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The Billboard

The World's Foremost Amusement Weekly



CARL ROSINI
Master Magician

Directed by MUSIC CORPORATION OF AMERICA

The All-Inclusive MEDIUM



Look for "In This Issue" on the opposite page.

You will find listed more than thirty departments and special features published in every issue of The Billboard.

The trade paper that covers ALL branches of the show business is the one that holds 100 per cent of the amusement readers.

In addition to being all inclusive in its scope, The Billboard is the exclusive trade publication in some of the more important divisions of show business.

Circuses, carnivals and fairs, to say nothing of dramatic, repertoire, musical tabloid and minstrelsy, are served exclusively by The Billboard.

The all-inclusive paper is able to give its readers all the news and its advertisers all the results obtainable.

Refer to "In This Issue" on the opposite page. There may be some important feature you have overlooked.

**The Authority of
Show Business**



The Billboard

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1937

The World's Foremost Amusement Weekly

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POSSIBILITIES COME THRU

Dodsons Win In Car Case

Shows awarded \$7,353.25 in suit against Warren Tank Car Company

BEAVER FALLS, Pa., Feb. 13.—The Dodson World's Fair Shows were awarded \$7,353.25 in their suit against the Warren Tank Car Company, of Warren, Pa., by a jury in the Court of Common Pleas, Beaver County. The trial, presided over by Judge Frank E. Reader, opened on Monday and verdict was reached Wednesday night.

The history of the case goes back to the spring of 1936, when the Dodson Shows played New Brighton, Pa. According to testimony presented at the trial, the Warren Tank Car Company at that time issued a writ of replevin and attached six flat cars. Guy Dodson revealed that the show at one time purchased 12 flats from the car company, but due to depression years was unable to meet all payments on them in time. When the Warren Tank Car Company had an opportunity to make a sale of 12 cars to the Royal American Shows, B. H. Mathis, manager of the car company, according to the Dodson testimony, made the Dodson Brothers a proposition whereby they were to give up the 12 flats and become sole owners of six (See DODSONS WIN on page 85)

Philly Mayor Bans "Mulatto"

PHILADELPHIA, Feb. 13.—*Mulatto*, play scheduled to have opened at the Locust Theater here Monday, has definitely been banned in this city, according to an announcement Thursday by Mayor S. Davis Wilson. Latter made his decision after a six-member board of censors, including three clergymen, cast votes of three in favor and three against. Wilson, explaining his view, said the fact that the three churchmen nayed the production was enough for him and further stated that he believed the play (See PHILLY MAYOR on page 85)

Attempt To Restrict Circuses, Carnivals in Neb. Fails Again

LINCOLN, Neb., Feb. 15.—Shoved into committee and indefinitely postponed, almost the same as a kill, the State fair's attempt to keep circuses and carnivals out of Nebraska by legislation failed again. The bill laying down a ban rule for traveling amusement enterprises up to 18 days ahead of the State fair or any county fair in the State would have worked seriously against the traveling tent shows.

In deferring the bill Senator E. M. Von Seggern said: "I'm against placing obstructions in the way of any legitimate business. If the fair would put on

Recommendations in Billboard Click in 26 Per Cent of Cases

85 of those suggested for other fields come thru, as against 64 in previous year—pix and vaude fields lead in number—name of clickers are listed

NEW YORK, Feb. 13.—A checkup on the number of Possibilities recommendations in *The Billboard* that clicked the past year shows an increase of 21 names over the same period a year previous. A total of 85 acts made good as against 64. Since the inception of the department less than four years ago 250 persons, whose talent in fields other than that in which they were caught was plucked by *The Billboard*, have clicked in the department for which they were recommended or in allied fields. Out of the 950-odd names mentioned to date 26 per cent have come thru. Films received the greatest play, with a total of 36 names making the grade. Of these, 24 were drafted directly from boosts for this particular business, while the remaining 12 were picked up after being brought to the fore for talents recommended for legit musicals or the radio. Martha Raye, Jane Froman, Estelle and Leroy, Frances Faye, Tito Guizar, Dorothy Lamour, Thelma Leeds, Collette Lyons, Nicholas Brothers and Martha Tibbette, now in the picture game, received recommendations for musicals. Frances Faye, now in pix, got a plug for radio. Clicking on the screen after recommendations for that field were Three Sailors, Harry Savoy, George Watts, Walter Armitage, Smith and Dale, Fred Perry, Iris Adrian, Glen Boles, Phoebe Brand, J. Edward Bromberg, Judy Canova, Community Sings, Owen Davis Jr., Paul Draper, John Emery, Vladimir Gordin, Rose Kessner, Manuel King, Sam Levene, John B. Litel, Emily Lowry, Virginia McNaughton and Pauline Moore. Eduardo Cianelli has become overnight, with his performance in *Winferset*, one of the leading menaces of the films, while Thomas Mitchell was taken out to the Coast to act in pictures but stayed on to write them.

National Theater Tie With N. Y. Fair

NEW YORK, Feb. 13.—American National Theater and Academy, established a year and a half ago by a congressional charter, has made a proposal, submitted to the board of design of the New York World's Fair, to erect as part of the shelter section of the fair the first theater to be built on a design for which the ANTA will hold a nation-wide contest. Last week the ANTA announced the appointment of an advisory board to assist in working out the details of the contest, which is for plans for a community center to be built around a community theater. If and when the first prize-winning structure is put up at the fair, others would be built in various sections of the country.

During the course of the fair dramatic and film productions would be offered at the theater, both professional and amateur. In the case of pro productions, including those of the Federal Theater, the call would go to plays not ordinarily geared for commercial theater.

Seating capacity of the theater, according to contest terms, will not exceed 1,000. ANTA, however, has made a further proposal to the World's Fair (See NATIONAL THEATER on page 85)

"Bring Back Flesh" Drive Beginning To Slacken Down

AFA still allows use of its name in campaign, but its members are not picketing—802 drops campaign press agents—little hope felt for natural tieups

NEW YORK, Feb. 13.—The drive by Local 802 of the musicians' union and the American Federation of Actors to compel former local vaudefilmers to restore flesh has lost its militancy and appears definitely on the way out. Altho the AFA insists relations with the musicians are cordial, and altho the picketing placards still bear both the AFA and musicians' union names, a checkup reveals that performers are no longer doing picketing duty. Representatives of the AFA are no longer stationed at the various theater drive headquarters and the familiar figures of AFA performers spilling in front of theaters are no longer present. Apparently the AFA has quietly withdrawn from active participation in the drive, altho it is permitting continued use of its name.

