors, \$25.00. **SIMPSON,** 1275 S. Broadway, Dayton, O.

**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. fe20

**WANTED TO LEASE SMALL THEATRE ANY-**  
where. Want to buy 16MM and 35MM Sound Projectors and rent films. **BOX C-183,** Billboard, Cincinnati, O.

# Show Family Album



**TROUPERS with the T. W. McMahon Shows** season of 1918. The picture was taken "somewhere in Nebraska." Front row, left to right: Doc Hall, advance man; Bertha McMahon, Ida Bishop, George Lang Jr., George Lang Sr. and Fred Bishop, who is holding *The Billboard*. Back row: Gladys Murray, Mrs. George Lang and Lucille Bishop.

The Billboard aims to have the "Show Family Album" appear as a weekly feature and invites its readers to submit old-time photos for inclusion therein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

**PERSONALS**

**DO THEY HURT? TRY NEW METHOD FOR**  
instant relief of painful corns. We'll show you. Write **ZUBEK,** Box 1112-B, Detroit, Mich. x

**WILL INVEST DOLLAR FOR DOLLAR ONLY**  
in amusement or other good idea in New York City. What have you? Write **MURRAY GREENE,** 49 East 21st St., New York.

**SALESMEN WANTED**

**BE YOUR OWN BOSS—MAKE THE LARGEST**  
commissions selling our complete line of brushes. Write for our sales plan. **WIRE GRIP SANITARY BRUSH CORPORATION,** 220 Southern Boulevard, N. Y. fe20x

**PARTNERS WANTED**

**WANT PARTNER WITH \$500.00 FOR MOTION**  
Picture Business. Prefer young man wanting to learn business. Must locate here. Write **LOCKHART,** 1338 Madison Ave., Toronto, O.

**SELL CELLULOID AND CARDBOARD PRICING**  
Tickets, Steel Shelf Moulding, Changeable Signs, Menu Covers. Every store prospect. **M. PRICING PRESS,** 124 White St., New York. x

**SELL NOTHING: \$95.00 WEEKLY—\$500.00**  
salesboard firm announces new, no investment plan. Season starting. Hurry! **K. & S. COMPANY,** Dept. C-32, 4329 Ravenswood, Chicago. x

**SCENERY AND BANNERS**

**A-1 AMERICA'S LEADING CIRCUS-CARNIVAL**  
Side Show Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO,** 3544 North Halsted, Chicago. fe13

**DYE DROPS, LIKE NEW, OVER 300 DESIGNS,**  
from \$10 to \$25, according to size. **SCHELL SCENIC STUDIO,** Columbus, O. x

**FOR A BANNER SEASON ORDER CIRCUS, SIDE**  
Show and Carnival Banners from **NIEMAN STUDIOS, INC.,** 1236 S. Halsted St., Chicago. fe13

**HEADQUARTERS FOR SHOW BANNERS (NEW-Used).** Two Studios. Professional Artists. Finest workmanship. Best materials. Lowest prices. **UNIVERSAL,** 849 Cornelia, Chicago.

**TENTS—SECOND-HAND**

**BARGAINS IN USED TENTS, ALL SIZES,**  
side-walls, Baily cloths, etc. **J. W. HURST & SONS,** 900 Camp Ave., Norfolk, Va. fe21x

**HEADQUARTERS FOR TENTS (ALL SIZES).**  
Biggest bargains in America. Also Sidewalk, Baily Curtain, Tarpaulins, Pits, Prosceniums. **UNIVERSAL,** 849 Cornelia, Chicago.

**THEATRICAL PRINTING**

**HALFTONE CUTS, 2x3, \$1. CLAY CENTER**  
**ENGR. CO.,** Clay Center, Kan. Save this ad.

**SALESMEN TO SELL BUSINESS STATIONERY,**  
\$60.00 a week easily. **KAYS PRESS,** Gladwin, Mich.

**WINDOW CARDS, 14x22, 100, \$2.50; 11x14,**  
100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Pa.

**6x12 CIRCULARS, 1,000, \$1.75; 1,000 3x6 OR**  
4x8, \$1.00; 5,000, \$3.00. Postpaid zone 4. **LAWNDALE PRESS,** Box 303, Franklin, N. H. fe20

**250 LETTERHEADS AND 250 ENVELOPES,**  
\$3.95; 500 Business Cards, \$1.95. Cash. Postage Paid U. S. **ROBERT FELTON,** 19 Fremont, San Francisco. fe13

**WANTED TO BUY, LEASE OR RENT**

**WANTED TO BUY—ELI NO. 5 AND PARKER**  
Baby Q, or either one. **FLOYD M. CURL,** Curl Amusement Co., Tyndall, S. D.

**WE BUY, SELL, EXCHANGE SHOW GOODS OF**  
every description. Also sell on commission. What have you? **UNIVERSAL,** 849 Cornelia, Chicago.

**AT LIBERTY MARCH 1—**Would like to connect with reliable Dramatic Company or Summer Stock. Play straight roles. Age 23, six-foot-two; 172 lbs. Reached thru **M. KOWAL,** 2924 Page Ave., Jackson, Mich. fe20

**AT LIBERTY**  
**ACROBATS**

**BAR PERFORMER—**Aerial and Ground Bars, Straight or Comedy. **LOUIS OCVIRK,** 917 N. 10th St., Milwaukee, Wis.

**AT LIBERTY**  
**AGENTS AND MANAGERS**

**MAN, 35, with 12 years' newspaper and publicity**  
experience, wants to join show or other amusement as press agent. Also do office work, sell tickets or wherever needed. I know how to get publicity that'll mean money for you. Expect moderate salary. **WILLIAM W. ELLISON,** 227 10th Ave., Phenix City, Ala.

**AT LIBERTY**  
**BANDS AND ORCHESTRAS**

**NINE-PIECE BAND** — Available for Ballroom, Resort, Hotel, etc. Will augment. Feature Special Arrangements, Vocalists. Sober and reliable. Would troupe. **THE MELODIANS,** La-

**AT LIBERTY**  
**CIRCUS AND CARNIVAL**

**HALF AND HALF—ANNEX ATTRACTION,**  
Circus Side Show only. Clean exhibit and lecture. Nice wardrobe. Work to ladies and gents. At liberty after March 24. Address **BOX 283,** Ashland, O.

## At Liberty Advertisements

5c **WORD, CASH** (First Line Large Black Type). 2c **WORD, CASH** (First Line and Name Black Type). 1c **WORD, CASH** (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

**WILD WEST NOVELTY ACT, GUN AND ROPE**  
Spinning, Whip Cracking, all on slack wire. Also Trick Riding, Horse Roping. Wardrobe the best, have car. Experience Rodeo, Circus, Fairs, Vaude. Address **BOLDER LANDRY,** 466 Main, Laconia, N. H.

**SOUND ENGINEER—**with very powerful sound truck and public address equipment for covering very large crowds wants connection with Circus, Carnival, Park or any organization needing the services of an experienced sound engineer who can give you perfect sound reproduction and dependable service at all times. Or would consider maintenance work on coin phonographs or other amplifying equipment. Years of experience in manufacture, installation, operation of amplifying equipment. Can service all makes, do electrical work and can announce capably having had considerable advertising experience. Write me now if you will have steady work now or later. **DON KENNEDY,** Shelbyville, Ind. fe13

**DON ELLIS AND HIS ROYAL CHICAGOANS.**  
Five-piece Swing and novelty Band; girl singer, entertainer and dancer; can be included in band-cap. Join immediately. Address **ORCHESTRA,** 118 6th St., Fond du Lac, Wis.

**FOUR-PIECE SWING BAND—**All essentials, union, young, congenial. Distance in handicap. Join immediately. Address **ORCHESTRA,** 118 6th St., Fond du Lac, Wis.

**FRED AND MARIE GUTHRIE—**4 Separate Acts, Donte Trapeze, Single Iron Jaw, Double Tight Wire and Single Trapeze. 1151 Bank St., Cincinnati, O. fe20

**MODERN EIGHT-PIECE GIRLS' ORCHESTRA**  
Male Director. All girls are young and nice looking, double on singing and instruments. Everyone a soloist. P.-A. System, two mikes and two loudspeakers, latest and complete library, music stands, etc. All members of Chicago Federation Union Loc. 10. Instrumentation consists of saxophones, trumpets, bass, piano, electric Hawaiian guitar, violin, clarinet, mandolin, etc. Solo and ensemble singing. We have the best of reference. Play sweet and hot, swing, Spanish, Hawaiian, etc. Only Class A hotels, radio and high-class night clubs need answer. Do not waste my time; give full particulars, also salary in first letter. Picture sent by request. Can join after February 20. **ETHEL BITTUS AND HIS MELODY MAIDS,** 3024 No. Mason Ave., Chicago, Ill.

**AT LIBERTY**  
**COLORED PEOPLE**

**AT LIBERTY—A-1 Colored Drummer.** Read swing. Anything. Night club preferred. Pearl drums. Ticket. Nonunion—join. Address **DRUMMER,** 321 No. 1st St., Lamesa, Tex.

**AT LIBERTY**  
**DRAMATIC ARTISTS**

**GENERAL BUSINESS TEAM.** **GEO. DOUBLES** piano. Ethel dancing, specialties, doubles. Wardrobe, ability, sober. Join now. **GEO. AND ETHEL ADKINS,** 721 E. 8th St., Kansas City, Mo.

**AT LIBERTY**  
**MAGICIANS**

**HARRIE THE MAGICIAN—**Entirely different, exceptional, prefer Club, Stag and Floor Work. 35 N. Munn Ave., Newark, N. J. Phone Essex 2-7031. mh6

**AT LIBERTY**  
**M. P. OPERATORS**

**PROJECTIONIST—FIRST**  
Class. Fifteen years experience, go any place at reasonable salary. Handle any type equipment or sound. Steady and reliable. **ROY YORK,** 2512 Clyde Park Road, Grand Rapids, Mich.

**AT LIBERTY**  
**MUSICIANS**

**ALTO-TENOR, BARITONE, SAX, CLARINET,**  
Flute, Union. **RAY DEAN,** Tullos Hotel, Shreveport, La.

**ALTO SAX-FLUTE, CLARINET AND BARI-**  
tone Sax. Also arrange and sing some. Well schooled, union. Locations preferred, no joints. Willing to go anywhere. Cut or no notice. **BOX C-102,** care The Billboard, Cincinnati, O.

**ARRANGER — NO SPECIAL STYLE. LIMIT**  
two a week. **JOHN HOWARD,** General Delivery, Hyattsville, Md.



**AT LIBERTY — TWO MUSICIANS. A-1**  
 Pianist, any style, stylist. Alto Sax, Doubling Clarinet, Violin. Have car, travel together. Neat appearance, sober, reliable; ages 25-28. Location only. Salary good and on line. Need work. What have you? State all in first. **EVERETT SWANGER**, Coalport, Clearfield Co., Pa.

**BAND MASTER AT LIBERTY — GO ANYWHERE.** Experienced. **BOX C-180**, Billboard, Cincinnati, O.

**COMPLETE RHYTHM SECTION — STRICTLY**  
 Swing. A-1 readers, together six years. Go anywhere. Location preferred. Must have ticket. **Union. MUSICIANS**, 117 Main St., Fairhaven, Mass.

**CORNETIST — BANDMASTER AND TEACHER.** Consider any reliable offer. **ROSS DWIGINS**, 416 E. Vail, Kokomo, Ind.

**MUSICIAN — EXPERIENCED IN ALL LINES.** Reliable. Will use music as side line if necessary to do other work. Write particulars to **BOX C-175**, Billboard, Cincinnati, O.

**GIRL TRUMPET PLAYER — EXPERIENCED.** Prefer hotel work or night club. Write **BOX 2075**, Wahkon, Minn.

**SO TENOR AND CLARINET — TRANSPOSE AT**  
 sight. Voice, union, 23. Plenty experience; just off name band. **RUSS SNIDER**, Camfield Hotel, Greeley, Colo.

**REAL GOOD, STRONG BARITONE SOLOIST —**  
 Big Circus Concert Band. **DECARLO**, 319 Walnut St., Macon, Ga. fe13

**SWING STRING BASS. AGE 23. UNION. HAS**  
 car, wardrobe and world of experience, particularly in show and walkie business. Fast arranger and double trombone. **BOX C-184**, Billboard, Cincinnati, O.

**TEACHER—VIOLIN, BANJO, STEEL GUITAR,**  
 Saxophone, desires position in East. **JAMES FARRINGTON**, Canton, Me. fe13

**TROMBONIST, DOUBLE TRUMPET AND**  
 Violin. Smart, young, experienced and union. **BOX 762**, Billboard, 1564 Broadway, New York. fe20

**PIANIST, ARRANGER, Orchestra Director.**  
 Teacher, Composer, wishes to locate. No affiliations. Independent. Responsible parties only answer. Experienced in all branches. Address **PIANIST**, care Billboard, 390 Arcade Bldg., St. Louis, Mo. fe20

**SAX — Alto and Tenor, doubling cello and voice;**  
 age 33; neat appearing, read and fake, modern, take off. **JIMMY STRAUSS**, Court Place Hotel, Denver, Colo.

**SAX AND RIDE CLARINET — Read, rde, fake.**  
 Satisfaction or no notice. No panics. **BOX C-181**, care The Billboard, Cincinnati, O.

**TRUMPET — Experienced all lines. Conservatory**  
 Graduate. Age 28, neat appearance. At Liberty after February 15. **ROBERT LEWIS**, 1061 82d St., Brooklyn, N. Y. fe20

**AT LIBERTY**  
**PARKS AND FAIRS**

**ARMSTRONG'S FAMOUS COMEDY FORD ACT**  
 — Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. ap24

**SPILLS! CHILLS! THRILLS! CHAMPION-**  
 ship Motorcycle Races and Hell Drivers, "the tops in racing." "Sam-Sam," Circus Musical for indoor, outdoor events, expositions, fairs. Committees address **CHARLES KYLE**, General Delivery, Richmond, Va.

**AT LIBERTY — Rice's Troupe of Comedy Pigs**  
 and Dogs for Fairs, Parks and Circus. A real novelty act. 1200 Linwood Ave., Jackson, Mich.

**AERIAL COWDENS — Standard attractions, high**  
 double trapeze, comedy revolving ladder. Good acts, plenty flash, satisfaction assured. If interested send for literature. Address **BILLBOARD**, Cincinnati, O. ap3

**CHARLES LA CROIX — Original, outstanding**  
 trapeze act. Booking indoor events. Flashy equipment. Special advertising posters. Real act. Price reasonable. Address 1304 S. Anthony Blvd., Fort Wayne, Ind.

**DEATH DEFYING, SENSATIONAL.** World's  
 most daring show of steel nerves and skill, with death as the reward for a miss. The world's best juvenile rifle and pistol shot. Only 8 years old. See him shoot cigarets from his father's mouth, flowers from his mother's hair. See him split a bullet on a sharpened flange, bursting two balloons with one shot. See the thrill of thrills, this 8-year-old boy shoot an outline around his father's body, yes with real high-powered shells and without the aid of bullet-proof clothing at any time. As an added feature the world's fastest gun man demonstrates quick and fancy draws. The most outstanding act in the world today now booking fairs, rodeos, theaters, parks, celebrations, etc. Address all communications to **KENNETT M. FOSTER**, L. B. 315, Sheldon, Ill.

**AT LIBERTY**  
**PIANO PLAYERS**

**PIANIST—CONCERT OR DANCE. UNION,**  
 experienced. Location. **LARRY SCHEBEN**, Oliver Hotel, Atlanta, Ga.

**PIANIST, RADIO ENTERTAINER — EXPERIENCED**  
 in Cabaret. Wishes position with orchestra. Can do M. C. also. **FRED FITZGERALD**, Billboard, 1564 Broadway, New York.

**PIANO PLAYER — UNION, SIGHT READ,**  
 transpose. Experience with stage and floor shows; also dance band. Play modern style. State full details. **EDDIE FELLOWS**, 3962 Wallace, W. Philadelphia, Pa.

**YOUNG MAN PIANIST — UNION, EXPERIENCED**  
 all lines. **RAYMOND BEMPSEY**, Franklinville, N. Y.

**PLENTY RHYTHM — Modern takeoff, good accompanist,**  
 young. Interested in location only. No shows. Please be explicit. **PIANIST**, 308 East 5th Ave., Rome, Ga.

**AT LIBERTY**  
**SINGERS**

**BARITONE SINGER — Unusual range, young,**  
 experience, appearance. Wants steady job; location band; South preferred. Definite asset to organized band. Write all first letter. **PAT THOMPSON**, 412 W. Wells, Milwaukee, Wis.

**AT LIBERTY**  
**VAUDEVILLE ARTISTS**

**NELLIE KING'S beautiful Musical Act.** George  
 Oram King's Ventriloquist Act and Punch and Judy Show. For indoor circus, bazaars, museums, celebrations, department stores, lodges, auspices, etc. Address 1009 Wayne Ave., Indiana, Pa. fe13

**TEAM — Man, Comic, Black, Toby and Tramp.**  
 Both dance and play guitar. Woman, acrobat. Best troupe, up in all acts. For med or unit. State full particulars. Write 431 E. Buena Vista, Chester, Ill. fe13

**PIANO MAN for med; experienced. Don't read**  
 but fake; hot, transpose. Tap dance, musical novelty. Play guitar, banjo, drums, but don't have instruments; parts, some straights. **GILBERT BOYD**, Salem, Ill.

15 YEARS AGO

(Continued from page 53)  
 Jersey and New York Firemen's association to furnish all the attractions at the annual convention of that organization.

In an effort to send the Rubin & Cherry Shows out in the spring as one of the most beautiful caravans in the world it was decided to have all the necessary work and painting on the staterooms cars done by experts in Pullman shops. . . . D. W. Stansell, owner and manager of the Moonlight Shows, announced that he had contracted to furnish the midway attractions at the Blue Grass Fair, Lexington, one of Kentucky's important fall events. . . . Hustle and bustle was the watchword at the Levitt-Brown-Huggins Shows' winter quarters, San Francisco. . . . Ray Phillips, of the Ray Show Property Exchange, was outfitting a new carnival in St. Louis. . . . Royal Exposition Shows were experiencing good business in Anderson, S. C. . . . Prince Ma-Ho, half man-half horse, was doing a swell business on the Pike at Long Beach, Calif., under the direction of Captain W. D. Ament.

Joe Callis announced that he had placed his Minstrel Show and Hawaiian Theater with the Mighty Doris Exposition Shows for the new season. . . . Raymond B. Dean, formerly a circus publicity agent, decided to take a whirl at the carnival end of the amusement business as press agent of Billie Clark's Broadway Shows. . . . Mr. and Mrs. Tom Fryar celebrated their 10th wedding anniversary in their cozy little bungalow at the Rubin & Cherry winter quarters, Savannah, Ga. James Barber, head hostler with the Great Patterson Shows, who had his heel bitten off by a lion while unloading at Charleston, Ill., was reported to be recovering at the Oakwood Hospital there.

St. Louis

ST. LOUIS, Feb. 6.—J. R. Strayer, owner of shows bearing his name, is marooned in this city, awaiting details from Cairo, Ill.

Henry Heyn is also in this city, being a refugee from Cairo.

Joe Tilley, owner of the Tilley Shows, passed thru en route from Hot Springs, Ark., and his home in Ladd, Ill.

Louis Isler, owner of the Isler Shows, was in the city.

The Missouri Show Women's Club held its usual weekly meeting on Thursday evening at the clubrooms in the American Hotel. Mrs. Norma Lang, newly elected president, presided. Mrs. Mary Francis was present for the first time this winter. Mrs. Ciella Jacobson, secretary, and Mrs. Florence Parker, treasurer, read their respective reports, which showed that the club had a substantial balance in the treasury. Mrs. Grace Goss was hostess for the evening and served lunch.

Jimmie Laughlin, owner of West Bros.' Amusement Company, was a visitor with Mrs. Laughlin. Laughlin advised that their winter quarters and home in Morley, Mo., were out of the flood zone. He also reported that Sam Solomon, owner of Sol's Liberty Shows,

advised him that his equipment was safe in Caruthersville, Mo., and that the trucks and trailers of Sol's Liberty Shows are hauling refugees and supplies in the flood area of Southeastern Missouri.

Philadelphia

PHILADELPHIA, Feb. 6.—Eighth Street Museum good business. Attractions: Bluey Bluey, novelty performer; Guy Samson, musical cowboy; Three Dells, club jugglers; Prince Chandon, Indian half man; Poses Plastique; Mysteria and Spidora, illusions, and Princess Zelda, mentalist. In annex dancing girls and Mary Morris.

South Street Museum has Johnny Williams Colored Revue; Horn Woodrow, armless performer; Prince Zulu, South African bushman; Sig, tattooed man; Electric Chair demonstration, and Mme. Camille, mentalist. In annex dancing girls are Agnes Roberts, Dorothy Cummings and Tanya Cooper.

John Marks, of the Marks Shows, was a visitor, arranging bookings, and also made some purchases of show material.

Teddy Ward is in the city. Art Converses, with the Frank West Shows, was in the city.

Naife Corey, producer of minstrel shows with carnivals and also a performer, is wintering in Jacksonville, Fla.

Hazel Hasson is secretary of the South Street Museum.

OGDEN GETS

(Continued from page 39)  
 out. Bowman and other cowboys were given cash awards and trophies at the convention.

Come to Understanding

Everett Bowman (not related to John), spokesman for the Cowboy Turtle Association, spoke to the delegates on the work of the organization and a better understanding between cowboys and rodeo managements was reached.

Delegates were welcomed to Reno by Mayor J. A. Cooper; E. W. Chism, president Chamber of Commerce, and Charles Sadlier, president Reno Rodeo Association. President McNutt, speaking on *The Future of the RAA*, predicted that 1937 would be a good rodeo year and urged close co-operation among all members of the RAA. Declaring that the rodeo is the only major sport based upon a major industry, the cattle industry, he said that rodeos are keeping alive one of the most glamorous and glorious traditions of the country—the are of the vaquero.

Other speakers were Mayor E. J. Leach of Salinas, *The Working of the RAA Office*; Howard Harris, manager of the Salem County Fair-Rodeo, *The Rodeo Situation in the Eastern District*; Bob Wright, president of the Lewiston (Ida.) Rodeo, *The Rodeo Situation in Idaho*; L. B. Sylvester, president of the Monte Vista (Colo.) Rodeo, *The Early Days of the Rodeo*; Charles B. Paul, president of the Rochester (N. Y.) Rodeo, *Some Particular Problems Affecting New York Rodeos*; C. H. Sooy, San Francisco, chairman California Advisory Council, *The*

*State RAA Advisory Council Plan*, and J. C. Howe, secretary of Sidney (Ia.) Rodeo, *Rodeo Publicity*.

Accompanied on arrival in Reno by a heavy snowstorm and faced by a battery of newspaper cameramen, the delegates were taken to the Riverside Hotel in horse-drawn bobsleds. Largest delegation came from Salinas, 19 registering from that city and the neighboring cities of Hollister and King City.

Other rodeos represented were Madison Square Garden, Chicago Stadium Corporation, Rochester; Hills Ranch Rodeo at Saugus, Calif.; Twin Falls County Fair, Filer, Ida.; The Mother Lode, Sonora, Calif.; Horsemen's Association, Las Vegas, Nev.; King City Stampede, Contra Costa County, Richmond, Calif.; El Monte Pioneer Days, El Monte, Calif.; Hayward, Hayward, Calif.; California Stampede, Marysville, Calif.; Visalia Rodeo and Fiesta, Visalia, Calif.; Livermore, Livermore, Calif.; Livingston Roundup, Livingston, Mont.; Reno; Willets Frontier Days, Willits, Calif.; Midland Empire State Fair, Billings, Mont.; Ogden Pioneer Days, Ogden, Utah; Skih Stampede, Monte Vista, Colo.; Iowa Championship, Sidney, Ia.; Homesteaders Jubilee Night, Caldwell, Ida.; San Benito Saddle Horse Association, Hollister, Calif.; Elko Rodeo, Elko, Nev.; Ellensburg Rodeo, Ellensburg, Wash.; Owyhee Stampede, Ontario, Ore.; Eastern Idaho District Fair, Blackfoot, Ida.; Lewiston Roundup, Lewiston, Ida.; Frontier Days, Bakersfield, Calif.; Monte Bello, Monte Bello, Calif., and Bainby Shows, Sacramento, Calif.

C. H. Sooy, counsel for the California Cattlemen's Association, moved that the RAA issue a memorandum that the trade treaty with Argentina be kept as it is, or made even more strict, in order to prevent the spread of hoof and mouth disease. The motion was carried. Sooy said that the Cattlemen's Association was anxious to join the RAA in this matter.

DEXTER FELLOWS

(Continued from page 39)  
 hope the luncheon demonstrated that fact to him.

Among those present could be seen Peter Freuchen, Lawrence Gray, Dr. McGoldrick, Gene Buck, Supreme Court Judge Collins, Carl Withers, Frank Ketcham, Ole Singsbad, Bill Fullen and Rube Haskell, Truman Talley, Lew Lehr, Ed Thorgersen, Commander Riis Charles Hand, J. Reilly, Major Shuler, Reg Orcutt, Captain Botved, Governor Hoffman, Col. Fred Margerum, Ed Bodin and M. L. Ernst. Among new members taken up were Hiram C. Bloomingtondale, Michael Rayens, Charles E. Hallenberg, Sam Rosoff, Richard Du Bois and Willard G. Triest.

Letter From Stanley Dawson

LOS ANGELES, Feb. 6.—Everett Hart, after playing a week at Denver, returned to Los Angeles for remainder of the winter. Bill Rice is still in Los Angeles. Eddie Brown has developed into quite a humorist and his weekly letters to the gang are looked forward to. He is still

in Dallas, but expects to make a quick trip to Tampa.

William Vollmer and Happy Brannon are temporarily in Dallas. Russell Miller is in San Antonio. Tommy Morris is in Dallas. Eddie Delavin and wife, who were at the Texas Centennial, are wintering in Kansas City.

Joe Trosey and Mike Healey are in Houston. Mike made a trip to Galveston to make arrangements for the annual convention of the Chameleon Venders. Glenn Booth and wife are wintering here. Leo Haggerty and Betty are still here. John Agee is living on his ranch in North Hollywood. J. D. Newman is expected to arrive here soon.

Ross Davis is about to embark on a big amusement scheme and will be ready to release it soon. It is reported that Joe Krug and partner will have a show of their own this season. Since the death of Charley Hatch and the consequent breaking up of the ribbing team of Hatch and Fink, the new team of Joe Glasey and Walsh, of the Bristol Hotel, has been carrying on. Once in a while Al (Big Hat) Fisher will help things along.

Fat Alton came into Los Angeles for the holidays. Charley Mugivan left for San Francisco before Christmas. Murdock Cook was recently initiated into the Eastgate lodge of Masons. Lodge claims membership of about 35 showmen. Dr. Smith, formerly a troupier and now a name surgeon of Los Angeles, was formerly master.

Dave and Minnie Clark recently visited Everett Hart. George Clark is in Sacramento. Tom Mix, Dail Turney, Joe Bowers and Ted Metz, of the Tom Mix Circus, are in Los Angeles. Gladstone Shaw is looking after things for Turney at the Anniston, Ala., winter quarters. Reported that Nettie Dill and McKay will be with Russell Bros.' Circus.

Dr. William Mann, Washington Zoo curator, sailed from Vancouver January 19. Charley Edwards and Etta write that they have three feet of snow at Effort, Pa. Charley visited Grogan Spencer, who is with "Beef Trust" Watson show at Allentown, Pa.

Showmen's Guild Meeting

CINCINNATI, Feb. 6.—According to *The London Daily Herald*, the annual meeting of the Showmen's Guild of Great Britain was held at quarters of the Guild on Victoria street January 14. All the well-known personalities of the British show world were present, including Bertram Mills, Olympia Circus King; Alderman Patrick Collins, former M. P. and 78-year-old seaside showman; "Billy" Butlin from Skegness, who controls shows worth a half a million pounds, and William Wilson, of Agricultural Hall circus fame.

One of the features of the meeting was the "Showmen's Court." There such complaints as bargaining at excessive rents in order to obtain grounds, one man stealing another's pitch, etc., were argued out.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Electrical Appliances Will Be Featured by Resort Men in '37

Resort men are reported to be placing larger orders for electrical appliances than ever before. They claim that the coming summer season will find this merchandise the leading seller thruout the wholesale merchandise industry.

The tremendous improvements in this merchandise, the fact that the leading utilities have spent many thousands promoting the sales of appliances and the reduction in current rates everywhere in the country have prompted resort men to order electrical appliances far in advance of their openings so as to assure themselves delivery.

Many of the leading wholesale merchandise firms have always featured the electrical appliances because they claim there is no better flash in the industry and certainly no better dollar-for-dollar value for the buyer.

The demand which has been created was unexpected and unprecedented. It is the accumulation of many months of careful watching on the part of the resort merchandise users.

Some of these men claim that the advertising which the electrical appliance

people themselves have been doing is but small shakes compared to what local utility companies have been doing in even in the smallest cities. They also claim that every one of these local electric and gas companies enjoyed tremendous business last Christmas on this sort of merchandise and that every electrical appliance manufacturer was far behind in orders.

Since then, they say, rates for electricity have been cut in almost every community and these reductions have been attended by wide publicity. At the same time the public has been urged to make use of these liberal rate reductions by purchasing more electrical appliance equipment.

"Adding up the entire situation," one leading resort concessioner reports, "there is no doubt that electrical appliances will be the outstanding merchandise for the coming summer season."

"In fact," he continues, "I expect to place one of the largest orders I have ever placed for this merchandise and you can tell the cockeyed world that I am going to demand the very best names and the best quality in this line. You can fool the public only once in our business and I'm glad to say that more and more of the men are developing a steady patronage from the public because of the fact that they are giving the players only the finest merchandise obtainable. Me for electrical appliances for summer of 1937."

## Philadelphia Trade Report

PHILADELPHIA, Feb. 6.—Trade report from the Philadelphia area indicated that business activity declined during the week. With the exception of whole-

## Nation's Trade Stays Well Ahead of 1936

Altho industry faltered and retail trade wilted in flood-swept regions last week, the nation's business held stubbornly its advantage over a year ago, according to the Associated Press. Strikes and floods cast lengthening shadows across the trade and industrial horizon, but the drop was not heavy enough to prevent the first month of 1937 showing a 10 per cent increase over the same month last year.

Retail trade, power generation, transportation and manufacturing petered out and came to a stop as life-saving and relief work thrust to the fore in 12 Central States. Meanwhile recovery energy in the rest of the country provided business with a relatively strong pulse and left a satisfactory background for rehabilitation work as the waters abate.

"With the exception of areas located in the immediate flood districts, retail trade thruout the country continued to show advancement over the corresponding period last year," said the Department of Commerce in its survey of 37 cities.

sale trade, which made small advances, and retail trade, which just about held its own, all major indices showed a decline compared with the previous week. Hampered by inclement weather, retail trade sales volume was spotty, yet about even with the previous week and better than a year ago. Department store sales made no gain over the preceding week, but were 12.3 per cent better than last year. Specialty shops gained 6.8 per cent and 14.2 per cent over both periods. Dry goods wholesalers reported accelerated sales in practically all types. Hampered constantly by their inability to obtain wanted supplies from primary sources during the 1936 period, the wholesalers indicated that they are buying much more freely and earlier this year.

## Winter Sports Offer Good Premium Ideas

While we are in the midst of winter weather with prospects of a month or more of it yet to come in most sections of the nation, the field of winter sports offers a wealth of good premium and prize ideas. Ice skates, especially, have proved their value in several ways, both as trade-getting premiums and as play stimulators when used as awards and prizes on salesboards and amusement devices. The shoe-type skate, of course, is in greatest demand, with the non-shoe skate being called for in any quantity only in the juvenile sizes.

Sales of skis and ski equipment for premium purposes are reported the highest in six years, with less concern shown for the substantial prices which these items naturally bring. Other items which have been profitable for the merchandise industry in those sections where much snow abounds are bob-steds of the racing type and snow-shoes.

Articles of sports apparel for winter, including snow caps, snow sweaters and jackets, socks and gloves, and gayly colored scarfs are also becoming more and more widely recognized as premiums of rare value and appeal during the cold weather. It is pointed out by leading merchandisers that heavier promotion of these goods would not only expand the market considerably, but would afford a handsome return. It is suggested, however, that succeeding months not be overlooked when volume selection of goods is made, because of its seasonal nature.

WASHINGTON, Feb. 6.—Total retail sales in 1936 amounted to \$37,000,000,000, an increase of 13.8 per cent over 1935, according to estimates of National Industrial Conference Board. This was the highest level since 1930, but 24 per cent below 1929. The physical volume of retail trade has not declined so drastically when compared with 1929 as has the dollar value, for the unit prices of goods entering into retail trade still remain substantially below the 1929 level. The board estimates that physical volume of retail sales last year was five per cent below 1929. Of each dollar spent in retail establishments in 1936 a little less than one-third went for food and drink; one-fifth was allotted to automobiles and automotive products, including fuel, and the remainder was spent for clothing, home furnishings and sundry items.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

NO GOOD to tell the people in Cincinnati that they have had a flood in that part of the country because they have found out as much themselves. Pitchdom, however, wonders what the water will do to business. The chances are that business will be good once the waters have returned to their usual course. That is the experience with most floods and there is no reason to believe that the present one will make a difference. It was the same with the dust storms last year and the agricultural papers actually went to the trouble to advertise that their readers needed merchandise first and help later. Great disasters invariably bring money to the parts where they occur. Houses, roads, bridges have to be rebuilt. Replacement purchases set money in circulation. Large amounts of cash are distributed by relief agencies. There will be great economic activity all along the Ohio and Mississippi with plenty of work for everybody. I am willing to stake my reputation as a market forecaster that pitches will do well in the flooded areas this spring and summer. The fairs and carnivals later in the year will be better attended than last year. So don't fight shy of the Mississippi and Ohio valleys. Get right into market. It will be worth your while.

Here is a fashion trend worth watching. The Stage this time is responsible for it and to Katharine Cornell belongs the honor of having taken the lead. We are going Malay this year. It will be Malay dress fashions, Malay perfumes, jewelry, charms and sandals. The American summer girl of 1937 will be tanned to a Malay brown. She will be loaded with Malay bangles and she will wear exotic flowers in her hair. It's a great thing for carnival and fair selling, because it is the sort of stuff that shows up in merchandise displays and looks expensive. Therefore, get yourself a few Malay lines and make the best of it while it lasts. You are pretty safe all thru the summer and some of it may be carried over into the winter. Handling up-to-the-minute fashions pays, but you must keep your eyes open for a sudden letdown.

I am told that there is little damaged and left over merchandise around. Auctioneers have difficulty in getting the right kind of stuff and if the condition remains as it is now it may become necessary to purchase regular goods. Do not rely on supplies entering the market from the flooded areas. Merchants in the flood district were well forewarned and have taken care to preserve their stocks by moving them to the upper floors.

More notes: Toy stocks are low and the demand has been slower than usual in expectation of spring developments. Sporting goods, on the other hand, are more lively. . . . Prices of shirt lines are equalized by substitution of cheaper grade lines selling at the old prices. This will be good news for men selling one price promotions. . . . Blankets are up. . . . There is a good demand for cheap electrical percolators and coffee pots that whistle as they brew. . . . Blue glass dishes, to serve as almost anything from an ash tray to a relish plate, make a good premium item. . . . More pitches are open but some of the permanent places have closed.

## Operators Welcome Novelty Merchandise

Merchandise novelties are meeting with the instant approval of all buyers at this time.

Radios of midget size featuring bars, cocktail glasses and entire sets with novelty characteristics and other merchandise in this category has become the new favorite among the bigger merchandise buyers.

Resort men who are preparing for one of the best seasons in the history of their business are buying novelty merchandise in considerable quantity. These men have always been the criterion for the faster selling items, the wholesale merchandise men report.

Many attribute the return to novelty merchandise to the better flow of cash at this time as evidenced by the great crowds at the Southern resorts. Several leaders in the concessions division of the resorts are also going in for glassware novelties. Nudist bar glasses, showing girls in bathing suits that lose their suits as the glasses are tipped while drinking have become a favorite. Glassware concealed in chests which when opened show complete cocktail and wine and whisky arrangements are also favored. Cocktail glasses with colored glass picks are being purchased in quantity.

Most apparent is this return to merchandise with novelty ideas among coin-machine men who are buying it for their high-score weekly prizes. Tho not as yet openly apparent the return to the weekly prize idea is again taking hold in the coin-machine industry.

Salesboard men will also be featuring this type of merchandise on the new boards. The blank boards which are being purchased from the factories are being decorated with pictures of this type of merchandise obtained by these operators from their local wholesale merchandise outlets.

## D & B Trade Report Shows Retail Activity in Detroit

DETROIT, Feb. 6.—Special sales and month-end promotional events caused a revival of consumer interest which resulted in a 3 per cent advance in retail distribution here the past week over a week ago and 10 per cent over last year, according to Dun & Bradstreet, Inc.

While unfavorable industrial factors still cloud the local picture, the beneficial effects of the current back-to-work movement have already been felt in some quarters.

The certainty of price advances has led to a quickened interest in wholesale offerings. Paints, hardware, sporting goods and building materials continued in active demand, while the requirements of the flooded areas caused an accelerated movement of drugs, vaccines and chemicals. Wholesale volume rose slightly over the preceding week and indicates a 22 per cent increase over the same week of 1936.

## Tennessee Valley Good Rural Market

CHATTANOOGA, Feb. 6.—J. M. Sharp, president of the Sharp Battery and Electric Company, distributor of Philcos in 30 counties in Tennessee, Alabama and Georgia, announced that his radio sales showed a 25 per cent increase over the preceding year. This is but a single incident. However, reports from other dealers show that the trend towards increased buying of radios and electrical appliances is general thruout the territory.

Better crops, better prices and heavy governmental expenditures have all aided in raising the standard of living that now permits of the purchase by rural residents of a great many conveniences formerly denied them.

In several sections where lack of power prevents the securing of electrical conveniences people are buying battery sets in large numbers.

# BIGGER, BETTER VALUES



**Just Look—only \$1.50 each**  
B1W78

**INGERSOLL MITE WRIST WATCH**, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$6.00 price mark.



**COMBINATION GLASS CUTTER KNIFE**—Two Blades, Clip and Pen, Glass Cutter and Cork-screw. Nickel Finish. Metal Handle. Center with Fancy Colored Celluloid Inlay. Equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package. B10C178.

PER GROSS **12.00** PER DOZEN **1.05**

## N. SHURE CO.

Adams and Wells Sts., CHICAGO, ILL.

## BINGO OPERATORS

Send for New Special Bingo Circular Just Off the Press.

### Prize Merchandise

Particularly suited for Bingo and Priced to Meet and Beat all Competition We Carry All Equipment. Beginners, see us for information on Bingo Operation.

### GOLDFARB

NOVELTY COMPANY

The House of Service

20 West 23rd St., NEW YORK CITY

# 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.

## Salesboard Deals

Stone Bros., Inc., manufacturer and creator of specialties, is now in the market with a line of six salesboard deals that operators can little afford to overlook. Deal No. 1 is a chromium makeup chest filled with delicious candy. Chest is made of California redwood covered with chromium plate with a superimposed picture on the cover and a full size mirror under the cover. Deal No. 2 is a modernistic stationary utility chest built of the same fine materials as Deal No. 1 and coming in a variety of cover designs. No. 3 is a preference cigaret chest in three compartments. Deal No. 4 is a novelty home play game chest that comes filled with candy. Chest is built of Circassian walnut reinforced with enameled steel and lined with redwood—size 8 by 10 inches. No. 5 is the same as No. 4 only larger, being 10 by 10 inches and holding 1 1/2 pounds of candy. Deal No. 6 is a liquor cabinet holding a pint bottle and having chrome shelves with four decorated whisky glasses. Deal No. 7 is a cosmetic or beauty chest kit equipped with lock and key and filled with a high-grade assortment of finest cosmetics. Interested parties are gladly furnished with further particulars and sample orders.

with a sturdy new type heating element. It is dropped into a pan or bucket of water and is said to produce boiling hot water in about 10 seconds.