It is probable that Local 802 is hoping that the picketing drive will peter out quietly and enable the union to evade responsibility for the failure to carry out promises of militancy. Morris Iushewitz, who, along with another press agent, had been hired by 802 to publicize the drive when it was launched in September, has dropped out. This leaves the drive without a press agent.

When the drive was launched Local 802 spoke of mass meetings, demonstrations, radio plugs, parades and citizens' committees. Most of the attempts at demonstrations flopped, the only successful big meeting being the opening one in Manhattan Opera House.

Mass picketing is attempted frequently at neighborhood houses, such as the Academy of Music, where the picketing has cut deeply into business. Picketing of Broadway houses continues, but with (See BRING BACK on page 85)

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Press Agents May Organize

New outfit holds meeting—old organizations wake up in opposition

NEW YORK, Feb. 13.—Meeting of theatrical press agents here last Tuesday for the purpose of organizing a unit similar to the theatrical unit of the Newspaper Guild has created activity among similar organizations long thought dead, but apparently only dormant. Ultra conservative element of the profession, at opposition meetings at Sardi's last Friday and Saturday, attempted to give the new body a red complexion, but what it is primarily interested in is a reciprocal agreement with Actors' Equity, the stagehands' union, etc. Future plans of American Advertising Guild call for an affiliation with American Federation of Labor.

Should the Advertising Guild be successful in its attempt to obtain an AFL affiliation, the contemplated theatrical unit would then be in jurisdictional conflict with the Association of Theatrical Agents and Managers, AFL, body which (See PRESS AGENTS on page 85)

Monster Midnight Benefit; \$45,000 for Flood Relief

Huge show lasts hours, with host of first-line stars and acts—night clubs and other amusement spots offer benefits of their own—no sellout, due to delay

NEW YORK, Feb. 19.—Thursday's monster midnight benefit at Radio City Music Hall for the relief of flood victims netted a profit of \$45,000, realized thru the co-operation of virtually all categories of indoor show business. Greatest chunk of here comes from Wrigley Chewing Gum Corporation, which paid \$35,000 to the Red Cross for sponsoring the four-hour broadcast. Broadcasts went out over NBC, CBS, MBS and various independent stations, approximating 230 outlets. Gross ticket sales hit \$22,000, about \$8,000 less than the possible top, owing to last-minute gifts in prices. Situation was the result of lack of time on the part of the committees handling the show, the Music Hall management having consented to stage the affair only nine days before the event became a reality. By the time arrangements were made and tickets printed, only five days were left in which to sell the stubs.

Music interests, including Loew's, RKO, Twentieth Century-Fox, Paramount, Warner, Columbia, United Artists and March of Time, purchased blocks of tickets totaling \$5,500.

Services, including talent, stagehands, ushers, use of the theater and the various committees, were all contributed free. At the time of going to press, however, the musicians' union, Local 802, and CBS are negotiating a salary dispute (see story in radio department). Expenses, excluding whatever salary settlements are made in the latter case, amounted to \$2,000 for newspaper advertising and \$1,000 for incidentals.

More than 100 stars appeared in addition to several troupes such as Fred Waring's, the Guy Lombardo and Cab Calloway bands, George Ballanchino's American Ballet, Borrah Mineevitch and Olan, the White Horse Inn step dancers, a special 12-piece number in which 12 famous composers played their favorite compositions, Kay Thompson and ensemble and the Redolites. Among the emcees were Milton Berle, Bob Hope, Eileen Mann, Noel Coward, Ruth Gordon and Helen Hayes, Graham McNamee, Reginald Gardner, Deems Taylor, George Jessel, Jack Pearl.

Louise Rainer did the phone scene from *The Great Siegfried*. Ernest Truax and Boland Young offered a sketch. Bert Lahr did the wood-chopping scene from his show and Burgess Meredith sang to guitar accompaniment.

Virtually every important local night spot and hotel dining room is setting aside dates for flood benefits, among the most important being the Abe Lyman affair at the Hotel New Yorker tomorrow.

Flood benefit recently held at the Fabian Fox, Brooklyn, sponsored by Warners, Paramount Pictures and Michaels Brothers, netted \$2,500. Ticket sales totaled \$1,783, over \$500 was received over WMCA and \$217 in private donations. Stagehands' Local No. 4, in addition to donating its services to all Red Cross benefits in Brooklyn, contributed an additional \$100.

Contributions received yesterday by the local chapter of the Red Cross included \$270.10 from the Federal Theater Project, \$111, Station WJWV, and \$100 from Noel Coward.

"End's" Capital Innovations

WASHINGTON, Feb. 19.—Dead End will depart from usual practice in two respects during study here. Opening performance is matinee Monday, with dressy first-nighters probably tak-talking. Other innovation is 8 o'clock curtain, made necessary by rigid child labor law here. Early start will enable boards to be cleared of kiddies by required 10 p.m.

Ala. Tax Law Found Valid

MONTGOMERY, Ala., Feb. 19.—Alabama's 1 1/2 per cent gross receipt tax law, which became effective January 1, (See ALA. TAX LAW on page 27)

Three Jobs; 19 Years

PHILADELPHIA, Feb. 19.—Opening of "Clory for All" at the Erlanger made the fourth job for James Walker in his entire theatrical career, extending over a period of 19 years. However, the job lasted the entire 19 years, viz., seven years in "Potash and Perlmutter," six more with "Abie's Lajah Rose," and a like period of seasons on the radio in "The Rite of the Goldbergs."

Theaters Fined For Prize Nights

CHICAGO, Feb. 19.—Chief Justice Stoneby of the Municipal Court, found 32 Balaban & Katz theaters guilty of operating games of chance and distribution of money on prize nights in violation of a city ordinance this week. Fines of \$5 and \$10 costs were entered against the corporation for each count.