Heater and element are protected against overheating and are made strong enough to be practically foolproof. A one-year guarantee is given with the product.

Chromheat also has the effect of softening and sterilizing the water as it comes into direct contact with it. It operates direct from any standard electric light outlet and thus is available for use almost anywhere.

Product is designed to be especially popular with trailer users, who have hitherto had difficulties with heating, aside from space heating by stoves. Its compactness and attractive design recommend it especially to the traveler and make it an ideal gift or premium item.

## Compact Aerial

Potential buyers for a compact, simply installed radio aerial are sure to go for the new product of Universal Products Corporation. It is a small device replacing unsightly outside aerials which are often badly corroded. It fits inside the radio, and according to claims by the manufacturer and testimony of users, brings better, clearer reception than outside aerials. It is pointed out that millions of radios everywhere present a tremendous market for agents handling this product.

## An Old One Comes Back

One of the hottest items of the old days has at last made its reappearance on the American market. Joseph Hagn is the lucky importer. The item is several derivations of the famous French Art View miniatures. Tie clasps, pencils or fountain pens have been fitted with strong lens so they greatly magnify and give a sharp image.

## Multi-Wave Filter

U. S. Radio Lab of New York is introducing several new radio filters which are claimed to really take out noises from radio sets. The joints are known as U. S. Multi-Wave Noise Eliminators and are available both in round and octagon shapes. They contain



genuine 600-volt special duco condensers and are guaranteed by the manufacturers.

## Movie Komiks

An outstanding sales attraction is being offered by Allied Manufacturing Company in the form of a gadget that when held to the eye and operated by simply turning a crank shows real movies. Kamera is all metal with a black finish and with four lithographed ornamentations of famous comics in color. The quality lens and mechanism are so simple that a small child can change films and operate easily. Kamera comes complete with one film and additional films are available.

## Dicta-Race Game

Dicta-Race is the name of a startling new counter and party game that is proving a boon to the direct-selling field. A simple tip of the four-inch rubber bowl sends two balls whirling around the track. One stops on the winning horse, the other on the odds. Because it is so simple and realistic, players quickly gather around, making it an especially appealing device for taverns, bars, cafes, restaurants and merchants of all kinds. And the popularity of this new item for home parties makes its sales potentialities almost unlimited, according to Dictacard, Inc., the makers. The cost to the trade is remarkably low for such a substantial and fascinating game.

## Heater for Trailers

A new product to provide instantaneous hot water in an automobile trailer is being placed on the market under the name of Chromheat by the Mid-West Electric Products Company. It is also adaptable for use in the home, garage, in camp and in practically any spot where quick heating is wanted.

It is a chrome-plated cylinder, 3 1/2 inches in diameter by 6 inches long.

## A LIGHTER SENSATION EDRO

Lighter and Pack Holder Slips Neatly Into Your Cigarette Pack



You'll scoop the season with this. Any one who smokes—man or woman—will want one. It holds a pack, protects cigarette from bruising, and keeps pockets (or purse) free from tobacco crumbs. Easy to use—simple, positive! Durable—nothing to get out of order! and it's Guaranteed.

1—No fussing, no fumbling. Edro Lighter slips into your cigarette pack as quick as a wink—holds it firmly, securely, ready for action.

2—Want a cigarette? Push a hand-knob and there it is—as fresh and plump and round as the day it came from the factory!

3—A Light? Snap, and you have a perfect flame—smooth, steady! Snap—it's out! And Edro goes back to protecting your pack of cigarettes.

The year's greatest premium—nationally advertised in Esquire, Saturday Evening Post, etc. All Chromium Plated. Packed each in attractive gift box. Retail \$2.75. All Orders F. O. B. N. Y.

### SALESBOARD DEALS

We have a Hot Deal on the EDRO LIGHTER. ER. Send 10c for Sample Sales Card. Also a number of other Fast Deals. Write for Information Today.

**ADVANCE DISTRIBUTORS, INC.**  
Sole Premium Distributor for EDRO.  
395 Broadway (Dept. B-2), N. Y. City.

Sample **\$1.49** WRITE for QUANTITY PRICES

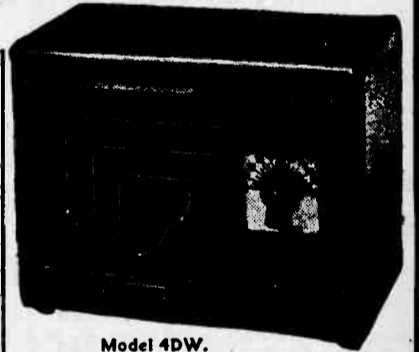
## THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 3/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog



Model 4DW. \$6.10 each \$6.75 each

in lots of six samples F. O. B. N. Y. 25% deposit

**PLAYLAND SUPPLY CO.**  
118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

## Sell VALENTINES

Share in the Profits.

Comics are in BIG demand

X3485—Comic Valentines, 144 Designs, Size 7x10 inches, printed 4 colors on newsprint, 1 complete assortment to the printed envelope. Packed 1 Gross in Package. 10-Gross Lots, Gross (Postage Extra) **40c**

PER GROSS (Postpaid), 55c. Complete Price List Upon Request. Deposit is Required on All C. O. D. Orders.

## LEVIN BROTHERS

TERRE HAUTE, INDIANA

## ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 16 Size Watches. In New White Cases. 7-Jewel, 16 Size Elgin and Waltham, \$2.75. Flash Carnival Watches that do not run, 50c each. Send for Price List. Your Money Back If Not Satisfied. CRESCENT CITY SMELTING CO., Old Gold and Silver Buyers and Refiners, 113 N. Broadway St. Louis, Mo.

## SALESBOARD OPERATORS

A REAL MONEY MAKING BOARD \$4.00 Each Complete

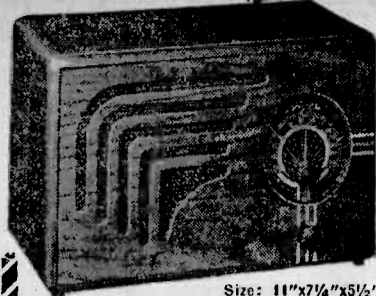
With 4 Automatic Lighters. Your Profit Over \$30.00.

25% Cash With Order. Balance C. O. D. IMPERIAL MERCHANDISE CO., INC.

"The House of Hot Numbers" 893 BROADWAY NEW YORK CITY



We also carry 1c and 5c merchandise and cigarette boards ranging from \$6.00 to \$25.00 each.



**FREE 5 DAY TRIAL**

**5 TUBE GENERAL RADIO**

**SATISFACTION GUARANTEED**

Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)

**FAST SALES! BIG PROFITS!** Modern Walnut Cabinet. Powerful dynamic Speaker. Super tone. **NEW 3-COLOR DIAL.** R. C. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. **GREAT FOR SALEBOARDS.**

**\$6.95 LOTS OF SIX \$7.45 SAMPLE SET**

25% with order, balance C. O. D.

Remember—Satisfaction or Money Refunded.

**Free—New 1937 Catalog.**

**GENERAL WIRELESS LABORATORIES, Inc.**

240 W. 23rd St. (Dept. 5-G) New York, N.Y.



Paul L. Grunwaldt, who for the last 16 years has been identified with the merchandising and buying of all small wares, fancy goods, house furnishings and kindred lines, has become associated with E. S. Lowe Company, Inc., with which concern he will be in complete charge of buying, merchandising and sales divisions. Grunwaldt was previously connected in a similar capacity for five years with the National Department Stores, Inc., and prior to that time with the United Merchants Syndicate, Ltd., and for many years with the Alfred Fantl organization. E. S. Lowe Company, manufacturing all supplies in connection with Bingo, has recently entered the wholesale field in connection with premiums and novelties of all kinds.

The General Wireless Laboratories' Model G-4 Radio is a four-tube set which uses a new dual-purpose tube so that the set has the efficiency of a five-tube radio. It is one of General's fastest sellers.

Reskrem Manufacturing Company, a fraternal jewelry concern, has designed a nifty little clasp pin that is being taken up by rink operators and used as an award. Reskrem Company is known favorably among rink owners for the numerous trophy ideas it has developed.

When it comes to the latest in celluloid novelties and useful advertising specialties, the Cruver Manufacturing Company is just about the leader, with something new and outstanding every week or so. Its two latest items are an unusual all-celluloid four-year calendar that is beautifully finished in blended colors and a transparent celluloid protective case for social security cards. Both of these items are provided with space for an advertising message, or are very suitable for low-cost premium purposes without advertising.

The Reliable Jobbers is celebrating its eighth year in the direct-selling field by doubling office and production space. Line presents the agent and the distributor a source of quick selling merchandise at prices which leave him a liberal margin of profit. Carded goods, salesboards, drug sundries, notions, toiletries, gift items, premium merchandise are some of the classifications of the line's wide range. The company's rapid expansion is attributed to its central location for supplying quality merchandise in a prompt manner and at the right price.

**AMERICAN UNITED**  
(Continued from page 53)

rolet. Dugout and Bill Moscow are around town. Jimmy Kling visited. Pat Hogan is still the chief. Harry Myers bought a new kitchen on wheels for the road. Dutch Parks, Jim Barber, Charlie Zeigler, Don and Pat Frazier, Earl Douglas, Terrence O'Reilly, Tommy Gibson, Tex Gilman, Midge and Ray Thomas, Red Meyers, Ted Schultz and Ralph Meeker have been visitors. Mr. and Mrs. E. W. Anderson have their photo gallery set up in town. Reported by Pat Hogan.

**Savings for Shows Likely**

MONTPELIER, Vt., Feb. 6.—A bill introduced in the lower house of the Vermont Legislature this week may result in savings for circuses and carnivals playing this State.

The measure would refund the State tax paid on motor fuel used for other purposes than in propelling motor vehicles over the highways of the State. Chances of enactment are optimistic, as it has backing of ruralites who used large quantities of fuel for various stationary motors.

**REX HONES**  
Now Less Than 30¢ Each

\$4.25 a Gross

Send \$1.00, Bal. C. O. D., Plus Postage.

Each Hone in flashy silver box, priced 50¢. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up. **ACT QUICK. REX-HONE MFRS., 1800 West Madison, BR-2, Chicago, Ill.**

You can Pay MORE but YOU CANNOT Pay Less

Our Guarantee Protects YOU.

Aspirin, Breath Pellets, etc.	Each Card	\$ .06	
25 Card Lots Ast.	5 to Attractive Cello. Pkg.	1000 Blades	3.50
United Blades, D. E.	5 to Attractive Cello. Pkg.	1000 Blades	4.20
Shaving and Dental Cream, Flashy	Large Size Tubes, Gro. Ass'd.		1.10
Army and Navy Needle Books	Each in 25c Envelope, Gross.		1.10
Deposit With All C. O. D. Orders			
Bay Rum and Hair Tonic, 8 Oz.	Attractive Label, 3 Oz. to Carton, Doz.		.60
Lilac Vegetal, 6 Oz.	Fancy Bottle, 3 Doz. to Carton, Dozen		.60
Milk of Magnesia, U.S.P., 6 Oz.	2 Doz. to Carton, Dozen		.70
Milk of Magnesia, U.S.P., 16 Oz.	1 Doz. to Carton, Dozen		1.20
Mineral Oil, Imported, 16 Oz.	1 Dozen to Carton, Dozen		1.32
Peroxide, 16 Oz.	Attractively Labeled, 2 Doz. to Carton, Doz.		.85
Turtle Oil Cream, 2 Oz.	Silver Foil Label, Dozen		.54
Turtle Oil Cream, 16 Oz.	As Above		1.75
Face and Hand Lotions, Asst. 4 Oz.	Exceptional Quality, Dozen		.54
Brushless Shaving Cream, 16 Oz.	Attractive Jars, Dozen		1.20
Mineral Oil, Imported, 1 Gallon	Jugs, Individ. Carton, Gallon		.90
Shampoos, Assorted, 1 Gallon	Jugs, Individual Carton, Gallon		.75
50% Deposit With All C. O. D. Orders.			
1000's OF OTHER BIG VALUES.			
POLICY: Only One Shipping Point for Low	Overhead and Lowest Prices.		
"We Sell The World Over"			
<b>★ UNIVERSAL WHOLESALERS ★</b>			
901 Broadway	New York, N. Y.		

**PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS**

THAT ARE SURE TO GET THE MONEY

**FLORESCOPE**  
B1384—Florescope, Tube made of nickel-plated metal, brightly polished. Possesses high magnifying power. An excellent item for demonstrators. Complete with steel pick that can be used for handling small insects.  
Per Dozen, \$ 2.10  
Per Gross, 24.00

**MINIATURE CHARMS**  
B2319—Donkey Charms with Silk Cord, Per Gro., 75c  
B2326—Elephant Charms with Silk Cord, Per Gro., 85c

B1787—Czecho 3-Blade Tooth-pick Knives, Gross, \$1.35  
B1789—Czecho 5-Blade Tooth-pick Knives, Gross, \$1.60  
B3486—Keen-Edge Knife and Scissors Sharpener, Gross, \$1.10  
B2459—Movable Hand Watch, Individually bxd. Gr., \$3.50

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG. 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.**

**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

**FREE SAMPLE CASE GET YOURS**—Write for Details Today!

**ROYAL KNIGHT BLUE BLADES**

D. E. 20-5's—Cello, in Display Box—UNIFORM QUALITY. **\$3.50**

Per 1000  
25% Deposit on C. O. Ds.—Incl. Postage.

**CHAMPION SPECIALTY CO.,** 814-Z Central St., Kansas City, Mo.

• Fullest Line at Lowest Prices for House-to-House Canvasers, Wagon Salesmen, Agents, Pitchmen.  
• **SIDELINE MERCHANDISE.**  
• Extra Special, Gross, 75c  
• **SINGLE EDGE BLADES, Cello.** 20 Pks. 4 in. Per Display Card. 65c  
• **DOUBLE EDGE BLADES, Cello.** 20 Pks. 5 in. Per Display Card. 40c  
• 1937 CATALOG FREE—WRITE.

**NEW MYSTERY CHANGE PURSE ★ FAST 25c SELLER**

GREAT PREMIUM AND SALES PROMOTION ITEM! This brand-new mystery Change Purse is the most ingenious, most amazing item you have ever seen. A squeeze and it opens! Lays flat and compactly in pocket or handbag. Made of strikingly attractive genuine leather. Take advantage of our bargain introductory offer!

Send \$1.00 for Trial Package of 9 assorted genuine leather Mystery Purses, or \$3.00 for Package of 28 Assorted Purses. 25% deposit with order, balance C. O. D. Prove to yourself that you can clean up with this amazing new item. Order today or write for Special Gross Prices.

**★ SYMBOL NOVELTY CO.,** 315 Fifth Ave., New York, N. Y.

**Glose Out! Low Prices!**

TEN STRIKE RAZOR BLADES, Double Edge, Packed 45, 20 Packages to Card. Manufactured by Segal Safety Razor Corp. Per Card... **77c**

HOOD AUTOSTROP BLADES—55c  
Fits All Autostrop Razors, 100.

INK—Large Size, Red, Dozen... 15c

DIXON PENCILS—No. 2, Gross... \$1.30

SINGLE EDGE RAZOR BLADES—5 to Package, Per 100... 45c

25% Deposit, Balance C. O. D.

**BENGOR PRODUCTS CO.**  
878 BROADWAY, NEW YORK, N. Y.

**NEW SNAPPY SELLER PHOTO TIE CLIPS**

B22J37—Cash in with this hot selling Novelty Polished Nickel Tie Clip with French Art View Miniatures. Strong Lens greatly magnifies and gives sharp image. Price per Dozen **\$1.90**

B16J68—Photo Pencils, Assorted Mottled Barrels, Dozen **\$2.50**

B17J56—Photo Fountain Pens, Assorted Color Barrels, Dozen **\$3.25**

Shipped by Express Only.

25% Deposit on All C. O. D. Orders. Catalog Free on Request. State Your Business.

**JOSEPH HAGN CO.**  
"The World's Bargain House," Dept. BB.  
223 W. Madison St., Chicago, Ill.

**RED HOT**

Spicy Valentine Cards, 4x5", embossed 3 bright colors, white Vellum Stock, \$2.00 per 100, with Envelopes, No. 2 Postcard Size, 1 color, 25 to ast., \$1.00 per 100.

**PHONE DIPLOMAS, 30**  
Funny Hot Subjects to FIT ALL TYPES such as Goldfinger, Liar, Bullshooter, Crab, etc. These make clever Valentines. \$2.00 per 100. Valentine Folders with Hot and Clever Poetry, \$2.00 per 100. Ast. Subjects.

RUSH ORDERS or 50c for generous lot of Samples of each.

**NEW! DIRTY MATCHES, 30c Doz.; AIDS for Males, \$1.20 Doz.; No. No, 1,000 Nos, \$1.20 Doz.; Derby Race Game, 60c Doz.; Sphinx Puzzle, 35c Doz.; Swif Time, 90c Doz.; Jack Ass Puzzle, 65c Doz.; GIFTS for Bride, \$1.35 Doz.; Gifts for Groom, \$1.35 Doz.; Wind Matches, 30c Doz. FOR PITCHMEN, Gross: Slide Box Wood, \$3.00; Tennis Racket P, \$3.50; Hindu Vanisher, \$1.50; Billfold (Mag. Co.), 60c; Tumbling Ring, 65c; Aeroplane Trick, \$4.00; Coin and Ring Trick, \$1.50; 4 Paddles, \$1.00; Card Under Glass, 95c. Squirt Cigarettes—our own—American Make, Guaranteed Perfect, NOT JAP SLUM, \$6.50 Gross. Toilet Traffic Tickets (4 to Env.), Dozen, 60c. Order from above, or \$2.00 for 50 Samples.**

**MAGNOTRIX NOV. CORP.,** 138 Park Row, N. Y.

**TURN SNAPSHOTS INTO HUMANETTES**

Sensational invention. Almost human in appearance. A life-like cut-out figure. Any snapshot, photograph or picture can be "immortalized" by this strange new process. Surface covered with moisture proof transparent PORCELITE. Will not peel, tear, crack or soil. Looks like porcelain but relieves.

Low prices make HUMANETTE a big seller. We furnish list of prospects in your neighborhood who will pay from \$1.00 to \$2.50 for showing samples of LIFETIME HUMANETTES. If you want to make money fast, send name for free sample proposition at once. **AL SCHULER, Dept. 27-B, 1037 Evans St., Cincinnati, O.**

**CORRECTION**

The advertisement of TUCKER-LOWENTHAL, Inc. (Wholesale Jewelers), 5 South Wabash Ave., Chicago—February 6th Issue—Page 64, listed the following:

**ELGIN & WALTHAM WATCHES**

Thoroughly rebuilt in our own shops—

16 Size, 17 J, ..... \$2.90  
18 Size, 17, 15, and 17 J, ..... 2.25

This is a typographical error. The ad should have read as follows:

**ELGIN & WALTHAM WATCHES**

Thoroughly rebuilt in our own shops—

16 Size, 7 J, ..... \$2.90  
18 Size, 7, 15, and 17 J, ..... 2.25

**ELGIN-WALTHAM**

RAILROAD MODEL 16 - SIZE

7 JEWEL ..... \$2.75  
15 JEWEL ..... 3.50  
17 JEWEL ..... 4.00

DEPOSIT REQUIRED—BALANCE C. O. D. SAMPLE WATCHES EXTRA QUANTITY BUYERS WRITE

**BERKHOSE** 145 W 45 NYC

**Wear This FREE SUIT**

AND MAKE UP TO \$7 DAILY.

Chance to get FREE All Wool, Made-to-Measure Suit right away! Wear it! Show friends how to save up to \$10. Take orders. Make up to \$7 per suit, including Free Suit and Cash Bonus. Money-back guarantee. No limit to Free Suits given you. Fine Traveling Case and large samples FREE.

O. K. TAILORING CO., Dept. 82,  
325 S. Market St., Chicago, Ill.

**JWELED WRIST WATCHES**

**NEW LADIES' SWISS WRIST WATCH.** Attractive YELLOW GOLD Coin Color Top. Complete with Bracelet in Gift **\$2.95**

Box. In Lots of 6, Each

Samples, 50c Extra. Send for Catalog, 25% Dep., Bal. C. O. D. Quantity Users Write for Special Prices.

**PLYMOUTH JEWELRY EXCH.**  
163 Canal St., Dept. B, New York City.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# REMINGTON

PENS • PENCILS • COMBOS



JOHN F. SULLIVAN

458 Broadway, NEW YORK CITY.



### CAMEO RINGS OF DISTINCTION

Very LATEST in Ladies' and Men's Styles! Send \$2.10 for 15 Samples. We also carry a full line of CRYSTAL JEWELRY and other items for DEMONSTRATORS and ENGRAVERS. Free Catalog.

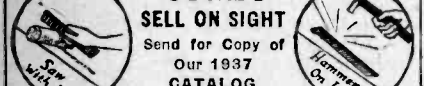
OLYMPIC BEAD & NOVELTY CO., 307 5th Avenue, New York City.

## Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

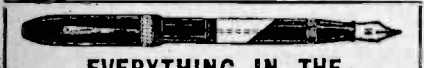
THE N-R MFG. CO., Dept. H-61, Box 353, Hamilton, Ontario.

### AMBERINE UNBREAKABLE COMBS



SELL ON SIGHT  
Send for Copy of Our 1937 CATALOG

VICTORY COMB and NOVELTY COMPANY, P. O. Box 141, Station A, Flushing, N. Y.

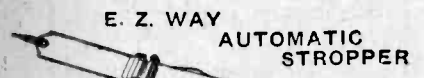


### EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.

ARGO PEN-PENCIL CO., Inc.

206 Broadway, NEW YORK CITY.



### E. Z. WAY AUTOMATIC STROPPER

W. M. MFG. COMPANY,

Sandwich, Ill.

Sample, 35c.

### AGENTS

EASTER, BIRTHDAY AND CONVALESCENT GREETING CARDS, In Boxed Assortments. Very liberal commissions. Write for particulars.

DOROTHEA ANTEL

226 West 72d Street, New York, N. Y.

### MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists,

137 E. Spring Street, Columbus, O.

### GENUINE DIAMOND RING Solid Gold Mounting

Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country. H. SPARBER & CO., 106 North 7th Street, St. Louis, Mo.

2.95

### ATTENTION

Novelty and concession men, a new seller or give away for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5c, to you 1 1/2 c each. They set on a paper easel. Sample 10c.

DAVE MARKUS

800 Blue Island Ave., Chicago, Ill.

### TRICKS, JOKES AND PUZZLES

New FREE CATALOG Fully Illustrating a number of Old and New Favorites. Send \$1.00 for Sample Line, such as Rattling Dominoes, Funny Bottle, Comic Mirror, Snow Matches, Etc., Etc. (Retail Value, \$3.00.)

FRANCO-AMERICAN NOV. CO., 1209 Broadway, New York City.

In Business Since 1910.

## 1000 BARGAINS

AGENTS UNDERSSELL STORES.

Clothing, Dry Goods, Shoes, Notions, School Supplies, Novelties, Sales Boards, Razor Blades, Sundries, Cosmetics, Perfumes, Food Products, Soaps, Carded Goods, Specialties, Etc.

Big Illustrated Catalog FREE. RELIABLE JOBBERS. Dept. 858, 930 West Roosevelt Road, Chicago.

# PITCHMEN

by BILL BAKER

(Cincinnati Office)

THE PIPES COLUMN is conducted as the Pitchman's medium, with the intention of granting an equal opportunity to all in Pitchdom.

JOHN E. JOHNSON . . . inks from Columbia, Miss., that he is anxious to see some pipes from J. Roger Williams.

MILTON F. CLEWELL . . . scribes from New York that he is wintering there after a successful season.

LEONARD ROSEN . . . after working the inauguration in Washington with umbrellas to fair biz, is now in Tampa, where he expects to stay for some time. He says Lee Adleman worked knife sharpeners in Washington during the inauguration.

WHEN A PUBLICATION permits the advertising of articles for sale in its columns and then condemns others for selling those articles there must be something vitally wrong with the organization. Recently a third-rate mag took a rap at the tripod and keister workers. On the back page of the same publication and in the same issue there appeared the advertisement of some of the items which are sold by the very persons that the mag rapped. Prominent among the ads appearing therein was the pocket telescope, long one of Pitchdom's best sellers. But to offset this were other gadgets which most persons in Pitchdom are too honest to offer for sale.

B. H. PATTEN . . . is confined in the Government Hospital, Wadsworth, Kan., where he is suffering with arthritis, which left his hands and arms so badly crippled that it is nearly impossible for him to write. He infers that he is receiving the best of care, however, and expects to leave for Tulsa, Okla., about April 1.

"STILL HERE . . . in New Orleans, holding down a good corner on St. Charles street with my tie-forms to some pretty good business," tells Joe Morris, "the foist," from the Crescent City under date of January 23. "Of course, if a fellow comes down here with the idea of making \$25 or \$30 a day he'll be disappointed. But any boy who is willing to put in three or four hours a day (without being dispersed by the cops every few minutes) and is satisfied with taking in \$5, \$6 or \$8 a day, as I do (and I'm not so hot at that), this city is a good winter spot. I'm sorry I had to disappoint my friend Beeman Yancey by not making the Florida fair, but due to the fact that things were just as good here I decided not to move. Glad to hear that Morris Davidson and Harry Weber had a wonderful Christmas. Walk into Thompson's restaurant here and you imagine you are in the throes of a novelty hustlers' convention. There are a few hundred of them here and they all seem to be in the money and playing around doing nothing. It looks as tho they are just waiting for the big week of Mardi Gras. Johnny Danuels and the missus, Snooks, are here with me. Wonder what has become of Frenchy Thibault. What are Al Rice and his partner, Red Cassidy, doing? Come on, boys, how about a little pipe?"

HUSTLER'S TIP: A good sideline for those who find it tough making the outside pitches is a line of fingernail files and accessories which make up a good-looking hand for milady. They just can't miss if they work the spots where the ladies are likely to gather and make a convincing demonstration on beautifying the hands. It's a red-hot number for any female desiring to get on the band wagon with those who are rated to be getting the kale.

"IT HAS RAINED . . . twenty-three out of the 26 days we've been here and we are practically marooned," tells Dr. Victor B. Lund, of mineral fame, from Camden, Ark. "But the sun is out again and it looks as tho Eddie St. Matthews and myself will get back into harness. We haven't made any daring scores lately, but we are managing to stay out of the breadline and leaving spots cool so that others can

work them. Herb Johnston just left us to join Chief Myers at Oklahoma City. Would like to see pipes from Salem Bedoni, Madaline Ragan, Curley Bartok, Doc Sheeks and the missus and Chief Voight and his brother. Have that good old stand-by, Harry Kintchelo, putting up my package and shooting out my mail orders. What a boy; he looks after it better than I did."

PITCHMEN'S SAYINGS: "Let me tell you all about it."—Soapy Williams.

DR. SEIFERT . . . working tonic and oil with his two little dogs as a bally, has been doing a swell business around the tobacco warehouses and the county seats on court Mondays.

BERT JORDAN . . . worked the court day at McKee, Ky., to good business. Jake Branholtz and King LaMar, who also made the affair, seemed to have done okeh, according to Bert.

GEORGE RABBITFOOT . . . is reported to be working Kentucky spots and maintaining laboratories at Somerset, Ky.

AFTER WORKING SPOTS . . . in Kentucky Jimmy Burnell, of Lexington, Ky., is sporting a new car.

GEORGE GOULD . . . wig-wags from Chattanooga that he is working a razor blade and chrome razor deal with coupons thru drug stores and is getting his share of the gelt.

Those in the business would be doing themselves and the flood victims a lot of good if they devoted five minutes of their pitch reminding their listeners of the horrors and how much good one can do by contributing to the agencies in charge of flood relief. Remember, now is the time for Pitchdom to show the nation that it is made up of good, honest, conscientious citizens.

BILLY LAUKHART . . . Dayton, O., flash, is putting out shoe-laces in quantity lots and garnering the money.

DR. L. F. ALLEN . . . working thru drug stores with his herb package, has been getting some real folding money working court Mondays, mule days and community sales in the Blue Grass State.

COLUMBIA, KY. . . is open to pitchmen on court Mondays. Reported to be v. g.

GUY WARNER . . . and the missus, Helen, are working out of Nashville.

THOSE HANDING out "bum steers" are eventually found out and are ostracized by all square shooters in the business.

DOC O. R. BRYANT . . . is working Kentucky spots with Millerhaus' Cel-ton-sa products to a swell business.

J. V. SIPEK . . . with the Cro-Pax corn med, is working a chain store in Wellston, St. Louis suburb, to a good take.

DR. CHARLES H. GRAY . . . is headed for Nashville, where he will join Dr. Ed Raggett in contemplation of making the mountain towns with the Hot Springs Crystals, working the coupon system thru stores. Doc Gray says that he and Raggett have learned that Virginia is positively closed to med, regardless of how one works.

CLARENCE MANNION . . . shoots from Louisville that the flood has suspended all pitching activities and that the boys in the distressed areas are assisting the authorities in flood relief work.

CHARLES S. GAMBLIN . . . blasts that he has seen enough of cold weather and high water and will remain in Monticello for the winter. He plans to start out in the spring with a full quota of silk hose, sharpeners and subs for the sheets. He adds that he recently heard from his brother, who is holding

## The Marvelous CACKLING HEN



200 Gross Sold in a FEW DAYS

Turn the handle and it produces a very realistic Cackling Hen sound. The effect is sensational and attracts attention. Every one a worker. Height, 5 inches. Made of strong Cardboard. Composition with beautifully lithographed colored Barnyard scenes.

Gross \$18.00

25% deposit with order

SAMPLE DOZEN \$1.75  
Parcels Post Prepaid. No Single Samples. No Catalog.

AY-WON TOY & NOVELTY CORP.  
892 Broadway New York City

## Get Set for Life! IN COUNTER CARD BUSINESS



MAKE up to \$65 Weekly

In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.

World's Products Co.  
Dept. 288-A, Spencer, Ind.

## Have a BIG-PAY STORE ROUTE



### HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog BF43. Optical Specialties  
17 N. Wabash Ave., Chicago, Ill.

### LATEST RHINESTONE BRACELET



Permanent Finish—Brilliant Stones.  
\$7.50 Dozen. Sample, 75c. No Catalog.

PHIL. FIGARSKY, 187 Canal Street, New York City.

down Akron, O., with the pens and hones.

HARRY CORRY . . . is contemplating going back to the jam pitch for part of the winter, as wrestling matches in the big cities have been postponed or called off owing to the flood. Harry has been offering part of his time and service free to assist those in benefit matches, with the proceeds going to the Red Cross and flood relief.

TRIPOD OPININGS: As hard as you may try, you cannot spend that "I used to do this stuff." In these post-depression days it's the hard cash—nothing but the hard cash—that you can cash.


BOB POSEY . . . scribbles from Hammond, La., under date of February 3: "Strawberries will be about 30 days early this year if we don't have a freeze. Berry business will be in full swing by the 15th if weather permits. Would like to see some pipes from the Michigan Peninsula and the Iron Range. Jack Curran, Carl Krueger, A. L. Richards and Al and Anna Decker, will you please come out of hiding? Will make the Mardi Gras indoors."

"STILL WORKING . . . flukem to fair results, considering the strikes, etc.," blasts B. E. (Frenchy) Thibaut from San Francisco. "Things will, no doubt, look a lot better when they get settled, however. Included

among the knights of the tripes and keister fraternity here are Tom Barrett, of razor paste note; Gene Deuman, pens; Matt Herman, ties; Dan (Tip) Halstrom, sharpeners; Joe Emery, card tricks; Eddie Gluck, tie forms, and Sam Coe, with the missus and Dick, just in from Los Angeles. Why so silent, Jimmy Miller, Joe Morris, Bob Wilson, Al Rice and Herb Johnson?"

**"JUST LANDED HERE . . .**  
after working a few spots on o. m. thru Southern Oklahoma and East Texas," inks Doc P. M. Hart from Port Arthur, Tex. "Forced to move from under the levee in Arkansas. Lumber towns in

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**M. LEVINE, Inc.**  
13 N. 18th St., Phila., Pa.

Southeast Oklahoma and the oil towns in Northeast Texas are open and there is plenty of money to be had. Will open in these parts about March 1. New show is booked solid until May."

**TRANSOM SLIM SCHINDLER** . . . tells it from St. Louis: "Came here to work magic, but the weather won't permit it. Crossed the Ohio River at Evansville, Ind., just two hours before all traffic was stopped. Met Willard Griffin, of med fame, at the Palace Hotel here. He is confined to bed and seriously ill, altho well off financially. He's receiving the best of medical care and I'm certain he would appreciate hearing from his old associates and new friends."

**A. F. JOHNSON** . . . scribes from Savannah, Ga., that he would like to see some pipes from Jack Williams.

**IMPORTANT** to those who are contemplating working Kentucky. Stay out! The flood situation has created a serious shortage of food, hotel and other accommodations. Besides, most roads are closed and restrictions are drastic. The authorities are combating expected epidemics and if you wish to stay in their good graces don't bother them now.

**CHIEF ROLLING CLOUD** . . . infos from winter quarters in Paris, Ill., that he could not work East Alton and Alton, Ill., last summer, as the reader was raised to a prohibitive figure because a preceding med aggregation left a bad taste in the towns. He says that Mr. and Mrs. Black Bear, of the show bearing that name, spent a week-end with them recently. The Bears are playing schools and theaters there to good business, he says. The chief also advises that he had a letter from Ed Eagle recently in which he states that he is doing good working the wire on the Cooper Tent Shows in Southern Missouri.

**WORKING THE COURTHOUSE** . . . lawn at a recent court day in London, Ky., were Bunny Carroll, Jack Branholtz, Fred Almany and King LaMar, with the latter having one of the best flashes seen in the Blue Grass State in many a day and obtaining plenty of coconuts.

**CODY, MECHANICAL MAN** . . . well known to Pitchdom, is reported to be operating a shooting gallery in Cynthiana, Ky.

**FRANK EARLE** . . . using razor blades to get the subs, was seen doing a lively business at Lebanon, Ky. He is driving a new car.

**MEMORIES:** The Dayton, O., Hump, when Cooper of Tanlac fame, George Wine, Bill Workman, Charley Whitman, Harry Moran, Thomas Burns, Billy Lockhart, Jimmy Lockwood, Ferdon (the Great Pizzaro), Calculator Williams, Jack Dillon, Harry and Betty Parker, Bert Glauner and the missus, Tug Wilson, Knife-Sharpener Mills, Joe Hall and Kentucky Lee collected plenty of folding dough. Those were the days.

**CYNTHIANA, KY.** . . . is reported to be open to a \$2.50 a day reader.

**B. J. STARK** . . . pipes from Springfield, Ill.: "Am working blades here to good business. Just left Peoria, which is closed to ballying a tip because some fellow didn't work clean. Would like to see some pipes from Al Rice, Frank Lager and Art Cox."

**VIRGINIA CLARK** . . . is reported to be working a perfume deal in the basement of a large department store, while Miss McNusson is demonstrating a stocking mender in a chain store in St. Louis.

**VIRGINIA PEARCE** . . . working the astrological horoscopes, shoots from Atlanta that she had a hard drive over the mountainous country and feels pretty good over the fact that she has arrived safely in the city. She advises that she is not used to those long hills and will think the trip worth while if she finds the lot spots she was told about before starting on the trip.

**BROADCASTING STATIONS** need never worry about "torch and blues singers." Pitchdom can furnish them with a good share of the talent.

**SI HART** . . . blasts this one from Bowling Green, Ky.: "Some time ago one of the boys seemed to object to what I was selling, saying

I was putting out too much for the money. Well, here's the whole story, boys. Heretofore, I was always tapped, but since I started to shoot that way I managed to buy my first used car and now I am going to trade that jalopy in on a brand new Chevy. From now on you can put me down as one who has quit clicking, as I am going to be recognized as a big financier."

**MONEY SPOTS:** In Eastern Indiana sure-fire spots are the Auburn plant; McKee-Morris and Majestic in Connersville, and the Chrysler and Hoosier Kitchen at New Castle. These spots are tried and proven and at the Chrysler come-out a live-wire has 10,000 prospects to work to.

**KING LAMAR** . . . is setting a pace for the boys working astrology and health books. King is adding a dictionary or a Bible as an extra inducement to the tips and works strictly for a dollar.

**BERT GLAUNER** . . . Detroit flash, blasts from the Motor Metropolis that the automobile factory strike is kicking up a row and making things plenty tough. He believes it will be a long time before there is any money around and advises the boys who are managing to keep the wolf away from their door to stay where they are. Bert further advises that he and the missus have been working jewelry at fairs and pens at shops and have been getting their share of the gelt. Bert concludes by saying that he would rather eat "snowballs in the North than cactus salad in the Texas country." Bert adds that he would like to read some pipes from the boys who used to make the Antlers Hotel, Dayton, O.

**MILTON (CURLEY) BARTOK** . . . writing from somewhere in Texas, shoots: "Am writing this one at 1 a.m., while Betty and baby Valerie, are in blanket bay. Haven't seen any med men and very few tripes and keister exponents in the Lone Star State recently."

**THERE HAVE BEEN** many inquiries by stores for lecturers and demonstrators. An "At Liberty" ad in the classified column of The Billboard may get you the break of a lifetime.

**SAMMY STANLEY SMITH** . . . is reported to be holding forth in Alton, Ill., and getting the folding dough with the plants.

**COUNT HARRINGTON** . . . flashes from Charlotte, N. C., that when he made court day there recently the following sheeties were in attendance: Mr. and Mrs. N. A. Reed, Bunton Lee and Clarence T. Stout. He infos that they all seemed to be enjoying good business, too.

**GEORGE SHIELDS** . . . working his health, sex and astrology literature from the platform of his house car reports business as good in the Birmingham district.

**IF YOU WILL** protect yourself, leave every spot clean. Even if you don't want to make it again, leave it that way so the other fellow won't get sore and close a spot for you.

**FRANCIS KEY** . . . of Carthage, Tenn., who formerly worked the jam pitch, is reported to be going strong with salesboards in Kentucky and Tennessee.

**BOB AND BETTY CHAMBERS** . . . are working med in Nashville. The pair recently went in for med on their own hook after a successful season entertaining on Red Feather's emporium. They were at one time rated as top-notchers in a musical act in vaudeville.

**WILBUR** . . . and his ant-bear are reported to be getting the folding dough working spots in the Blue Grass State with his med package.

**THE FELLOW** who says he doesn't care about the others that follow is usually the one who laments the loudest when he runs into a closed spot.

**CHIEF HIPPIKIO** . . . is reported to be working Springfield, Tenn. The chief is said to be the oldest Indian medicine man in Pitchdom. As the story goes, he is reputed to be 104 years old and is one of the strongest bally artists in the realm of Pitchdom. He displays tomahawks, bows and arrows, arrowheads and a tepee to attract the crowds. He carries his son with him and they both do the lecturing and collecting.

### Pitchdom Five Years Ago

The boys were ganging up in Atlanta, and Napple, the Newsie, was finding it difficult to keep enough *Billboards* on hand to supply all the new faces which were putting in appearance at his stand. . . . Joe Glaserman had just opened his second pitch store on Sixth avenue, New York. . . . Al Burdick, the Rover, was getting his share of the gelt in East Waco, Tex. . . . Despite unfavorable weather conditions, Earle B. Wilson was finding things forte in Columbus, O. . . . Mary A. Ragan, of the famous pitchwomen twins, returned to her home in Coney Island, N. Y., for a much-needed rest preparatory to opening her spring and summer campaigns. . . . Business was terrible for Doc George M. Reed in Barberton, O. . . . Tom Dalton, brother of the irrepressible Pat, was in Cincinnati casting about for a good location. . . . Included in the lineup of pitchmen at the pitch emporium presided over by Cal Hicks and Prince Nanzeta in Kansas City, Mo., were Fred Deal, Dr. F. Street, Dr. Ray Phillips, Dr. Jud Bosworth, Bargain Bill Trevere, Jack Denton, Dr. Cohen, Bert DeGoff, Harry Bay, Dr. Arthur Pyle and Mrs. Nanzeta. . . . After running a Nutro Medicine Company for three years in South Dakota with good success, Doc Barry closed it and was vacationing in Milwaukee with his son-in-law and daughter, Mr. and Mrs. Everel Kyle. . . . Contingent of papermen at Austin, Tex., included A. Dell and the missus, Clim McNeal and the missus, P. C. Reynolds, Dave Gibson, Doc Crosby, Kid Jacobs and the missus, Old Man Tyler, Fred Levedge and William Holmans. . . . Tom Swales returned to Newport, Ky., after looking over the situation in New York and then immediately hied himself off to Pittsburgh. . . . Doc Kries was doing an exceptionally good business in Mangola, Pa. . . . Joe Clark, candy and pen wiz, was hibernating in Miami. . . . Harold Woods and Billy Blackhawk were operating pitch stores in Hartford, Conn. . . . Sergeant Poulos was seriously considering opening a palace of health store on the boardwalk, Atlantic City, for the summer season. . . . Joe Samuels, of Detroit, was doing okeh with a swell flat joint in Los Angeles. . . . That's all.