A motion for a new trial was continued until May 3 to allow the Illinois Supreme Court to judge upon the constitutionality of the city ordinance which forbids Bank Nights in theaters. Attorney-General Otto Kerner has already expressed an opinion that he believed bank and prize nights were a violation of the State lottery laws and the same opinion by the Supreme Court would mean the death knell of prize nights in Illinois. Although a local law has prevented the practice within the Chicago corporate limits, the schemes are being widely used thruout the State.

Chi Operators' Union Stages Annual Ball

CHICAGO, Feb. 19.—With George E. Brown, president of IATSE, personally in charge, the annual ball of the Chicago Stagehands' Union, Local 9, celebrating its 50th anniversary, packed the Aragon Ballroom this week and reached a new high in attendance with over 7,000 paid admissions.

A substantial amount was realized for their sickness and death benefit fund. Almost every theatrical and night club performer of prominence currently playing Chicago made an appearance during the evening and did his turn. Among the many were Fanny Brice, Stan Kavanagh, the Ritz Brothers, Gypsy Rose Lee, the Bo Brummells, Bobby Clark, Everett Marshall, Peter Higgins, Velox and Yolanda, Bob White, and Harrie, Claire and Shannon and others too numerous to mention. Assisting Brown were Larry Cassidy, local president of the union; Frank C. Olson, secretary, and Frank Clifford, business manager of the Chicago Operators' Union, Local 110.

Variety Clubs Gather in April

OMAHA, Feb. 19.—Third annual national convention of Variety Clubs of America will be held in Omaha April 17 and 18. Harry J. Shumow is convention chairman.

240 WPAers Get Other Jobs

NEW YORK, Feb. 18.—Two hundred and forty WPA Federal Theater actors, stagehands and writers left the project for private industry during the past year, according to re-employment figures made public Monday. Announcement, which limits itself only to those classifications mentioned, followed by a few days the WPA theater's survey revealing that more than 5,500,000 persons attended local WPA productions since the inception of the project last year.

Many Broadway legit productions have made use of former FTP actors, designers and stagehands. The Variety Unit lost 17; Community Drama Unit lost the greatest number, 44, many of them going to similar fields. The Radio Unit helped secure jobs for about 40 WPA legit and vaude people.

Heavy Town Hall Bookings

NEW YORK, Feb. 19.—Town Hall, which opens its books for the coming season Monday, has already booked 75 concert events during its courtesy-of-prior-option period. Leases already signed or requested for next year take in dates from September, 1937, to June, 1938. By April 30, 1937, the close of the current fiscal year at the Hall, total bookings in the current season will have exceeded those in any recent year, with more than 350 events listed. These are not inclusive of daily morning lectures, Sunday church services or Thursday's broadcasts of America's Town Meeting on the Air.

Philly Locust Back to Pix

PHILADELPHIA, Feb. 19.—New Locust Theater, which was originally built to house super-Hollywood specials and turned legit this season after several years of darkness, will revert to the policy for which it was originally intended. House has been leased to MGM for road showing *The Good Earth* ptx, starting February 21.

Chestnut formerly housed screen features, but this season has kept straight, with only one week of darkness.

Television Seen as Threat to Actor By The Performer, British Paper

Because of the probability that television will soon be an important factor in show business in this country, *The Billboard* reprints below a thought-provoking article on television from the British weekly trade paper, *The Performer*. The article considers the situation from the viewpoint of the effect of television, already a commercial reality in England, on variety performers.

Television is very much the topic of the moment. For while we have on the one hand the quite considerable progress being made in the development of the BBC's television schemes—albeit the programs from the Alexandra Palace station in North London still partake much of an experimental nature—on the other hand we have at the Dominion Theatre, Tottenham Court road, the first public

television program on the Baird super-screen apparatus. And television, we are told, is to be a regular feature at that theater. Undoubtedly the pace of the movement toward the day when televised scenes, incidents, plays, acts and occasions will become part of the regular programs at cinemas and theaters is accelerating.

What plans the BBC has in regard to supplying televised material for public presentation have not yet been divulged. There has still to be made known what are to be the aims of the BBC in television, and a lot of work has to be done and discussions held with entertainment interests if disputes and clashes are to be avoided. For anything like a general

(See TELEVISION SEEN on page 28)

Allied - 306 Truce Signed

Boothmen bury hatchet—
La Guardia committee aids
in ending stench bomb evil

NEW YORK, Feb. 19.—Merger whereby Local 306 absorbed Allied, rival operators' union, was finally John Hancock Wednesday, and becomes effective Monday. Burial of the hatchet, auguring peace and lullabies for the local movie labor front, was accomplished in the office of Harry Brandt, president of Independent Theater Owners' Association, outfit comprising 240 theaters which had been served by the now-defunct company union. Largely effective in smoothing out differences between the various factions was Mayor La Guardia's board of survey, set up last November when an unprecedented number of stench bombings and other acts of violence peeved the customers, who are used to seeing their movie stars in circumstances more conducive to romance.

Agreement calls for 25 per cent wage increase for members of Allied as well as a reduction in working time from 84 to 70 hours a week. The boys also get a week's vacation with pay.

Following the merger agreement, Local 306 signed a 10-year agreement with ITOA. Single item marring the harmony of the situation is Empire State Operators' Union, group which is expected to ultimately merge with the single large union now in the field. La Guardia's board will work on this angle shortly.

Nebraska Distrib License?

LINCOLN, Neb., Feb. 19.—Bill will be introduced in the Legislature here Monday seeking to establish an annual license fee of \$1,000 for each distributor operating in this State. Fund thus raised would be administered by State Railway Commission to the assistance of the state assistance fund. Expect to realize \$20,000 by the measure.

Squawk Mack Appointment

BOSTON, Feb. 19.—Politics here are disquieted over the recent appointment of Jon B. Mack, director of the Federal Theater in New Hampshire, as director of the Massachusetts Federal Theater Project. Mack is currently handling both jobs. Feel that the berth should be awarded to a local man.