**DR. CARL GRAY** . . . is working crystals in and around Lexington, Ky., to a good take.

**GET THE MULTITUDES** to pull with you instead of against you. Public opinion will make or break any game; so it's up to you to leave them satisfied.

**CHICK AND DOROTHEA TOWNSEND** . . . are clicking with the horoscopes, working a doorway in San Antonio. McCarty is with them.

**DOC HARRY MURRAY** . . . fogs thru from New York: "Have been with the Argyle Laboratories here for the last three years. The spot is operated by H. MacFowell, an old trouper, who really knows what it's all about. Have been working the Huen foot remedies and Sphinx herb tea. Will probably be in Baltimore when this reaches print."

**CAL HICKS** . . . says it from Tulsa, Okla.: "Have been working a store here which I believe is the best spot in town. Jack Finch is working just across the street. Larry Nolan passed thru here on his way to Kansas City recently. Pete Thomas and E. Joe Kane are wintering in Enid, Okla., which, incidentally, is my next stop. After that it'll be Dallas. Would like to see some pipes from Chief Franklin Streets, Vic Lund and Eddie St. Matthews. You boys going into Kansas had better keep a sharp lookout for the \$50 county reader. They are enforcing it."

**SUCCESS CARRIES** responsibility. It is the one reason for successful pitchmen.

**RICTON** . . . "Barnum of the sticks," pens from Surrency, Ga., that the organization has been enjoying swell business in that territory. Ricton also advises that The Great Morris, magician, who was with the unit for more than a year, left the show at Surrency. "We all liked him and are sorry to see him go," he adds.

**L. G. SIEBRECHT** . . . and the missus ink from San Antonio that they are anxious to see pipes from Chief Red Feather (Parker).

**SUCCESS** is a habit. Get the habit.

# Out in the Open



by Roger Littleford Jr.

## Performer Problem . . .

ON SEVERAL occasions within the past week well-known steady-working outdoor acts have urged, even pleaded, that we devote part of this column to a discussion of an evil confronting performers at this time of the year—the danger of signing trick and inequitable contracts. Such requests are not new to *The Billboard*—they come with regularity every winter, and from all appearances will continue to come until the actor, not the employer, outgrows a childish and unbusinesslike attitude.

The fact remains that a sad condition does exist, has for many years, and evidently not a lot is being done about it. That *The Billboard*, and the outdoor departments in particular, have championed the artist is beyond question; countless times we have gone to bat for the "poor performer" by taking the employer to task, and it is a matter of record that time and again we have published the solution to the problem as we see it.

It's been the same old story year after year—and 1937 has been no exception. It is about time, however, for the performer to snap out of his walling lethargy and to devote time and energy (it does not take an awfully lot of either) toward protecting himself from becoming hopelessly tangled in a one-sided contract that will be of little aid to him in case of an emergency later in the season.

This year has all the earmarks of being a mighty good one for outdoor show biz, and newcomers to the talent booking field are popping up like mushrooms on a warm spring morning. Unfortunately many of the newcomers are unqualified, financially and morally, to properly conduct a booking business and everyone knows it—everyone except the performer.

As we have advised on many occasions, joining the American Federation of Actors presents one solution to the performers' problem, a solution that many are taking advantage of; consulting a member of the bar or even one of the many business-men fans of show biz before signing contracts are others. But as far as this corner is concerned we are becoming tired of listening to cry-baby actors who tearfully claim they are being unjustly treated—it's about time they took advantage of the advice already given.

## Thru the Mail . . .

TEX SHERMAN, circus and rodeo press impresario, writes from Hollywood, where he is spending the winter, that 1937 will probably see him back with a big-time sawdust show.—Col. Tim McCoy, cowboy star with the Ringling-Barnum Wild West concert, is having his troubles out Hollywood way. The Colonel, who contracted with an independent producer to make eight pictures between circus seasons, has been notified that insufficient capital will make it impossible for the company to go ahead with the series. Settlement will probably end in the courts. McCoy in the meantime will miss a lot of profitable personal-appearance dates.

E. E. Frelburger sends us a tear sheet of a two-column story on Merle Evans that recently appeared in *The Kansas City Star*. Piece, dealing with Merle's annual winter sojourn at his home in near-by Columbus, Kan., reveals how the Ringling-Barnum band leader is looked upon as the "home town boy who made good."—Hugh Grant Rowell, M. D., a loyal and well-informed circus fan if ever there was one, infos that he has been very busy this winter at New York's Columbia Teachers' College but hopes he can find time to get back into the

swing of things in a couple of weeks. Dr. Rowell, who has studied the circus, as well as medics, certainly can put intelligent comment down on paper.

## Seen on the Square This Week

ELWOOD A. HUGHES, managing director of the Canadian National Exhibition; Patty Conklin, director of the CNE midway, and George A. Hamid, who furnishes the grand-stand shows at the same event, busily making plans for the 1937 stanza.—Jack Rosenthal, of Pailsades (N. J.) Amusement Park, and Maurice Piesen, Coney Island game manufacturer, entering the Bond Building. Jack and Pete, with George Hamid, are co-operators of the new Lake Placid Bob-sled ride set for Pailsades Park this summer.—Frank Miller, of circus privilege fame, back from Florida and giving the lowdown on the Eddie Arlington-Frank Hatch-Hagenbeck-Wallace deal.—Ted Levitt, son of that oldtimer, Vic Levitt, renewing carnival acquaintances in *The Billboard* lobby. Ted, who has been confining his activities to the Pacific Coast in recent years, will take a missus home to Seattle in a couple of weeks.

Matthew J. Riley, dapper as ever, cutting up jackpots with the Foltis-Fischer gang at 43d and Broadway. Matt, late of the Strates Shows, is general agent for the Endy Bros.' contingent this year.—Art Lewis, head of the carnival bearing his name, slushing thru the snow and wishing he were back in Miami. Art, in a thoughtful frame of mind, opines: "What this business needs more than anything is a funhouse that we can gilly. I wonder why a ride manufacturer hasn't come out with one." (Spillman did eight or nine years ago, but it proved too heavy).—William Glick telling the boys at 43d and Broadway about plans for his all-motorized show to play Eastern territory this year.

Max Linderman, operator of World of Mirth Shows, making arrangements for a hurried trip to Tampa and Miami. Max, a grand guy who usually keeps his thoughts in that canny head of his, broke down last week and admitted that after attending several fair meetings the 1937 horizon looks brighter than ever.

## Ex-Film Star Still Unsigned

CINCINNATI, Feb. 6.—The report that Juanita Hansen, ex-film star, has been signed by J. Doug Morgan and Neal Helvey as a feature of their tent repertoire show for 1937 was apparently premature. Betty-John, side-show operator, has also been negotiating with Miss Hansen; in fact, accepted her terms by letter, but up to yesterday had received no reply from her. To find out with whom Miss Hansen had signed, *The Billboard* today sent a telegram to her in Los Angeles asking if she had booked with Morgan and Helvey or Betty-John, and she replied: "Negotiating with Betty-John. Expect to sign contract this coming week for tour of 1937."

Betty-John's Side Show will be with Ed Groves' Shows the coming season, and it is Betty-John's aim to have Miss Hansen present therein a lecture on the evils of narcotics. This will be the first time in several years that Betty-John will not be with the F. M. Sutton Shows.

## Bantly Shows

REYNOLDSVILLE, Pa., Feb. 6.—Altho work here at quarters has been well under way since the holidays, additional men are being hired so as to speed up. An Octopus ride has been ordered. Feature shows have been lined up with original panel fronts and tops. Preparations are being made to open under the management of Mr. and Mrs. Herman Bantly. Harry Copping will be general business manager. He is the father of Mrs. Bantly and a pioneer in show business, having been the sole owner and manager of the Harry Copping Shows for 30 years. Bert Rosenberger, who was general agent last year, is again in the same capacity. Everyone predicts a banner year. Reported by William S. Whitmore.

## MIAMI

(Continued from page 53)  
Dee Lang Shows, accompanied by their daughter, are visitors. . . . Sam Prell, of De Luxe Shows, is here for a short stay. . . . Eddie Madigan will be with Max Goodman Shows. . . . Robert R. Kline, the agent, was at Funland for a short visit. . . . Barney Smuckler, of the Royal Palm Shows, was also a visitor. . . . P. J. Mundy spent some time here. He and Mrs. Mundy will tour America. . . . Carload of Octopuses

(riding devices), three of them, arrived. One was billed to Endy Bros. . . . Secretary Rogers, of the Art Lewis Shows, who has been operating the Ride-O here for Art, has been loaned to Mrs. Bennie Krause. Rogers will take the place vacated by George F. Dorman, secretary of the Krause Shows.

## COREY GREATER

(Continued from page 53)

Richmond, Va. Mr. and Mrs. Robert W. Hetherson, of crazy house note, are at Sarasota, Fla. Leroy Krause and George S. Lukens, formerly of the shows, are at Lansdale, Pa. Both are in other lines of endeavor, Krause in the park and beach line and Lukens in the shoe business. Jack Hayes, concessioner, has a crew working on photo enlargements in this territory. Joe Rae has opened a shooting gallery in Franklin Borough here. Manager E. S. Corey has contracted to open April 22. Curley Meyers, manager of the Circle J Ranch Show, is showing halls and moving picture houses in Pennsylvania and West Virginia. Dominic Corsello, of Cleveland, has booked his four concessions. Mr. and Mrs. Hirman Beall, concessioners, are wintering at their home in Cleveland. Reported by E. S. Corey.

## Happy Days Shows

MONTGOMERY, Ala., Feb. 6.—Work moving along nicely. George Kelly, Ernest Wilson, Clyde Barrick, Joe Krestin and Sam Kravitz have joined the show's promotional staff. Mr. and Mrs. Bert Melville have signed for the Hawaiian and Girls Revue. Lee Cresson, owner Lee Amusement Company, of this city, drops into quarters almost daily. George Spaulding will arrive soon, as will Paul Reynolds, wheel foreman.

Page's Band will arrive next week and play theaters until the opening. Fred Reckless, free act, is in Florida. Assistant Manager Floyd R. Heth and A. H. Fine, general agent, left for fair meetings.

Mr. and Mrs. Eddie Lipman, of Endy Bros.' Shows, were welcome visitors. Mrs. T. L. Dedrick is regaining her health here by treatments of Dr. Branch, bone specialist. Louis E. Heth writes from Miami, Fla., that he will arrive soon to work on the new bingo. Re-painting and painting all rides, building three new fronts and three new closed-in ticket boxes. Joe Sorensen and wife stopped in on their way to Mobile, Ala. Mrs. Albert Heth is in Janesville, Wis., after attending the funeral of her brother-in-law, Fred Broege. Two new Dodge semi-trucks added to the show here making a total of six. Show is building a new office trailer. Reported by T. L. Dedrick.

## L. J. Heth Shows

NORTH BIRMINGHAM, Ala., Feb. 6.—June weather in January has done wonders in speeding up work; things are going full blast in every department. Manager L. J. Heth is busy supervising the building of some new fronts and cages for the animal show. The fronts that are under construction are being built with Niceloid on the panels and will have floodlight thrown against them, which will furnish a new lighting effect. L. A. Renfro, who is manager of the writer's concessions, has arrived and is building all new frames. Heth, while in St. Louis, placed an order with the Fulton Bag and Cotton Mills Company for five new green tops and a new green front canopy. This will make most of the midway green. Mr. and Mrs. Fred Christ, who were on their way to Florida, stopped for a visit. Floyd R. Heth was also a visitor. Ray Daley has contracted his side show. Bushong will again have the cookhouse. Reported by Joe J. Fontana.

## Marks Shows

RICHMOND, Va., Feb. 6.—Prominents in the carnival field and in fairdom were recent visitors. Charles B. Ralston, secretary-treasurer Virginia Association of Fairs; C. S. Parnell, of the Tazewell Fair; Frank West, of West Shows; James Strates, of Strates Shows; Jack Lyles

and William B. Brees looked over the shows' quarters. Booking has been under Marks' supervision, assisted by Jimmy Raftery, guardian of the exchequer.

Art Eldridge and Bert Britt are constructing the fronts and the overhauling and rebuilding several trailers. All the trailers will be enlarged and a complete new transformer wagon is being built. The first of the shipment of animals bought for the trained wild animal show will be delivered next week, consisting of a group of working lions and a group of pumas, partly trained. Eldridge will finish their schooling. James S. Laird is in Florida. Mr. and Mrs. W. R. Powers are at Fort McCoy, Fla. George Welsh and Eddie LeMay are enjoying life. Al and Mrs. Wallace are in Los Angeles. Happy and Mickey Hawkins visited home-folks in Martinsburg, W. Va.

Jack and Mrs. Chisholm deserted the carnival rendezvous of Al Huband's service station and are producing bingo parties for organizations in Carolina cities. Jimmy and Mrs. Agnes Murphy, with Mike and George, are playing school-houses under auspices. Mrs. Marks is slowly recovering from an attack of la grippe. Her father, T. A. Ricci, is also considerably improved in health and is a frequent visitor. Reported by Carleton Collins.

## Tinsley Shows

GREENVILLE, S. C., Feb. 6.—All paraphernalia stored at Toccoa, Ga., was transferred this week to headquarters and immediately put in the shops for overhauling and painting. Outfits already here were completed and stored away the past week-end, with Bennie Wells, scenic artist, picking up odds and ends.

Carl Mills, teacher of string and reed instruments, contracted last week to place a Hillbille Revue, an eight-people unit featuring a jug band. He plays 21 different instruments. Front for same already completed.

Meyer Shapiro busily engaged in assembling Mystery and Side Show. Will feature Houdini escapes and illusions. With him now Prince Sagard, Walter Woods and Jack Hendricks.

Harry Ramish, of Smith's Great Atlantic Shows, visited. Charles Sutton and wife came over from Spartanburg. Bill Alken advises he will be with it. Bobby Kork, of unknown sex family, one of first to book. Roy Jones, ahead of Lauther Museum, is visiting the staff. Homer Ayers called to see Manager Tinsley. When season opens Artist Wells will take over office-operated girl revue. Reported by R. F. McLendon.

## Big State Shows

HOUSTON, Tex., Feb. 6.—Another truck has been added to transportation equipment. Jesse Wrigley, manager, and William Derrmin, superintendent concessions, scouting for territory. Secretary-Treasurer Louis Bright, at St. Petersburg, Fla., will join Roy Gray at Dallas fair meeting. Captain Hart, lion tamer, due to leave hospital soon. Mr. and Mrs. Bob Young spent week with parents. The Grays, Mrs. Jesse Wrigley and the Youngs were guests of Skinny Dawson, press agent captive whale show, parked near depot. Showfolk with J. Frank Walters Circus; the Flying Valentines and Manager Engesser, of the Shell Bros.' Circus, visited. People of Monroe-Hopkins Company guests. Toby McFarland booked his concessions and rides at Galveston Beach for summer. Martin Rosell is painting and repairing his rides. Madam Odus has addition to the family, a toy bulldog. The Firestones, museum owners, dropped in on their way to make ready their side show for the Ft. Worth stock show. Reported by Doc Waddell.

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# Notes From the Crossroads

By NAT GREEN

Now that practically all of the winter fair meetings are past, carnival owners can buckle down to the task of getting their organizations in shape for the new season. The larger shows, and many of the smaller ones, have much of their fair time booked and only the earlier still dates to fill. Reports from the field indicate a very optimistic attitude toward the coming season. Following the trend of the times, most shows are endeavoring to obtain new and novel attractions. The lean years thru which they have passed naturally blocked the progressive spirit that was evident a decade ago. A few shows whose ample backing allowed them to expand kept pace with progress and are now in a position to reap the rewards of their progressiveness. Some others whose owners were not particular as to ethics used the depression as an excuse to fall back into devious ways rather than to attempt to give the public better attractions. These will find it increasingly difficult to obtain the better bookings. We believe most of the shows realize this and will strive to conduct their business strictly on the up and up rather than take what they once may have considered the "easier way." There will be ample opportunities for the progressives!

Mabel Stark, noted animal trainer, is starting work on a new picture, *Circus Queen*. Mabel's book, *Hold That Tiger*, will be off the press this week and should make interesting reading. Arthur Wirtz, manager of the Chicago Stadium, has been conferring in New York with interests that figure on stag-

ing attractions in the Stadium this season. . . . And from what we can learn the big building will see a lot of white top activity. . . . Cliff ("I can't tell you") McDougall, dynamic publicity man of the circus and the movies, has been doing a lot of flying about the country with Lee Tracy, screen star. . . . February 1 was Cliff's 13th wedding anniversary and he celebrated by wiring his wife, Maude, in Los Angeles a substantial check along with husbandly greetings. . . . Al Martin, veteran Tom and circus man, can be seen 'most any day around the "connection" near the Magic Carpet. . . . Eddie Allen, "bull" man with Cole Bros.' Circus, just out of St. Luke's Hospital, where he spent a week under observation. . . . Klara Knecht leaving soon for Al G. Barnes winter quarters. . . . Klara will do publicity work for the show, specializing in radio talks. . . . Frank (Doc) Stuart, Oklahoma City billposting magnate and former circus p. a., just had to hop a plane and come to Chi to mingle with the boys. . . . "I can stand it just so long to be away from 'em," he says. . . . Incidentally, he rounded up some poster-board contracts while in town. . . . Billy Blendo, of Central Printing Company, made his initial appearance on the Magic Carpet the other day. . . . Billy has a wide acquaintance among show people and stands ace high with 'em.

The weighty cares of a big carnival owner seem to rest lightly upon the shoulders of Max Goodman. He was in a happy mood when he stopped here on his return from the Montana fair meeting and highly optimistic over his new venture. . . . Manson Reichert, wealthy retired contractor and ardent circus fan, has been entertaining his cows in the parlor of his beautiful home at Evansville because the flood drove them from the barns, according to reports received here. . . . Klara Knecht, also from Evansville, has her entire family here as flood refugees. . . . Clyde Beatty, noted animal trainer, and his wife, Harriett, in town getting outfitted for the summer season. . . . Clyde plans to turn loose some surprises when the Cole show opens in New York. . . .

Ralph Clawson after a hasty business trip to Chi left for the Shrine circus at Detroit. . . . Bertie Hodgini, bare-back rider, is rehearsing a flying act.

## Barfield's Shows

*Cocoa, Fla. Week ended January 30. Auspices, Indian River Orange Jubilee. Weather, fair and warm. Location, streets and city park. Business, excellent.*

Show was up and ready Monday night. Long before opening time a large crowd was on the midway. Business improved each night, and Friday and Saturday nights the rides were taxed to capacity. Concessions did well. Many old friends were out to greet Manager C. E. Barfield and Mrs. Pearl Barfield, because it was their third consecutive time to play this festival. Visitors were Mr. and Mrs. John Davis, Royal Palm Shows; Mr. and Mrs. Eric B. Hyde, Lucky Strike Shows; Mr. and Mrs. Art Lewis, Art Lewis Shows; Mike Gorman, Starr DeBelle, Bellevue and sons and Neal Krama. Mr. and Mrs. Frank Bizzell were visited by their daughter, Mrs. Goddard, and children.

Rides: Merry-Go-Round, Slats Erwin, foreman; Eddie Riding, second man. Whip, Eddie Karsch, foreman. Ferris Wheel, Charles Allen, foreman; Charlie Freeman, second man. Loop-o-Plane, C. T. LeVann, Kiddie Ride, Guy White. Chair-o-Plane, William Lloyd, operator. Concessions: Mrs. Peggy Burke, Bumper; George Burke, Hoop-La; Mrs. Eva Bizzell, ball game; Frank Bizzell, photo gallery, with Alexandria Franklin doing the tinting; H. O. Edgar, bingo; Ollie Bradley, pop corn; Pete Smith, fishpond; O. Larson, cookhouse; Fritzi Behrens, cigaret gallery; Gertrude Rhodes, penny pitch; Ted Townsend, Mickey Mouse game, and Ben Chappell, bowling alley. Captain Ted Townsend, young net high diver, free attraction. Office staff: C. E. Barfield, general manager; Mrs. C. E. Barfield, secretary and treasurer; Frank Starkey, banners and publicity; Slim McLaughlin, superintendent of rides and electrician; Kirk Davies, painter; the writer, office and assistant to the man-

ager. Mrs. Barfield entered her black Manchester terrier, Blackie Royale, in the dog show and it won first ribbon in its class. Barfield returned from a booking trip. K. W. FRANKLIN.

## Los Angeles

LOS ANGELES, Feb. 6.—Battle for opening spots among the many carnival general agents on the Pacific Coast is now on. Archie Clarke, accompanied by the missus, returned from Gilman Hot Springs.

Golden State Shows, according to Joe Krug and Max Harry Bernard, are ready for the road.

Orville Crafts has his shows in condition and everything is in readiness for the opening.

C. L. Langley, of Ocean Park, is getting set for another walk-a-show. Harry Phillips will be associated with him.

Harry E. Wooding has five of his pony string working the Million-Dollar Theater with Singer's Midgets Show.

P. W. Richmond and U. G. Harris left for Arizona, where they will open with the Arky Risner Shows.

First publicity for the opening of the Traditions of the Old West, Inc., has been launched by Harry Fink, president. Pageants and rodeo are to be featured with opening at San Fernando, Calif.

Will J. Richards, manager of the Los Angeles Zoo, reported a good week-end business. Melvin Kooztz is alternately working Jackie and King, movie lions. Olga Celeste is breaking in new leopards, while Captain Frank Phillips and his lion group are introducing several new tricks. Joe Metcalfe and Anna Veldt are presenting the elephant Anna May in a new posing act, and Fritz Brunner is handling the horned chimpanzees.

Al Fisher, general agent for Clark's Greater Shows, has been spending much time in this city.

Charles Greiner will be with one of the Western carnivals this season.

Sam Brown has closed his Broadway spot and is getting set to again join Clark's Greater Shows. Frank Redmond will also be with this organization.

Charley Sodderberg, high diver, is reported to be slowly recovering from a recent injury.

Frank C. Foley is confined in the Southern Methodist Hospital for observation and treatment.

Leo Singer, who is personally handling Singer's Midgets Show, reported good business at the Million-Dollar Theater. Charley Baker is still with the organization.

Lucky Ball is in the cast of Ballyhoo, a picture being done at the 20th Century-Fox studios.

Bert Francis has been named manager of the No. 2 Monte Young Shows.

Cal Lipps has again set up his flea circus on Ocean Park Pier. R. E. Moyer is getting a new setup ready.

Mike McAndrews and Bill Lewellyn are readying a new magic show.

Jack York will make Dallas or Great Lakes Exposition. Charley Tobin is improving at the General Hospital here.

## Royal Palm Shows

*Fort Pierce, Fla. Week ending January 30. St. Lucie County Fair. Weather, warm and some rain. Business, fair.*

With perfect weather prevailing opened Monday night, one day ahead of the schedule. Although business was not big, it was profitable. Tuesday night midway was packed and every attraction registered a good business. The show made a nice appearance. Manager Smuckler is presenting the strongest back-end midway to be shown here in some years. The outstanding feature is the office-operated Hippodrome, featuring Jack Hoxie and Dixie Starr and Mabel Mack and her trained mules, dogs and horses. Etta Louise Blake's Rhythm Girls with new wardrobe and a clever performance is in the top money class. Buttons' Monkey Town keeps clicking. Cash Miller's Side Show offers a strong lineup of freaks and working acts. Kitty Docen's Art Revue is doing a nice business. Pete Pullman, cookhouse operator, left to organize his own show. Agent Robert R. Kline is off on a booking trip. Marie K. Smuckler is always the busiest person on the lot.

Visitors: Mr. and Mrs. Rubin Gruberg, Nathan Eagle, Mr. and Mrs. Eagle, John D. Sheesley Jr., Mr. and Mrs. Harry W. Hennies. BERTHA KLINE.

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Can Place Immediately  
HIGH-CLASS FREAKS — ODDITIES — ALL KINDS EXTRA FEATURE ATTRACTIONS  
For Our Engagement at the Big Event,  
GROTTO SHRINE CIRCUS, CLEVELAND, O.,  
February 15—TWO WEEKS—February 27.

Write or wire  
MORRIS MILLER, Manager,  
European Congress of Freak-Oddities,  
This Week, 1418 So. Calhoun St., Fort Wayne, Ind.  
Cleveland, O., To Follow.

NOTE—This is the Largest Traveling Museum Now on Tour.

## SIDESHOW ACTS WANTED

For Side Show on One of F. E. Gooding Major Units, Opening About April 19.

Freaks, Acts, Curiosities and Illusions  
One good Freak or Act to feature. Inside Lecturer who can do act and make openings on half and half. Those who know us write. Capt. Harry Vane, Anne Bryan; Leonard Tracy, sword swallower; Jessie Franks, bag puncher, and others who formerly worked with Jerry-Ann write. Good treatment assured. No drunkards wanted.

WELLER & FINCHER  
Care S. E. Weller, 205 Alfred St., Detroit, Mich.

## RAY DALEY

SEASON 1937.  
Can Use a Few More Outstanding Side-Show Attractions.  
Show opens in Birmingham, Ala., First Week in March. Address  
RAY DALEY,  
L. J. Heth Shows, North Birmingham, Ala.

## Museums

Address Communications to Cincinnati Office

### Kortes' Traveling

SALT LAKE CITY, Feb. 6.—Show closed here after four weeks of good business and opened in Spokane, Wash., January 29 for a three weeks' stay. Joe and Sweed, mechanics and truck drivers, reported that the trucks were equipped with chains and snow shovels, ready for snow and zero weather. Billie and Sammie Casle, the big snake and Roxie, the police dog, boarded a train with Mahoney; the rest of the performers and working boys were transported in warm cars to Spokane. New acts arrived from California: King, the magician, and Doris and Thelma, the albino twins. Professor Salisbury furnishes the music for the acts. State Commissioner George McMaster and G. M. Sliner, the zoo keeper, both of Salt Lake City, spent many hours with oddtimers while the museum was here. Billie Ellis is lecturing. Dr. Ben Pardo is taking a vacation.

Jockey Day, advance man and billposter, is two weeks ahead of the show. Reported by T. C. Harris.

### White & Bryan Odditorium

NEW ORLEANS, La., Feb. 6.—Closing three days to make renovations and readjustments, the White & Bryan Odditorium has shifted from freak attractions to working acts. Good weather turned the tide for the troupe and the new seven-act setup is clicking. George White is the talker. Headlining are the Bounding Dells, in tumbling and rough-house, and Andy Calino, chimpanzee. Others are Tom, Dick and Harry, musical trio; Lou-Louette, half and half; Blade Box presented by Riley Bryan, with Elda Hox inside; Al Chollet, performing dogs, Laddle and Dinkey, only hold-overs from recent animal and freak show; Georgia Wagner and Ellen Clay, dance team; Lavelda and Freda, mechanical man and contortionist; Mrs. Riley Bryan as added attraction with electrical performance and tickets; Doc Ring, inside; Al Price, art, and Isalith Dickson, porter and handy man.

### Jimmy's

NEW ORLEANS, La., Feb. 6.—Jimmy's Museum opened this week to give this city three indoor freak and museum shows for the Mardi Gras period. Show headlines Joe, Elephant Face Boy, and includes Princess Yucimla, human corkscrew; Dixon, Lon Chaney's double; Singelee, asbestos boy; Congo, torture man, and Ray-Raylette, half and half. George Tripp is on the door and Caroline Ross is inside lecturer.

### Stevens Odditorium

NEW ORLEANS, La., Feb. 6.—Going into second month, the Stevens Odditorium reports continued fair business. Lineup: Bly, rice writer; Bertha and Slim, fat woman and skinny man; Larry Johnson, sword swallower; blade box, and Budah, mentalist.

## WANTED

Feature Freak. At least forty-week season on exhibition train. Have unique spot and top money for a real feature. Must be outstanding and pleasing. For a real novelty of feature caliber this will be biggest money in show world. Send pictures and details.

## RUSS QUAINANCE

DRISKILL HOTEL

AUSTIN, TEXAS

## SIDE SHOW ACTS

WANT ONE OR TWO MIDGETS.

Must be small. Send photo and correct weight and height.  
CAN USE Pop Eye or any strong Museum and Side-Show Feature. Would like Johnny Leal to wire me.  
Will be here till February 28.

PETER KORTES

418 West Riverside,

Spokane, Wash.



# Hartmann's Broadcast

**L**EAVE it to showfolk to respond in time of need! When the call for help was sounded as the worst flood in the history of the Ohio and Mississippi valleys made its appearance many were right in the front ranks giving every assistance within their power. Where they were in the flood districts or close by they worked untiringly aiding refugees. In some cases drawing into use their own show equipment such as railroad cars, trucks, trailers, etc. Donations of money, clothing, bedding, etc., they also made. Others scattered thruout the country donated generously to the Red Cross and other relief agencies, either individually or in groups.

Its duty ended, the combined circus-Pullman train which was sent into emergency service in the flood zone is now out of service. Its log, written by Capt. Fred C. Goyer, Indiana National Guard, showed it served seven bed patients and 89 out-patients, and was the base for 729 inoculations, mostly in Louisville. In addition, its staff of doctors and nurses made more than 300 visits to Louisville homes and refugee centers.

The entire passenger train and light plant of the Cole Bros.-Clyde Beatty Circus were sent to Indianapolis from Rochester, Ind., by Jess Adkins and Zack Terrell. Only baggage cars and diners could be used, because of the absence of heating facilities on the other cars.

The train went to Jeffersonville, Ind., but when it was not needed there it was sent to New Albany. Hospital facilities there also were sufficient, so the train was taken to Louisville, where it became part of the city's emergency medical organization.

The train was sent back to Indianapolis last Saturday to transport a last movement of 154 refugees from New Albany and Jeffersonville.

**A** CLIPPING from *The Charleston* (W. Va.) *Gazette* of January 26, in referring to a variety of bills received by the House and Senate the day before, says that one of these measures would place "an almost prohibitive license on circuses, carnivals and other transient shows."

There is nothing "almost" about it. A \$1,000 tax "on each performance of circuses and public shows," as the bill calls for, would be absolutely prohibitive. If the measure is intended to raise funds it defeats its own purpose, as no transient show would undertake to pay such an outrageous license as called for in the measure which was proposed by Delegate Sydenstricker, Democrat, of Greenbrier.

So far as I know, nothing is said in the bill about permanently located amusements. Could it be that the purveyors of these "have a finger in the pie"?

**T**HE PHONEY promoter of rodeos will find himself "out in the cold" in Oklahoma if a bill introduced in the

Senate at Oklahoma City by James A. Rinehart, senator from the El Reno district, becomes a law. This news should be welcomed by contestants, many of whom have suffered at the hands of would-be promoters in years gone by.

Senator Rinehart, as one would naturally assume, is one of the many men in the El Reno section who are interested in Wild West sports and who champion the cause of the contestant.

Among those who aided him in bringing about the bill, known as Senate Bill No. 66, were Eddie Curtis, a rodeo contestant, and Charles H. Tompkins, a rodeo director. Mr. Tompkins is an old-timer in the Wild West, and rodeo business and has always been strong for a fair deal for the performer and contestant.

The provisions of the bill are thoroly explained in The Corral section of this issue. The measure, if adopted, should go a long way toward putting the rodeo business on a higher plane. Nothing would please the contestants and straightforward rodeo promoters more than to see this movement spread to other States.

**T**HERE is agitation in the State Legislature in Texas for the Child Labor Amendment, which has come to the fore in recent weeks, due mainly to a statement of President Roosevelt urging States to complete the adoption of the amendment so that it may become a part of the national constitution.

Feeling that the amendment would be injurious to juvenile performers of the stage and outdoor show world, A. Morton Smith corresponded as city editor of *The Register*, Gainesville, with both the member of the House and the member of the Senate from his district on the matter. In answer to Mr. Smith's letter Senator Olan R. Van Zandt asked for Smith's study of the subject, and in reply Smith cited a specific incident, which all American showfolk should appreciate.

"As a sideline to my newspaper work," Smith wrote, "I write circus stories for newspapers and magazines and have become acquainted with all the principal circus performers, managers and executives, and I find that child labor laws have already practically annihilated the circus art in America, and the ranks of performers are filled with people of every foreign country known."

"I have a young friend, Manuel King, 12 years old, of Brownsville, Tex. His father is an importer of wild animals, and the lad has an animal act, working 12 lions in a steel arena. He has been featured in a movie serial with Clyde Beatty and has appeared at the State Fair in Dallas, in Atlantic City on the Steel Pier and at other exhibitions."

"The lad is an honor student at a Brownsville school, a leader in football, baseball and other athletics, 100 per cent healthy and one of the most attractive boys you ever saw."

"But—several circuses are willing to pay him thousands of dollars annually to appear with them and the child labor laws prevent it. These circuses appear in nearly every State, so the boy would be unable to work in quite a few of the States visited, and thus his act would be worthless."

"Manuel King is an artist. He should have the same opportunity to make the best of his art as does Shirley Temple in the movies. The same is true in every other branch of the circus industry. Great circus artists can be trained only from babyhood. America once excelled in practically every branch of the circus art. Today it excels in none."

"This is, I know, but a small phase of the Child Labor proposition. But it is one that I have come in direct contact with, and as a circus lover and as an American citizen whose forefathers signed the Declaration of Independence of the United States, I think an amendment which would deprive artists of the opportunity to develop and would rob America of its just place in the show world as well as in other industries is despicable, uncalled for and unjust."

"I appreciate very much the fact that Cooke County's representative, Dr. C. L. Stocks, is opposed to the amendment and advises me he so expects to vote."

**Lauther's Traveling**  
SAVANNAH, Ga., Feb. 6.—Another score for Carl J. Lauther when he opened his exhibition in this staid city. It was the first store show allowed here in 12 years and the American Legion Drum and Bugle Corps, which sponsored the

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High-class Shows. Will supply complete outfits to capable and reliable showmen that have worth-while attractions. Will also furnish entry to Canada and return of equipment. Show opens here at Halifax May 20, closing October 3. Have circuit of Provincial and County Fairs, starting August 16. Address all mail to  
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**MICHIGAN INDUSTRIAL EXPOSITION**  
DETROIT, FEBRUARY 22 TO 28, FOREST INDUSTRIAL EXPOSITION BLDG.  
Can place Shows, Rides, Concessions, Penny Arcade, Fun House and Attractions of all kinds. Free Admission to Midway and Exhibits. Billed like a circus. Write or wire **W. G. WADE SHOWS**, 289 Elmhurst, Detroit, Mich., Phone, Longfellow 1506.

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**Announce That BARNES - - CARRUTHERS**  
FAIR BOOKING ASSOCIATION, INC.  
121 NORTH CLARK ST., CHICAGO,  
Are the Only Agents Authorized to Submit or Book the Act  
For the Season 1937.  
(Signed) **HARRY POTTER**

**AL C. HANSEN SHOWS, INC.**  
OPENS FEBRUARY 27, HATTIESBURG, MISS.  
Have opening for Cook House and legitimate Concessions, also Shows with or without outfits. Can use Free Act, High Dive or Perch. Also Six-piece Band. Secretary wanted.  
**AL C. HANSEN SHOWS, INC., P. O. Box 1343, New Orleans, La.**

**LAST CALL CALIFORNIA GOLDEN GATE SHOWS**  
OPENING IN LOS ANGELES WEEK FEBRUARY 16.  
CAN PLACE a few more legitimate Concessions, also Grind Shows. WILL BOOK two Flat Rides, or any Ride that does not conflict with what we have.  
Long season of 40 weeks. Bert (Cowboy) Sinclair come on. This show will carry 8 Rides and 7 Shows.  
Concessionaires and Showmen get in touch with us as time is getting short. Those that have written, write again. Address all communications to  
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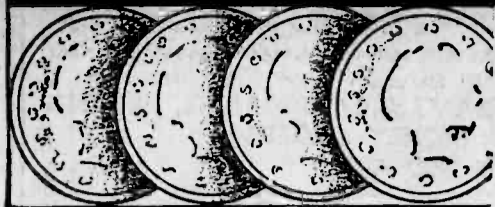
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Show complete, 20 Viewing Boxes, 20 Panels, 3 Banners, Etc.  
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event, secured a 100 per cent location. Business for the two weeks was exceptional and the date was the best of the winter tour. Newspapers and radio stations co-operated and the publicity brought patrons aplenty. Louis Garfunkle, manager of City Auditorium and friend of all outdoor showmen, was a daily visitor and accorded the management considerable assistance.  
Capt. White; Jack Rogers, musical clown, and Percilla, monkey girl, were the guests at several luncheons, where they furnished the entertainment. Much of the success of this engagement goes to the credit of Jerry Sternberg and Willie Norris, Legionnaires, who worked to put the show across. Mel and Guy Dodson, Dick Collins, J. Stanley Roberts, Babe Drake, Al Sherman, Bert Minor, Florence Wallace and Ollie Hager were visitors. Show goes to Orangeburg, S. C., auspices of local newspapers and flood relief fund. Reported by Roy B. Jones.

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# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## HELPING HANDS

The number of coinmen who suffered losses during the recent floods is not known at this time. The sympathy of every member of the trade goes out to his own fellow members and to all others who have suffered during the crisis. The industry apparently has performed its part in contributing to relief funds. In many cities members of the trade made special contributions.

Much is being written about the recent flood and because of its extent there is much to be said.

It appears that fully one-third of the area of the United States is subject to all too frequent upheavals of nature, which result in catastrophic loss of life and property. Otherwise we could dismiss the matter of floods by saying that people should not live in districts that are subject to floods. But when one-third of the United States is subject to frequent disasters of one kind and another then it becomes a national problem to concern all industries alike.

It now appears likely that another drought may visit a large section of the Western territory, according to the experts. Floods, drought, dust storms, tropical storms, earthquakes, etc., form a list of disastrous upheavals in nature that strike so many sections of the country. The very extent of the list and the wide extent of the country subject to disaster indicate that no man can say it is none of his concern. The psychological reaction to the flood disasters has been felt in the sales of coin machines even by manufacturers.

The readiness of the coin machine industry to contribute to flood relief is worthy of commendation. There are good reasons why every member of the industry should always be ready to do his bit. The recent crisis, however, has clearly produced a situation in which private charity cannot cope with such a gigantic job.

It is no doubt fortunate that the federal government had available millions in relief funds, WPA and CCC workers and even the army and navy. The use of federal relief funds compels everybody to have a share in the aid to flood sufferers thru taxation. In private charity only a minority of the people ever contribute toward the relief of sufferers in any disaster. As costly as federal relief may be, it is perhaps the best possible way to compel everybody to share his part of the load.

The fact that only a minority contribute to the aid of sufferers is true of human nature in general. In civic movements, trade organization programs and general improvement it is always a minority that must bear the brunt of the load. The complaint thruout the coin machine industry is that even in defensive steps against unreasonable legislation a small group must usually bear all the expense. There may be specific reasons for withholding aid in many cases, but the general principle holds true that too many people are inclined to let somebody else work and also pay the bills.

The national problems raised by recurring floods and drought demand action. Everybody is agreed on that, but just what steps should be taken to alleviate future disasters brings to the fore another weakness in human nature, current in the coin machine industry as in all other trades. That is the inability to agree on definite plans of improvement. Again, there may be some excuse for coinmen clinging to their rugged individualism when it comes to trade policies, or lack of them, but in the present national problems our industry and all others should yield to the logical leader of the nation.

The experts have been busy for years trying to develop some means of curbing floods and drought. Much costly experiment will probably be the rule before a satisfactory solution is reached. It is said that the levee system along the Mississippi, a

development by the experts, is now undergoing its most severe test and that engineers are watching and hoping.

Even with the sad prospect that floods and drought are likely to recur before any national system of protection is developed, it is best to look on the bright side. The work of rebuilding the stricken areas will provide employment and use vast quantities of materials. An aggressive national program for relief and prevention will help business. The courage of the people in the stricken areas as they go back to their homes and business is to be appreciated.

Meanwhile the trade can be glad that so many of its members responded to the opportunity to help in a time of disaster.



The Man for the Job  
—HUTTON in *The Philadelphia Inquirer*,



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 HAPPY DAYS ARE HERE AGAIN MORNING NOON AND NIGHT AGAIN TEN STRIKES GETTING CONSTANT PLAY LOCATION OWNERS HAVING TO PUT PLAYER OUT BY FORCE IN ORDER TO CLOSE UP  
 WM. COHEN - SILENT SALES

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employing miniature ten pins instead of holes—payouts from 10c to \$2.00.



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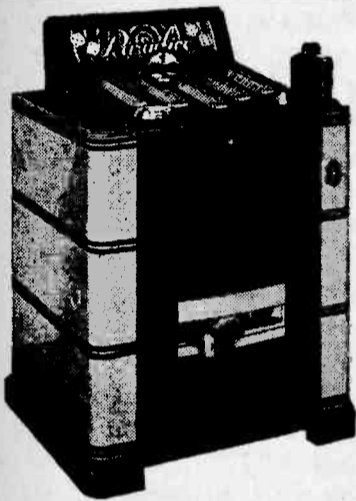
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## Sets Fast Pace On Daval Games

PHILADELPHIA, Feb. 6.—I. H. (Izz) Rothstein, prominent distributor here, says that he is setting a fast pace for other distributors of machines made by Daval Manufacturing Company. It seems that Rothstein is engaged in friendly rivalry with two other distributing firms in other cities, Supreme Vending Company, of Brooklyn, and Gerber & Glass, Chicago. Rothstein is known to the trade as "the coin machine farmer."

Rothstein admits he lost the lead on Daval pin table games to Supreme, of Brooklyn, but says that recent drives will probably give him the leading place again. He is running a close second to Gerber & Glass on Daval counter devices. "The reason they lead us is because they cover more than 11 States, while

we only have a small territory here," he says. "Given half their territory, we would make them look sick as salesmen."

## Production Up On Ten Strike Game

CHICAGO, Feb. 6.—J. H. Keeneey & Company announces that a production peak of 200 games per day has been attained on the new Ten Strike, two-ball payout table game.

Ray Becker, sales manager for the firm, says that even with production stepping up to such a rate the company cannot keep up with orders of Ten Strike constantly coming in from all sections of the country. Silent Sales Company, Minneapolis, one of the most active organizations in the country, is using 20 Ten Strikes a day. Five to 10 Ten Strikes a day are going into such locations as Milwaukee, Philadelphia, Cleveland and other similar areas.

"The playing design of Ten Strike is unique," Becker says. "Payouts are made by balls striking miniature tenpins. Each hit is registered on a light-up backboard and odds are indicated with each new play. Payouts range from 5 cents to \$2. The highest amount is awarded when the mystery strike secured in hitting the head pin at the proper time."

## Philly Mayor May Recommend Games Tax

PHILADELPHIA, Feb. 6.—A long-avowed foe of coin machines, Mayor S. Davis Wilson is now turning to the amusement machine industry as a source of additional revenue for the low city coffers.

Unless the State gives Philadelphia a better share of the gasoline tax and automobile license funds derived here hizzoner foresees the possibility of additional levies. Should new taxes be necessary, he said, levies will be placed on automatic coin machines, conduits

## NEW 1937 "HIT GAMES"

**DEER HUNTER** JUNIOR SIZE, ELECTRIC RAY, RIFLE GAME, 20 Shots. Lowest Priced Rifle Game in its Class.

KEENEY'S ELECTRIC RAY RIFLE GAME—Acknowledged the "best rifle game of all."

**TARGETTE**

**TEN STRIKE** KEENEY'S 2-BALL NOVELTY PAYOUT PIN GAME with revolutionary play principle and features.

KEENEY'S COIN-OPERATED DICE GAME—Permitting play of 5c to \$1.25 on a single play.

**PARADICE**

**BABE KAUFMAN, Inc.,** (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

used by utility companies and possibly on motion picture film.

## Distributing Firm Is Pleased With Progress

CHICAGO, Feb. 6.—While visiting the plant of D. Gottlieb & Company, Art Nagel, head of the Avon Novelty Sales Company, of Cleveland, summed up his recent experiences by saying tritely: "It's a good business and business is good." He formed his distributing organization about 90 days ago, and reports that an unusual record of sales during that time has been an inspiration to every member of his firm.

Concerning the Gottlieb games, he said: "I just ordered Miss America and Derby Day, besides a fine lot of other Gottlieb games that total quite a considerable order, for you see I'm repeating. A great part of my record was due to the grand success I've had with the Gottlieb games and I intend to go back and do it right over again."

## January Is Good Month

CHICAGO, Feb. 6.—The year 1937 holds every promise of hitting new highs in the coin machine business. Dave Gottlieb, of D. Gottlieb & Company, insists after reviewing the record of the first month of the new year.

"January records," said Mr. Gottlieb, "show our sales considerably ahead of January of last year, and so far February

**THIS WEEK'S SPECIALS**  
 Guaranteed—Ready to Operate.  
 ALL STARS ..... \$30.00  
 SUNSHINE DERBY ..... 22.50  
 TYCOON ..... 27.50  
 PAR GOLF, LINE-O, CRACKERJACK, CUE, FIVE & TEN, TRICKS, SCORE-A-LITE. } \$5.00 Each  
 SEND FOR PRICE LIST No. 220.  
**BESSER NOVELTY CO.**  
 3020 OLIVE ST., ST. LOUIS, MO.

**BARGAINS**  
 4 Bally Preakness, Good as New .. \$85.00  
 3 Gottlieb Daily Races, Mystery... 45.00  
 2 Bally Jumbos ..... 20.00  
 1 All Stars ..... 30.00  
 Prices F. O. B. Dallas. Send One-Third Deposit.  
**LIGON SALES COMPANY**  
 616 W. 12th Street, Dallas, Tex.

has more than held the pace. The trade is showing an unusual interest in the Gottlieb games, particularly in Miss America, Derby Day and Trading Post. We expect 1937 to set a new record in our sales, and that's going some, as 1936 was the best year we have ever experienced."



EVERETT E. GRAMER, vice-president in charge of engineering at the Standard Transformer Corporation, Chicago.

**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
936 WRIGHTWOOD AVE.

OPERATORS IN FLOOD SECTIONS! You'll be needing new games; games that you can depend upon. And perhaps you face a financing problem! That's where our Extended Credit Plan will come in handy. We'd like to tell you about it.

**YOU CAN'T GO WRONG!**

**WRITE FOR CREDIT!**

*Lee D. Jones*

P. S.—Can use live wire to work the "come-in."



**Detroit Distrib Adds to Force**

DETROIT, Feb. 6.—General Amusement Devices Company, Inc., has taken on the services of Harold H. Chereton as district manager for the State of Michigan. He has had a long experience in calling on the theater and coin machine trade and has traveled throughout the country in the interests of various coin machine lines.

Max Falk has been appointed sales representative for the five counties surrounding Detroit. Falk, who is well known locally, was formerly with the O. D. Griffin Company, Detroit jobber.

The GADCO organization has just received delivery on 1,000 new Hi-De-Hos from Pacific Amusement Company.

Business for the company has shown a rapid increase since the first of the year. Donald A. Coney, general manager, states. Plans for a special show of new models of all machines being sold will be held about the middle of February. Exact details will be sent individually to all operators in the Michigan territory. A three-day event is planned and the most elaborate coin machine display ever staged in this city.



W. H. CORNELL, vice-president and general manager of Snaz Automatic Stores, Inc., Detroit.

**Target Helps To Reduce Commish**

CHICAGO, Feb. 6.—One of the most interesting facts brought out in a recent survey by Bally Manufacturing Company on earnings of Bally's Eagle Eye is the evidence that on the whole operators of the equipment are limiting merchants' commissions to 33 1/3 per cent, according to Jim Buckley, general sales manager.

"The reason merchants are satisfied with 33 1/3 per cent," according to Buckley, "is the fact that Bally's Eagle Eye has been found to be a powerful business stimulator, bringing new crowds to locations where it is installed. Merchants figure the increased patronage as part of the profit and they also take into consideration the fact that they are put to no trouble or inconvenience whatsoever in the way of checking scores."

"This last factor gives a clue to the reason why Bally's Eagle Eye is being widely installed in the better grade locations. Being built as a beautiful article of furniture, Bally's Eagle Eye is being welcomed into the most exclusive spots, which, by the way, are also exceedingly profitable spots."

**Continue Cig Business**

PITTSBURGH, Feb. 6.—Allegheny Cigaret Service Company, jobber, operator and representative of the Rowe Manufacturing Company in this territory, is now the sole operator of the Cigaret Service Company, formerly owned by Bill Johnson. Johnson has left the coin-operated field to devote his entire time to the boiler business in a downtown plant.

on two new one-shot odd-changing games—Rover, which guarantees no less than two selections per game, and Fairgrounds, which features a multiple coin chute operating on one, two, three or four coins per game."

**Writer Gives Big Space To Florida Situation**

CHICAGO, Feb. 6.—Florida situation is being given considerable publicity by Damon Runyon, King Features Syndicate writer, and released in the Hearst newspapers in Chicago and elsewhere.

Most of Runyon's columns that discuss the coin machine situation in Florida are written in a chatty, semi-humorous vein. He seems inclined to favor the legalization of slot machines if Florida also licenses race-track betting.

His most recent column pokes fun at the situation which has developed by the owners of roulette wheels, card tables, etc., attaching coin chutes to them in order to license the games under the Florida slot machine license law. It seems to be the reverse of a situation which developed in Paris when a French statute made such games as pinball illegal if a coin chute was attached. Some operators removed the chute and had attendants with their games.

Apparently the humble coin chute has much to do in determining whether a device is legal or illegal. Rumors spread over Chicago recently that the city council had decided "to make anything illegal that had a coin chute on it."

**Bally Games Use Miles of Wire**

CHICAGO, Feb. 6.—Ray Moloney, president of Bally Manufacturing Company, says he knows the answer to the question, why are the wire factories busy? "We have used over 8,000,000 feet of electric wire on Preakness games alone," Ray stated, "which is approximately 1,500 miles of wire, a line of wire stretching from Philadelphia to Denver."

"Preakness was introduced by Bally early in the fall and is one of the most successful one-shot changing-odds payout games ever built. In addition to Preakness we are in heavy production

of these stories have created much interest. Locations are demanding the machine and the factory is working night and day to supply the demand."

Because World Series is a legal game everywhere, the makers say, it is not restricted to limited territory, but can be operated anywhere. It is in operation in many locations in Chicago. In the New York territory test machines on location for the past few weeks are claimed to have revealed exceptionally large collections. The game, its makers say, appeals to all types of persons. In some locations it is said there are more women players than men. With a new baseball season approaching, it is expected that interest in the game will become even greater.

**Three Distributors To Handle "World Series" in N. Y. Area**

CHICAGO, Feb. 6.—Three distributors have been named to handle Rock-Ola's World Series baseball machine in metropolitan New York territory. "The publicity which has appeared in newspapers throughout the country," says a Rock-Ola official, "has caused such a demand for this game among location owners that distribution facilities have been increased to take care of the demand."

The three firms that will distribute World Series in New York territory are Capitol Automatic Music Company, Inc.; Supreme Vending Company, Brooklyn, and John Fitzgibbons.

"Each day," says a Rock-Ola official, "a large batch of clippings from the newspaper clipping bureaus is received and some stories contain pictures of 'Dizzy' Dean playing the machine. All

**EXCEPTIONALLY LOW PRICES ON MACHINES IN PERFECT CONDITION**

ACE	\$12.50	LEATHERNECK	\$ 25.00
ALL STARS	30.00	MAMMOTH	10.00
ALAMO	12.50	MOVIE BANK	60.00
BALLY DERBY	30.00	PARLAY	25.00
BALLY BONUS	20.00	PARAGON	35.00
BALLY-ROLL (slightly used)	75.00	PEERLESS	20.00
BELMONT (used one week)	75.00	PINCH HITTER	25.00
BIG SHOT	20.00	PROSPECTOR	17.50
CHALLENGER	32.50	RANGER (new)	35.00
DELUXE "46"	12.50	RED SAILS	27.50
DAILY LIMIT	17.50	REPEATER	17.50
DAILY RACES (Gottlieb Multiple Slot)	30.00	ROUND UP	17.50
DAILY RACES (Gottlieb Mystery Slot)	57.50	ROLL-A-BALL	75.00
EXHIBIT ELECTRIC EYE	30.00	STAMPEDE	10.00
FLICKER	55.00	SEEBURG SELECTOPHONE	75.00
GALLOPING PLUGS	30.00	SPEEDWAY	17.50
GRAND SLAM	22.50	SUNSHINE DERBY	20.00
HIALEAH	25.00	TROJAN	10.00
JUMBO	15.00	TURF CHAMPS	50.00
		TYCOON	25.00
		WURLITZER P-10	100.00

**IMPORTANT** No machines will be shipped at these prices unless a 50% Deposit is sent with order.

**EARL E. REYNOLDS**

SUITE 222 JEFFERSON HOTEL DALLAS, TEXAS

**LOOK LOOK LOOK**

**LOW PRICES ON USED AUTOMATIC PAYOUT PIN GAMES. ALL MACHINES IN PERFECT MECHANICAL CONDITION AND READY TO SET ON LOCATION.**

11 PAMCO PALOOKA SRS. Six Slot, Perfect.....	Each \$49.50	6 BALLY JUMBOS.....	Each \$27.50
14 GOTTLIEB DAILY RACES. Multiple Slot.....	24.50	6 BALLY PEERLESS.....	27.50
17 PAMCO CHASE. Like New	24.50	2 MILLS TYCOONS. Later	
6 PAMCO RED SAILS.....	27.50	Type Battery Model.....	27.50
6 PAMCO GALLOPING PLUGS.....	27.50	2 PAMCO BELLS.....	39.50
2 PAMCO PINCH HITTER.....	27.50	6 BALLY PROSPECTORS... ..	16.50
2 PAMCO LEATHERNECKS.....	27.50	3 BALLY ACES.....	12.50
4 BALLY BONUS.....	27.50	4 DAVAL DAILY DOUBLES.....	12.50
		3 BALLY GOLDEN HARVEST	
		10 BALL.....	22.50

*Write for Special Prices on Used Phonographs, Slot Machines and Straight Pin Games.*

TERMS—1/3 Deposit With Order, Balance C. O. D.

CAROLINA NOVELTY CO., 216 N. Martin St., Elizabeth City, N. C.

**HERE IT IS! A LOW PRICED AUTOMATIC SHAVER**

Five Vibro Shavers  
Red Velvet Pad  
Two thousand hole Board  
Two cent sale

Deal Complete \$12.15 Net. Incl. U. S. Tax  
1/3 Deposit, Bal. C. O. D.



CRANE OPERATORS  
A New Number  
With a Punch.  
Attractive—Useful

Without Boards  
Net Price \$21.00 Per Dozen  
1/3 Deposit, Bal. C. O. D.

THE MARKEPP CO., 3328 CARNEGIE AVE., CLEVELAND, OHIO

**★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★**

Jennings Flicker.....	\$59.50	Pamco Leafhorns.....	\$34.50	Golden Harvest.....	\$19.50
Bally Round Up.....	34.50	Rotary Merchandiser.....	159.50	Ten Grand.....	29.50
Bally Challenger.....	49.50	Turf Champs.....	67.50	Bally Belmont.....	59.50
Bally Bonus.....	29.50	Bally All Stars.....	37.50	Mills McCoy.....	45.00
Bally Sky High.....	34.50	Daily Limit.....	34.50	Bally Jumbo.....	24.50
Pamco Parlay, Sr.....	29.50			Electric Eye.....	32.50
Mills Futurity, Mystery, Gold Award, Late Models, 5c, 10c, 25c Play, \$69.50.					

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.  
Ready for Immediate Delivery.

2546 N. 30th STREET MILWAUKEE, WIS. **BADGER** NOVELTY COMPANY

# Week's News Indicates Important Developments in Location Field

A review of events affecting all types of locations during the past week shows many interesting bits of news. Among these is the first steps of a broad movement by retail merchants to promote co-operation between their associations and consumer organizations of various kinds. The efforts of retail trade associations to keep step with the times and promote consumer good will is significant and may furnish an example of what the coin machine industry ought to take into consideration.

In view of rapidly changing conditions in the business world today it may be said that any trade which has to appeal to the public is quite dumb if it does not take organized steps to promote public good will. The consumer is king today, and all lines of business, even popular forms of amusement, must recognize that fact.

### Consumers' Groups

Thomas F. Conroy, in *The New York Times*, tells the story of a movement in the location field to promote consumer good will. "The increasingly vital role of the consumer (our playing public—Editor)," he says, "was given further recognition with the announcement recently that, with the co-operation of national consumer groups, plans for the formation of a Consumers' Council to function with its merchandising division are being put into effect by the National Retail Dry Goods Association."

"The proposal for the formation of such a council was made recently by Harold W. Brightman, vice-president of L. Bamberger & Company, Newark, and chairman of the division."

"For some years the Bureau of Standards of the United States Department of Commerce, the American Standards Association and the dry goods body and similar groups have been active in standardizing sizes, colors and specifications of consumer goods in co-operation with the manufacturing industries. Now, for the first time on a notably broad scale, consumers are to be united directly in the movement by the formation of the council."

"Channing E. Sweitzer, managing director, said it was planned to have the council composed of representatives of such organizations as the American Home Economics Association, the General Federation of Women's Clubs, the American League of Women Shoppers, the consumers' council of the Agricultural Adjustment Administration and the Bureau of Home Economics of the United States Department of Agriculture."

"The association thru the council, he added, is 'planning to drive ahead to align the support of the shopping public in the already well-advanced movement to set quality and service standards in merchandise, offer essential information regarding a product thru information attached directly to it, and insure customers of a full dollar's worth of satisfaction in every item purchased in a retail store.'"

"Providing an important outlet for consumer expression, this council, in co-operation with retailers, as Brightman explains the plan, will:

"Co-ordinate retailers' individual efforts to understand and serve their customers."

"Initiate and sponsor movements for necessary standardization, informative labeling and completely honest advertising, in the interests of their customers."

"Obtain the necessary co-operation from manufacturing interests."

"In a word, champion the cause of more than 120,000,000 consumers of the country in their right to fair prices, honest information and value received."

"At the offices of the association it was said that an indication of the way the Consumers' Council may contribute its efforts toward the betterment of merchandise is reflected in the progress already made by the organization in co-operation with the National Bureau of Standards."

### Retail Measures

Operators of coin machines can be assured that their locations are also watching a raft of legislative bills which will affect retail locations in various ways. A preliminary digest of bills of interest to retailers issued by the American Retail Federation shows that approximately 150 measures have already been introduced in Congress which affect retail trade.

The federation's summary lists the legislation under the following heading: Bills affecting purchasing power, standards of living, etc.; bills regulating commerce; tax bills and miscellaneous measures. The number of each bill, the author, a brief digest and the committee to which the bill has been referred are given.

The summary shows there are 14 child-labor laws, 10 bills having to do with hours and wages, three insurance and hazards, 16 proposed amendments to the Social Security Act, two on labor disputes, five on housing, three on the value of the dollar, 11 on relief, 12 regulating commerce, six on resale price maintenance, six on trade practices, six on co-operatives and credit unions, 37 tax bills of various kinds.

Taverns have meant so much as locations for amusement and vending machines that the coin machine trade will be interested in the vote of both houses of the Alabama Legislature to repeal the State prohibition act. It seems that residents of Iowa may (if the bill passes) also be permitted to buy intoxicating liquor by the drink in closely regulated saloons under provisions of a bill introduced in the House of Representatives by Phil F. Roan (Republican, Fort Madison).

The measure, Roan said, does not attempt to do away with the present Iowa system of retail State-owned liquor stores, but is an effort to "suppress the growing abuse of unlicensed and unregulated sale of liquor."

Under the Roan bill, hotels, clubs and saloons would be permitted to sell liquor, but by the drink only. The State stores would retain the package business. Saloons where liquor would be sold by the drink would be limited to single exit and no food could be served by such establishments. Neither could there be any music or dancing, except in the case of clubs where sale would be strictly limited to the membership. All liquor sold by the drink would have to be bought from State liquor stores.

Local option would be a part of the setup. The bill provides that in those communities which voted for repeal an election on whether or not liquor could be sold by the drink could be held within 120 days after the measure becomes law.

Should a community vote for liquor by the drink, its saloons would be required to be closed all day Sunday and



**ZEPHYR**

**CIGARETTE VENDER**

A Salute to 1937 is this smartly streamlined ZEPHYR Cigarette Ball Gum Vender, whose smoothly flowing lines reflect the Modern Style Trend. Grotchen Engineers designed an entirely new Mechanism for it. As a result, reels spin much faster, completely without noise, and are brought to a positive stop from which they cannot be shaken to any different combinations.

Ball Gum Vender, with visible Display. Large Cigarette Symbols, several kinds of reward cards to fit various retail prices of cigarettes. Takes only 8" x 8" counter-space. Weighs 13 lbs.

**GROETCHEN TOOL COMPANY**  
130 North Union St.  
CHICAGO, U. S. A.

**\$18.75 TAX PAID**

between 11 p.m. and 7 a.m. daily, except in certain cases, where the closing hour would be extended to 1 a.m.

### Other Activities

**PACIFIC COAST**—Settlement of the maritime strike is expected to bring a real business revival to the West Coast region, with consequent benefits to all types of locations. A boom in the lumber industry is expected as pent-up orders now begin to be shipped. Export trade will immediately begin to move and scatter its benefits to various lines of trade.

**GIFT SHOW**—The silver jubilee gift show is in progress at the Palmer House, Chicago, February 1 to 12. The exhibits include gifts, artwares, etc. Exhibitors stated that business this year at the show is much below expectations. While the movement to use large quantities of gift and premium merchandise in the coin machine industry declined sharply with the decline of the novelty pinball games, a new revival in the use of premium merchandise was indicated as possible at the 1937 coin machine convention in the appearance of new types of de luxe machines that vend novelty items.

## Distributors Enthuse About Spotlight

**CHICAGO, Feb. 6.**—The new game Spotlight, just introduced by D. Gottlieb & Company, is creating a great stir of enthusiasm among the company's distributors, according to Dave Gottlieb, head of the firm. "The new game," he says, "incorporates a novel idea that provides multiple winning chances with odds as high as 40-1 and consequently keeps the player's interest keyed up to a high pitch thruout each play. The field presents a series of starter lights which determine the denomination of the payout, and key lights, which must match the starter light to receive award. Colored lights and figures flash the results on an illuminated tally board. If the ball falls to pass thru the proper key-light runway it has further opportunities of capturing the awards right up until it drops into the final payout hole.

"This new game, because of its extreme simplicity," said Mr. Gottlieb, "has a very wide appeal to all types of people. Instead of rushing it thru in time for the show we decided to test Spotlight in every possible type of location before offering it to the trade. The results really amazed us, for we have found it to be a greater success than we ever hoped for."

"Production is now under full steam, and even the orders are already coming in heavily we will continue to make immediate deliveries. There is no greater happiness for the coin-machine manufacturer," Mr. Gottlieb concluded, "than to offer a new game at a very reasonable price and know that it is a proven winner."



**OVER THE TOP**

**ATTENTION OPERATORS!**  
Convert your obsolete PIN GAMES into a new six-ball game called **OVER THE TOP**. By inserting our new glass into your backboard it changes your games entirely. New number and **ODDS** light up when coin is inserted. Player must top the number shown on backboard. Price of **OVER THE TOP** glass, \$5.00 each. Now going over big in New York and Philadelphia. Have you seen our **POKOLITE** glass?

**GLICKMAN COMPANY**,  
5062 Penway Ave., Philadelphia, Pa.

## Wanted

**ONE OR TWO PREMIUM SALESBOARD SALESMEN**

Acquainted with Candy and Tobacco Jobbers Handling Premium Salesboards. By Manufacturer of Premium Salesboards located in the East. At present salesmen are earning from \$7.50 per year up. All replies will be considered confidential.

Address Box 357, Billboard, Philadelphia, Pa.

**LOOK**

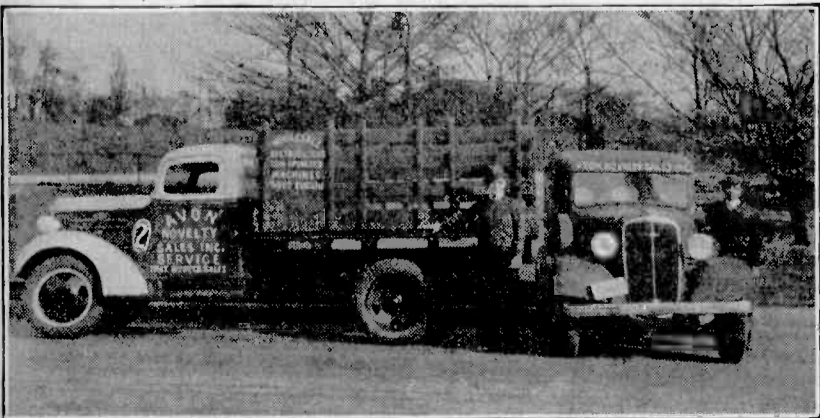
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

**EMPIRE TOY & CANDY VENDOR**

**SENSATIONAL PENNY GETTER!**  
The EMPIRE is equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c. Operator's Net PROF-IT is over \$2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly! Operate a "chain" of these Steady Money Makers! Remit Only \$11.00 for This Deal:

1 EMPIRE 10 pounds Candy Coated Peanuts, 2 gross assorted Toys, 1 Toy Display Frame. **EXCLUSIVE EMPIRE FEATURES:** Slug-proof Coin Slot, Beautiful Chrome Finish Body, Yale Lock on Money Box. Same Machine Also Vends Salted Peanuts, Pistachio Nuts, etc. Write for Quantity Prices.

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.



TWO FAST TRUCKS that Art Nagel, Avon Novelty Sales Company, Cleveland, uses to speed delivery service in Ohio territory.

# Weekly MUSIC Notes

## Wurlitzer Representative Active in Flood Relief

NORTH TONAWANDA, N. Y., Feb. 6.—J. H. Payne, Wurlitzer factory representative for the State of Ohio, with headquarters in Newark, O., gave a vivid personal account of flood conditions in that State in a letter to Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company, North Tonawanda.

Extracts from his letter reveal the human side of the disaster and the suffering brought to thousands in the flood-stricken area. Portions of his letter read as follows:

"I have seen the Ohio Valley flood from Pittsburgh to Cincinnati and, believe me, have seen enough of that kind of water to last me a lifetime."

"I have seen boat rescues of two to 12 people from houses that a few hours later had only the chimneys sticking out of the flood."

"Licking County, in which Newark is located, has contributed over \$15,000 and more than 100 tons of food and clothing,

and yours truly has personally seen over 40 tons of it placed in the hands of sufferers.

"Thursday I took a caravan of three trucks to a little town of 4,000 population three miles up the river from Iron-ton that had not had any food since Sunday except what the farmers in the county had brought in. They were trying to feed 1,000 people two meals per day in the big district school—sleeping 600 children and 300 adults in the building on the floor on mattresses and blankets.

"They were doing their cooking in four large old-fashioned soap kettles set under a hastily erected shed near the building, feeding the fires with wood. Boy, oh, boy, how they were making stew!

"Our trucks were the first to get to them, and to see the appreciation of those people was worth all the work we did. Mrs. Payne has directed the work of 100 women here all week, sorting and packing all the clothing and food received in Newark to be sent out to headquarters at Columbus."

## Stancor Promotes Gramer, Engineer

CHICAGO, Feb. 6.—Jerome J. Kahn, president of the Standard Transformer Corporation, manufacturer of Stancor transformers, univerters and electric fans, announces the appointment of Everett E. Gramer as vice-president in charge of engineering and production.

Gramer graduated from Armour Institute of Technology June 7, 1928, with bachelor of science degree in electrical engineering. He became chief engineer of Standard Transformer Corporation. He served in this capacity for three years and then devoted part time to sales in and around the Chicago territory. He continued in this position until recently, when he was made vice-president in charge of engineering and production.

## Genco Announces Advent of Baby

CHICAGO, Feb. 6.—According to Doctors Lou, Dave and Meyer Gensburg, of Genco, Inc., there is a new baby at the Genco clinic. "Like all proud parents," the Gensburgs say, "we think the baby has it over all others like a tent. But Genco isn't a parent in the ordinary sense of the word. This is no ordinary baby. This baby is the result of much consultation and experiment in the Genco clinic.

"It really is human, Genco's arresting new Roll Over game," they state. "For the first time in pin-game history a rolling ball has a purpose as it travels over the playing field. It's virtually a game with electric nerves. These nerves react with the same sensitivity as human nerves. Each time the ball touches an electric nerve (the black contact disc which rims each hole) 100 points are registered in lights on the scoreboard. Roll Over makes for high enthusiasm and hectic excitement, one ball skillfully shot can score as many as 1,400 points.

"Roll Over is attracting a tremendous amount of attention because it is so different from usual pin games as to be in a class by itself. Genco's advance sales reports indicate Roll Over as a real thriller and insure the human pin game a long healthy life."

## Joe Ward Made Special Field Man for Stancor

CHICAGO, Feb. 6.—Jerome J. Kahn, president of Standard Transformer Corporation, manufacturer of Stancor Univerters, power pack used in amusement games, announces the appointment of Joe Ward as a special representative in the Univerver section. His duties are to contact operators and distributors throughout the entire United States.

"Ward is equipped with a coupe that carries complete testing equipment which enables him to definitely illustrate the operation of any game employing a power pack for power," according to Kahn. Part of the equipment includes a transformer from which any voltage from 0 volts to 135 volts may be obtained. With this variable voltage transformer he is in a position to duplicate any line voltage condition which may be encountered. This test is invaluable, especially in knowing whether or not a game will operate satisfactorily on subnormal or abnormal line voltages.

Balance of the testing equipment includes necessary meters for determining the voltage output of the power pack employed in the game, the actual voltages across all relays, solenoids, lights, etc. The resistances of the various wiring may also be measured. This, together with various currents which it is possible to measure with the instruments, allows one to determine the drop in voltage in the wiring of the game. The complete test assures not only the distributor but the operator that the Stancor Univerver will most satisfactorily operate the game.

## Counter Device Brings Big Orders to Royal

NEWARK, N. J., Feb. 6.—"For the first time in the history of our firm," says Dave Stern, president of Royal Distributors, Inc., "we have been swamped with orders for a counter device even before we had received our initial shipment from the factory."

Stern placed his order for Tri-o-Packs, made by Daval Manufacturing Company, while still in bed with influenza, which he contracted during the 1937 convention in Chicago. He found a pile of orders awaiting him here when he returned home, he said.

"Tri-o-Pack will be the greatest counter device in five years," Stern predicts. "It overshadows other Daval hits because it not only has the same play in one machine, but it is bringing the sensational changing-odds idea into a counter game for the first time.

"The very fact that orders were already waiting for me when I returned home after the show proves that operators want counter games and that those operators who have some of the Daval games know just what they can earn with a new device, especially one like Tri-o-Pack."

## Pittsburgh Ops Talk Business

PITTSBURGH, Feb. 6. — Pittsburgh Skill Game Operators' Association held

## Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from to Friday, January 29, to Thursday, February 4, both dates inclusive.

Good Night, My Love (24)	27
Love and Learn (11)	26
With Plenty of Money and You (36)	26
See, But You're Swell	23
There's Something in the Air (20)	20
When My Dream Boat Comes Home (24)	20
May I Have the Next Romance With You? (19)	19
On a Little Bamboo Bridge (17)	19
Pennies From Heaven (28)	19
If My Heart Could Only Talk	18
The Night Is Young and You're So Beautiful	17
One, Two, Button Your Shoe (13)	17
Trust in Me	17
You're Laughing at Me (14)	17
This Year's Kisses (15)	17
Chapel in the Moonlight (21)	15
Oh, Say, Can You Swing?	15
I've Got You Under My Skin (17)	13
So Do I	12
There's Frost on the Moon (14)	12
When the Poppies Bloom Again	12
You Do the Darndest Things (13)	12
Nero	11
Timber	10
Floating on a Bubble	9

## Sheet-Music Leaders

(Week Ending February 6)

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.

- In the Chapel in the Moonlight (Shapiro) (1)
- When My Dream Boat Comes Home (Witmark) (2)
- Goodnight, My Love (Robbins) (4)
- Pennies From Heaven (Select) (3)
- With Plenty of Money and You (Harms) (5)
- Night Is Young (Words and Music) (6)
- Trust in Me (Ager) (7)
- Moonlight and Shadows (Popular)
- Rainbow on the River (Feist) (9)
- Serenade in the Night (Mills) (12)
- It's De-Lovely (Chappel) (8)
- One, Two, Button Your Shoe (Select) (10)
- There's Something in the Air (Robbins) (13)
- I Can't Lose That Longing for You (Donaldson)
- I'm in a Dancing Mood (Crawford)

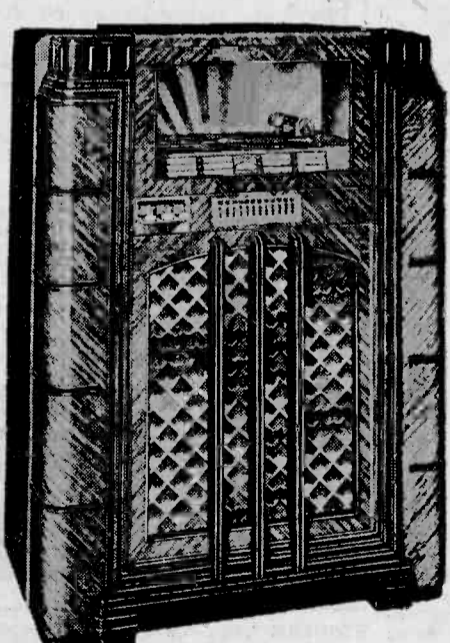
an important business meeting at the Mayfair Hotel Sunday. Problems facing the industry in this State at the present time were discussed.

Cigaret machine operators in this territory were given a demonstration of the new Mills machine and radio combination and elicited much enthusiasm over the new product.

The temporary bus station on Penn avenue installed several penny gum and candy machines and are doing a thriving business.

Swing Time and Match-Em are among the new pin games getting a big play at the American Cigaret Machine Company.

★ THE SEEBURG FRANCHISE IS MORE VALUABLE! ★



RECREATES  
THE TRUE  
TONAL VALUE!

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MULTI-SELECTOR • MODEL "XF"

# SYMPHONOLA

J. P. SEEBURG CORPORATION  
1510 DAYTON STREET • CHICAGO

New Orleans

NEW ORLEANS, Feb. 6.—All better New Orleans locations are taking on new life this week and the carnival season goes into the home stretch.

With several new machines added during the past week, both of the city's downtown sportlands, the B. & M. and the Sport Center, are filled almost to overflowing throughout the day and early night as players file around to wait for their turn to play the new machines.

The new Fairgrounds game, named in honor of the Crescent City's big race oval, is attracting no end of attention here. The marketing of the table to New Orleans comes just at a time when the Bally distributor, the Dixie Coin Machine Company, gets ready to move into its new home on Poydras and Dryades streets.

Flood conditions in the Midsouth continue to interfere with shipments out of Chicago and a number of distributors and operators in this area continue to complain about delays in arrivals of machines bought at the recent show or since.

Julian Persons, of Plaquemine, La., is district agent for Wurlitzer phonographs and is likewise owner of the city's big newspaper, The Iberville South.

ody." At the bottom of the page Persons lists the name and location of all of his clients who operate a Wurlitzer phonograph or Skee Ball machine.

New Orleans Novelty Company has been appointed distributor in Louisiana for the Daval Company and is featuring Double Deck, Trio Pack and Reel Dice.

Pierce Novelty Company has been organized, with offices at 234 Burgundy street. Elmo Pierce is head of the new organization, which will deal only in second-hand games and slots.

Another bull's-eye for Jerry Germenis, Wurlitzer man in this section. In one day last week he disposed of 62 phonographs and then went out and bought himself a new outfit, including a black derby, spats and a hot-looking cane.

London

LONDON, Feb. 2.—News from Britain stopped temporarily owing to The Billboard coin machine correspondent in London falling victim to epidemic of influenza which stormed London and is now sweeping the country.

Chairman at third monthly supper of Slot Club in London January 13 was L. V. Hodgson, of Buckley Manufacturing Company. Record number attended and voted night best ever.

All space for third annual Coin-Operated Machine Exposition at Royal Hotel February 23 to 26 has been sold. Exhibitors will be Bryan's Automatic Works, Kegworth; Kraft's Automatics, London; Shefras Automatics, Ltd., London; Original Machine Manufacturers, Ltd., Southend; Western Novelties Company, London; Major Automatics, London; Bolland's Amusement Machine Sup-

ply Company, Ltd., London; Goddard Novelty Company, Ltd., London, Australia, New Zealand and South Africa; Scott, Adickes & Company, Ltd., London and Paris; Samson Novelty Company, Ltd., London; Silcock & Atherton, Morecambe; International Coin Counting Machine Company, Ltd., London; Hollingsworth's Automatics, London; Auto Machines, London; Stannite Automatics, London; A. M. Booth, Wembley; C. Ahrens, London; Midland Automatic Supply Company, Ltd., London; Ericson (Kington), Ltd.; Bonzini & Sopransi, Paris; British-American Novelty Company, Ltd., London; Coin Operated Machine Supply, London; S. Capaldi & Company, Ltd., London and Edinburgh; Strand Automatics, Ltd., London; Amusement Equipment Company, Ltd., Wembley; Burrows Automatic Supply Company, Ltd., London; L. Walton, London; Exhibit Machine and Merchandise Company, Ltd., London; Jacobs & Woolf, London; J. Kleiner & Sons, Ltd., London; Connick & Company, London; The World's Fair and Cazaly, Mills & Company, Ltd., London.

No announcement has yet been made as to who will open show. In 1935 it was the chairman of Amusement Caterers' Association, and in 1936 the editor of World's Fair. Neither is it yet known who will preside at opening luncheon. Chairman Phil Shefras has not intimated if he will be back from Chicago in time. Should he still be away, deputy W. Green, of British-American Novelty Company, will automatically officiate. Committee plans official welcoming reception to delegation from Paris, led by M. Rene Godin. Catalog of show will this year be printed in two colors.

Major Automatics, London, has produced new non-battery table under name of Scram. Game combines most popular feature of Synchro and Tricks. Name was chosen as result of competition, a table being awarded the operator who sent it in.

A son has been born to Mr. and Mrs. Bernard Brenner. Father is young but promising manufacturer. After leaving his own father, J. C. Brenner, he produced Multiplay and Radio payout machines and Hand Impressionist personal analysis machine.

YOUR MANUFACTURER TELLS YOU TO USE... PERMO POINT THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT! 2,000 Perfect Plays. Longer Record Life. High Fidelity Reproduction. Undistorted Volume Output. Standard Permo Needle for All Phonographs. New Double Ribbed Permo Needle for 1937 Phonographs. PERMO PRODUCTS Corp. 4311 RAVENSWOOD AVE. CHICAGO

Phonographs-1936 Wurlitzers

312 and 412, perfect condition, \$175.00. Full refund if not satisfied. Deposit. E. S. HARRIS Dexter Ave., Beckley, W. Va.