After 35 Years

BOSTON, Feb. 19.—Donald Brian has come out of retirement at his Hingham, Mass., home to open local studios to teach light opera, musical comedy and drama.

CARL ROSINI (This Week's Cover Subject)

CARL ROSINI liked to perform simple feats of legerdemain as a youngster in school. He liked it so well that when he saw his first professional show in a magic theater in London, the Egyptian Hall, he decided then and there that he would become a professional magician. He pondered and studied and finally joined Baron Anthony, who was considered a master showman. From him Rosini acquired much of the naive knowledge of showmanship required of magicians.

He stayed with Anthony for a period and then started on his own. He toured England, the provinces as well as the large cities, and also played all the important circuits in Germany, France, Belgium and Holland. South America looked good to Rosini and he went there and played most of that continent. Later in 1912 he came to America and played big-time houses here. He also toured with the Sir Harry Lauder show.

Rosini met his wife at the Empire Theater, London. His home for the past 16 years has been in Beechurst, Long Island, N. Y., a town popular with magicians. Thornton was inspired to live there by Alexander Herrmann and Rosini moved there at Thornton's suggestion. Rosini's most recent engagement, which ended February 8, was at the Terrace Room, Hotel New Yorker, New York City.

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Guild of Musical Artists To Seek AFL Tieup Thru Four A's

NEW YORK, Feb. 13.—Now that Frank Gillmore, president of Actors' Equity, has returned from his vacation, conversations are expected to be arranged between the actors' organization and American Guild of Musical Artists, concert soloists and instrumentalists who are angling for an American Federation of Labor affiliation. Point is that such a charter would have to come thru the Four A's, of which Frank Gillmore is president.

Elizabeth Hoepfel, president of Grand Opera Artists' Association, group which is willing to merge with AGMA if certain conditions are met, holds the whip hand, in that AGMA's chance of an AFL tieup rests with the possibility of Miss Hoepfel's organization voluntarily surrendering its present jurisdiction over foreign language grand opera. This Miss Hoepfel is willing to do, feeling that one large association would be better able to correct abuses than a number of small ones. Contemplated setup for the merged association would specify a board to represent the various elements in the combine, such as instrumentalists, vocalists, etc.

During Mr. Gillmore's absence Grand Opera Artists negotiated with Paul Dullwell, executive secretary of Equity and the Four A's, with a view to clarifying the problem of jurisdiction over English language opera. This is retained by Equity, the reason being that Gilbert and Sullivan shows come under such a category. Miss Hoepfel, in no way desists of edging in on Equity's jurisdiction over operetta, is seeking to draw up with Equity a defini-

tion sharply dividing the operetta field from that of English language opera. Latter musical form is expected to loom very large in the future.

Altho Joseph N. Weber, president of American Federation of Musicians, could not be reached, official statements from AFM headquarters indicated that the musicians definitely regarded the contemplated new musical association as one which will encroach on AFM's jurisdiction.

Lawrence Tibbett, president of AGMA, stated recently that his organization hoped to obtain the AFL tieup thru the fact that it sought jurisdiction not only over opera and soloists but also instrumentalists.

NBC Red Beats Columbia Chain

NEW YORK, Feb. 15.—For the first time in a long time NBC Red network topped the take of the CBS chain, this taking place last month. NBC Red, collecting \$2,374,833, scored a 37.6 per cent gain over the same month for 1936, when it grossed \$1,725,172. Columbia for January of this year garnered \$2,260,740, an increase of 24.2 per cent over 1936.

NBC's figures represent the "deflated" total for January. NBC first planned to release figures based not on actual income for that month but on what the actual time sales would have brought in had the advertisers paid the new card rate. This total would have given NBC about a \$4,000,000 take for January. Idea was dropped after a conference between NBC and CBS. Beals for NBC's intent puzzled the trade.

Total NBC January take this year for both networks was \$3,541,990. Largest January gross the chain has ever had. It was 37.6 per cent over 1936. Blue web took in for the past month \$1,167,368, 22 per cent over 1936.

Bondurant WHO Sales Head

DES MOINES, Feb. 13.—Position of sales manager of WHO, Des Moines, was given to Hal Bondurant, for two years assistant sales manager of the station. In his new position he will handle both local and national sales. Bondurant succeeds J. P. Maland, general manager of WHO and vice-president of Central Broadcasting Company, who will concentrate on his other duties.

American Academy Students Present "The Silver Cord"

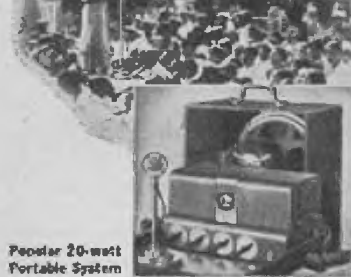
NEW YORK, Feb. 13.—Sidney Howard's *The Silver Cord* was played by the senior students of the American Academy of Dramatic Arts yesterday afternoon at the Empire as the sixth program in their current series of matinees. The play is a difficult one for youngsters because of its essentially tricky structure, extensible and necessary because of its attack on its problem but a tricky hurdle for young players none the less. Also the central role of Mrs. Phelps presents a practically unscalable acting difficulty.

Despite the drawbacks, however, two really outstanding performances were turned in—those of Barbara Townsend, as Christina, and Louise Downey, as Hester. Miss Townsend not only brought the necessary maturity of thought and emotion to the role but also read her lines with authority and displayed a fine and effective insight, doing an excellent job in every respect. Several of the long speeches assigned her were delivered with a polish and effect surprising in so young a player. As for Miss Downey, she was immensely effective in the role of the hysterical Hester, doing a touching and altogether excellent job of the difficult second-act scene and in general offering a performance remarkable for its clarity of both diction and interpretation. A pretty lass, she should be a distinct addition to the ranks of pro ingenues.

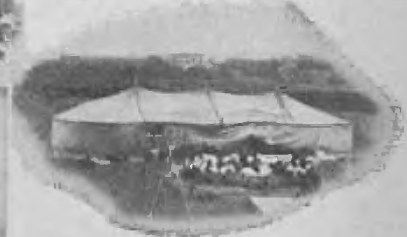
Helen Pratt was faced with an almost impossible task as Mrs. Phelps, a role written with such bitter satire that it becomes at times almost a burlesque. Miss Pratt partly solved her difficulties by seizing upon the more obvious aspects of the character—which was about all that she could do under the circumstances. William Book and Gilbert Haggerty were adequate as Dave and Robin; Mary Holte played the maid.