Detroit

DETROIT, Feb. 6.—Detroit Skill Game Operators' Association held its annual banquet January 27 at Northwood Inn, swanky Detroit ntury, with an attendance of over 125 members and their wives and guests.

Horace V. Barber, operating the Wolverine Vending Company in Lincoln Park, is opening a Detroit office at 1588 Myrtle street. Company does a general business in both vending and amusement machine operation.

Mrs. Horace E. Grasseck, manager of H. E. Grasseck Company, returned to the office this week after a three-week illness with influenza. Business is good, she reports, and new machines such as displayed at the recent Chicago show are being put out on major downtown locations.

Hurvich Brothers Popularize "Socials"

BIRMINGHAM, Feb. 6.—An example of the help a catchy name or phrase can be in popularizing an article is related by Max Hurvich, of the Birmingham Vending Company. The name Rock-Ola is not new to Hurvich, but when, a short time ago, posters began appearing in and around Birmingham advertising "Rock-Ola Socials" he was all attention.

According to Hurvich, many of the Negroes in this section have been using Rock-Ola Multi-Selectors to furnish music for their socials, hence the billing "Rock-Ola Socials." The Hurvich boys are seeing to it that the music at these socials is furnished by Rock-Ola machines.

The Gold Dust Twins, Max and Harry, have done much to popularize the phonograph among the colored element. It is a job that could be done only by men having first-hand knowledge of the colored people, as well as what a social really is.

Give Parkometers Trial

SHARON, Pa., Feb. 6.—One hundred coin-operated parkometers have been installed in the main business section here this week. Demonstrations were offered during the week-end and actual operation will begin Monday.

Ten Best Records for Week Ended Feb. 8

Table with 4 columns: BLUEBIRD, BRUNSWICK, VICTOR, VOCALION. Contains 10 rows of record listings with titles, artists, and catalog numbers.

# UNITED

MACHINE COMPANY  
1124 HARMON PLACE  
MINNEAPOLIS, MINN.

## RECONDITIONED PAYOUT GAMES

GOTTLIEB'S DERBY  
DAY  
GOTTLIEB'S COLLEGE  
FOOTBALL  
GOTTLIEB'S HIGH  
CARD

These Games Very Slightly Used.

**\$74.50**

GOTTLIEB RACES,  
MYSTERY  
GOTTLIEB FENCE  
BUSTER, MYSTERY

**\$44.50**

PAMCO SARATOGA ..... \$49.50  
PAMCO BELLS ..... 39.50

BALLY DERBY  
RED SAILS  
BALLY'S ROUND UP

**\$39.50**

BALLY'S BLUE BIRD ..... \$49.50  
BALLY ALL-STARS ..... 32.50  
BALLY JUMBO ..... 24.50  
SUNSHINE DERBY ..... 24.50  
DAILY LIMIT (Jennings) ..... 16.50  
EXHIBIT ELECTRIC EYE ..... 42.50

BAFFLE BALL  
DE LUXE "46"  
TROIJAN

**\$12.50**

PAMCO PARLAY  
PINCH HITTER

**\$29.50**

ROTARY MERCHANDISER ..... \$149.50

CLOSE-OUT ON TICKETS FOR MILLS  
TICKETTES. Per 1,000 ..... \$ .60

WURLITZER Automatic PHONOGRAPHS.  
MODEL 412, LATEST MODEL.

LIKE NEW. Write for Special Price.

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE FOR A COMPLETE LIST OF NEW AND USED GAMES.

1/3 Deposit With Order, Balance C. O. D.

## CASH INCOME

with **TOM THUMB**

Many have started with one Tom Thumb Vender, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vender you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vender. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

FIELDING MANUFACTURING CO.  
Dept 6, JACKSON, MICH.



LITTLE NUT VENDOR CO.  
Lansing, Michigan

## FOR SALE

Two Gottlieb Derby Days, one Speed King, \$92.50 Each; two weeks old, one Round-Up, two Leatherbacks, \$20.00 Each; one Challenger, \$37.50. One-Third Deposit. CONSOLIDATED AMUSEMENT CO., 1714 Eugene St., Dallas, Tex.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



## Cig Operators Set Commission

PITTSBURGH, Feb. 6.—Local and neighboring cigaret machine jobbers and operators have organized as the Cigaret Machine Operators' Association for the maintenance of a uniform commission among the location owners and for increased co-operation within their own ranks. During a meeting held in the offices of the American Cigaret Machine Company January 31 and presided over by James H. Martin, of Automatic Cigaret Sales Company, the attending operators agreed to pay location owners a maximum rebate of 2/3 cent per package.

The following form letter is being distributed to each location owner by the operators:

"Due to a recent advance in the wholesale price of cigarets it has become necessary for us to change our schedule of rebates as follows: Under 250 packages per month no rebate. Over 250 packages and under 600, 1/2 cent. Over 600 packages per month, 2/3 cent. This plan has been agreed upon and adopted by all the operators of cigaret machines in this territory. We feel certain that, due to increased price, your sales on your machine will increase sufficiently to offset most of this change in the rate of rebate.

"You may expect the same courtesy and efficient service as in the past and be assured of our appreciation of your co-operation in this matter."

The names of the following operators appear on the letter: Cigaret Vending Company, Pennsylvania Vending Company, Huettner Sales Company, A. & H. Vending Company, Automatic Cigaret Sales Company, Automatic Service Company, Pennsylvania Novelty and Cigaret

Vending Company, Edward Ferguson, American Cigaret Machine Company, A. B. C. Sales Company, Allegheny Cigaret Service Company, Automatic Cigaret Service and Valley Cigaret Service Company.

## Ice Cream Vender Succeeds on Test

NEW YORK, Feb. 6.—A new ice cream vending machine, on location for about a month, is attracting quite a bit of attention in New York. Carpomatic, New York, in co-operation with Barron Collier Service Corporation, has spotted the machines at two of the busiest subway stations in New York and, according to Dr. J. R. Carp and Dr. W. J. Van Citters, the machines have been doing far more business than they had hoped for.

The ice cream vending machine is a development of Carp & Company's Handelsmaatschappij N. V., Amsterdam, Holland. Dr. Carp and his associate, after successfully demonstrating the possibilities of the machine, are now forming a company in the United States which will manufacture under license from the Dutch company.

The machine vends a 5-cent ice cream brick. One hundred and fifty bricks can be placed in the machine and kept at freezing temperature thru the medium of dry ice. Dr. Carp claims the feature of the machine is that no foreign air can get into the freezing compartment, thus keeping the ice cream in perfect condition at all times.

"The machine, altho placed during the middle of the winter, has vended as high as 420 bricks of ice cream in one day, and the average has been between 250 and 300 bricks," Dr. Carp says.

## Big Drive Starts On Jiffy Tester

NEW YORK, Feb. 6.—Bert Lane, sales manager of the George Ponser Company, New York and Newark, reports that an intensive campaign on the Jiffy Tester operator's repair kit is now under way. The campaign is a direct result of the big response shown for the kit at the 1937 convention in Chicago and not because George Ponser is basking at this time in the warm sun at Miami, Lane says.

"There will be more Jiffy Testers in use in this country than any other type of repair equipment," Lane avers. "The demand for Jiffy, which started off

with such a bang at the show, is continuing even greater now that shipments have been made. We are getting repeat orders from every State in the Union. Operators, jobbers and distributors are in regular communication with us on the Jiffy Tester and the orders received convince me that the Jiffy Tester is the greatest hit in the necessity item for operators that has ever been introduced to the trade.

"Due to the tremendous success which we are enjoying with the Jiffy Tester, an elaborate advertising campaign has been prepared to acquaint every operator in the country with the device. It is already on display at the offices of leading jobbers and distributors in the country. It brings operators the greatest convenience in repairing modern electrical games that they have ever enjoyed."

## Arrow Firm Tests Exhibit's Machine

ST. LOUIS, Feb. 6.—Arrow Novelty Company here is conducting one of several tests in various parts of the country with the Novelty candy vender, de luxe machine made by the Exhibit Supply Company, Chicago. Harry Hoppe is here representing the Chicago firm, and in co-operation with Mr. Frederick, of the Arrow firm, a careful check is kept on the novelty machines. One of the most important locations for the test is in the lobby of the Hotel Jefferson.

Hoppe reports that all tests have proved highly satisfactory. "The Novelty candy vender was displayed for the first time at the 1937 Coin Machine Show in Chicago," Hoppe says, "where it created a sensation. Since the show location tests such as this one in St. Louis have proved that the Novelty candy vender is an entirely new and original creation. Yet it combines the proven features of both the digger and rotating-type machines, has the intriguing beauty and action of the revolving playing field laden with beautiful merchandise plus the age-old fascination of the digger, claw and crane.

"Here is how it operates. Insert a nickel and the circular playing field, filled with attractive, colorful merchandise, starts revolving. While the table is turning the player can adjust the digger crane and claw by means of a lever at the front of machine to exactly the position desired in order to pick up merchandise wanted.

"When the gift desired is directly under the claw, player presses button on front of machine to stop the rotating table. Immediately the claw starts downward to pick up desired article. The player still has skill control over the crane and claw and can continue to direct its course in order to get hold of merchandise in just the right manner.

"If the player has exercised the proper skill claw seizes the article and lifts it upward. The crane turns and deposits merchandise in chute, thru which it is delivered to the player. At the same time a full portion of candy is automatically vended to the player. The crane and claw then return to the exact position at which they were set by the player, ready for another try at the same merchandise.

"Exhibit Supply Company, maker of the Novelty candy vender, was a pioneer in the novelty merchandiser field, developed some of the first successful machines and popularized them both here and abroad. First Exhibit built the Iron Claw, then the Novelty Merchantman, next the Imperial Digger, later the Rotary Merchandiser and now the Novelty candy vender.

"Novelty candy vender is backed by the legal theory that it automatically vends full value in candy with every play and permits player skill control from the time nickel is inserted until play is completed. The player not only has control of when and where the table stops rotating, but has complete control of where the claw goes and how it grasps desired merchandise. Furthermore the crane and claw always return after the play to the exact position for which they are set."

## Arrest Pair of Sluggers

WICHITA, Kan., Feb. 6.—Pritz brothers, of Winfield, Kan., were arraigned here this week before John Boyer, United States commissioner, on counterfeit coin charges, and a secret-service man credits a coin machine with their arrest.

According to the government agent, Edward Lewis Pritz, 25, admitted he learned to make bogus coin while serving time in Leavenworth. Statement related how Pritz and his younger brother, Jay, 20, made lead half dollars, dimes and nickels.

They started out to spend the money, but the soft "dimes" clogged a coin machine at Brown's Place, two miles from Winfield, in Cowley County. When the machine was opened the counterfeit dimes were discovered. Sheriff E. C. Day and his deputy, M. I. Williams, found the trail easy and arrested the brothers.



HARRY MOSELEY, Moseley Vending Machine Company, Richmond, Va., becomes Chief Two-Gin-Bucks in O'Toole Indians fraternity as he smokes peace pipe with Jim Buckley (right), Bally Manufacturing Company, Chicago.

LOOK

IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES



## Biggest Campaign By Fitzgibbons

NEW YORK, Feb. 6.—Fitzgibbons Distributors, Inc., is planning the biggest sales campaign in its history, according to John A. Fitzgibbons, head of the firm. New program has been made with the fact in mind that the 1936 program was successful even beyond expectations, which is an added inspiration to undertake the new program, Fitzgibbons says.

"That program," he said, "was the start of our present field representatives and repair force, as well as the organization of our office sales staff. It was also the definite establishment of our advertising program. But the program went even beyond these points by starting our plan for opening many branches thruout the territory."

"The first branch office was established in Newark, with Helen Fitzgibbons in charge. Miss Fitzgibbons left an executive position with one of the large life insurance companies to take charge of the new Fitzgibbons Building.

"The new plans, for which appropriations are now being made, will see one of the finest schedules for sales promotion ever attempted in the industry.

"The new program will take advantage of our profit-sharing plan, which offers free gifts of high-quality merchandise to customers, and our 'pay-as-you-earn plan,' which offers easy credit to reputable operators. Both plans were first presented at the end of the firm's 1936 sales and advertising program.

"The tremendous sales successes which we have been enjoying with the latest Bally games, especially Bumper, has been responsible for arrangement of the 1937 sales program. Not only will the firm branch out much more than it has but our two sales plans will be much more widely publicized and the general sales policy of the firm will be greatly enhanced in every possible way.

"There is no doubt that the coin machine industry is entering into one of its greatest years. Our firm will help in every possible way to also make this one of the most profitable years that operators have enjoyed. The expenditures which we have planned and the methods we are preparing for complete use of these plans will all be with the end in view of helping operators, jobbers and distributors in our territory. A great part of the present monthly appropriation will be devoted to cooperative effort. Such effort is what we feel is most necessary at this time. Full particulars of our new sales program will soon be made public. Our advertising agency is now preparing to release details of the entire program for the benefit of coinmen in this territory."

## Announcing New Billiard Model

FAYETTEVILLE, N. C., Feb. 6.—Joe Calcutt, president of the Vending Machine Company, announces the new 1937 model of the Aristocrat billiard table, operated by a nickel coin chute. Announcement has brought a flood of inquiries from operators all over the country, Calcutt reports.

"We have been the champions of the coin-operated billiard table as the

finest type of machine in the industry," Calcutt says. "It is absolutely legal everywhere, and that meets the demand of the public for de luxe coin-operated amusement. Each year we have been quietly presenting a new model of the Aristocrat billiard table and they have met with a series of successes."

"The new model excels anything that we have manufactured in this line. We feel that the time is ripe for the introduction of de luxe equipment of a legal nature that has proved itself over a long period of time as to mechanical worthiness and steady profits. We bring to the industry one of the finest machines in the de luxe equipment category with a great record to back every statement that we make for it."

"To say that we are surprised at the sudden return of interest in this fine equipment is to put it mildly. Wires, letters and phone calls continue to pour into our offices every day. Operators, jobbers and distributors want more information on our new 1937 model Aristocrat billiard table."

"Of course, we admit that the swing to major equipment has made all this possible. I feel that operators are going to again enjoy steady profits with our new Aristocrat and that the tables we are already shipping are sure to increase interest everywhere in the country for further orders. We are stepping up our production to meet this increase and feel we shall be in position within a few weeks to meet any and all orders for the Aristocrat billiard table."

## Souvenirs Find Way to France

CHICAGO, Feb. 6.—The "padlocked panties" souvenirs distributed by Gerber & Glass at the 1937 convention are making their way to Paris, where they are expected to create a sensation, according to Paul (Potash) Gerber. Delegates who came from France with Rene Godin, publisher of the French coin-machine trade paper, were greatly pleased with the novelty idea and are taking them back to Paris.

"In fact," Gerber says, "the Frenchmen are planning to have a picture of the novelties published in the French coin-machine paper so that the coin-machine industry in France will become better acquainted with padlocked panties."

"The Foreign Legion will probably get a great kick out of them," Paul continued. "I only hope the French customs officials will let the boys bring them into the country so that they can be shown around. I will also have my name and that of Max Glass stamped on each pair so that the Parisian beauties will know Gerber & Glass when Max and I take a little trip we are contemplating."

## Ten-Day Trial Policy Succeeds

CHICAGO, Feb. 6. — "Profit claims come fast and high in this business," says J. H. (Jack) Keeney, head of J. H. Keeney & Company, "and of late it has been a case of 'believe it or not.' Frankly, my enthusiasm for Paradise and its tremendous success cannot be



M. E. THIEDE becomes general sales manager of the Clare Sales Corporation, Chicago, maker of the Sharp Shooter target machine.

justified by mere words, and so my organization is letting the game speak for itself."

Mr. Keeney is following thru his policy by shipping a sample Paradise to any interested operator for a 10-day trial. Within this period of time the operator can prove to himself the earning possibilities of Paradise. After this period of time if the operator wants to maintain Paradise on location he can, if not he can ship it back to the factory.

Ray Becker, sales manager, says: "Up to this time there has not been a single Paradise returned that has been shipped to date, and believe it or not, in most instances the sample leads to the operators wiring or phoning in for more."

"Paradise is considered by many to be the finest coin game ever built. It takes up to \$1.25 on a single play. The player has a choice of five different field or point bets and can play from 5 to 25 cents on each choice. It is possible to cover all bets with \$1.25. Payouts range from 10 cents to \$1.50 for every nickel played. Illuminated jewel lights indicate every bet made. When all bets are played the button is pushed, causing two rolling dice to be projected on the smoked-glass reflector. The play is intensely interesting, as the spots on the dice are distinguishable with every tumble, adding thrills while waiting for the dice to come to a full stop."

## Newark Firm To Seek New Space

NEWARK, N. J., Feb. 6.—Ace Vending Company, distributing firm, is reported to be looking for larger quarters. Jack Kay and Harry Pearl manage the business. They are operators of long experience and started into the jobbing field some months ago. The steady growth of the firm has brought them to the point where they must seek larger space, they state.

"Our new quarters will not only be much larger," Kay says, "but will be in keeping with modern ideas in the distributing field. We will have a large and modern repair department in which we can handle all the repairs for operators in the State. We will also have facilities for storage of machines. Our used machine department will be enlarged and will have better display for all the new games."

"We will feature a fine display of games both new and used. Harry will continue as the outside contact man and will also devote much time in the new sales department."

## Ferreses Injured in Crash

ELLWOOD CITY, Pa., Feb. 6.—Mr. and Mrs. James Ferrese, of the Ferrese Novelty Company here, were injured in an automobile crash near New Castle, Pa., January 24. Mrs. Ferrese suffered a broken leg and cuts, while Ferrese sustained cuts and bruises.



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award  
Built for 1c-5c-10c-25c Play

Made Only By

**WATLING MFG. CO.**

4640-4660 W. FULTON ST.

CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.

Cable address "WATLINGITE" Chicago

Above Model and Other  
WATLING ROLATOP SLOTS  
in Stock at Our Offices  
READY FOR IMMEDIATE  
DELIVERY.

"TIME SAVED IS MONEY MADE."

**ELECTRO-BALL CO., Inc.**

Dallas, Fort Worth, Waco, San Antonio,  
Houston, Wichita Falls, Oklahoma City,  
New Orleans, Memphis.

## LOOK! ALL ONE PRICE!

On These Used Pin Tables  
**\$9.75**

- CARIOCA
- STAMPEDE
- EQUITY
- HOLLYWOOD
- PROSPECTOR
- ACE
- COLD AWARD
- CENTENNIAL
- BAFFLE
- DE LUXE
- MAMMOTH
- REPEATERS
- PUT 'N' TAKE
- GOLD RUSH

Special While They Last  
**PALOOKA SR. \$40.00**

Purchases of \$10.00 or Less, Full Amount with Order Required. All Other Purchases 1/3 with Order, Balance C. O. D. Canadian Shipments, 50% with Order, Balance C. O. D.

**TWIN CITY NOVELTY CO.**

246 West Broadway. Minneapolis, Minn.



BOOST OUTPUT OF BUMPER NOVELTY GAME TO 600 DAILY. Final inspection line in Bally Manufacturing Company plant shown above. Increased force now working 24 hours per day.

## "HO" HUM SO IT GOES! Read on

OPERATORS: Ever since we started our SHARE THE PROFIT CLUB the Bulls and the Bears have been roaring. . . . Let them roar, and see what it gets them. . . . OUR PLAN WILL CONTINUE ON. . . .

Join Our Club. Membership is FREE.

P. S.: WE HAVE ALL THE LATEST NEW MACHINES.

**HUBER COIN MACHINE SALES CO.,**

600-610 VAN BUREN STREET.  
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EXHIBIT'S  
**CHUCK  
-A-  
LETTE**

A SENSATION before the show  
... a SENSATION at the show  
and always a sensational  
money getter ... Exhibits  
Chuck A Lette and Jockey Club.

**7 CAN  
PLAY**      **3 CAN  
WIN**

Demand It From Your Jobber or Write  
**EXHIBIT SUPPLY CO.**  
4222 WEST LAKE ST., CHICAGO, ILL.

# MEN & MACHINES



L. B. (Mac) McCormick says that production is climbing each week, as he supplies covers to the trade for phonographs and cigaret machines. The demand from the cigaret machine operators for covers is growing fast, he says.

An out-of-town distrib in Chicago for a few days told ye ed that he was moving on an average of 10 games per day of a new one displayed at the 1937 show. From the way he said it his report would be accepted as accurate. It would be interesting if accurate market reports could be secured from various cities on the different types of machines.

Truthful market reports, if they could be had, would work a hardship on manufacturers and distributors of machines that do not start off with a bang, since a little special promotion and publicity sometimes might speed up the sales.

"Poker-action games are always good because they have a familiar appeal and because they can be enjoyed in so many different ways by the players themselves. They can indulge in friendly competition or pit their prowess against the machine itself. They can use it for high score or high card play to decide the winner."—William Blatt, Supreme Vending Company, Brooklyn.

Meet a new member of the automatic sorority. She is Minnie Sachs, the pretty girl who handles your calls to the Standard Transformer Corporation, Chicago. She was on the way out to Stan-cor last summer to apply for a job and asked a stranger how to reach the firm. Instead of telling her how to get there he had the nerve to accompany her to the door. But never a mention of names. He wished her good luck and she got the job. Within a few weeks the stranger was calling on the firm as a part of his job. Now Miss Sachs doesn't know whether the stranger was a sign of good luck, a creature of fate or just a plain pest.

The newly remodeled display room at the Gottlieb plant is attractive. Cardinal red leather and chromium furniture makes it an inviting rendezvous (permissible in coin machine circles as well

as in elite society) for the many visitors at the plant. Not forgetting the refreshment bar for quenching thirsty throats.

Rumor has it that a handsome and distinguished manufacturer of coin machines has been seen much of late doing the night spots in Chicago, which is very much a departure from his mode of life. The fact that he has been taking lessons in French makes it that much more mysterious.

Rex Schriber, sales manager of H. C. Evans & Company, Chicago, motored to Ft. Lauderdale, Fla., with his family for a much-needed vacation.

Silent Bill Cohen, the sphinx from Minneapolis, was in Chicago recently to talk Ten Strikes and to see the *Follies*. He mentioned Fannie Brice and Bob Clark but said nothing about Gypsy Rose Lee. But you should have seen him having his buttons sewn on just before the show! Why would a man make so sure of his buttons when going to the *Follies* if he wasn't thinking especially about a knockout strip tease artist like Gypsy Rose Lee? The sphinx wouldn't talk, however.

Alf Cohen, distributor from London, now in America, said reports from London town indicated the "padlocked panties" distributed at the American convention by Gerber & Glass (Chicago) would be given out at the British show this month. They are already the rage in London coin machine circles, he says.

*Printer's Ink Monthly*, February, 1937, publishes four very interesting collection letters as examples of a series. The four letters are reprinted in full and are signed by E. V. Ross, Oriole Coin Machine Company, Baltimore. Quite a bouquet to Eddie, it seems.

The American Novelty Company, Cleveland distrib, established in Cleveland only a short time, is now moving machines as fast as it gets them from

the factories, according to Morris S. Gisser, sales manager. Henry Epstein heads the firm.

Rumor blew into the Windy City that Bill Shayne, Dixie Music Company, Miami, has finally taken the fatal step. Tell us who she is, Bill; we'd like to pour oil on the gossipy waves by making an announcement.

Carpenters are busy at the Rock-Ola plant putting in another string of private offices. If such expansion keeps up another building may be necessary in the parking lot across the street.

Harry Hoppe, princely salesman for Exhibit Supply Company, Chicago, is reported to be seeing colmen thruout Missouri and Kansas recently. He has traveled the world over, speaks five languages and so can talk coin machines with anybody he meets.

At the same time Leo J. Kelly, Irish wit of Exhibit Supply Company, is entertaining operator friends in Omaha, demonstrating latest games for National Premium Company in Omaha, etc. The Omaha distrib is said to be making good sales on Chuck-a-Lette and Jockey Club.

Some day we may be able to offer an award to any reader who can find a superlative, like colossal, stupendous, etc., in the Men and Machines column. "Not a superlative in a whole column" is the motto. We may find it necessary to use big adjectives in talking about personalities and girls, but about machines we'll try to be modest in this column.

Markepp headquarters in Cleveland reported the first load of the Fair Grounds game arriving this past week. Operators were waiting, Sacks the manager said, "and we may be using a truck-load or two every day."

M. M. Marcus, the gun behind the Markepp firm, is a regular passenger on the new Streamlined Mercury train between Cleveland and Toledo. The Mercury has cut the running time between the two cities, a distance of 160 miles, to less than two hours. Marcus can leave Cleveland in the morning, spend the day in Toledo, and return on the Mercury to have dinner with his family.

Each week you will find lots more personals, almost like a small-town newspaper, about operators, jobbers and the like under the various city headings—Detroit, New Orleans, Pittsburgh, etc. Get acquainted thru the personal mentions in these local news reports.

Salesboard Operators  
**NEW!**  
BEAUTIFUL  
**CHROMIUM  
CANDY CHESTS**

FILLED WITH HIGH GRADE CHOCOLATES  
SELLS ON SIGHT!  
APPEALS TO ALL!  
With Attractive Descriptive Pushcard.  
Complete Sample Deal, \$1.75. Lots of 3 or more \$1.50 Each.  
Write For Data on Other Novel Deals.  
**STONE BROS.**  
800 S. Ada St., CHICAGO, ILL.



**PUT & TAKE JARS**

Sample Jar, 5c Sale, \$18.80 Profit, express prepaid, \$2.15. Write for details 30 other Games.  
**TOM THUMB, Dept. 86, Nauvoo, Ill.**

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

**The SENSATION of the SHOW**  
IS READY FOR IMMEDIATE DELIVERY  
**ABT TARGET SKILL ABT**

The only High Score target gun that is bringing BIG, STEADY PROFITS to ALL operators! IT'S ABSOLUTELY LEGAL EVERYWHERE! BRINGS BIG PROFITS WITH OR WITHOUT PRIZES! 1c or 5c PLAY! MODERN! BEAUTIFUL! ATTRACTIVE! PERFECT! BE FIRST in your territory to GET THE BIG MONEY with TARGET SKILL! RUSH 1/3 Certified Deposit NOW!!!

Only...  
**\$39.50** TAX PAID  
F.O.B. CHICAGO

**JOBBERS.....**  
Special Proposition NOW READY! EARN REAL PROFIT! Write or WIRE! F.O.B. CHICAGO  
—EXCLUSIVE DISTRIBUTORS—  
**N.Y. DISTRIBUTING CO.**  
555-559 W. 157th St., NEW YORK  
(Tel.: Wadsworth 3-7202)



IT'S LEGAL EVERYWHERE



COIN MACHINES IN THE LOBBY OF THE HOTEL JEFFERSON, St. Louis. A guest is playing an Exhibit Novelty Candy Vender. Harry Hoppe, of Exhibit Supply Company, Chicago, and Mr. Frederick (right), Arrow Novelty Company, St. Louis, are in the background.

**ROLO SCORES** ..... \$84.50 each, like new  
**KEENEY BOWLETTE** ..... \$185.00 " " "

SLOT MACHINES, Each.....\$10.00	MILLS DOUBLE JAKS.....\$25.00
MILLS ESCALATORS.....39.50	PENNY PACES.....25.00
VELVET.....49.50	

WATLINGS, PACES, Q. T., TURF CHAMPS AND DAILY RACES. ALWAYS ON HAND.  
Six Pin Games, \$25.00. Send your list and one-third deposit.  
TRI-O-PACK — DOUBLE DECK — and other counter games. Write us your needs.  
We carry a complete stock of all types of games.

**LEHIGH SPEC. CO.,** 2nd and Green Sts., Philadelphia, Pa.

## Counter Device Boosted by Rex

CHICAGO, Feb. 6.—Rex Novelty Company is now swinging into full speed in its drive to introduce the Rex Electric Bell counter machine to operators all over the country.

According to Roy McGinnis, head of the firm, "it is a machine that has all the features of a big bell machine and really brings in pennies from heaven. It is penny play, has three full 20-stop 8-inch reels and is equipped with an electric payout that is economical on current and yet adds immensely to the playing features of the machine. It is built from long operating experience and a trial will convince any operator that he needs this machine in large quantities."

McGinnis can look back upon more than 20 years in the operating field, and he says that his success in the manufacturing business is due to his knowledge of what the operator needs. He and Joe Mahoney became partners several years ago and have since built up one of the largest operating organizations in the country. They are widely known in the trade and offer the benefit of their experience to all operators.

### Try This on Your Piano

LONG BEACH, Calif., Feb. 6.—Lucius C. Dunn, commander in the United States Navy, has written a song commemorating President Roosevelt's South American cruise aboard the U. S. S. Indianapolis. Dunn, executive officer aboard the S. S. Chester, vessel which accompanied the Presidential carrier, has named his tune the "Inter-American Peace Conference March."

## Rochester Area Trimming Shows

ROCHESTER, N. Y., Feb. 6.—Post-holiday normalcy has settled down on up-State booking business, with the majority of spots cutting down their shows from six to four people, from five to three, etc., and some of the smaller spots eliminating shows entirely until around Easter.

Despite the curtailing of shows there is still in this territory an acute shortage of girls.

## Chicago Night Spots Continue Improvements

CHICAGO, Feb. 6.—Keeping up the pace set by the larger night clubs in the way of improvements, many smaller neighborhood spots here have also been undergoing renovation.

Work has started on a new night club in the busy Diversey district, to be known as The Door.

The building program provides for glass brick walls, air conditioning and a strictly modernistic interior. According to Eddie Sherman, owner and operator, Jim Travers, now associated with the Ivanhoe Gardens, Chicago, will manage the place.

Ted's Gardens, on the far southside, has recently spent thousands of dollars on improvements, including a built-in band shell and raised dance floor. Spot is operated by Ted Miclan and new floor show is emceed by Irv Dornfield, magician.

## Chappell Absorbs Marlo; Makes 3 Under Dreyfuss

NEW YORK, Feb. 6.—Chappell & Company, operated by Max and Louis Dreyfuss, has taken over the Marlo Music Company, organized by George Marlo, Al Porgia and Eddie Wolpin. Deal was completed last week. Marlo Company will continue as a Chappell subsidiary, with Porgia remaining as professional manager and Marlo acting in a similar capacity, with Chappell succeeding Sid Lorraine, who resigned a month ago.

Wolpin has joined Crawford Music as professional head. Larry Spier is Crawford's general manager. Henry Spitzer is president of Chappell.

## Acrobat Falls Off Perch

NEW YORK, Feb. 6.—Mrs. Amelia Brann, acrobat working a perch act with her husband, Francis E., at the Commodore Hotel club date here Tuesday, was severely hurt when she fell more than 18 feet to the ground. She was taken to French Hospital, where she is recovering.

## Bally for Dinner Trade

PITTSBURGH, Feb. 6.—William Penn Hotel's lobby concert, once a regular feature here, was revived last Sunday with the engagement of Dave Broudy and a 12-piece string orchestra. Public concerts are offered Sundays between 5 and 6:30 to drum up the dinner trade in the hotel.

## Pittsburgh Entertainers' Ball

PITTSBURGH, Feb. 6.—A crowd of 2,000 is expected to attend the Entertainers' Ball here February 14, to be staged for the benefit of the newly organized Entertainers' Association of Western Pennsylvania. Amy Berlinger, of the Rhythm Sisters, has been named ticket chairman.

## Joe Rieder Joins Fisher

NEW YORK, Feb. 6.—Joe Rieder, former Keith-Albee agent, has joined the Arthur Fisher and William Shilling vaude booking office. He will book clubs.

# ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

This Week's Specials  
**JUMBOS \$2.45**  
**STOP & GO (Brand New) \$4.95**

**DERBY'S \$32.50**  
**PALOOKA, SR. 49.50**  
**TURF CHAMPS (Ticket) 69.50**  
**TURF CHAMPS (Plain) 57.50**  
**FLICKER (Late Models) 49.50**  
**BONUS 29.50**  
**BONUS (Ticket) 33.50**

All Prices F. O. B. Chicago.

## ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE., CHICAGO, ILL.

1801 FIFTH AVE., PITTSBURGH, PA.

Personal Service

## Veteran Conductor Composes Own Dirge

CLEVELAND, Feb. 6.—Realizing that death was inevitable and that the end was not far away, Frank P. Russo, veteran composer and organizer of many bands during the last 35 years, composed a funeral march and ordered it to be played at his funeral.

Ill for three years, Russo knew that death was near. He started work on the composition, which he planned to be his masterpiece. Some days ago he called in Mike Lopez, funeral director. Lopez had been a member of Russo's band and to him Russo gave orders for his funeral arrangements. Russo had previously summoned his son, Al, who succeeded him as band director when illness overtook the father.

"Here is a march I've composed," Russo told his son. "Play it in the church when they take up my coffin and play it again at the cemetery when I'm lowered into the grave."

Young Russo took the manuscript. It was arranged for 40 pieces, the number of men in Russo's band.

The veteran director died Wednesday. On Friday morning he was buried from his home and from St. Anthony's Church where the Rev. Frank Clovis conducted the service. Musicians played the march as requested.

Maurice Spitalny and a string quartet also rendered music during part of the service, while members of Local 4 of the Musicians' Union, 400 in all, joined in the funeral procession.

## Highbrow Warblers Get Mad; Unionize

NEW YORK, Feb. 6.—Night club girls who have been exposed to culture to the point where they have acquired a B.A. degree have formed a Greek sorority, Gamma Nu, which will try to prevent entertainers from being forced to submit to undue familiarity on the part of male patrons.

The gals, it seems, dodge one very important point. They were hired not for the number of wrinkles in their respective cerebellums, but for the number and quality of curves of outward value. Be this as it may, however, Gamma Nu has appointed itself something of a crusading organization and as soon as the path is cleared will invite hot-polloi to partake of the benefits of purity.

Lady who began it all is Harriet Brent, singer at Show Bar Club, Forest Hills, L. I. Harriet got this way at Hunter.

## Benny Fields to Florida

NEW YORK, Feb. 6.—Benny Fields has postponed his return to the Hollywood Restaurant here until March 3. This was done to enable him to accept an engagement at the Hollywood Country Club in Florida, where he will open February 16.

## CLUB CHATTER

(Continued from page 13)

Casino. Universal is arranging a film test for her.

GLOVER AND LAMAE, dance team, after being stranded by the flood at the Brown Hotel, Louisville, had to fly to the Croydon Hotel, Chicago. MILTON HILL and his revue are now at the Edgewater Club, Lafayette, La., after closing

Protect Your Route Without Delay  
**1c Skill Game**

**5 PENNIES ON DUCK PACKAGE OF CIGARETTES**

**DUCK SOUP**  
*It's Legal!*

100,000 Locations Open for This Money Maker.  
Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

"Watch the DUCK Dive"

PRICES  
Sample \$1.90  
Lots of 6 1.40  
Lots of 12 1.20  
1/4 doz. with order, bal. C.O.D.

**STAR SALES CO.**  
3901-09 Wayne Ave.,  
Kansas City, Mo.

No Personal Checks, Please

two weeks at the Pelican Club, Houston. . . . DUTCH GRILL, Brockton, Mass., owned by Sam Goldstein, put on a special Roosevelt Birthday Ball show emceed by Jerry Tighe and music by Ossie Carmele's Band. . . . MICKY STRAUSS and his revue have been held over for eight months at Club Rival, Baltimore. . . . DEMAY, MOORE AND MARTIN are playing dates on the Coast and working in shorts for Warners. Just closed Seattle, with Vancouver next stop.

BLANCHE AND ELLIOTT have just closed 12 weeks at the Club Retino, Mexico City, and opened at the Chez Maurice, Dallas. . . . LAVERNE BOWS, is playing return engagement at the Ballyhoo Club, Columbus, O. . . . RIO BROTHERS, comedy musical act at the Biltmore Hotel, Hollywood, have been signed for the Paramount short *The Hollywood Star Reporter*. . . . BALLANTINE AND PIERCE, "singing dance team," currently heading the show at the Brunswick, Boston. . . . MYRTLE AND JIMMY DUNEDIN have just closed two weeks at Levaggi's, Boston, and will be Miami bound after their present date at the Shoreham Hotel, Washington.

Following work in *Vogues of 1937* for Wanger and their current engagement at the Victor Hugo, ESTELLE AND LEROY will leave Hollywood for the London Savoy. . . . CONDOS BROTHERS recently closed at the Biltmore Bowl, Los Angeles, will do a specialty for 20th Century-Fox in *Wake Up and Live*. . . . TIC TOC GIRLS go into the Club Casanova, Hollywood, for an indefinite period. . . . RIO BROTHERS, current at the Biltmore Bowl, Los Angeles, have been set for a Paramount musical short, *Hollywood Star Reporter*.

## CRA Biz Boom, Ah!

NEW YORK, Feb. 6.—In its nine months of existence Consolidated Radio Artists has sold more than \$1,000,000 worth of aggregate band bookings, which, at a modest assumed 15 per cent commission, netted it some \$150,000.

Under the leadership of Charles E. Green the organization has established offices in five key cities: New York, Cleveland, Chicago, Dallas and Hollywood. In recent months it has effected co-operative tieups with Fanchon & Marco and Irving Mills and the absorption of Kennaway, Inc.

## PROPPER REGAINS

(Continued from page 15)

failed to pull it out of the hole during his brief regime. Stockholders decided that Propper was the man and called him back.

One of Propper's first moves was the inauguration of a "5 o'clock Penny Club." Any person in the Mayfair at 5 o'clock gets a cocktail for a penny. Four Esquires continue their entertainment in the cocktail room, with George Duffy and his program in restaurant proper.

## Rochester Agcy. Adds Bands

ROCHESTER, N. Y., Feb. 6.—Mutual Entertainment Exchange, invading the band booking field, has added the Sam Manning and Justin Conlin bands. Brings the total to four bands.

Acts recently booked by the office include: Lou and Evelyn, Carlos and Estrellita, Curley Langley, Mary Carroll and the Pat Cleff Band at Times Square Supper Club; Billy Morlen, Jimmy Thomas, Mack and Fay, and White and Day at Bartlett Club; Duane and Diane, Ray Olsen, Billy White and Vic Lewis and band at Brightview Club; Noel and Jean Shannon at Powers Hotel; Adra Cooper, Terry Circle, DeMonico and Phillips, Barry and Bianca at Golden Grill, and Dorothea Dorne at the El Chico, all in Rochester, and Nixon and Andre into Maney's, Buffalo, N. Y.

## New Clubs in New York

NEW YORK, Feb. 6.—Two new clubs are scheduled to open tonight. The Clover Club on West 52d street, after more than a month of darkness, resumes activities with a show that includes Mae Johnson, the Ebony Rascals and Al and Toni Cortez.

Madeleine's, at 121 East 52d street, will offer entertainment by the Joe Grey Trio and by Lucille, in song improvisations.

## H. S. Vaude Bookings

ROCHESTER, N. Y., Feb. 6.—Expansion of the booking activities of the H. S. Vaudeville Exchange here now includes the following up-State New York clubs: College Inn, Bradford; St. James Hotel, Wayland; Tavern Grill, Waverly; National Hotel, Bath; Continental Hotel, Hornell; Wagner Hotel, Bath; Wonder Bar, Elmira; Whittle's Grill, Elmira; Chateau, Horseheads; Triangle Grill, here; Hollywood, here; College Hotel, Fairport; Havana Casino, Buffalo, and other local spots. Acts are also placed in the Savaron, Midnight Sun and Manley's Cafe, all in Buffalo, and the Seneca Cafe, Geneva.

## College Inn Show a Honey

CHICAGO, Feb. 6.—Acclaimed the most spectacular show seen in Chicago since the World's Fair, the *Crazy Show* opened at College Inn tonight, with Roger Pryor and orchestra, the Gertrude Hoffman Girls and the California Varsity Eight featured. Gorgeously costumed and presenting sensational dance routine along with a number of top-notch acts, the show made a tremendous hit.

# Acme NOVELTY CO.

23-25 NORTH 12th ST. MINNEAPOLIS MINN.

RECONDITIONED  
**USED PAYOUT TABLES**  
READY TO OPERATE

Bally's Preakness **LIKE NEW \$73.50**

Gottlieb's Derby Day  
Gottlieb's College Football  
Gottlieb's High Card **63.50**  
These Games Very Slightly Used.

Exhibit Electric Eye, Jackpot Model. \$39.50  
Pamco Saratoga 43.50  
Pamco Bells 34.50

Stop - N - Go **NEW UNIT 27.50**

Gottlieb Races  
Gottlieb Fence Buster MYST. **37.50**  
Bally Multiple

Multi - Play **22.50**

JENNINGS FLICKER 42.50  
BALLY ALL STARS 29.50  
BALLY PEERLESS 27.50  
SUNSHINE DERBY 24.50

Rock Olas Credit **19.50**

BALLY'S SKY-HIGH 5 Ball Ticket and Cash  
BALLY'S PEERLESS 1 Ball Ticket and Cash **27.50**

SILVER CUP Ticket and Cash **19.50**

Mills 10 Grand **14.50**

STAMPEDE PUT-N-TAKE GOLD RUSH **7.50**

Golden Harvest 10 Ball Auto. Pay (Jennings) **14.50**  
Daily Limit . . . .

## COUNTER GAMES TRI-O-PACK

The new 1c Gigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making feature of Penny Pack—the thrill of Reel "21"—Plus a new 1st, 2d or 3d odds play.



**\$24.75**

ALL NEW COUNTER GAMES SOLD ON ACME NOVELTY'S 10-DAY GUARANTEE.

Rotary Merchandisers Equipped with Vanek Slots **127.50** LIKE NEW

NEW Another Daval Winner **DOUBLE DECK 22.75**

REEL DICE \$16.50  
PENNY PACK 15.50  
REEL "21" 15.50  
DAVAL RACES 14.95

USED COUNTER GAMES  
HOLD AND DRAW \$ 4.95  
IDEAL GUM VENDOR 4.95  
PURITAN GUM VENDOR 4.95  
REEL "21" 9.95  
TWENTY-ONE, Counter Sample 15.50

50 Used Wurlitzer's  
**WRITE FOR PRICES**

## ROUTES

(Continued from page 35)

Marquis, Magician, & Co.: (Merry-Go-Round Club) Dayton, O., 8-13; (Memorial) St. Marys 15.  
Ricket's Show: Cedar Crossing, Ga., 8-10; Fine Grove 11-13.

## REPERTOIRE

Blythe Players: Willards, Md., 8-13.  
Conger & Santo Players: Aragon, Ga., 8-13.  
Gilbert Comedians: Guyton, Ga., 8-13.  
Harvey Players: Dyersburg, Tenn., 8-13.  
Hayworth, Seabee, Players: (Rivoli) Lincoln-ton, N. C., 11; (Strand) Cherryville 12-13.

## CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Barfield's Cosmopolitan: Lake Wales, Fla.  
Cracker State: Waycross, Ga.  
Crafts: San Bernardino, Calif., 18-27.  
Capitol City: Quitman, Miss.  
Davis: Leary, Ga.; Leesburg 15-20.  
Dixie Expo.: Mobile, Ala.  
Dyer's Greater: Sturgis, Miss.  
Evangeline: Rison, Ark.; Sheridan 15-20.  
Florida Expo.: Spa Beach Park, St. Petersburg, Fla.  
Florida Fun: Punta Gorda, Fla.  
Greater United: Laredo, Tex., 15-20.  
Krause Greater: Ft. Myers, Fla.; Sarasota 15-20.  
Lawrence, Sam: New Smyrna, Fla.  
Lucky Strike: Palatka, Fla.  
Regal United: Daisetta, Tex.  
Reid Greater: Jacksonville Beach, Fla.  
Royal Palm: West Palm Beach, Fla.

## CIRCUS AND WILD WEST

Polack Bros.: San Jose, Calif., 8-13; Sacra-mento 15-20.  
W. P. A. (New Star Casino, 107th st. & Park ave.) New York 12-14.

## Additional Routes

(Received too late for classification)  
Bishop Tent Show: Augusta, Ga., 8-13.  
Cannon Show: Dudley, Ga., 8-13.  
Fisher Bros.' Circus: Inverness, Fla., 12.  
Daniel, Magician: Evansville, Ind., 11-13.  
Owensboro, Ky., 15-16; Marion 17; Ben-ton 18.  
Dressen's Circus Capers: Dalton, Ala., 11; Montgomery 12-18.  
Harlans, The: Hot Springs, Ark., 8-13.  
McNally Show: Powellsville, Md., 8-13.  
Miller, Al H., Show: Ochlochnee, Ga., 8-13.  
Princess Edna Show: Gollad, Tex., 11-13.  
Rippel, Jack Splash: Guyton, Ga., 8-13.

## Levin's Always Offer Best Values in ST. PATRICK'S DAY NOVELTIES

B1—Shamrocks (Plain). Per Gross. \$0.60  
B2—Shamrocks with Hat. Per Gross .75  
B3—Shamrocks with Pipe. Per Gross .75  
B4—St. Patrick's Bow Pin. Per Gro. .75  
B5—Irish Silk Flag. Per Gross. .75  
Above prices do not include postage.  
B30—Samples—1 Dozen Each of Above Items, Postpaid, for . . . . .50

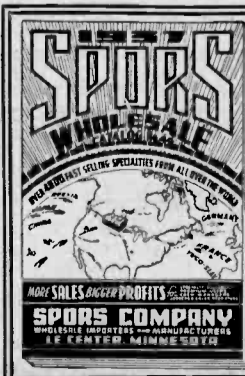
LEVIN BROTHERS  
TERRE HAUTE INDIANA

## NOT AFFECTED BY FLOOD Plaster Novelities

For Stores, Gift Shops and Premium Users—Table and Radio Lamp, Broncho Buster, and Circus Horse. Also Small China Novelities. Immediate Shipments - Send For Catalog Today.

G. G. J. MATTEI & CO. 927 East Madison St., LOUISVILLE, KY.  
Plaster Novelty Manufacturers and Carnival Supply House.

SPICY—FUNNY — FAST-SELLING — NOVELTIES. CARTOON BOOKS, \$1.25 per 100. Sand Cards, \$2.00; Shimmie Dancers, \$1.75. FOLDERS—Ago, Movie Girl, Back Seat, Nasty Man, Inheritance, etc., \$1.00 per 100. Die Cut Spec. Folders—Dirty Dog, Pig, etc., \$2.00 per 100. Send \$1.00 for 25 Samples and my Catalogues list- ing 2,000 items. Or Catalogue and 5 samples for 25c. No Free.  
T. R. PAYNE — 25 Cardinal Place — New York.



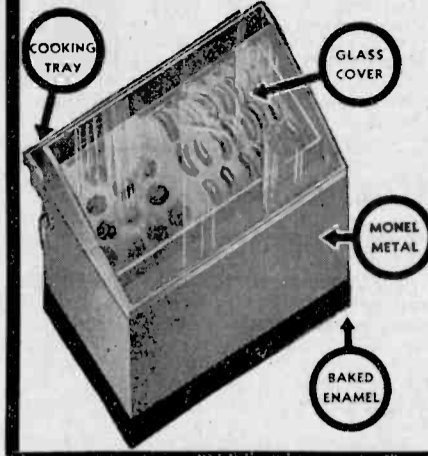
4000 ITEMS FREE WHOLESALE CATALOG

Hot off the press. Shows 4,000 world-wide Bargains. 256 pages of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.

SPORS CO., 2-37 Erie St., Lo Center, Minn.

# FLASH

## WHO IS WHO IN THE FIELD TODAY?



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THE IMPROVED MODERNISTIC "ALL ELECTRIC" "TASTY BIT MACHINE" leads them all.

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Will Book Rides that don't conflict with what we have. Wanted Shows with or without tops, Geek or Freak or any money- getting attraction. Concessions all open ex- cept percentage. No flat joints wanted. Show opens early in Owensboro, Ky. Address

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For fastest show on road. Freaks to feature annex. Fire Eater, Tattooer, Small Colored Dwarf Man. Salary no object. Cecil Cecelia, come on; others write.

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WALTER L. MAIN 3-RING CIRCUS—Greatly enlarged. Show furnishes gas only. Feed and sleep yourselves. To Rent: Side Show; Bail Ring Top, must be not less than 50 with three Poles; Lunch Stand, Candy Stands, Novelities, Pop Corn, Candy Floss and any Legitimate Concessions. Wanted: Feature Aerial Acts, Arabs and Acrobats, all go in Tournament and Parade when necessary. Ad- dress Geneva, O. N. B.—Billposters and Litho- graphs address MIKE PYNE, 4338 Newport St., Detroit, Mich.

## WANTED DAVIS SHOWS

Chair-o-Plane and Kiddie Ride with transportation. Opening for several Shows. Palleren's Working World come on. Also small Cook House. Con- cessions that work for stock come on. Leary, Ga., this week; Leesburg, Ga., week of February 15.

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Special Inducement to Organized Minstrel Show. Effie Moore, Fred Mortson answer. CAN PLACE Fun House, Mechanical, Crime, Unborn, Motordrome. Show People all lines. WILL BOOK Loop-o-Plane. Show opens middle of March, closes last of November in South. Have opening for Frozen Custard, Candy Floss, Penny Arcade, Capable AGENT'S all kinds for Concessions. CAN USE Single Man in Fishpond, Working Men, sober Mechanic for Trucks, Canvasman, COOK HOUSE Help. NOTE—Man- agement owns all Rides, Concessions. We will not play territory affected by flood. Reply J. T. McCLELLAN or ROY GOLDSTONE, Winter Quar- ters, 285 1/2 Poplar Street, Memphis, Tenn.

## TILLEY SHOWS

NOW BOOKING

Shows, Concessions, Concession Agents, Ride Help. ADDRESS LADD, ILLINOIS.

**DIVORCES**

(Continued from page 32)  
shows, from John Hartman in Chicago February 3.

Dave Gould, dance director, from Frances Paxton, film actress, in Los Angeles February 1.

**Late Deaths**

(The following items were received at press time. More details in the next issue.)

**AUMAN**—Walter, president of Local 97, International Alliance of Theatrical Stage Employees, at Reading, Pa., of a heart attack.

**LOUDEN**—Mrs. Katherine, mother of Mrs. Jacob Lavene, vice-president of the Variety Barkettes, at Buffalo.

**PAGE**—Gordon, father of Mrs. Buster West, formerly a dancer in Earl Carroll's Vanities, at Concord, N. H., February 4.

**STEPHENS**—Yorke, 74, English actor, in London February 5.

**VAWTER**—Keith, 64, famous in the open-air chautauqua, at Cedar Rapids, Ia., February 5 of heart attack.

**CINCY AGAIN**

(Continued from page 5)  
ules Friday. Box-office receipts were heavy. No downtown theaters suffered physical damage from the flood, only hurt being the enforced closing. Local ops took their losses with good spirit, with all darkened marquees urging Red Cross contributions. Several nabe picture houses were inundated and badly damaged.

Coney Island Amusement Park suffered the greatest damage from the flood waters. Officials as yet have given out no estimate of their loss, but it is generally conceded to be heavy.

Two rinks in the Cincy area, Chester Rink here and Frank Bacon's Tacoma Park Rink, Dayton, Ky., were under water; the latter will resume operation after the necessary repairs have been made, but the damage to Chester Rink was so great that the owner, William Sefferino, will not attempt rehabilitation. Sefferino has a new rink under construction in a different location.

**Wheeling Theaters' Loss Is \$100,000**

WHEELING, W. Va., Feb. 6.—Wheeling's amusement world has returned to normal business after experiencing the second disastrous flood in 10 months. Damage, actual and in lost receipts, was placed at \$100,000.

The Rex, Liberty, Colonial and Southern theaters, under water six days, have reopened. A dozen night spots, including the Hollywood Inn, Club Diamond, Golden Pheasant and several others in the heart of the business district, had water on floors or were surrounded by it. Coin machine receipts for January were estimated at \$15,000 less than normal.

State Fair Park, on Wheeling Island, ravaged by the March flood, was not reopened and just another layer of mud and debris was piled on the last one.

**Louisville Ops Out \$1,000,000**

LOUISVILLE, Feb. 6.—After fighting flood waters for two weeks amusement men here were too exhausted to make more than a desperate guess at their losses. Downtown Louisville theater owners alone estimated that their property damages would run to more than \$100,000. Counting losses of revenue, it is possible that the Ohio River flood cost amusement operators in this territory more than \$1,000,000.

Louisville theaters went dark as soon as the flood situation appeared serious in order to conserve electricity for the city. Backwater flooded practically all downtown houses and in the East Broadway climbed to the balcony.

Loew's Theater was ready to remove seats when notice came that 2,000 refugees would arrive there shortly to spend the night. By the time the refugees were moved in and attention could be turned to the protection of the theater almost half of the lower floor was flooded. With 22 inches of water in the street in front of the Brown Theater, the house suffered heavy damage. The Mary Anderson, Ohio and National remained comparatively dry, but were also damaged.

Madrid Ballroom was turned into a refugee hospital and practically all theaters sheltered some flood victims. The Uptown, high and dry in the Highlands, was turned over to relief work by the Fourth Avenue Amusement Company. Tremendous losses were suffered by the three Switow houses in Jeffersonville and New Albany, Ind., which were almost entirely submerged.

Fontaine Ferry Park, tho on the edge of the Ohio River, had several high points, and, being in the area of Louisville which suffered the most, became a center for relief work. Skating rink housed several hundred refugees until the waters had subsided, food being taken to them by boat. Much of the park still is under water and the amount of damage cannot now be estimated.

Louisville Memorial Auditorium also had water, tho the building is more than a mile from the river. Water receded from that point this week, but damage was so bad that several cancellations were necessary.

Coin operators will be months counting up their losses. With three-fifths of the city under water, a majority of machines were damaged.

Theaters hope to resume operations by next week, lack of power in the downtown Louisville district being the most important factor at present.

**Mid-winter SALE**  
Quality Reconditioned Games

Place your orders right now for the best savings of the year on Electro-Ball Super-Reconditioned Pin Games. Everyone has been put in absolutely A-1 condition. They are selling fast! Quantity limited!

- MISCELLANEOUS  
ELECTRIC EYE, Pistol Practice, Skill Game . . . \$37.50  
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- ONE BETTER, Floor Sample . . . \$49.50  
PAMCO PALOOKA, JR. . . . 32.50  
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Five Vibro Shavers on Red Velvet Pad.  
2,000-Hole Board—2c Sale  
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DEAL No. 1.		DEAL No. 2.	
1200 hole board 5c per punch. Consists of 1 Pfc'd Staline Genuine Fur Coat; 1 Silvered Fox Fur Scarf; 6 Fur Scottie Dogs; 2 Cards of Rabbit Feet with key chain (18 on each card); 1 Beautiful Display Board.	Cost of Complete Deal \$26.00	1000 hole board. 5c per punch. Consists of 2 Silvered Fox Fur Scarfs; 6 Fur Scottie Dogs; 2 Cards of Rabbit Feet with key chain (18 on each card); 1 Beautiful Display Board.	Cost of Complete Deal \$20.00
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IMPORTANT: These Deals Are Complete Sell-Outs and Are Guaranteed Fast Money-Makers. With every half-dozen deals you order, take off 50c for each deal. With every dozen deals you order, take off \$1.00 for each deal. **RUSH YOUR ORDERS TODAY! 25% deposit, balance C.O.D.**

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OPENING APRIL 8.  
Opening for legitimate Concessions. CAN PLACE Shows not conflicting with our own outfits, or will furnish outfit to reliable showmen. Good opening for Cook House, privilege in meal tickets. WANT Ride Foremen and Help for all Rides. Those with me last season write. WANT experienced Man for this new Ride, The Octopus. Address all mail Crystal River, Fla.

**GAINESVILLE, FLA.**  
**WASHINGTON BIRTHDAY CELEBRATION**  
ALL WEEK OF FEBRUARY 22, ON MAIN STREET, DOWNTOWN.  
For this date we want Merry-Go-Round and several strictly Merchandise Grind Concessions which can join Monday for Colored Lot at Gainesville. We invite correspondence from Showmen, Ride Owners, Concessionaires and Free Acts for Spring Opening South Georgia, March 15. Address TOM TERRILL or ERIC B. HYDE, this week, Palatka, Fla.; then Gainesville, Fla.

**THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"**

**SPENCER & CLARK EXPOSITION SHOWS**

We are opening the middle of April at an excellent spot fifteen miles from Pittsburgh, and will remain in this territory most of summer. One-fourth of season already booked under strong auspices. We own our major rides. Will furnish complete, new outfits for Half-and-Half, Hill Billy, Wild West and Plant Shows. WANTED—Motor Drome, Mechanical City, Grind Stores of all types, Lead Gallery, or Shoot the "B." Photo Gallery, Penny Arcade, Wheels that will grind—and we mean just that—Diggers, Free Acts, Rides that don't conflict, Ride Help, Electrician, also Cook House—it must be good. Corn Game, Apples, Popcorn, and Girl Revue already sold. Would like to hear from C. Moberg, Heavy Treters, Duke Kinsey, Mr. Misphehl, Mr. Decker, Spot Prondley, Homer Simons, Mr. Matthews. Would also like to hear from committees within 100 miles of Pittsburgh.

C. D. (JACK) CLARK, General Manager; SAM E. SPENCER, Treas., 20 S. Main St., Brookville, Pa.

**WANTED FOR SACRAMENTO, CAL., SHRINE CIRCUS**

FEBRUARY 16 TO 21  
Circus Acts doing two or more acts. Can place Concert Attraction. Address IRV J. POLACK, Manager, Polack Bros.' Circus, Week February 8; San Jose, Calif.; after that Sacramento, Calif.

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Penny Play  
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Convenient Counter Size

100,000 Plays on one 4-battery hookup.

**PENNY PLAY**

For 20 years REX NOVELTY CO. has been known as one of the world's largest operating organizations—operating every type machine in every part of the country, Bells, counter machines, games, merchandise, music, Deweys, Owls. Now REX enters the ranks of manufacturers, with a machine that fills a definite need among operators. The first and only successful PENNY Play, true Bell type machine in convenient counter size, with electric payout.

Space forbids more than a few brief features, such as: Standard Bell mechanism, only slightly smaller. Noiseless, but you still can hear those 1-2-3 clicks, every player listens for. Full 20 stop 8 inch Bell Reels. Only Counter REEL machine that LOOKS LIKE A BELL. Four ordinary batteries provide power for more than 100,000 payouts. No current consumed unless payout. Sturdy wood cabinet in latest color schemes. Liberal Payouts keep up player interest. Now write for complete details and record of earnings covering two year development period.

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**REX NOVELTY CO.** 1010 GEORGE ST. CHICAGO, ILL.

**EPCO Products in Many New Games**

DETROIT, Feb. 6.—When Western Equipment and Supply Company, of Chicago, joined the ranks of users of Electropak, A. B. Chereton, president of Electrical Products Company here, declared that "96 per cent of the manufacturers of amusement machines are now using Epco equipment."

Mr. Chereton says this high mark has been attained because the "Epco engineers realize the problems confronting every individual manufacturer. It has been paramount in their minds that only by giving complete service to the individual manufacturer could he progressively develop in producing more extensive devices. I look with great pride upon such developments as the photopak being used by the majority of manufacturers of amusement devices which are based upon the photo-electric cell principle. Also, I wish to add to the Electrical Products Company laurels the Epco fuse eliminator, the Electrolok and the Adaptopak. I am firmly convinced that if my organization is given the opportunity to co-operate along these lines that the future of the automatic industry holds untold possibilities. No brilliant creation, no matter how practical its purposes, is worth while unless it assures absolute operating reliability, and in regard to this fact I point to the concrete evidence of past performances when I say that all Epco devices render this type of service."

**ORPHEUM**

(Continued from page 18)

a family audience. Okeh for clubs but not for vaude.

Running time was 53 minutes, and part of the load was being shouldered by *Larceny on the Air* (Republic). Company manager is Eva Gardiner. Not the usual Gardiner show, but with a few cuts and speed in places it'll fit the smaller spots. B. OWE.

**Alhambra, Paris**

(Week of January 25)

Alhambra offers a varied and entertaining bill featuring the American singer, Carolyn Marsh. She is one of the best of American pop singers heard here in many moons. Unfortunately she's a bit above the Alhambra public and doesn't get deserving applause. A new and excellent number is that of Radiola and Questia, radio speakers, who present a clever and hilarious satire on air programs. Another novel act is Hamilton Conrad and his pigeons, with birds good and unusual performers and Conrad a real showman. Robert Rocca, also new, is a young Montmartre humorist, who puts across a very witty and ironic line of patter. Three Dorvils Sisters on in medley of tumbling, which is good but haphazardly routine. Paolo Bedini clicks with excellent juggling bit.

Mignone offers short acro-dance number in which she does sensational one-leg and contortion bits, which are clever but slow up her act. Tina Meller on in two mediocre Spanish dance bits. Walter (Dare) Wahl and his partner garner the laughs with their nut acrobatic insanities. Isola Brothers, who since losing their string of theaters set out to stage a comeback as illusionists, have regained much of their former

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MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

technic and are now presenting a good medley of elaborate illusion tricks which net them a near show-stop. Con Colleano, ace wire walker, is temporarily out of the show as a result of a bad fall at the Sunday night show when a plank in the stage was ripped out by Con's guy wire, throwing him to the floor. Badly bruised shoulder forces him to lay off a few days. The veteran Plattier Brothers open the show with their musical clowning and excellent bird parody. Bedini-Taffani Troupe fill the closing spot with medley of good tumbling, hand-to-hand and head balancing and Risley bits. T. W.

**London Bills**

(Week of February 1)

Holborn Empire has three American acts doing excellent this week. Senator Murphy, just in from South Africa, registers solidly with his monolog. Murphy judges requirements of British audiences to a fine point and consequently his act is full of belly laughs. Four Franks show-stop with their steps and tunes. Youthful performers, they are amazingly popular here and seem to do better at every appearance. Kimberley and Page have been here so long that they are looked upon as home talent. The couple have plenty of new gags and hit solidly. Best act outside the American contingent, Quintilla, a looker, gives a swell wire-walking and dancing display. She's not sensational but graceful.

Darlene Walders, cute young American acro-dancer with a wealth of new and sensational tricks and a flair for showmanship, is back at the Savoy and registering big.

Devito Denny Four are at Shepherd's Bush Empire. Act is working in slipshod fashion, and apart from a couple of bits with cumbersome props has nothing to offer. Only fair reception at this spot.

Mae Wynn and Zella Company with their diversified tap and rhythm dancing novelty are a standout at Birmingham Hippodrome and easily the best thing in the bill.

Wilson, Keppel and Betty are a cinch with their swell comedy danceology, which registers solidly at the Carlton, Islington.

Carroll and Howe, with the dandiest line of chatter in English vaudeville marked by freshness and personality, are a sensation at the Empire, Glasgow. Vic Oliver, a favorite here, and the Monroe Brothers, comedy trampoline act, are other successful entrants from U. S. A. in this bill.

Arthur Tracey is not faring as well as on his last visit. Does good at Sheffield Empire, but his reception shows that his popularity is slipping. Melino, Kaye and Melino, three-man knockabout act, shine in this bill.

Victoria Palace program remains intact from last week and is playing to good business. Palladium show is in its fifth month, with standees at all evening performances. B. R.

**ONE-TWO-THREE**

WINNING NUMBERS HAVE CHOICE OF PUNCH IN 3 DIFFERENT JACKPOTS

A NEW GARDNER THICK BOARD

Order No. 600-ONT (One-Two-Three)  
Size of Board 7 1/4 x 10 in.

Takes in: 600 Holes @ 5c . . . . . 30.00  
Total 'average payout . . . . . 17.50  
Profit 12.50

Price \$1.34 Plus 10% U. S. Tax

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**THREE JACKPOTS!**

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GUARANTEED AUTOMATICS		REBUILT PIN GAMES.	
Turf Champs . . . . . \$62.50	High Stakes . . . \$ 6.00	Country Club . . . \$15.00	Mad Cap (Battery) . . . . . \$15.75
Multiple . . . . . 39.50	High Tension . . . 4.50	Map Cap (Electropak) . . . . . 16.75	Torpedo . . . . . 10.75
McCoy . . . . . 42.50	Half Mile . . . . . 13.50		Screamo . . . . . 4.75
Daily Races . . . . . 27.50	Sandy's Horses . . . 5.00		Ditto . . . . . 4.85
Peerless (Tkt.) . . . . . 47.50	I. O. U. . . . . 3.95		Five and Ten . . . . . 5.00
Challenger . . . . . 47.50	Select 'Em . . . . . 3.95		Line-O . . . . . 4.75
Jumbo (Ticket) . . . . . 32.50	Junior . . . . . 2.50		Rapid Transit . . . . . 6.00
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Whirlpool Ticket . . . . . 11.00	Mills Puritan . . . . . 6.75		Double Nugget . . . . . 4.50
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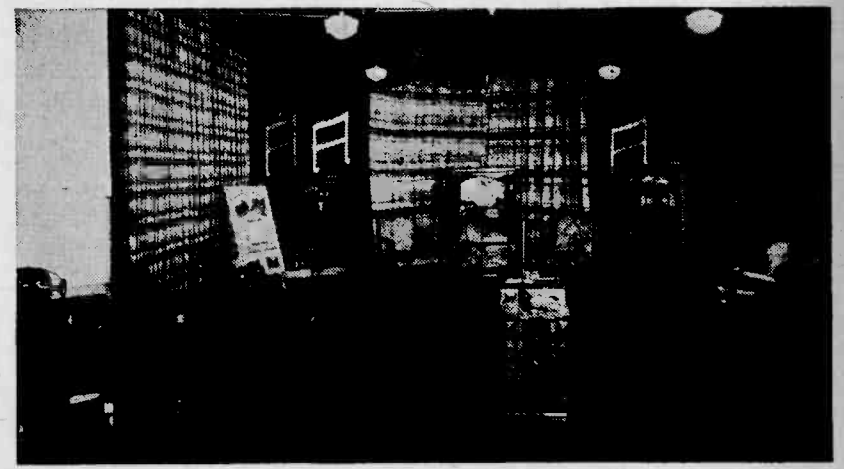
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Reel 21 . . . . . \$ 6.00  
Daval Races . . . . . 7.00

**WE CAN SAVE YOU MONEY ON ANY NEW HIT PIN GAME, AUTOMATIC OR SLOT MACHINE**

**GET OUR LATEST PRICE LIST ????**

**CALL NOVELTY CO.**  
2230 PINE ST. ST. LOUIS, MO.



SECTION OF ONE OF ROCK-OLA'S private display rooms, where operators can conveniently listen to the new Rock-Ola phonographs, test out the Tom Mix Radio Rifle and the new comedy rifle, School Days, as well as the new 1937 World Series and other Rock-Ola products.

**PIX INTERESTS**

(Continued from page 3)

papers used lavishly, advertising the opening for January 23.  
 Canvas arrived on schedule and erection of the tent started, when suddenly John Law appeared on the scene with an injunction restraining the company from functioning on the ground that tents could not be erected on this location, as it is in a restricted zone. Complainant was local picture interests.  
 Thousands of dollars were spent by Special for this engagement on the supposition that everything was okeh. At this writing all of the principals are in court, where a hearing is in progress. In the meantime the actors are sitting on the lot awaiting a decision.

**HI-HAT HOOFING**

(Continued from page 3)

season, while Shan-Kar grossed \$40,000 in six weeks.  
 Local audience for "the dance" is generally a queer-looking conglomeration of long hairs, with the girls looking like reincarnated soap boxes and the boys in need of those pills. The congregations outside New York, however, would get a board of health okeh. Ballets attract many operatic devotees and visiting intellectual firemen, as well as the usual dance fans.  
 Modern dance programs are inclined to be profound in content and often full of Social Messages. Velly maidens a-hunting butterflies are passe. Radicals, in many instances, have taken to the dance as a form of propaganda and, while little of the red stuff has won general critical acclaim, it is felt that a new audience is being created.  
 Some of the tummy tossers, particularly those doing Sunday shows, find their recitals an opportunity to give their pupils an airing and get a bit of publicity.  
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**GIGANTIC FLOOD**

(Continued from page 3)

Carlos Frias, donated services, as did 20 union musicians and picture operators.

DES MOINES, Feb. 6.—WHO, Des Moines, carried two "grind" programs for the benefit of the Red Cross last week.

One ran for nearly four hours, and the second, several days later, ran for two and one-half hours.  
 In addition to the entire artists' staff, with all clerical and engineering staffs assisting, Gov. Nels Kraschel spoke. Leslie Howard, appearing in Des Moines in *Hamlet*, held up his train in order to tell of some of the horrors of the flood district thru which he had passed only a few days previously. Station Manager J. O. Maland spoke from his bed, where he was confined by illness.  
 To date the station has brought into the Red Cross \$26,157.88 in cash and has in unpaid pledges \$5,629.63.

DETROIT, Feb. 6.—Plans to secure the attention of theatergoers by literally stopping the show to solicit funds for flood relief were carried out this week by Detroit theaters under the aegis of Henderson M. Richey, general manager of Allied Theaters of Michigan. A trailer, produced by the Detroit Variety Club, was run in over 150 theaters, usually spotted by the operator to cut in immediately after flood scenes were shown in the newsreel.

After the appeal the houses were lighted and ushers passed thru, giving special envelopes to all patrons, who deposited the envelopes in the boxes in the lobby and secured a receipt from the flap of the envelope.

This method was used, rather than a special midnight show, as every house could co-operate and appeal to every patron, and the novelty of the appeal was more effective.

**UNIONS HIT**

(Continued from page 3)

line with the Federal Theater's policy of engaging men of outstanding ability.

Barber meanwhile will leave next week for a vacation, his assistant, Walter Hart, having just returned from a sunburn spree in Florida. Mrs. Flanagan, making a Coast trip, will return some time late in March, around which date another meeting of the FTP's Central Advisory Board will be held.

LOS ANGELES, Feb. 6.—Second investigation of the local Federal Theater administration—growing out of a demand for an "impartial" study of complaints against the Los Angeles project—was to get under way here late this week. Chief complaints are misadministration and favoritism against local incumbents.

J. Howard Miller, regional FTP director and target of much of the criticism, was expected back in Los Angeles from a long absence in the East in time for the new investigation.

Representative Thomas H. Ford, Washington, instigated the second administrative inquiry.

Current probe of the local project has to do with technical and illegal angles of the setup. One of the charges leveled against the regime is that the purpose of the FTP to give relief to needy theatrical people is being distorted in favor of establishment of a national theater.

Meanwhile Equity grievance committee of seven and the association's Coast attorney, I. B. Kornblum, met several times during the week with FTP officials to map details of what is expected to be an inquiry into conditions affecting Equity members on the government pay roll.

NEW ORLEANS, Feb. 6.—Jack Kingsberry, late of Walter Huston's troupe of *Dodsworth*, is new director of the Federal Theater project here, succeeding Bernard Craven. Project group immediately went into rehearsal on Martin Flavin's *Around the Corner*, scheduled for Jerusalem Temple nights of February 17 and 18.

DETROIT, Feb. 6.—Federal Theater here is scheduled to open its season Wednesday, February 17, at People's Theater with Martin Flavin's *Around the Corner*. Herschel Mayall is director.

**TENTATIVE DATE**

(Continued from page 3)

desire to be represented at the convention.

It is possible that an exposition of rides and amusement devices will be held during the meeting, but in any case showmen will find many new rides and attractions at the amusement park of the Paris International Exposition.

The 17th national convention of the Federation Nationale des Syndicats des Usagers des Foires et Marches, important group of street fair showmen and

**"TURF CHAMPS"**



**ELECTROPAK EQUIPPED**  
**\$137<sup>50</sup>**

**TICKET MODEL**

**STONER CORPORATION**  
*Aurora, Illinois*



**A REAL BARGAIN**  
**5 DE LUXE ROLL-A-BALL**  
 14 FT. BOWLING GAMES, Like New, \$139.50  
 Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!  
**D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.**

market men, will be held at Chateau-roux February 16-18.

**Tucker Gets Carson as Assistant Manager**

CHICAGO, Feb. 6.—W. M. Tucker, manager Al G. Hodge Shows, announced here this week that he had engaged Andy Carson, former carnival owner, as assistant manager. Carson is now in Tampa, Fla., in the interest of the shows and will go to the shows' winter quarters in Indiana early in March. Tucker also stated that Marvin Laird will handle the office wagon as secretary.

William Harrington will again have the Girl Show and Manager Tucker reports that about all the people who were on the shows in 1936 will be back. Art Signor, who has charge of winter quarters work, has about completed repairing and repainting the riding devices.

**Fincher & Weller Book Side Show With Gooding**

DETROIT, Feb. 6.—S. E. Weller stated here this week that he has formed a partnership with Elmer Fincher and will produce a side show under their management, which will be presented on one of the F. E. Gooding carnival units. Weller said that the policy to be pursued by the new firm will be to present its attraction in a showmanlike manner and to meet the public demand for entertainment of this type. The entire outfit will be new thruout, top, banners and all, and will be transported on a new Ford truck, according to the management. Building will be done under

the direction of Fincher at the Gooding quarters.

Both partners were formerly with the John T. Rea Attractions, Fincher handling the side-show front and Weller the annex.

**When a Chimp Misbehaves! Look, It's News**

SALT LAKE CITY, Utah, Feb. 6.—Joe Arcaris was injured by the 12-year-old chimpanzee Bill at Peter Kortess' show while they played here but is recovering. He was bitten on the arms and face while training the animal, which had been very sick. Arcaris hopes to rejoin when recovered.

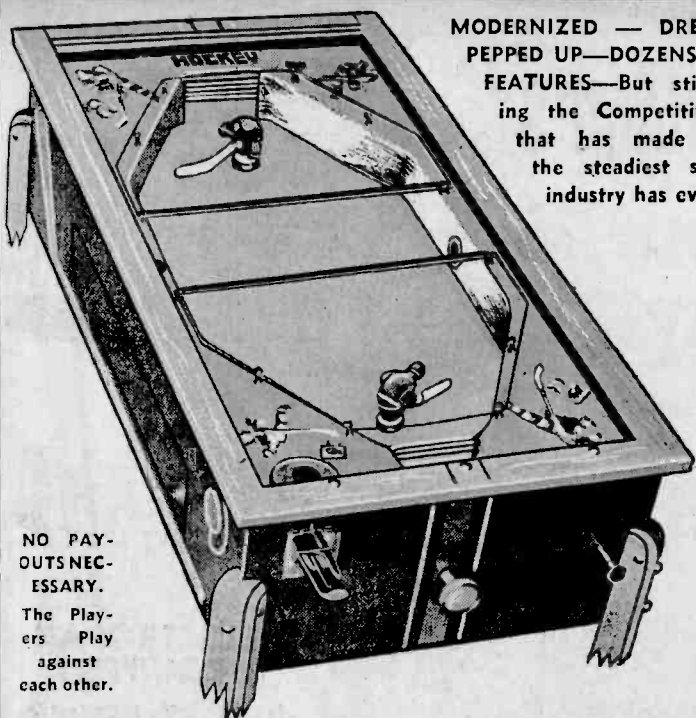
A story was made on "biting the mouth that feeds him" of Dutch E. M. Shider at the Hogel Gardens Zoo, who while feeding lions had a similar experience to Arcaris.

SPRINGFIELD, Ill., Feb. 6.—Allen H. Fine, manager and general agent Happy Days Shows, and Floyd R. Heth announce the booking of the following Illinois fairs: McLeansboro, Ashley, Jerseyville, Pinckneyville, Carrollton, Vienna, Murphysboro and Anna.



A. J. (ARCHIE) LA BEAU, well-known distributor from St. Paul, snapped during a recent visit to the Rock-Ola plant. Archie reports very favorable conditions thruout the Northwest. While in Chicago he placed substantial orders for Rock-Ola's new 1937 phonographs and also for World Series.

**LOOK**  
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



MODERNIZED — DRESSED UP  
PEPPED UP—DOZENS OF NEW  
FEATURES—But still retaining  
the Competitive appeal  
that has made HOCKEY  
the steadiest seller this  
industry has ever known.

NO PAY-  
OUTS NEC-  
ESSARY.  
The Play-  
ers Play  
against  
each other.

One of the  
Outstanding  
Games of  
Recent  
Years.  
Rights ac-  
quired from  
J. P. See-  
burg Com-  
pany.

# HOCKEY

BY MUTOSCOPE  
THE ONLY 2 PLAYER COMPETITIVE GAME!

Operator's Price  
**\$69<sup>50</sup>** F.O.B.  
TAX N. Y.  
PAID

Distributors, Jobbers: Many  
Good Territories available.  
Write or Wire us TODAY!



**INTERNATIONAL MUTOSCOPE REEL CO. INC.**  
MANUFACTURERS

## Electric Shaver With Board Deal

CHICAGO, Feb. 6.—Joe Tigerman, of J. H. Tigerman, Inc., manufacturer of novelty lines, announces a new deal to operators of salesboards. The deal as described includes a set of three all-electric shavers per board, also dispensing 88 packages of popular brand cigarets in addition. The razor is described as being of the vibrator type with which regular blades may be used, and replaced from time to time as required. The effects obtained with the Tigerman razor are said to be much the same as those which follow when one draws a razor with gradual sideway action across the skin. This is obtained by means of 7,200 lateral vibration strokes per minute, which are reported to effect a slicing action and at the same time a massaging effect on the skin tissue with which they come in contact.

Surveys show what electrically actuated razors are becoming the smart thing these days with so many personal utilities assuming an automatic aspect, Tigerman says. "It is reported that electric shavers mounted to a marked point of importance in recent holiday gift selections. Being priced much higher than the ordinary safety razor, which one may pick up in drug stores every day, the electric variety of shaver has been something in which the average man has hesitated to invest. However, included in a salesboard deal, anyone can be fortunate enough to gratify the desire for an electric shaver at a nominal cost.

"The deal, including the sale of 88 packages of cigarets, is doubly desirable in that there are numerous sales effected in the process of disposing of the master merchandise."

The Tigerman Company is located at 43 E. Ohio street, Chicago. Mr. Tigerman is well known in amusement and merchandising fields for his many clever contributions of various devices over a period of years. Tigerman guarantees the electric shavers to be mechanically correct and a \$10 list value in every sense of the word. His company relates that already leading salesboard distributors are being pressed for deliveries on the new setup. They are making a special introductory offer of allowing an extra electric razor free of charge to those who purchase at least three salesboard deals with their initial order. The shaver is appropriately called "slick" by name, which as Tigerman avers is the best adjective one could use in describing its effect in usage.

## THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS



**WESTERN EQUIPMENT  
& SUPPLY CO.**  
925 W. NORTH AVE. \* CHICAGO, ILL.

tionist, and the Three Dorvils Sisters, tumblers.

The Stanescu Trio, bar act; Adriana and Charlot, bounding trampoline; Gealks and Gealks, musical clowns, and a troupe of 14 Arab tumblers are at the Bobino. Gray and Garden, comedy cyclists, are at the Petit Casino. Tom and Tom, comedy bar act, and the Dog Stars, trained dogs, are at the Gaumont Palace. The Four Medinis, unsupported ladders, are at the Rex, and the clowns. Boulicot and Recordier, are at Ray Ventura's night spot. Rola Rola, equilibrist, is at the Lyon Pathe.

The Cirque Pourtier closed its run at Dunkerque last week with bill including Mirielly, trapezist; Leon and Harry, bar act; Dewes and Gemps, equilibrists; Strassburger's horses; Joe Breitbart, strong man; Harris Brothers, equilibrists; Brockways, bike act; the Wong-Chio-Tsching Troupe and the clowns. Beby, Lole and Diaz. Martha the Corse and her lions and Eugene Tissen's Menagerie are at the street fair in Calais.

Al Renard and his Trojans, American tumblers, and the Romanos, acrobats, are at the Casino Municipal in Cannes. The Rios, trapezists, are at the Casino Municipal in Nice. Gaston Palmer, juggler, is at the Palais de la Mediterranee in Nice. Chrysis de la Grange, aerial, and John Bayer's monkeys are at the Odeon in Marseilles.

## DeVeres Line Up Banners for Barney

GLENDALE, Ariz., Feb. 6.—Carl and Olive DeVere have arrived at Barney Bros.' Circus quarters and are all set in their new house trailer. They have been busy all winter calling on national advertisers and have a nice line of banners lined up. They will handle advertising banners on road.