Miss work was done by the youngsters in the first act of *Another Language*, which was used as the curtain raiser, with a fine character bit being turned in by Alice Nevin. Others in the cast were Miss Rolfe, Vincent Donahue, James Hollowell, Ginger Clements, Jack Daly, Mildred Cox, Arthur Sutherland, Wade Wyburn, Kate Truitt and Jean Barrere. EUGENE BURR.

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"Eternal Road" Management Succeeds in Cutting Budget

NEW YORK, Feb. 15.—Eternal Road management has thus far been partially successful in its budget-trimming negotiations with theatrical unions. Thursday's meeting with Equity's cuts board, attended by 20 members of the cast, resulted in a cut reported to approximate 28 per cent.

Last confab with the stagehands produced no agreement to curtail the crew, now numbering 59. Further conversations are scheduled for this week, but, according to Vincent Jacobi, business agent of stagehands' local, trimming the crew will be dependent upon whether or not further scenes are omitted. This is considered a strong possibility.

Three electricians have already been eliminated from the switchboard. Negotiations with the musicians' union are still going on.

"Mississippi Rainbow" To Reopen Princess, Chi

CHICAGO, Feb. 13.—Mississippi Rainbow, a comedy of Negro life which had a short run in New York some time ago, will re-light the Princess Theater here the last of this month.

Art Smith, formerly of the Group Theater in New York and a recent addition to the directorial staff of the Federal Theater project in Chicago, is directing the WPA Negro Unit, which will present the play.

Altho the Princess Theater has been under lease for several months to the government, this play will mark the first time the house has been used publicly since it was acquired.

Mouth Clear

③-THREE POINT-① SUCTION ROOFLESS

Featherweight—No Gasping—Natural Taste—Tastes Better. Removes Speckles, Kills the extra tongue roots, cleared smooth. All forms false teeth in mouth— as low as \$5.00. 40 Day Trial.

The Most Laboratories, 261 Kansas Bldg., Tampa, Fla.
We Trust You—Monthly Payments.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheet heralds, etc. for all occasions. Quick service, low prices. Write for free catalog.

BOWER SHOW PRINT with FOWLER, INC.

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
442 NO. DEARBORN ST., CHICAGO.

Single Rooms, \$8.00—Doubles, \$7.00 per Week. Full breakfasts. 8 minutes walk to Loop. Theatrical Booking Agency located in hotel.

VAN ARNAM'S BARN DANCE WANTS

WRESTLING TEAM, GYM WITH APPLIANCE, NOVELTY ACT, DANCE TEAM, STRAIGHT MAN, Must Show Good in Gymnastics, JUMPING, ACCROBATIONS, TIGHT ROPING, etc. ALL-STAR BARN DANCE, DAILY BARN DANCE, Opening Tent August 1, FLORIDA TOUR, then NORTH VERMONT, performers write, WINDLE HOTEL, JACKSONVILLE, FLA.

JEAN MONA

Ten Weeks in Cleveland.
Third Holdover at MAYFAIR CASINO.
Direction MCA.

STOCK TICKETS

Rolls of 2,000.

4 Roll \$ 80
2 Roll 2 00
10 Roll 3 00
50 Roll 15.00

Double Openers, Double Prices.

No. C. O. D. Orders.

IS YOUR SPRING PROBLEM TICKETS

Don't let the time pass. Whether it's CIRCUS, CARNIVAL, AMUSEMENT PARK, GOLF BALL, FOOTBALL, BACH THEATER or RESERVING SEATS, we are here with the Price and Quality of Weekenders.

THE TOLEDO TICKET COMPANY, Toledo, Ohio

"ANY PRINTED-TO-ORDER TICKETS."

WAX TOPS IN 1936 GAINS

Improves by Half Over 1935 As Industry Ups Take by 22%

Platters secure largest percentage gains in program types—drug, candy income off—national network gains by 19 per cent, according to NAB

NEW YORK, Feb. 13.—In leading the entire radio field in point of gain during the year 1936, electrical transcriptions picked up 50.6 per cent over 1935. As expected, 1936 set a new high in the history of the industry in the amount of income from advertising, with figures gathered by the NAB showing that the all-over industry gain was 22.9 per cent. National non-network showed one of several healthy improvements, the statistical medicos giving that field 41.5 per cent on the chart. National network volume likewise scored heavily, picking up by 19.2 per cent, with regional networks advancing over 1935 by 23.1 per cent. Local biz kept in company by showing an increase of 16 per cent.

Continuing in the same track as they did during 1934 and 1935, local stations, for the third successive year, had the best sales increase reported by any class of stations. Of the many types of advertisers using radio, there were but two declines recorded for the year, those in the drug and confectionery fields.

NAB figures give as the national gross time sale figure \$107,550,885 as compared to 1935 and \$67,523,848. In class of media, NAB offers that radio ranked second in point of percentage improvement, giving radio 22.9 per cent against national farm papers with a gain of 20 per cent. National farm volume, however, is slightly more than \$7,000,000 for the year. National magazines and newspapers followed the other two media in that order.

Transcriptions soared in the type of rendition sector, giving the platters the boost noted. Live talent represented, according to NAB, 47.9 per cent of the total non-network sales during 1936. In volume, however, the flesh topped it's by getting more than \$22,000,000 on national non-network, and local biz, against the wax with slightly more than half of that total. Records, against which performers and musicians are presently fighting, did \$931,910 of business for the stations. Announcements did about \$12,000,000 on these two types of broadcast.

McQueen's New Program

CHICAGO, Feb. 13.—Alexander McQueen, who did *Nothing But the Truth* radio skits, opens a new twice-weekly series for the Bathasweet Corporation over Station WGN commencing February 16. Program is an afternoon one contracted thru H. W. Kiesewetter Advertising Agency, Inc. Piano team of Alice Blue and Fred Witmer will supply musical support.