Al Clarkson, general agent, came in after two weeks' absence from quarters and reported to Manager John D. Foss that he had a successful trip, having signed up all newspapers, both dailies and weeklies, in all towns that this show will make in Arizona, with a merchants' advertising ticket tieup. He also sold the circus outright to an organization in Yuma, Ariz., for an early date this spring.

Many visitors call at quarters daily and they are loud in their praise of the paint and gold leaf work on cages and trucks and the amount of work that has

### IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

#### THE COIN MACHINE G MEN DETECT THE OUTSTANDING USED GAME BARGAINS

AUTO PUNCH	.....\$25.00	ALAMO	.....\$ 32.50
TYCOON BATT	..... 26.50	BROKERS TIP	..... 32.50
JENNINGS HIT IT	..... 26.50	STOP AND GO	..... 35.00
GRAND SLAM	..... 27.50	PEERLESS TICKET	..... 37.50
LEATHERNECK	..... 27.50	RELIANCE 5c	..... 37.50
BALLOTS	..... 27.50	RELIANCE 25c	..... 42.50
RAMBLER	..... 27.50	PALOOKA SR.	..... 54.50
DOUBLE HEADER	..... 27.50	ROTARY MERCHANDISER,	
RAINBOW	..... 27.50	recond., as good as new	165.00
COCKTAIL HOUR	..... 27.50	PACES RACES, Late Model	
CREDIT	..... 30.00	Recond.	225.00
SUNSHINE BASEBALL	..... 32.50	PACES RACES, floor sam-	
PINCH HITTERS	..... 32.50	ple, 30-1 odds	275.00
GOTTLIEB DAILY RACES	..... 32.50	DAVAL'S RACES	..... 17.50
GALLOPING PLUGS	..... 32.50	REEL DICE	..... 18.75
JUMBO TICKET	..... 32.50	REEL 21	..... 23.75
PALOOKA JR.	..... 32.50	DOUBLE DECK	..... 22.50
		TRIO PACK	..... 24.75

1/3 Down — Balance C. O. D. Or Cash With Order.

**GERBER & GLASS 914 DIVERSEY  
CHICAGO, ILL.**

### OUTSTANDING BARGAINS

All machines are in perfect working order and guaranteed to be perfect in every respect. Terms are: All orders \$10.00 or less, cash; orders over \$10.00, one-third certified deposit, with balance C. O. D.

1 Alamo	.....\$20.00	9 Flying Highs	.....\$45.00	1 Snooker	.....\$17.50
5 All Stars	..... 22.50	1 Galloping Plug	..... 20.00	1 Sunshine Derby	..... 15.00
1 Bonus, Bally	..... 25.00	1 Flicker	..... 50.00	1 Speedway	..... 20.00
6 Belmonts, slightly used	..... 65.00	7 5c Jumbos	..... 17.50	1 Sportsman	..... 7.50
2 Belmonts, new	..... 80.00	1 25c Jumbo	..... 20.00	1 Stampede	..... 10.00
1 California Big Shot	..... 17.50	1 Mammoth	..... 15.00	7 Top 'Ems	..... 60.00
1 Big Casino	..... 15.00	2 Multiplays	..... 30.00	4 Sweet 21s	..... 60.00
1 Chase, Pamco	..... 20.00	12 Pari-Mutuels, Bally	50.00	8 Mills Tycoons	..... 25.00
6 Jennings Club Vdrs.	20.00	5 25c Pari-Mutuels	85.00	24 Blue Birds	..... 65.00
1 Daily Races, Western	20.00	1 5c Paces Races	150.00	20 Preakness	..... 95.00
1 Daily Races, Multiple	20.00	2 Put 'N' Takes	..... 5.00		
1 Daily Races, Mystery	40.00	17 Mills Railroads	..... 60.00		
36 Derbies, Bally	30.00	4 Rays Tracks, 5c	225.00		
21 Derby Days, Gottlieb	65.00	3 Red Salls	..... 30.00		
		3 Bally Round-Ups	..... 25.00		

#### BIG STATE NOVELTY COMPANY

1304 Throckmorton St.

Fort Worth, Texas

### TAMPA LEADS

(Continued from page 3)

Administration Building. On Wednesday, Cigar Day, a special award of merit was presented to the Cigar Exposition, and grand sweepstakes agricultural cash prize of \$1,365 was awarded to Manatee County. Joseph W. Hiscox, chief of exhibits of the U. S. Department of Agriculture, said: "My department thinks so much of the Florida Fair that two carloads of exhibit material were sent here this year, one carload usually being the limit."

Last Thursday brought the only rainy weather, cutting attendance on Tampa Day, with grand-stand acts being called off and midway closed most of the day. On Friday, Fraternal Day, grand-stand prices were cut to 25 cents, drawing large crowds afternoon and evening and making up for the previous day. Auto races on the final day brought out a record wind-up crowd.

Performers and visiting showfolks all declared this fair the best ever here from all standpoints. Visitors included J. Alex Sloan, Chicago; Douglas Baldwin, Minnesota State Fair, St. Paul; Frank P. Duffield, Thearle-Duffield Fireworks Company; W. H. Tomhave, Aberdeen Angus Association; Sam Grumpertz, Pat Valdo and Carl Hathaway, Ringling Bros.-Barnum & Bailey Circus; George Lorimer, Chicago, and George A. Hamid, New York.

### Pickups From France

PARIS, Feb. 1.—The Amar Brothers opened their Nouveau Cirque canvas-topped construction circus at the Porte de Clichy on Saturday for a three weeks' run, with a big bill featuring animal acts and the clowns, Manetti and Rhum.

Circus acts at the Alhambra are the Plattier Brothers, musical clowns; the Bedini Tafani troupe of tumblers; Walter (Dare) Wahl, acrobatic comedian; Paolo Bedini, juggler; Mignone, contor-



JOE CALCUTT, president of the Vending Machine Company, Fayetteville, N. C., who has just announced the new 1937 model of his firm's popular coin-operated billiard table.



# The NEW, 1937 Calcutt DeLuxe Aristocrat BILLIARD TABLE

THE ONLY COIN OPERATED  
AMUSEMENT GAME BACKED  
BY A TEN YEAR RECORD OF  
CONSISTENT PROFIT

ABSOLUTELY  
LEGAL  
EVERYWHERE

YOU OWE IT TO YOURSELF . . . .

To invest your money in a tried, tested and proved profitable product! The type of product that has already created a record for consistent, big earning power! A product that is mechanically perfect in every detail. A product that will earn steady profits for you for years to come. Such a product is the new 1937 Calcutt De Luxe Aristocrat Billiard Table. It is the ONLY amusement device in the Coin Machine Industry that has withstood the ravages of Time! It is the ONLY amusement device you can safely buy and be assured of successful, long-time operation because it is ABSOLUTELY LEGAL EVERYWHERE and because it incorporates all the necessary play appeal of modern coin operated De Luxe amusement attraction plus all the many advantages that ten solid, successful years of constant operation have taught the manufacturer.

YOU OWE IT TO YOURSELF TO RUSH YOUR ORDER IMMEDIATELY!



SPECIALLY PRICED AT  
**\$237<sup>50</sup>**  
4 FT. BY 8 FT. TABLE

**\$262<sup>50</sup>**  
4 1/2 FT. BY 9 FT. TABLE

PRICES ARE FOR TABLES COMPLETE WITH ALL ACCESSORIES READY TO PUT ON LOCATION!

TERMS: \$75.00 Certified Deposit with Order. Shipment freight collect sight draft against bill of lading from Fayetteville, N. C., for Balance.

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET FAYETTEVILLE, NO. CAR.

WRITE FOR CIRCULAR AND COMPLETE DETAILS

been accomplished by Superintendent Ralph Noble.

Polack Bros.' Circus was well represented the past week while show was in Phoenix by members visiting quarters. Joe Levine, concessioner with Polack show, has arranged with Foss to handle the stands on Barney show.

### He Echoes Back to Us

By Doc Waddell

I pluck from the vocabulary of spheres and air, colleges and marts, playhouses and parks and show lots, from the language of the heavenly hosts, the golden word, "Friendship." I entwine it with mortal love, add the glories of angels to it, and place it as the brightest star in the crown of my friend and yours, Frank Cook.

Cannot you hear and know the words he spoke,  
O'er all "Our World" the hope and courage these awoke?  
O'er "Big Top" realm he'll live on and on and on  
Known and felt the his voice is gone.

Showfolk, statesmen and authorities, courts and assemblies, loved ones surviving, what more can be said than that we speak "On the Passing of a Friend." We cannot measure his life by a span of years. No power can shackle his laughter, love and tears. Marvelous man, when measured by those parts of himself he gave this earth. He was the "dean of the new school of circus legal adjusters." Results, thru him, 'rise a monument of principle and precedents, rich heritage to those who "follow on." His love dwells in the hearts he knew. What we call death cannot shackle his life in a clasp of clay. Stakes, chains, gilded chariots and the hub-speaking wagons, sawdust and spangles, the poles and seats and creamy canvas, and showfolk everywhere proclaim either mutely or audibly:

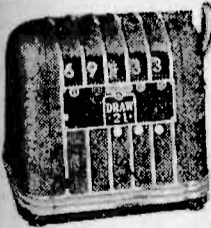
Nothing Can Die  
That Is Good and True.

DETROIT, Feb. 6.—Two Spot Rifle Range, which is operating two downtown ranges, was formally incorporated this week. Sam Kutzen, who opened the range, is now a partner in the corporation with Maurice M. Winston. Capitalization \$1,000.

## YOU CAN'T BEAT AVON

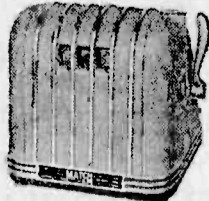
Values!

TWO NEW WESTERN  
COUNTER MACHINES



DRAW  
'21'  
\$19<sup>50</sup>

MATCH  
'EM  
\$17<sup>50</sup>



IMMEDIATE DELIVERIES

Write For Our Complete Price List of the Biggest Bargains in Reconditioned Machines!

"SERVICE THAT MERITS SALES"  
AVON NOVELTY SALES CO. 3907 EUCLID AVE. CLEVELAND O

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

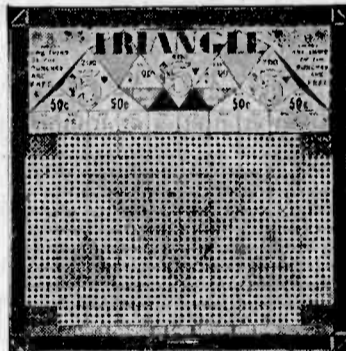


THREE \$5 WINNERS

**TRIANGLE** One-third of the Punches are FREE.  
1,500 Hole, 100 Section 5c Board. Last 5 holes in each 15-hole section are free.  
Board Takes In (1,000 Sales @ 5c) . . . \$50.00  
Pays Out . . . . . 23.50  
**PROFIT** . . . . . \$26.50  
Thin Board With Easels.

**SUPERIOR PRODUCTS, Inc.** Dept. B 14 N. PEORIA ST., Chicago

OPERATORS: Write for Superior's Scoops. The Operator's Own Paper.



## SMALL INVESTMENT-GIGANTIC PROFITS



### POK-er-Bok

127 CASH PRIZES  
TWO - \$5.00 JACK POTS

Also 9 \$2 to \$10 Prizes and 37 \$1.00 Prizes on the Jack Pot Card, and 114 JAR WINNERS from 25c to \$2.00 Each. This Great Array of Cash Prizes Sells the Deals Like Hot Cakes.

**SAMPLE DEAL ONLY \$6.50**  
AVERAGE PROFIT \$28.00  
DEAL

Get Your Sample and Attractive Quantity Lot Distributor and Operator Prices. We Will Give You a Mighty Attractive Proposition. Write for Facts.

**WERTS NOVELTY CO., INC.**  
Dept. BB-2 MUNCIE, IND.

NEW  
IMPROVED  
TICKETS!

LARGER MARKINGS ON POKER HANDS UNDERLAID IN WHITE ENABLE QUICK READING WHEN TICKET IS OPENED.

NEW TICKETS and SEALS are TAMPER-PROOF

### - SANTONE SPECIALS -

Belmont . . . . . \$ 60.00	Bally Multiple . . . . . \$30.00	Keeney Repeater . . . . . \$ 7.50
Keeney Grand Slam . . . . . 20.00	Bally Bonus . . . . . 15.00	Bally Challenger . . . . . 35.00
Exhibit Big Shot . . . . . 12.50	Bally Poerles . . . . . 17.50	Bally All Stars . . . . . 35.00
Gottlieb's Sunshine . . . . . 25.00	Keeney Double Score . . . . . 12.50	Bally Derby . . . . . 35.00
Baseball . . . . . 25.00	Bally Hialeah (Mystery Pay) . . . . . 25.00	Rays Track (Latest Model) . . . . . 175.00
Bally Jumbo . . . . . 17.50		

TERMS: 1/3 WITH ORDER; BALANCE C. O. D.  
**SANTONE COIN MACHINE CO.**

1524 MAIN AVENUE,

SAN ANTONIO, TEX.

# DOUBLE YOUR PROFITS WITH DAVAL'S DOUBLE TRIUMPHS

## RED N BLUE

### TRI-O-PACK

THE 1c CIGARETTE PLAY COUNTER GAME  
THE ONLY COUNTER GAME WITH.....

**MYSTERY AWARD and CHANGING ODDS**



TRI-O-PACK actually offers three games for the price of only ONE Daval "Super-Quality, LIFETIME GUARANTEED" Counter Game! TRI-O-PACK combines all the money-making power of PENNY PACK—all the thrills of REEL "21"—PLUS—New 1st, 2nd and 3rd CHANGING ODDS Mystery Award! A combination of 3 SURE-FIRE, PROVEN, BIG MONEY-MAKING counter game play ideas! TRI-O-PACK is the FASTEST MONEY-MAKER in Counter Game history!

ACTUALLY 3 GAMES IN 1

at only \$ **24<sup>75</sup>**

TAX PAID

GET BUSY — Rush Your Order Today!

### THE FIRST REAL "2 in 1" PIN GAME

The most outstanding NON-PAYOUT Pin Game HIT of the year! COMBINES all the favorite ACTION of real, honest-to-goodness, "according to Hoyle" POKER PLAY and with EXTRA PANEL (instead of Poker) becomes SMARTEST, HIGH SCORE, COMPETITIVE game ever introduced! (Panel only \$1.50 Extra.)

RED 'N' BLUE will bring STEADY, BIG PROFITS week after week, month after month when other games are forgotten. RED 'N' BLUE is NOT just another NOVELTY IDEA. But instead a PROVEN MONEY-MAKER that is based on a play ACTION known to EVERYONE!

RED 'N' BLUE is the game of TODAY and TOMORROW! It brings Big Time Pay Table PROFITS at a novelty pin game price! FOR BIG STEADY PROFITS — RUSH YOUR ORDER NOW!!!



★  
RED 'N' BLUE  
at only

\$ **59<sup>50</sup>**  
TAX PAID

IS THE BEST BUY IN THE INDUSTRY TODAY!

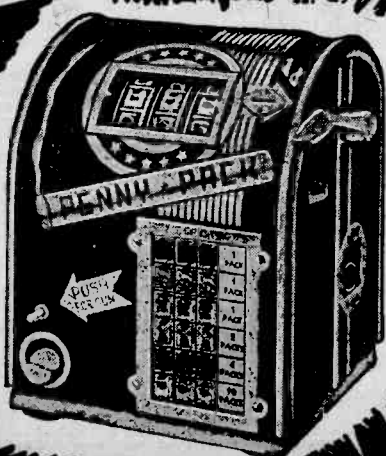
HIGH SCORE PANEL ONLY \$1.50 EXTRA

DAVAL GAMES  
Guarantee  
BUY THEM— LIKE THEM— OR YOUR MONEY BACK

*It's Daval Again — for 1937!*

**DAVAL MFG. CO.**  
200 SO. PEORIA ST. CHICAGO

"I'M 'BEST BY ANY TEST!' FOR OVER TWO YEARS I HAVE BEEN BRINGING OPERATORS BIGGER, BETTER, EASIER AND STEADIER PROFITS IN THOUSANDS AND THOUSANDS OF LOCATIONS EVERYWHERE IN THE WORLD. THEY ENJOY MY 1c CIGARETTE PLAY IN EGYPT, AFRICA AND LONDON AS WELL AS IN OSHKOSH! I'M UNCONDITIONALLY GUARANTEED FOR 2 YEARS! IF YOU WANT ME TO HELP YOU BACK TO REAL PROSPERITY — JUST RUSH YOUR ORDER FOR THE NEW, 1937 **PENNY PACK** Only \$ **17<sup>50</sup>** TAX PAID (WITH TAKE-IN REGISTER \$2.00 EXTRA)  
DAVAL MFG. CO. 200 So. PEORIA ST. CHICAGO



### WANTED JENNINGS JUNIOR SCALES

WILL EXCHANGE 40 PIN TABLES LISTED BELOW FOR 10 JENNINGS, JR., SCALES. SCREAMOS, BATTER-UPS, MANHATTANS, DEALERS, ACTION, SRS., MAJOR LEAGUES, SUBWAY, SYSTEM, HOP SCOTCH, TACKLE, FLYING COLORS, TIT-FOR-TAT, DROP KICKS, KINGS, TWENTY-ONE, BALL FANS, TRAFFIC, Model C, GATES, SPIT FIRES, ROCKELITES, CRISS CROSS, BALANCE, CROSS COUNTRY.

ALSO HAVE THE FOLLOWING PAY TABLES AT THESE LOW PRICES: ELECTRIC TYCOONS, \$35 Each; ALL STARS, \$50 Each; GRAND SLAM, \$35; LEATHERNECK, \$40; CREDIT, \$40; DOUBLE HEADER, \$35; BIG RICHARD, \$27.50; PEARL HARBOR, \$15; AGES, \$15; JUMBO, \$30; CHAMPION, \$10; TRAFFIC, \$10. 1/3 Deposit, Balance C. O. D.

WE HAVE NEW GAMES AT OPERATORS' PRICES IN STOCK. SHOOT-A-LITE, CHUCKLETTIE, ETC. WRITE US.

SULLIVAN SALES CO., 405 W. Market St., Salem, Ind.

### YOUR BIG OPPORTUNITY!!

VANITY FAIR, the wonder sales display, is a large, flashy, attractive sales cabinet printed in multi-colors. Shelving in back of cabinet holds 150 individually packed boxes. Each 5c pull receives a boxed article. 30 BLANKS. Sells to dealer for \$5.00 per Display. Dealer takes up \$7.50. Regular quantity prices to Jobber \$3.75, but we will close out limited quantity for \$2.50 per Cabinet, F. O. B. Kansas City, Mo. Each display in individual shipping container. THIS IS A REAL BUY and your big opportunity for quick profits. This price far below production cost. They won't last long. SEND YOUR ORDER AND DEPOSIT TODAY. Give shipping instructions. IMMEDIATE SHIPMENTS. Shipping weight, 15 pounds per Cabinet. Price above in lots of 10 or more.

**GORDON-HOWARD COMPANY**  
8th and Baltimore Streets, KANSAS CITY, MO.

PREAKNESS	\$90.00	SUNSHINE DERBYS	\$22.00
PALOOKA SENIOR (8 Chutes)	35.00	BALLY BONUS	20.00
HIALEAH	35.00	CHALLENGERS	30.00
BALLY DERBY	35.00	DAILY RACE	30.00
TYCOON (Batteries)	25.00	PAMCO SPEEDWAY	20.00
PEERLESS	25.00	BAFFLE BALL	7.50
JUMBOS	20.00	TROJAN	12.50
PAMCO PARLAY	30.00	MILLS NO. 870 TROUBADOR	65.00
BALLY RELIANCE DICE (5c Play)	35.00	PHONOGRAPHS	65.00

And many other pieces of equipment at bargain prices. Every game guaranteed to be satisfactory. One-third deposit, balance C. O. D.

### THE VANCO NOVELTY COMPANY

326 East Third Street

Tulsa, Okla.

### SPECIALS!

<b>COUNTER GAMES</b>	Sunshine Derby	\$22.50	Baffle Ball	\$17.50	
Daval Reel 21	\$ 9.50	Pamco Parlay Sr.	29.50	Electric Eye, ticket	50.00
Groetchen	12.50	Jumbo	27.50	Madcap	19.00
Daval Reel	10.50	Bally Derby	40.00	Big Game	6.00
(With register 5c play)	11.50				

Ten Slightly Used Bally Rolls. Each \$115.00  
1,000 GAMES READY FOR DELIVERY. WRITE FOR LIST.

MONARCH COIN MACHINE CO., Dept. B-1. 2308 ARMITAGE AVE. CHICAGO, ILL.

# FLOODS OF MILLIONS OF PENNIES ENGULFING ALL COIN MACHINE OPERATORS OF THE NEW TRI-O-PACK

THE ONLY 1/3 CIGARETTE PLAY COUNTER GAME WITH MYSTERY AWARD AND CHANGING ODDS

and **FREE 7 DAYS TRIAL**

TRI-O-PACK is the Counter Game YOU NEED to INSTANTLY REVIVE ALL YOUR LOCATIONS! TRI-O-PACK from the very first hour On Location brings you BIG, STEADY PROFITS! TRI-O-PACK quickly CAPTIVATES all the players. AND BRINGS IN ALL THE PENNIES ON THE LOCATION! Because TRI-O-PACK is DIFFERENT, BETTER, THRILLING, ATTRACTIVE and yet gives the player a game HE UNDERSTANDS! BE FIRST to get to GERBER & GLASS NOW! Enclose 1/3 BACK INTO THE BIG MONEY! REMEMBER: "If for WILL LAST FOR YEARS TO COME!" C. O. D., F. O. B. Chicago. Balance Shipped Anywhere Deposit With Order. REMEMBER: "If for any reason whatsoever you are not completely satisfied with TRI-O-PACK return it in 7 days and your money will be cheerfully refunded!" Because CAN'T LOSE WITH GERBER & GLASS: "YOU GERBER & GLASS will always only sell you the BEST COUNTER GAME MONEY CAN BUY! "It's a DAVAL counter game!"

Only...  
**\$24<sup>75</sup>**  
TAX PAID  
F. O. B. CHICAGO

**RUSH YOUR ORDER TO...**



**MAX and PAUL**  
**914 DIVERSEY**  
**CHICAGO**

**DAVAL GAMES**  
Guarantee  
BUY THEM—  
LIKE THEM—OR  
YOUR MONEY  
BACK

## Attention!

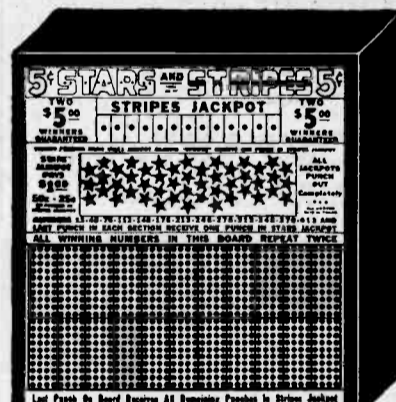
**OPERATORS  
JOBBER  
DISTRIBUTORS  
MANUFACTURERS**

We are in immediate need of large quantity of coin operated equipment, and **WILL BUY SURPLUS STOCKS OF NEW OR USED** phonographs, slots, scales, counter games, vending machines, pin tables (novelty or payout), diggers, rotary merchandisers, cigarette machines, bowling games, ray-gun target games, etc.

LIBERAL ALLOWANCE ALLOWED ON EQUIPMENT EXCHANGED for games purchased from our present large stock of new and used coin machines of all makes and models, and SURPLUS STOCKS RECENTLY PURCHASED FROM MANUFACTURERS.

WRITE FULL PARTICULARS ON EQUIPMENT YOU WISH TO DISPOSE OF—AT ONCE!  
Get our Confidential Price List on New Games—All Makes!

**INTERNATIONAL COIN DEVICE COMPANY**  
333 N. MICHIGAN AVE. CHICAGO, ILL. U. S. A.



## A BANNER PROFIT-MAKER STARS and STRIPES

No. 881. 880 Holes.  
DEFINITE PAYOUT.  
Takes In .....\$44.00  
Definite Payout .....23.75  
GROSS PROFIT .....\$20.25  
PRICE **\$2.48** Plus Price Includes Easel  
EACH, 10% Tax. and Fraud-Proof  
Tickets.  
Send for Our Latest Circular Describing 18  
New Profit Makers.  
**HARLICH MFG. CO.** 1401-1417 W. JACKSON BLVD.  
CHICAGO, ILL.

## LADY LUCK

1200 Hole Form 4190  
Takes In .....\$40.00  
Pays Out ..... 19.00  
Price With Easel . . 1.22  
Plus 10% Federal Tax  
**Special Boards, Cards and Headings  
for Easter and Mother's Day**  
Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.  
**CHAS. A. BREWER & SONS**  
Largest Board & Card House in the World  
6320-32 Harvard Ave., Chicago, U. S. A.



## SAVE UP TO 50% ON FOLLOWING GAMES

- |                            |                            |  |
|----------------------------|----------------------------|--|
| Bally Jumbo .....\$19.50   | Mialeah .....\$22.50       | Sunshine Baseball \$29.50                      |
| Bally Peerless ..... 29.50 | Gottlieb Hit Parade 69.50  | Sunshine Derby . . 22.50                       |
| Bally Bonus ..... 29.50    | Gottlieb Derby Day. 69.50  | Leather Necks . . 22.50                        |
| Multiple ..... 35.00       | Turf Champs ..... 65.00    | Western Races . . 19.50                        |
| Roundup ..... 35.00        | Bally All Stars . . 29.50  | De Luxe 45 . . . . 9.50                        |
| Challenger ..... 34.50     | Palooka Junior . . 27.50   | Pacific's Markman<br>(like now) . . . . 139.50 |
| Blue Bird ..... 29.50      | Broker's Tip . . . . 27.50 |  |

100 DOUBLE JACK POT SLOT MACHINES AND Q. T. S. WRITE FOR PRICES.  
**TRADE US YOUR USED PIN GAMES AND SLOTS ON BALLY'S New FAIRGROUNDS..NOW ON DISPLAY**

Send One-Third Deposit, Balance C. O. D.  
**INDEPENDENT NOVELTY CO., 220 N. 5th Ave., Springfield, Ill.**

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

IT TELLS YOU WHICH WIRE IS BROKEN IN THE CIRCUIT

IT TELLS YOU THE EXACT SPOT AT WHICH THE WIRE IS BROKEN

IT TESTS YOUR BATTERIES FOR YOU

IT TELLS YOU WHICH FUSE IS BLOWN OUT

IT TELLS YOU WHICH SOLDERED CONNECTION IS DEFECTIVE

IT TELLS YOU WHETHER THE HOUSE CURRENT SUPPLY AND FUSES ARE O.K.

IT TELLS YOU WHETHER LIGHTS, BUZZERS BELLS AND KICKERS ARE O.K.

IT TELLS YOU IN SPLIT SECONDS FACTS THAT TAKE HOURS TO DISCOVER WITHOUT IT

IT TESTS MOTORS, CONDENSERS, SWITCHES, EVERYTHING

NO ELECTRICAL EXPERIENCE REQUIRED TO LEARN TO OPERATE THE JIFFY TESTER.

Here are some of the electrical devices it will test—in most cases without even the necessity of removing from machine:

Batteries for both voltage and amperage. Electro-pak for voltage output. Kickers. Bells. Buzzers. Wiring. Contact switches. Featherbrush switches. Set-up switches. Special switches. Electrical spinners. Solenoids. Tilters. Coils. Poorly soldered joints. Loose wire joints. Broken wires. Motors (up to 25 volts). Bulbs from 1½ to 250 volts. Fuses from 2 amp. to 500 volts. Condensers. Electro-locks. Special coils. Relays.

It will also test practically all electrical devices in your own home including your radio (except for the tubes).

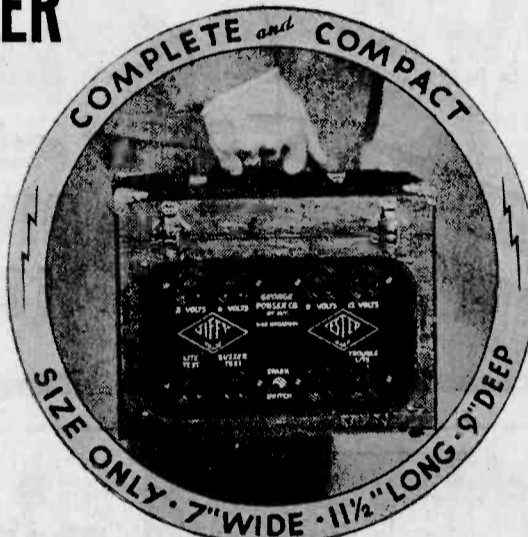
# JIFFY TESTER

A REMARKABLE TIME and MONEY SAVER... EVERY Operator, Jobber, and Manufacturer NEEDS the JIFFY TESTER! A marvelous instrument. Weighs only 21 lbs. Close the cover and carry it like a small suitcase—open the cover and your instrument is ready to use.

Instructions enclosed with each instrument so easy to follow you can make IMMEDIATE use of this remarkable time saver.

**\$28.50**  
F.O.B.-N.Y.

COMPLETE WITH ACCESSORIES AND INSTRUCTION BOOK



**GEORGE PONSER COMPANY, Inc.**  
1140 Broadway, New York City | 11 E. Runyon St., Newark, N. J.

## 70-YEAR CIRCUS

(Continued from page 3)

booked solely by Stanley W. Wathon, European circus booker, and featured the Hagenbeck Circus Ensemble, riding, animal and clown acts, from Hamburg, and the Five Juggling Jewels, girl juggling act, just back from America.

## Hennies' Bros.' Shows

SHREVEPORT La., Feb. 6.—Work has speeded up some 30 per cent around the quarters of Hennies Bros.' Shows, now entering upon its 10th week of building activities. Mr. and Mrs. Harrison King arrived and have started on their new illusion show. They spent three weeks in London, Eng., scouting around for new ideas and acts. Harry W. Hennies, accompanied by his wife, left for Florida. The Lorow Brothers and B. O. Grantham have the side show and monkey hippodrome, respectively.

E. S. Webb will have a new cookhouse, frozen custard and floss candy, and writes that he has started building and is going to Chicago to purchase an air-conditioning system. Oscar Halverson has booked his Funhouse and is busily engaged in rebuilding and changing his attraction. Cliff Liles; George Duval, of the U. S. Printing and Engraving Company, and Ralph Miller, were recent visitors. Reported by Joe S. Scholibo.

## License Would Be Required

DETROIT, Feb. 6.—A bill was introduced in Lansing last week by Senator J. Neal Lamoreaux, of Comstock Park, which would require every billboard operator to obtain a license from the highway commissioner, paying a fee ranging from \$10 to \$100, depending on the number of his billboards. The bill would make it illegal to place a billboard within 500 feet of a highway or railroad intersection without the commissioner's specific approval. Among other provisions made no billboard would be permitted within 50 feet of the right-of-way of any improved road, except that signs already erected could remain within 50 feet until 1939.

## Lillian LaFrance Retires From Motordrome Business

OAKLAND, Calif., Feb. 6.—Lillian LaFrance announced here this week that she has retired from the Motordrome end of show business, in which she has been for the past 12 years as rider, owner and operator. LaFrance is credited with being one of the few women to ever attempt or succeed in the managerial end in this line of work. She reports that she has sold her complete Silo Motordrome and all equipment to

# Slash OPERATING COSTS

\$60 TO \$90 PER YEAR FOR EACH PIN GAME!

# ELECTROPAK

Ends Expensive and Undependable Battery Replacements

Insist on the Genuine Electropak

## ELECTRICAL PRODUCTS CO.

6527 Russell Avenue Detroit, Michigan

BASEBALL SALES TALLY CARDS and all kinds Coupons for Operators. Daily and Weekly Series, Names and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n., Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, Special Tickets to order, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE. Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est. 1919, Ref. Dun & Bradstreet.) Season is here. Rush! Wire or write. FERGUSON MFG. CO., Dept. 10, 322 N. Senate Avenue, Indianapolis, Ind.

Clark Willey, who talked on the front for five years. He is now connected with the West Coast Shows and will operate it on that outfit.

## Notes From Europe

PARIS, Feb. 1.—The Circus Jacob Busch, which has been playing a long stand at Cirque Royal in Brussels, opens its season at the Hippodrome in Antwerp this month. The Three Marcellos, hand-to-hand balancers, are at the Forum in Liege. Rico and Alex, clowns; the D'Angoils, jugglers, and the Four Braggars, acrobats, are at the Corso in Zurich.

Sam Barton, comedy cyclist; Diane Loyal's pigeons; Young Kee Trio, Chinese acrobats, and the Four Richys, tumblers, are at the Variete Carre in Amsterdam. The Mabel Melrose Sisters, equilibrists; Rigoletto Brothers, comedy acrobats, and Charlie Twines, contortionist, are at the Variete Scala at the Hague.

The Three Frankardis, flying trapeze; Emmy Truzzl, high-school horses, and the Two Hensens, aerial, are at the Circus Salamonsky in Riga.

# JIFFY TESTER DISTRIBUTORS

for ALABAMA	BIRMINGHAM VENDING CO. 2117 3D AVE., NORTH BIRMINGHAM ALA.
for CALIFORNIA WASHINGTON and OREGON	ADVANCE AUTOMATIC SALES CO. 1021 GOLDEN GATE AVE. SAN FRANCISCO CALIF.
for ILLINOIS INDIANA IOWA	ATLAS NOVELTY CO. 2200 NORTH WESTERN AVE. CHICAGO ILL.
for LOUISIANA MISSISSIPPI	DIXIE COIN MACHINE CO. 1006 POYDRAS ST. NEW ORLEANS LA.
for MICHIGAN	MICHIGAN BOLO SALES 7727 WOODROW WILSON DETROIT MICH
for MISSOURI	McCALL NOVELTY CO. 2230 PINE ST. ST. LOUIS MO. (Central 5459-3920)

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for MINNESOTA WISCONSIN S. D. and N. D. MONTANA	SILENT SALES CO. 204 11TH AVE., SOUTH MINNEAPOLIS MINN.
for N. Y. STATE ERIE and NIAGARA COUNTIES	WINFIELD & CO. 1022 MAIN ST. BUFFALO N. Y.
for NORTH CAROLINA S. C., GA, and FLORIDA	The VENDING MACHINE CO. 205 FRANKLIN ST. FAYETTEVILLE N. C.
for OHIO	The MARKEPP COMPANY 3328 CARNEGIE AVE. CLEVELAND OHIO
for PENNSYLVANIA	ATLAS NOVELTY CORP. 1901 FIFTH AVE. PITTSBURGH PA.
for VIRGINIA	MOSELEY VENDING MACHINE EXCHANGE, INC. 00 BROAD ST. RICHMOND VA.

**AFTER SHOW CLOSE-OUTS  
ON USED MACHINES**

	each		each
2 PAMCO HANDICAP, perfect	\$ 12.50	5 PENNY SMOKES, like new	\$ 5.00
1 PAMCO Leatherneck, cash pay	35.00	4 PENNY PACKS, perfect	7.50
3 PAMCO BELLS, used 10 days	30.00	10 FIVE JACKS, like new	4.00
1 PAMCO CHASE, like new	22.50	1 HOLD & DRAW, perfect	15.00
1 DAILY RACES	25.00	4 SNACKS 5c, perfect	12.50
4 PALOOKA JR., like new	32.50	5 DAVAL RACES, floor sample	15.00
1 PALOOKA SENIOR	42.50	6 PACES RACES, cash payout 5c,	
1 SUNSHINE DERBY	17.50	repainted, restriped like new, serial	
1 POLICY, cash payout	30.00	3148-2905-3491-3013-2769-2993	
1 AIRLANE, cash payout, like new	17.50	for quick sale	225.00
3 DAILY LIMITS	16.50	1 PACES RACES, 25c play, used 10	
11 PROSPECTOR, like new	12.50	days, Serial 3662	235.00
2 SKY HIGHS, cash payout	15.00	2 MILLS SELECTORS	22.50
1 GIANT, cash payout, perfect	12.50	15 GABELS, 24 record	32.50
2 O. T. PIN GAMES	17.50	1 ROCKOLA, Regular Model, per-	
5 JUMBOS	20.00	fect condition	140.00
1 ROUND UP, cash payout	30.00	1 ROCKOLA Regular Model F. S.	195.00
2 BIG FIVE KEENEYS, cash pay	9.00	1 RYTHM KING F. S.	225.00
2 BIG RICHARDS, perfect	15.00		
1 MULTIPLE, like new	30.00		
1 JENNINGS HUNTER	10.00		
1 SCREAMO	6.00		
1 GALLOPING PLUG, cash payout	22.50		
2 PEERLESS, cash payout	20.00		
1 MILLS 5c EXTRAORDINARY			
JPFV	45.00		
2 BALLY DERBYS, cash payout	35.00		
5 TURF CHAMPS, like new	72.50		
5 PREAKNESS, cash payout	92.50		
5 PREAKNESS, cash and ticket	95.00		
1 TOP 'EM WESTERN, new, cash			
payout	45.00		
1 SNAPPY, like new	60.00		
15 REEL No. 21, like new	9.00		

These phonographs have never been on location, used only as floor sample.

**Operators Look**

We will trade you on used Paces Races for Mills Mystery Blue Front J.P.G.A.V. 5c or 10c play slot machines provided they are in good condition, price right and delivered to us in Richmond charges prepaid.

Operators and Jobbers wire us for prompt delivery on World Series, Rockola 1937 Regular Model Phonograph and Rhythm Kings, Bally's Fairground, Bumper, Skipper and Rover, A. B. T.'s Pistol Targette the winner of the Show, Daval's Reel Dice, Reel Races, Trio-Pak and Double Score, Grotchen's Zephyr, Gottlieb's Miss America, Double Feature, Trading Post, Sports Parade, Mills Post Time, Patent Rack 'Em Up and Stoner Vogue.

OPERATORS AND JOBBERS Send us Your Orders for SKIPPER Machines, available for delivery next week. We have carload in transit.

All orders must be accompanied by 1/3 deposit in the form of post office, express, telegraph money order.

**MOSELEY VENDING MACHINE EX., Inc.,** 00 BROAD ST., Richmond, Va.

DAY PHONE: 3-4511, 3-4512. NIGHT AND SUNDAY, 5-5328.

★

# "Bargain"

# No Word For It!

★

A bargain is a bargain but the word "bargain" hardly covers this situation! Here you have four of the greatest pay tables ever built, ALL BRAND NEW, and three of them offered at less than ONE-HALF regular prices. Hurry to get them now way under what you would pay for them secondhand. Shipped direct from the factory, all prices are F.O.B. Chicago. Only a limited supply of all models available!

**TYCOON**

Seven slots. Odds determined by skill. Automatic payout. One shot. Was \$149.50. Now **\$65.00**

**DOUBLE HEADER**

One shot pay table, jumbo size. Only one out hole. One inch ball. Was \$115.00. Now **\$45.00**

**MCCOY**

Two shot payout equipped with Mills complete Mystery Bell mechanism. Was \$135.00. Now **\$98.50**

**POSITION**

Animated turntable with moving holes. 5 or 6 Ball. Skill play. Was \$125.00. Now **\$49.50**

While this magazine is hot in your hands, start your order right now. Write, wire, telephone.

**Mills Novelty Company**

4100 Fullerton Avenue, Chicago, Ill. • Capitol 2110

"DEAL WITH THE LARGEST HOUSE IN THE BUSINESS"

**Seeburg Ideal in  
1937 Phono Line**

CHICAGO, Feb. 6.—Introducing their 1937 line of phonographs at the recent annual convention, the J. P. Seeburg Corporation reports that the few weeks since clearly indicate the new machines are maintaining the Seeburg reputation for achievement gained over a period of more than 30 years.