Koslowski to Kirby

BOSTON, Feb. 13.—Victor Koslowski, chief operator of WHDH, Boston, thru the medium of Massachusetts courts, has had his moniker changed to Victor Kirby. Ned French replaces Art King as a WHDH announcer. King is now with WHN, New York.

And Still He Talked

DETROIT, Feb. 13.—A broadcast from the top of a tight wire, 60 feet in the air without a net beneath, was made Monday night at the Detroit Shrine Circus in the State Fair Coliseum by Angus Pfaff, WJBK's staff announcer. Station had undertaken to broadcast all the thrills of the circus, and succeeded.

The Wallendas, internationally known high-wire act, were the background, with Wallenda himself carrying Pfaff on his back, with a portable microphone, out halfway across the wire while he made the broadcast. After getting out there it was discovered that the cord was too short to go across and Wallenda had to carry the announcer back to the starting platform, walking backwards. Showing that nothing stops an announcer from talking.

Bookers Pan Radio Bureaus

Club bookers claim artists' bureaus are unfair—point to free plugs, "auditions"

BOSTON, Feb. 13.—Local booking offices are squawking that the two hub radio artist services are "unfair." They claim that methods used in selling talent were infringing upon other agencies in bidding for business.

Both the Yankee Network Artists' Bureau, subsidiary of the Yankee Network, and the Artists' Service, Inc., of Massachusetts, NBC subsidiary, in their letters to organizations requesting bids, also include a written notification that a free plug over the air is the organization's when it contracts for their talent, it is alleged. Both radio bureaus also have sustaining shows that serve as "auditions" for committees.

One local agency has conceived a way to combat this by making motion pictures of its acts for audition purposes before committees.

The Yankee Network Artists' Bureau is a member of the Massachusetts Theatrical Agents' Protective Association, NBC Artists' Service is not.

"Corn" for Corn Country, Says KFAB

LINCOLN, Neb., Feb. 13.—Deciding it's the buckle touch that counts, KFAB is due to resign its policy of trying to deliver art to the cornlands. New trend will be to the WHO, Des Moines, and WLS, Chicago, brand of program for local issuance. So "fiddlers" replace violinists and artists' hair will be "bovicur" rather than uretic as in the past.

Change was decided on by John M. Henry, general manager of the station, in conference with other station execs, including Reginald B. Martin, station manager of this end of KFAB as well as KPOB, KFAB has studios in both Omaha and Lincoln.

Selma Squawks to FCC

SELMA, Feb. 13.—The FCC has been asked by Mayor Burns of this city to send a radio engineering expert to investigate sources of radio interference complained of by numerous residents in all parts of the community. City has just completed "war" on trouble makers, but trouble continues.

New CBS Link

LOS ANGELES, Feb. 13.—KOY, 1,000-watt at Phoenix, Ariz., joins the Columbia network March 1. Station is owned by Naylor Rogers and recently underwent overhauling and installation of 285-foot vertical radiator.

Running Short On Guest Stars

NEW YORK, Feb. 13.—J. Walter Thompson agency, with a flock of shows using the guest-star formula, is reported running into trouble lining up acts for some of those shows. Specifically mentioned are the agency's three Saturday night shows, using weekly name visitors, programs sponsored by Shell Oil, Sealtest (dairy products) and Nash autos. That the three are on Saturday night makes it tougher. All produced in New York.

Reasons offered as causing the shortage are that with so many guest-star shows on the air the demand for new and fresh visitors is getting more acute and that to get people who haven't made so many guest-star shots that they're almost steady diet is tough. Also that Florida vacations have cut into the list, as well as having majority of six names out on the Coast. Finally many of the available names are under contract.

Sealtest and Shell are figured having visitor budgets of about \$2,500; Nash less.

May be a good thing at that.

More Job-Aid Shows; Must Be Another Trend

SAN FRANCISCO, Feb. 13.—Following what seems to be another trend in radio, KROW has come up with another of those "find-somebody-a-job" shows. This one is called *Opportunity Hall* and is heard six days weekly.

Those in search of employment will be interviewed in the hope that a prospective employer will be listening in. The show, conceived by Jack Burnett, of the station's San Francisco studios, is being sponsored by the Progressive Optical System.

Three weeks ago KPRC launched a similar show called *The Other Man*, conducted by Dean Maddox for a half hour each Friday evening. Un-sponsored, the program is aired as a good-will public-service gesture on the part of the station and has already placed interviewed job seekers in positions.

See Policy Clash In Wonders' Move

NEW YORK, Feb. 13.—Differences as to policy between CBS and Ralph Wonders are given as causing the latter's departure Thursday (11) as head of the CBS Artists' Bureau. Outsiders were considerably surprised by the step, although some CBS people say there had been occasional policy clashes between Wonders and network officials before. Until an active successor is chosen Lawrence Lowman, who was Wonders' immediate superior and is vice-president in charge of operations, holds down the artists' bureau spot.

Many issues in Wonders' leaving the network concerned talent sales by the artists' bureau and signing of new talent. It is offered that the network feels the CBS Artists' Bureau hasn't signed enough major acts recently. Additionally, sales of talent by the bureau are claimed to have been unsatisfactory to chain officials, although the bureau has always been a money maker. Competition in selling acts has lately tightened considerably, with Music Corporation of America, Rockwell O'Keefe, Consolidated Radio Artists and other talent firms fighting for sales. Bill Goodheart, of MCA, denied yesterday that Wonders would join that organization.

Two-Hour Sustainer

PITTSBURGH, Feb. 13.—A new two-hour sustaining program is starting over KDKA tonight at 10. It is labeled *Cornfield Follies*, features hillbilly music and is piped direct from the stage of the Manor Theater in Ellwood City, Pa.

KYW's NBC Feed

PHILADELPHIA, Feb. 13.—KYW program books now line up an even dozen musical sustaining shows for NBC Red. Network range goes to the Top-Hatters Ork five times weekly, with one shot weekly for Savitt's *Serenade*, Invitation to Romance, *Music for Moderns*, *Campus Capers*, Arthur Hinett's organology and the harmonizing of the Tell Sisters and the Three Naturals.