"The multi-selector Melody King," officials state, "has features that are more than superficially modern and scintillating in appearance. Every advancement incorporated has been made with an eye to assuring the operator the utmost reliability of performance on location. Six models constitute the 1937 Seeburg line and beautiful cabinetry that has always been stressed by the Seeburg Corporation is predominant. Indirect illumination has been artistically employed to enhance tremendously the appearance of each cabinet. The Seeburg cabinet is known to have the least depreciation over a period of time on any location, as it is alcohol-proof, stainproof, marproof, chipproof. The multi-selector device makes it convenient for the patron to pick his selections with the greatest of ease.

"The actual playing mechanism of the Seeburg phonograph is perfected to the highest degree. Such revolutionary features as a paraline tone arm, free-floating pickup head, dual tone compensator, bakelite house contact spring, individual aluminum trays and spring-mounted chassis, put phonograph operation on the most highly efficient plane it has ever been in history. The Seeburg phonographs are on thousands of

locations from Coast to Coast and their location adaptability, plus superior performance and attractive appearance is gaining unprecedented profits for all Seeburg operators."

**Hi-De-Ho Brings Big  
Business Into Pacific**

CHICAGO, Feb. 6.—The Hi-De-Ho table game is topping all previous production records at Pacific Manufacturing Corporation, according to Paul Bennett, sales manager of the company.

"According to Pacific records," Bennett says, "no other game in the history of the company, not even Contact or Pamco Parlay, has in so short a time struck such a note of popularity."

Coming with Pacific the first of the year, Bennett expressed himself as being more than gratified to be able to offer his distributing and operating outlets a winner of this kind right off the bat. "It is a generally accepted fact that the principles incorporated in Hi-De-Ho have been accorded most favorable acceptance throuth the land. The principle of balls bounding back and forth between coiled springs seems to have sounded a new note in the pin table industry, with Pacific executives agreeing unanimously that Hi-De-Ho has become the most 'in-demand' game they've ever produced. The blinking lights on the Pacific switchboard, the tick-tick-tick of the Western Union telegraph and stacks of mail are continuously telling the story of Hi-De-Ho's popularity. The game is furnished in the popular novelty, payout and ticket game models. Pacific's plants are working three double shifts daily to satisfy rush orders."



FRANK F. ENGLE (left) and Mr. Spector, of the Automatic Amusement Company, Philadelphia, pose in front of the prize automobile which Engle won at the 1937 convention in Chicago.



IT'S ALMOST HUMAN ... GENCO'S AMAZING NEW

# ROLL OVER

THE GAME WITH THE  
**ELECTRIC NERVES**



Styled by  
**GENCO**

**NOW** for the first time in pin-game history—a rolling ball has a purpose as it travels over the playing field! Each time it touches an electric nerve (a black contact disc which rims each hole) 100 points are registered in lights on the scoreboard. One ball, skillfully shot, can make as many as 1400 points—if it touches black discs 14 times.

**IMPORTANT FEATURES:**

1. Electric Totalizer.
2. Veedor Counter Records Payouts.
3. Adjustable Switch to Regulate 5 or 7—Ball Play—Payouts being Recorded Either Way.
4. Electropak Equipped.
5. Five to Seven Steel Balls Make for Lively Play.
6. The Playing Field and Cabinet are beautifully Decorated.
7. Tested Payment Cards.

**SIZE 22" x 46"**

## GENCO, INC.

2621 NO. ASHLAND AVE., CHICAGO, ILL.

**\$59.50**

F. O. B. CHICAGO

### CARL TRIPPE BROADCASTING

HIS SENSATIONAL SALE OF GUARANTEED USED AUTOMATIC GAMES  
ALL A-1 CONDITION - READY FOR YOUR LOCATIONS

Alamo .....	\$19.50	Galloping Plugs ...	\$ 25.00	Rays Track .....	\$195.00
All Stars .....	37.50	Grand National	15.00	Sky High .....	19.50
Bally Derby .....	45.00	(Oak Cab.) .....	19.50	Prospector .....	17.50
Big Shot (1 Ball) .....	25.00	Grand Slam .....	19.50	Put 'N Take .....	10.00
Bonus .....	32.50	Galloping Dominoes.	190.00	Red Balls .....	32.50
Brokers Tip .....	25.00	Hialeah .....	29.50	Reliance (Dice) .....	39.50
Challenger .....	42.50	Hit or Miss .....	7.50	Repeater (Free Play)	12.00
Champion (10 Balls)	7.50	Jumbo (1 Ball) .....	19.50	Rocket (New Model)	7.50
Cocktail Hour		Jumbo (Tkt. 1 Ball)	32.00	Round Up .....	37.50
(10 Balls) .....	17.50	Monopolee .....	15.00	Sunshine Baseball	32.50
Cocanuts .....	17.50	Multiple .....	42.50	Sunshine Derby .....	25.00
Daily Limit .....	25.00	Natural .....	32.50	Ten Grand .....	29.50
Daily Races		New Yorker .....	7.50	Turf Champs .....	62.00
(Multiple) .....	25.00	One Better .....	45.00	Western Races	
Deluxe 48 .....	15.00	Paces Races .....	175.00	(Mystery) .....	29.50
Do or Don't .....	10.00	Pamco Parlay .....	35.00	Western Sweepstakes.	12.50
Double Score .....	19.50	Parimutual .....	45.00	Snappy .....	79.50
Football (Exhibit		Palooka, Sr. ....	45.00	Grand Champion .....	25.00
10 Ball) .....	17.50	Palooka, Jr. ....	35.00	Golden Harvest	
Flicker .....	62.50	Pearless .....	29.50	(10 Ball) .....	19.50

TERMS: 1/3 Deposit, Balance C. O. D. State Method of Shipment Preferred.  
MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR BALLY PRODUCTS  
ROCKOLA PHONOGRAPHS AND WORLD SERIES.

**IDEAL NOVELTY COMPANY, 1516-18 MARKET ST., ST. LOUIS, MO.**

### Western Reaps Show Benefits

CHICAGO, Feb. 6.—With the 1937 show definitely a thing of the past, the production department of Western Equipment and Supply Company knows full well what the results have been, according to Jimmy Johnson, head of the firm. "For," Johnson says, "theirs has been the task of meeting the huge demand for the Western line stimulated by this year's exhibit.

"The ordinary buying flurry," he continued, "would be over by now, but so tremendous was the response of the operators of America toward our brilliant array that the Western Equipment and Supply Company has virtually used the convention as a springboard which has projected them into a highly successful year.

"One of the leaders in the Western line is Grand Prize, a regular 1-ball automatic payout table. It also offers the dynamic feature of an automatic jackpot. This combination playing appeal is the most successful ever to be presented and it is being proved by the huge collections taken by aggressive operators with machines on locations from Coast to Coast.

"Another machine which gained fame at the Convention is Fast Track, an electrical automatic payout de luxe horse race machine that is in a class by itself.

"Western has also created two counter machines that are the latest streamline conceptions of this type of device. Draw

21 is a 5-reel machine with a 4-way multiple coin chute. Three of these reels are shuttered and the player receives the first and second reel automatically, drawing optionally to 21 by clicking open the third and fourth reels. The fifth reel gives the dealer's number to be beat and odds which vary with each number. Match 'Em is a beautiful cigaret machine with three smooth-running reels. The awards vary from one to 10 packages of cigarets. As in the case of Draw 21, Match 'Em has a visible window which prevents cheating. The records definitely show that both these machines are steady profit makers on any location."

### He Tells the World

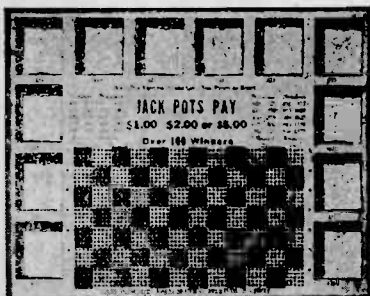
CHICAGO, Feb. 6.—Bruno Kosek, of the National Coin Machine Exchange, has signalized his intention of joining the ancient order of Benedicts by announcing his engagement to Miss Ann Krawiec.

Joe Schwartz, president of the company, whose able assistant Kosek happens to be, joins with all the young man's friends in wishing him worlds of happiness, and the pretty girl, too.

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES



### SALESBOARD OPERATORS

#### "TWELVE JACKS"

A Sure-Fire Profit Maker. Over 100 Winners. 2,100-hole Board takes in \$105.00, and pays out a total of \$54.50, including jack pot payout, open numbers and sectional payout. Sample, \$2.40; Lots of 5, \$2.00; Lots of 10, \$1.75.

**H. G. PAYNE CO.**

312-314 BROADWAY, Nashville, Tenn.

### 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. |
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**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

### "THE GREATEST SUCCESS"

Is assured only with the best machines. We endorse no others.  
Bells—Novelty Pin Tables—Automatic Tables—Bowling Alleys—Rifle and Counter Machines of every description.

**BANNER SPECIALTY CO., 1530-32 PARRISH ST., PHILADELPHIA, PA.**  
NATIONALLY KNOWN FOR HONEST DEALINGS IN EVERY RESPECT.

NOW READY!  
Bally's

# CAROM

**"BUMPER" ONE-SHOT**  
CHANGING ODDS! AUTOMATIC PAYOUT!



54 IN. BY 26 IN.

**WRITE FOR PRICE**

**WHY** say more! You **KNOW** how Bally ONE-SHOTS take in the money . . . and you **KNOW** how Bally's **BUMPER** is now sweeping the country! Add **BUMPER** action to **ONE-SHOT** appeal and you get **CAROM** . . . and we don't dare print collection records turned in for twenty test machines on location since the Show!

**ELECTRIC KICKER ACTION!**

**CAROM** has the famous **BUMPER ACTION** . . . fascinating "Magic Lantern" Totalizer . . . **CHANGING ODDS** . . . Bally 12-COIN ESCALATOR and Bally's **TIME-TESTED PAYOUT** . . . plus **ELECTRIC KICKER** . . . new "ODD-OR-EVEN" SCORE SYSTEM . . . and "that certain something" built into every Bally game! Be first with **CAROM** . . . and earn bigger profits than you ever dreamed possible! Write for details and price!

**BALLY MANUFACTURING CO.**

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor  
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**Double O Barrel of Fun!**

Has everything! Free Coupons! Double Awards! Definite payments! Sells fast and brings quick profits to operators.

**Nothing Else Like It -- A New Idea!**

Hurry! Get a sample deal for \$4.50 and earn \$38.60.  
Takes in at 10c . . . . . \$188.10  
Pays Out . . . . . 149.50

PROFIT . . . . . \$ 38.60  
Also made for 5c play, which earns \$19.30.  
Write for complete information.

**GAM SALES COMPANY**  
Manufacturers Only

1321 S. Adams Street Peoria, Ill.

**TRI-O-PACK**

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



Order your Sample today. A few days on location will make you order more.

**\$24.75**

**REEL DICE, \$18.75**

**SICKING MFG. CO., Inc.,** 1922 Freeman Ave., Cincinnati, Ohio

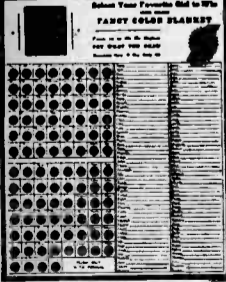
ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES Write for Complete Catalog



**MILLS BLUE FRONT MYSTERY** Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

**BALL GUM** 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

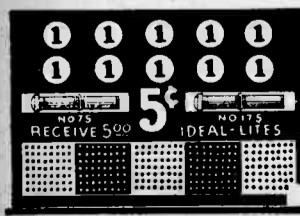
**OPERATORS LOOK AT THIS BIG VALUE**



Beautiful Satine Bound 60x80 Blanket. Assorted Colors. Each in box and a 100-Hole Push Card, 1 to 100 Sale. Brings in \$9.55. PROFIT, \$7.70.

No. B64 Sample Card and Blanket \$2.25 10 Lots, Each, \$2.15.  
25% With Order, Balance C. O. D.  
SEND FOR OUR CATALOG, FULL OF NEW ASSORTMENTS Salesboard and Counter Games. You Will Save Money.

**LEE-MOORE & CO.,**  
180-182 W. Adams St., Chicago



**FIRST and LAST OFFER**

Only 250 of these boards available. Takes in \$25.00, and pays out 10 \$1.00 trade awards and two Ideal-Lites with \$5.00 price tag under them. Mail \$1.00 for sample, or send \$2.00 for sample of this number and two 1c cigarette boards.

ASSOCIATED SALES AGENCY,  
108 No. 17th Street, Birmingham, Ala.



**BON VOYAGE**

1,000 HOLES. THICK BOARD.  
DEFINITE PAYOUT. BIG PAY.  
FAST PLAY. Takes in . . . . . \$50.00  
Pays Out . . . . . 24.90  
Profit . . . . . \$25.10  
Colorful and Attractive.

PRICE \$1.80 PLUS 10% TAX

**GLOBE PRINTING CO.**

1023-27 Race St. PHILADELPHIA, PA.  
SEND FOR OUR NEW CATALOG

**NOTHING BUT PROFITS**  
for operators of Pacific's  
**"HI-DE-HO"**  
**NOTHING BUT PROFITS!**  
NOVELTY \$64.50 PAYOUT \$139.50 TICKET \$149.50  
**PACIFIC MFG. CORPORATION**  
4223 W. LAKE ST., CHICAGO

**AMERICAN MUSIC***(Continued from page 4)*

exemplary standards of training and living. Sore because he has been displaced as stroke by Frank and because he senses a growing interest between Frank and Claire, Devereux sets out to implicate our hero in serious infractions of training rules. Just when things look blackest he is cleared of rumors of besmirching conduct and rows to win the race, the day and the girl.

Eleanor Phelps presents a fetchingly girlish and winsome Claire Granville, revealing real talent despite the necessary flutterings and hearts-and-flowers dramatics. Gerrie Worthing, as Cathleen, makes a cute soubret, tho not very hard-boiled or sinister in her role of bad girl. Bartlett Robinson is excellent as the bound-to-win hero, and Alexander Clark blusters and slinks very effectively as the nefarious Devereux. Special mention is also deserved by Leslie Litomy as Jack and Percy Hetton as Spunky. Rest of cast includes Phil Eppens, Howard Fischer, Alan Handley, Lee Berkman, Douglas Rowland, Harry Meehan, Isham Keith, Howard Sullivan and Kermit Love.

A series of ollos, or variety acts, fill in the waits, together with some singing by members of the cast and chorus vocals by the waitresses. Ullaine Malloy performs daintily on flying rings and trapeze, receiving an appreciative hand for her closing turn of giant swings on the bar. The Five Jansleys go thru fast-paced and amazing routines of Risley, while Harry Meehan, the Irish thrush, is called back again and again for his renditions of oldtimers in his powerful Bowery tenor. A *Coney by the Sea* number features the singing of Rebecca Tarwater and Isham Keith.

Immediately after the show community singing is fostered by Leslie Litomy, assisted at the piano by Bill Gahagan, and living life in vain is the one who does not feel the urge to join in.

Before and after the show at the adjoining Red Bar, formerly called the Beachcomber Bar, there is dining and dancing to the music of Howard John-

son and his band, who also do themselves proud as the pit orchestra for the play, and incidental entertainment by recruits from the ollos.

GEORGE COLSON.

**AFM LICENSES***(Continued from page 5)*

800; new licenses total 61; cancellations, 16, and restorations, 1.

Latest license cancellations include Thorp L. McClusky, Hartford; Bill Donaldson, Chicago; Universal Orchestra Service, Urbana, Ill.; Matthew Dickerson, Indianapolis; Earl J. Redden, South Bend; Radio and Theater Program Producers, Des Moines; Metropolitan Vaudeville Exchange, Inc., Boston; Arthur G. Bowes, Pontiac, Mich.; Bellrieves Music Service, St. Louis; United Feature Attractions, St. Louis; Lane Askins, Columbus; Arthur Cohen, Scranton; L. B. Dowland, Fond du Lac, Wis., and Famous Orchestra Service, Barnett Gillman and Times Square Amusement Enterprises, New York.

New licenses were issued to Lichtig & Englander, Hollywood; Meikeljohn Bros., Katherine Campbell, Seymour J. Chotiner, Walter Trask Theatrical Agency and Al Wagner Theatrical Agency, Los Angeles; Gerald A. Dohrmann and Sam Rosey, San Francisco; John Colombo, West Hollywood, Calif.; James A. Malcolm, Bristol, Conn.; Morris Wasserman, New Haven; Delmarva Entertainment Bureau, Wilmington; Ross Allen and Steele-Arrington, Inc., Miami; Herbert Marks, Miami Beach; Goforth Music Corporation, Bloomington, Ill.; Charles L. Riddle and Williams' Lyceum Bureau, Chicago; Mrs. Aletha Chase, West Liberty, Ia.; W. W. Cochrane, Lawrence, Kan.; R. J. Peterreck, Topeka; Ray McNamara, New Orleans; Sidney Newman, Boston; E. Joe LaFrance, Springfield; George C. Murphy, Minneapolis; Lillian Bradley, Inc., and Wayne H. Chartrand, Florence (Babe) Egan, Engel Enterprises, Kaiser Advertising Service, Pally Markus, Charles Baye Schmertz, Otto Steinert, Varsity Entertainment Bureau, Daniel Winkler and Nat Zukor, New York; Harold L. Martin, Celina, O.;

Arthur L. Dahlman and J. R. Van Osdell, Cincinnati; Alice Clark Theatrical Agency and Orchestra Music Service, Cleveland; Associated Artists, Columbus; Walter Delscamp, Dayton, O.; Kenneth Keller, Granville, O.; Tony Maxey, Portsmouth, O.; Herbert Simon, Toledo; Charles D. Campbell, Bartlesville, Okla.; Ben Wilson, Mt. Carmel, Pa.; Antrim Entertainment Bureau and Jan Savitt, Philadelphia; Marty Schramm, Pittsburgh; P. J. Maher, Shenandoah, Pa.; Fred C. Fejfar, Utica, S. D.; Roy D. Moore, Memphis; Talmadge Combs, Beaumont, Tex.; Sam Shaw, Danville, Va.; Radio Artists' Service, Roanoke, Va.; Raymond A. Homar, Milwaukee; Clem George Shermeister, Sheboygan, Wis.

J. Allen Lustman, of New York, has had his license restored.

**"ROAD" NEEDS***(Continued from page 4)*

his case. Paul Dullzell, Equity secretary, refuses to reveal whether the cut has been granted or not. Vincent Jacobi, business agent for the stagehands' union, Local 1, has also conferred with the management. His union says it has refused a cut in the crew, which now numbers 59, pointing out the show couldn't possibly be handled by a smaller crew.

The management has been trimming down expense and is now considering dropping further scenes. Meanwhile it has come to grips with the musicians' union over the use of recordings. Records of a 75-voice choir are used, but the musicians' union is not worried about this, figuring it is a headache for Chorus Equity. However, it is up in arms over use of musical records, which enable the management to get by with the union minimum of 16 men for musical shows. Actually, 19 union musicians are used, however, the three extra men being the contractor, the leader and the operator of the records.

The vocal and music recordings cost the show \$18,000. The musicians' union, at a meeting of its executive board January 9, voted to notify the *Eternal Road*

management that it "would not allow the musicians to play in conjunction with records" and that neither would musicians be allowed "to amplify music." A committee comprising Samuel Tobak, Robert Sterne, of Local 802, and Bert Henderson and Thomas Gamble, of the American Federation of Musicians, caught the show the opening night and urged the executive board to take this step. The executive board's resolution pointed out "the use of said recordings is the first of its kind in connection with a live show and may create a precedent for further similar use, thus making further serious inroads upon the little employment which still remains for musicians in the legitimate theater," and "the seriousness of the danger is already clear in the case of *The Eternal Road* in connection with which the management has engaged an unprecedentedly small orchestra of 16 men because it is making use of recordings made by much larger orchestras."

The board set January 13 as the date upon which the show would be listed as "unfair," but this action has been postponed pending negotiations with the management.

**INDIANA CENSOR***(Continued from page 4)*

terms of the proposed measure, would be required to pay a certain fee per picture to have it viewed by the members of the board. The fees thus collected would go to paying the expenses of the board, including salaries of members.

The second bill, if enacted, would prohibit the inclusion of provisions in motion picture exhibition contracts stipulating days on which films must be shown.

The Indianapolis Theater Owners' Association met Tuesday (2) and decided to protest formally against the censorship bill, which they said would probably make necessary an increase in admission prices because the rental figures would undoubtedly be raised. The members deferred action on the second bill until all became acquainted with its provisions.



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Provides at Least TWO SELECTIONS With Each Coin. 28 Chances to Win. Odds High as 40 to 1.

## DERBY DAY

Original Horse Race Game, paying for FOURTH place in addition to Win, Place and Show. Still going strong!



Cabinet Size 52" x 26"

## NEWEST SENSATION

## SPOT-LITE

MULTIPLE CHANCE PAYOUT

This brand new idea in Payouts is capturing locations the country over. Spot-Lite offers multiple winning opportunities. Starter-Lite, Key-Lite and Payout hole must be matched to receive award. Results are flashed in lighted colors on the Tally Board. Plenty of winning opportunities to keep player interested.

INCLUDES FAMOUS SUPER-FEATURES

- Hammond Electric Clock
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**\$137<sup>50</sup>**

New A. B. T. No. 400 Slot. Electropak Equipped. D. C. Adaptapak, \$5 Extra. Check Separator, no extra charge. Ticket game, \$10 Extra.

## Everywhere A FAVORITE! MISS AMERICA

A bevy of beauties selected from all sections of the country contesting for the crown of Queen. Pays odds high as 40-1 for Winner, 20-1 for Runner-up, 16-1 for 3rd Choice and 12-1 for 4th Choice.



- Mystery Single Coin Slot.
- In-A-Drawer Mechanism.
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These Games Still Going Strong!

SPEED KING—HIGH CARD—HIT PARADE  
DOUBLE FEATURE—COLLEGE FOOTBALL

Any of These 7 Games

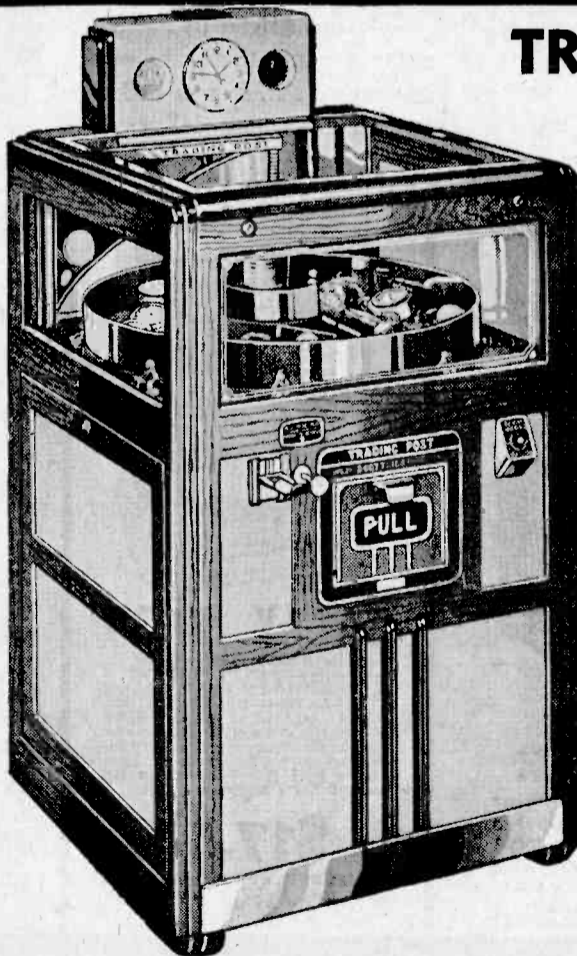
**\$149<sup>50</sup>**

Mystery Single or Multiple Coin Slot Optional. Equipped with New A. B. T. No. 400 Slot. Ticket Game, \$10 Extra. Check Separator. No Charge. D. C. Adaptapak, \$5 Extra. Electropak Equipped.

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With Sensational Play Getting MYSTERY FREE PLAY And HAMMOND ELECTRIC CLOCK

Here is a masterpiece of design and player appeal: A TURN TABLE TYPE DIGGER with Mystery Free Play allowing 1 or 2 free plays. As Free Play comes up a pleasant Cathedral chime is heard. Frequency of Free Play mechanically adjustable. Tilting is foiled by new-type Anti-Tilt. Has illuminated escalator and many new features. Quality-made of Bird's-Eye Maple and Walnut Trim.



**\$275**

SIZE 29" x 29" x 46"

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Thrills are insured by Bumper-action . . . as the big metal ball bangs against Giant Coil Springs. But it's the "GROWING SCORE" that pulls player excitement up to the fever pitch of REPEAT PLAY by the hour!

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## \$30 - \$40 Daily Collections!

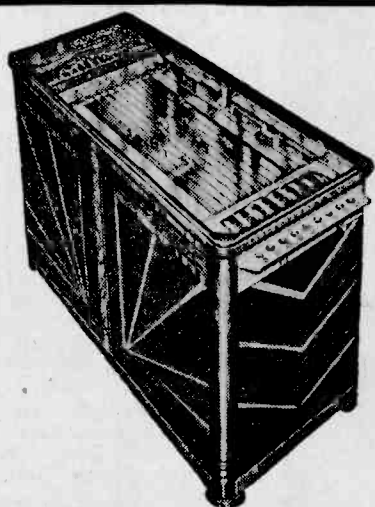
So powerful is the appeal of BUMPER'S frenzied action and "GROWING SCORE" TOTALIZER that BUMPERS are earning all the way from \$15.00 to \$40.00 daily . . . actually rivaling payouts in consistently heavy collections! And you can get your share . . . if you order now while you still have a chance to get quick delivery!

**ORDER FROM YOUR JOBBER TODAY!**

**NO PINS!  
NO POCKETS!  
BUMPER ACTION!**



**\$64<sup>50</sup>**  
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### RAY'S TRACK

Games on location a solid year still earning big profits, due to appeal of EXCLUSIVE 50-TO-1 DAILY DOUBLE feature! Get in the big money with RAY'S TRACK—write or wire for price!

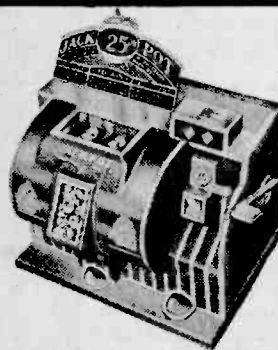


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Actually 3 nifty counter-games for price of one—PENNY CIGARETTE GAME—5-10-25 CENT TRADE STIMULATOR—400-TO-1 "NUMBERS" GAME. Quickly interchangeable, and a gold-mine any way you run it. Needs only 5 in. by 6 in. counter space. Thousands on location a solid year still earning big money! Try a sample and see!

**\$17.50**

COMPLETE with interchangeable reels, etc., for 3 different games. F. O. B. CHICAGO.



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Played with real dice, which spin and whirl as if thrown by hand, duplicating every play known to regulation "7-11" game! JACKPOT displays ACTUAL CASH! Proven biggest money-maker in its class!

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**A BALLY GAME  
FOR EVERY LOCATION**

**BALLY'S EAGLE EYE  
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### FAIRGROUNDS

1-SHOT • CHANGING ODDS • PAYOUT • MULTIPLE COIN CHUTE • PLAYS UP TO 4 NICKELS A GAME

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1-SHOT • CHANGING ODDS • PAYOUT • 2 SELECTIONS GUARANTEED — 7 SELECTIONS POSSIBLE

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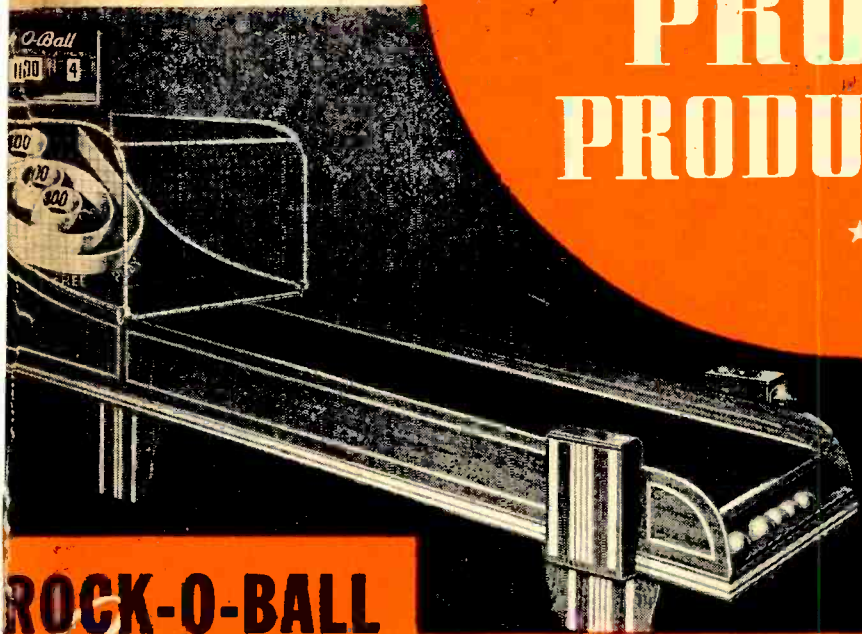
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# PERFECT PERFORMING PROFIT PRODUCERS!



## ROCK-O-BALL

*Senior*

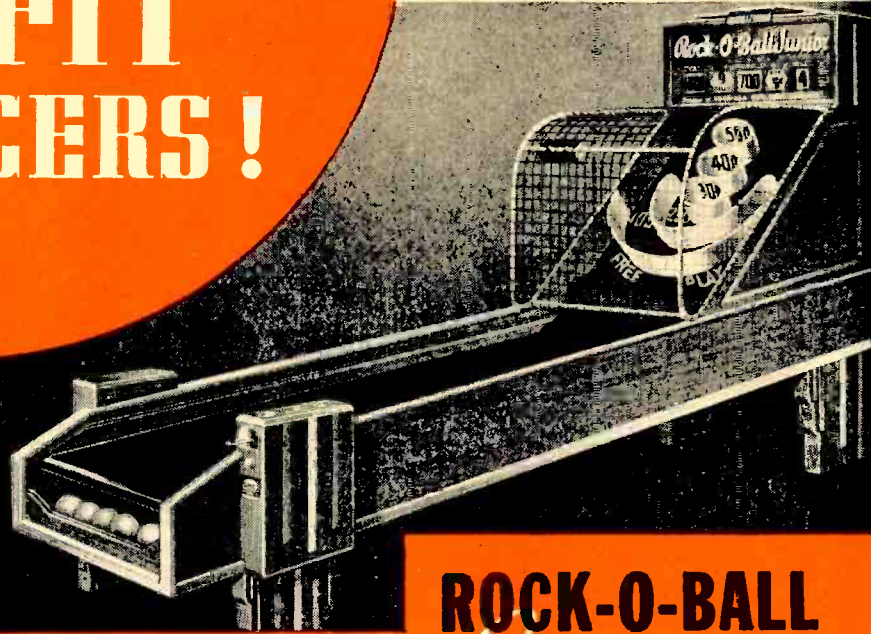
THE BOWLING ALLEY BUILT FOR ALL TIME TO COME!

MASSIVE! IMPRESSIVE! Yet so PORTABLE that every leg is removable, as well as sections.

AS EASY TO PLACE ON LOCATIONS AS A PHONOGRAPH!

CAN IT BE PERFECT? YOU BET! ASK ANY OPERATOR WHO HAS THEM!

"BUILT TO LAST FOR LASTING PROFITS!"



## ROCK-O-BALL

*Junior*

Just the Right Size for Those Good Locations Which Cannot Accommodate a Full-Size Alley!

Only 9 Feet 10 Inches in Length, Yet Embracing All of the Wonderful and Exclusive Features of The ROCK-O-BALL SENIOR.

ROCK-O-BALL JUNIOR is Also Equipped with the TRIPLE SCORE FEATURE—Also Embraces Best Functions, Both Mechanically and Electrically.

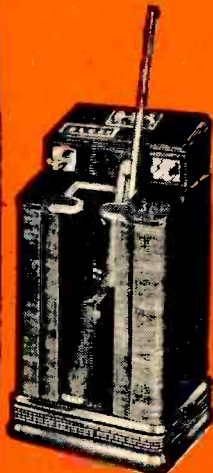
Those Locations That Said "Too Big"—When You First Talked Bowling Alleys—Will Welcome ROCK-O-BALL JUNIOR With Open Arms—WRITE YOUR DISTRIBUTOR TODAY!

### ★ Rock-Ola's TOM MIX RADIO RIFLE

Still producing big profits, for that name "Tom Mix" is not only magical, but also definitely permanent!

CONSTANT REPEAT ORDERS PROVE ITS PERFECTION!

LET YOUR DEALER TELL YOU WHY IT IS YOUR BEST INVESTMENT IN A RIFLE!



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NEW! DISTINCTIVE! DIFFERENT!

Not only embracing the usual skill and appeal, but also the added charm of amusement and continuous laughs—which operators find are FILLING THEIR COIN BOXES!

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The New Novelty 5-Ball Game with the GIANT SIZE Backboard—Merchant Can See From Any Part of His Store.

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Will Be Pleasing and Profitable at Locations Three or Four Times as Long as Ordinary Games!

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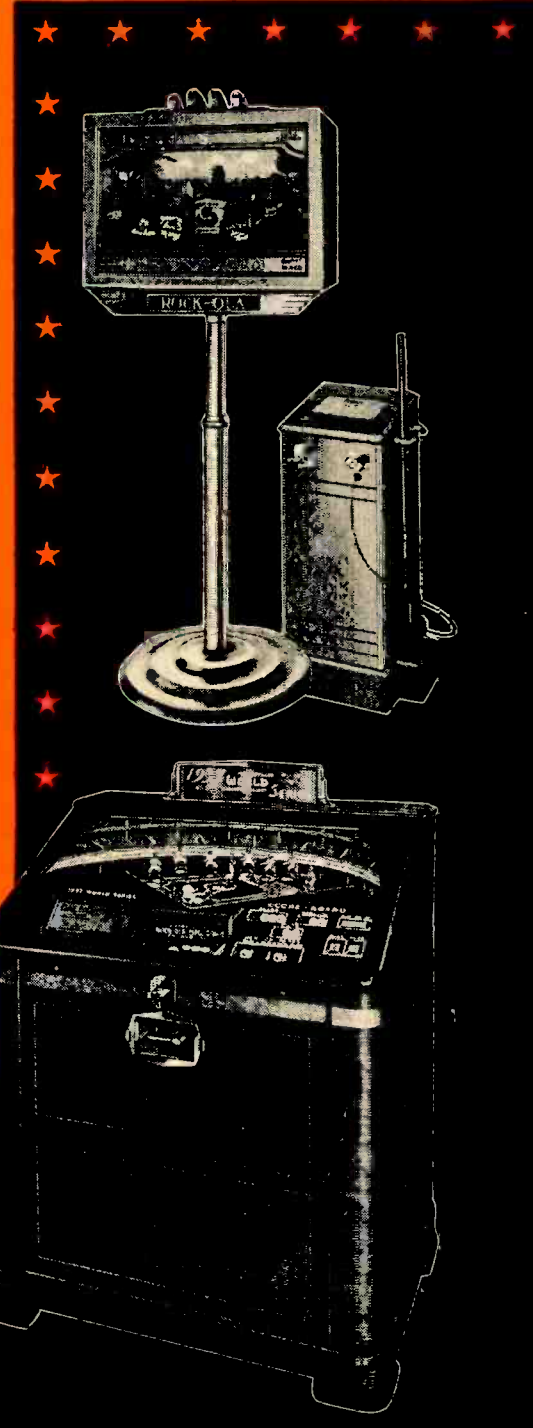
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THE BIGGEST COIN BOX "STUFFER" OF ALL TIMES! WIRE YOUR DISTRIBUTORS TODAY!

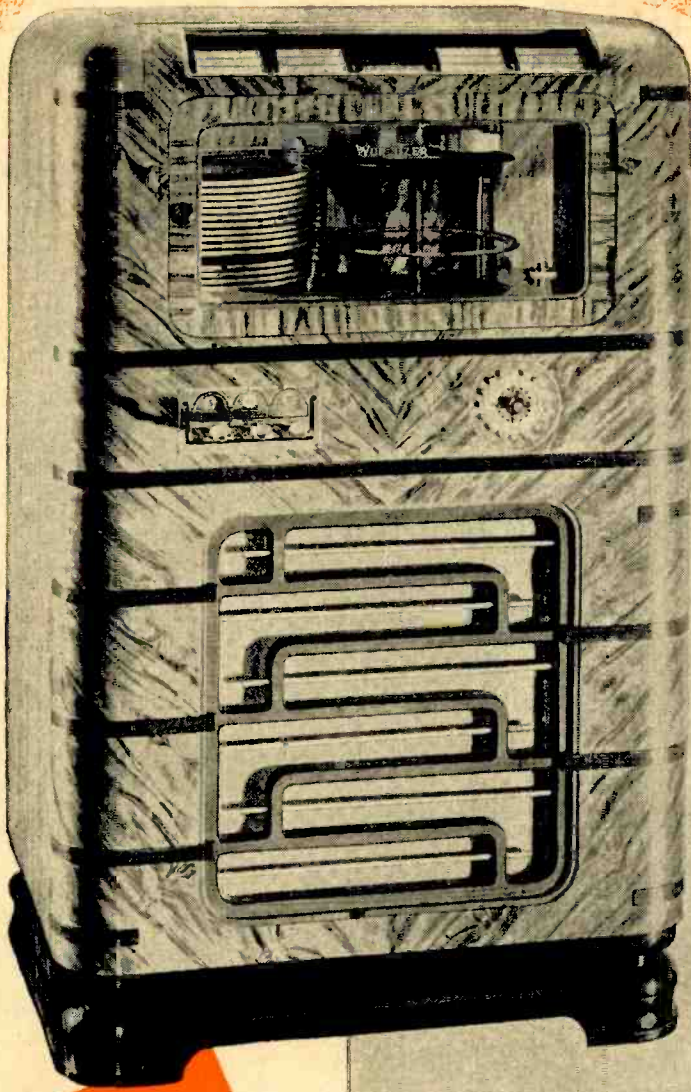
**ROCK-OLA MANUFACTURING CORP.**

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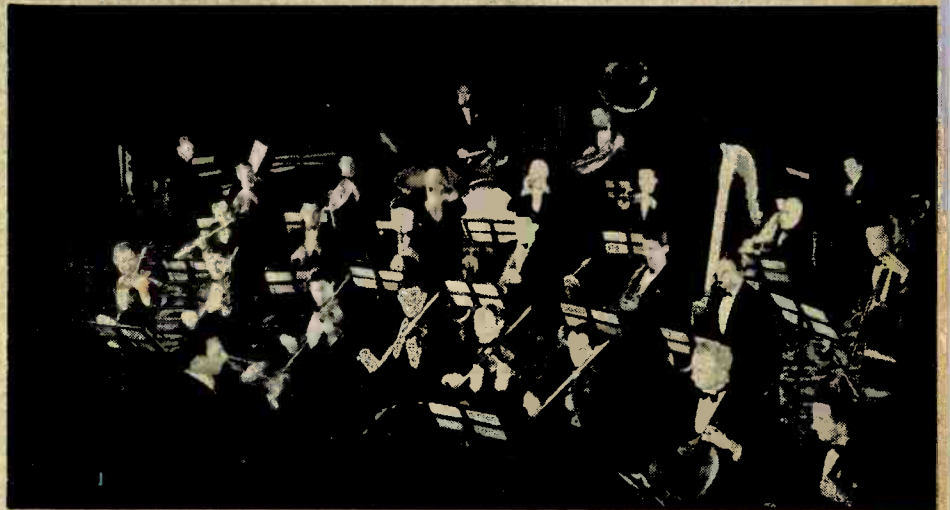
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THAT'S WHY THEY *Get and*  
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## ORDINARY AUTOMATIC MUSIC REPRODUCTION

... fails to deliver the full tone range of every instrument—consequently, it does not bring you the full orchestra. Some instruments fade into the background or drop out entirely—others are over-emphasized. Tone is hollow, uneven—ragged.



## "FULL-RANGE" REPRODUCTION

... gives you the full tone range of every instrument in the orchestra. There's no blurring—no fading—no dropping out—no over-emphasis. Tone is smooth—full—rounded—breath-taking in its realism.

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