1936 RADIO ADVERTISING BY TYPE OF BUSINESS

Type Business	National Networks	%	Regional Networks	%	National Non-network	%	Local	%	Total	%
1. Automobiles	\$ 4,623,743	7.7%	\$ 7,070	.5%	\$ 2,660,070	11.0%	\$ 1,390,735	6.2%	\$ 8,681,618	8.1%
2. Accessories, gas, etc.	4,754,419	7.9%	252,120	18.5%	1,902,300	7.9%	905,325	4.0%	7,914,164	7.3%
3. Clothing and apparel	370,250	.6%	4,976	.4%	468,060	1.9%	3,065,900	13.7%	3,909,216	3.6%
4. Drugs, etc.	5,016,317	8.4%	105,443	7.7%	4,500,610	18.6%	719,620	3.2%	10,361,990	9.6%
5. Toler goods	11,384,111	19.1%	53,155	3.9%	1,220,320	5.1%	241,380	1.1%	12,998,966	12.0%
6. Foodstuffs	11,211,087	18.8%	359,641	26.3%	5,026,440	20.8%	2,946,020	13.2%	19,543,188	18.2%
7. Beverages	4,469,454	7.5%	113,714	8.3%	717,870	2.9%	1,256,040	5.6%	6,557,078	6.1%
8. Confections	1,281,418	2.2%	27,529	2.0%	378,840	1.6%	82,990	.4%	1,770,777	1.6%
9. Household equipment	417,799	.7%	54,164	3.9%	855,035	3.6%	2,271,325	10.2%	3,601,323	3.3%
10. Soaps, etc.	4,174,139	7.0%	61,752	4.5%	1,344,600	5.6%	93,150	.4%	5,673,641	5.3%
11. Insurance and financial	567,123	.9%	12,937	1.0%	243,630	1.0%	913,610	4.1%	1,737,300	1.6%
12. Radios	1,388,946	2.4%	1,328	.1%	266,070	1.1%	231,050	1.0%	1,887,294	1.7%
13. Retail establishments	9,545	.0%	9,545	.7%	146,245	.6%	1,830,850	8.4%	2,036,640	1.9%
14. Tobacco products	4,656,641	7.9%	105,610	7.7%	886,080	3.6%	86,755	.4%	5,735,086	5.3%
15. Amusements	1,509	.0%	1,509	.1%	127,470	.5%	478,500	2.1%	607,479	.6%
16. Miscellaneous	5,335,867	8.9%	197,319	14.4%	3,394,720	14.2%	5,807,220	26.0%	14,735,126	13.8%
Total	\$59,671,244	100.0%	\$ 1,367,812	100.0%	\$24,141,360	100.0%	\$22,370,470	100.0%	\$107,550,885	100.0%

WOMEN'S AIR CLUB SURVEYS

NBC Mulls New Coast Quarters

LOS ANGELES, Feb. 18.—National Broadcasting may construct an entirely new studio in Hollywood to house its rapidly increasing business. Previous plans to enlarge the web's present quarters were called off during the week by Lenox H. Lohr, president, pending complete rechecking of future needs. If tentative plans to abandon the present structure go thru about \$3,000,000 will be set aside for building new plant.

Present network headquarters was constructed in December, 1935, at a cost of \$750,000. If the site is abandoned it would leave Hollywood with two un-tenanted first-rate studios, as KNX building is to be vacated by Columbia Broadcasting next October when it moves into a new plant.

Another Co-Op Sponsor

PHILADELPHIA, Feb. 18.—William Montgomery Company, makers of Montco Food Products, joined the list of co-op sponsors for the Owens Illinois Glass Company Coffee Club show over the Mutual net. Program gets local airing thru WFIL.

Philly Comm'l Seeks No Sales

PHILADELPHIA, Feb. 18.—A novel departure from the mill run of radio sponsorship, where radio advertising aims to sell a product directly and gain public good will, here is one of America's largest commercial firms sponsoring a radio series and all it seeks is the good will of its own employees.

Phileo Radio and Television Corporation is providing for five full-hour Saturday night amateur shows over WIP starting February 20, remaining stanzas staggered. However, competition for the weekly prizes and the grand bonanza is open only to the 13,000 employees of the Phileo organization.

James Allen, WIP program director, will cause the doings, finale airing before a final at the local Mtop. Phileo did a similar series last year, and it now seems to become a Phileo institutionalized custom.

Griffin Leaves CBS-WBBM

CHICAGO, Feb. 18.—Lloyd Griffin, CBS-WBBM announcer, resigned this week to accept a position in the radio department of the Knox Reeves advertising agency of Minneapolis. Griffin, who got his start as an announcer with Stations WJBO and KYW here and after a time at WLW, Cincinnati, and WXYZ, Detroit, joined the staff of CBS here early in 1936.

WHK Gives In on Foreign Programs

CLEVELAND, Feb. 18.—Nationality programs are going full blast in Cleveland on a Sunday nowadays. When WJAY and WHK joined forces WHK management announced that foreign programs were off. They had been on WJAY, which made a big point of them. But WHK overlooked one bet. Every third Cleveland is either foreign born or is the child of foreign-born parents. These figures are those of the U. S. Census Bureau. With this demand foreign groups went into action.

John Pott and WGAE stepped into the breach. Now, starting at 8:30 Sunday morning, there are Croatian, Slovak, Czech and Polish programs of half-hour duration each, with a Bohemian program from noon till 12:30. WJAY follows along, WHK having reconsidered, with Italian, Serbian, Polish, Bohemian, Slovak and Croatian entertainment. And WHK itself presents Polish, Irish and German broadcasts.

WHK started something by its decision, for foreign groups are more widely represented on the air than ever before.

The Search Is Ended

ROCKFORD, Ill., Feb. 13.—Boys at WROR are still scratching their heads over this piece of mail:

"Dear Radio Manager—
"If you would be interested in some pretty good amateur imitating comedian talent I might be able to supply you with several 15 minute broadcasts providing I could get a reasonable fee out of same and my expenses allowed between Mr. Carroll and Rockford such as R. R. car fare both ways and 1 dollar per days for meals and a good clean place to sleep if necessary.

"Here Are My Specialties.
"I can give a fair imitation of old Uncle Gosh Wetherby phonograph records telling comic stories, sing comic phonograph songs, making up comic glee rhymes, imitating local Mr. Carroll Characters and can give a pretty fair imitation of a squirrel, bark and a few other wild and domestic animal and bird life calls.
"Yours for Consideration,
"....."

Mich. Lawyers End Local Air Series

DETROIT, Feb. 18.—The Michigan State Bar Association, in a resolution this week, brought a permanent end to broadcasts of traffic court trials from the Detroit Recorder's Court.

Despite that there have been fewer fatalities in auto during the period of the broadcasts, local police officials say that they favor the abolition of the radio court sessions because of the burden they impose on the courts.

Precedent for the abolition was given when the New York State Bar Association halted the Good Will Court, according to Glenn M. Courter, chairman of the committee on rules for the State bar group.

Station Reps Ask For Own Outlet

NEW YORK, Feb. 18.—Kelly-Smith Company, newspaper and station reps, are waiting Federal Communications Commission's decision on its application to build a new station at Fall River, Mass. Reps own the local Herald News. Some firm now has taken over representation of WEBR, owned by The Buffalo Evening News, which is also repped by Kelly-Smith.

NBC Loses Out on Race Track Sew-Up

LOS ANGELES, Feb. 18.—Offer of \$10,000 has been refused by Los Angeles Turf Club for commercial broadcast rights on the running of the \$50,000 Santa Anita Derby February 22 and the Santa Anita \$100,000 handicap February 20.

Instead the three networks have been granted permission free of charge to cover the events. Previous year's broadcasts were limited to NBC for the handicap only.

CBS Daytime Hours Sold Drop

NEW YORK, Feb. 18.—Network's 10 per cent increase in billings in 1936 over 1935 came definitely from advertisers' practice of buying larger shares, according to figures gathered from the Columbia Broadcasting System. NBC chart showed daytime hours increasing in sales of time, CBS chart, as shown below, reflects the trend in time buying, since the increase in actual hours sold is a smaller one than the 19 per cent income uptake.

Surprising fact in the CBS time sale analysis is the drop in afternoon hours, which in turn brought down the percentage of daytime hours sold commercially. In 1935 CBS sold 29.1 per cent of its daytime hours and in 1936 this went off to 22.8 per cent, a pretty big loss, especially in view of the talk in the trade as to greater daytime sales. However, networks point out that while time sold in daytimes may have slipped the caliber of the shows has shown an improvement in showmanship generally. Nighttime sales in hours showed a gain, 1936 getting 72 per cent in sales as against 1935 and 68.6 per cent.

	1935		1936
	Time	% of Total	Time
Morning	47.0 min.	26.6	1 hr.
Afternoon	1 hr. 40 min.	30.4	1 hr. 2 min.
Total Day	2 hrs. 27 min.	20.1	2 hrs 2 min.
Evening	3 hrs. 37 min.	68.6	3 hrs 38 min.
Day and Evening	6 hrs. 3 min.	42.2	3 hrs. 30 min.

Powerful Ladies' Group Sets Deal With Research Company

Women's National Radio Committee membership to tell broadcasters program opinions — getting out of fees charged—offer three types of surveys

NEW YORK, Feb. 18.—A deal between the Women's National Radio Committee and Wadsworth & Wood, research survey organization, gives the latter the right to poll the WNRC members to learn their program preferences, objections, etc. W. & W. will sell these surveys to advertisers, as do other research organizations, Crossley, Inc. (Co-Operative Analysis of Broadcasting); Clark-Hopper and other the fees to be charged by Wadsworth & Wood. This is the first deal of its kind.

Mention Holtz for Summer Comedy Job

NEW YORK, Feb. 18.—Young & Rubicam, ad agency, is shopping around already for summer talent on several of its major program stanzas. As usual some of the agency's accounts will keep their time leasehold intact by running less expensive programs in place of the costly stars on the rest of the year.

Among the stars to be replaced temporarily will be Jack Benny for General Foods, Fred Allen for Bristol-Myers and possibly Steopnagle and Budd for General Foods, Tim Ryan and Irene Nobleite, who filled in for Benny last summer, are mentioned as repeat possibilities this hot semester. Lou Holtz is also considered a likely candidate for another spot. Agency tries to concentrate on comedy talent.

Just renewed, the Fred Astaire Packard series is considered certain to fold for the summer and be replaced in the fall by a less popular type classical music show, with concentration on Packard's cheaper shows to be decreased.

Coast Cartoon Show Aims at Coastal Spread

LOS ANGELES, Feb. 18.—Strange as seems, NBC-Gilmore On Coast series based on John Hill's cartoons, born of the air temporarily for the purpose of interesting sponsors on a transcontinental basis. Ernest Hix, of the Raymond R. Morgan agency, is en route to New York to discuss the feature with several sponsors.

Replacing the period will be Gilmore Circus, early Coast air favorite which returns February 20 for half-hour stanzas.

Southern Syrup Series

NEW ORLEANS, Feb. 18.—Fitzgerald Advertising Agency, Inc., is representing the Alabama-Georgia Syrup Company, of Montgomery, Ala., which is preparing transcription campaign thru the NBC service in New York. Series will include 26 quarter-hour periods, featuring the Inkapots. Campaign started this past Monday.

Working thru the WNRC membership, W. & W. will have three kinds of surveys available for advertisers, those not infixed as yet. However, one feature of the results gathered by these checks will be to give specific recommendations and comments on commercial programs as gathered from polling members. WNRC has been publishing its own monthly pamphlet reflecting the opinions of its national membership as to program preferences, dislikes, etc.

Another angle to be covered in the surveys to be made will deal with station coverage. How the various network stations come in in different sections of the country, especially those sections where listening listeners have interferences, will be given. Various types of info gathered will provide a check almost as valuable, it is claimed, as the sales chart and may explain why the chart isn't going up in some cases.

When the WNRC ran a shindig last year to present commendations to various programs and performers, all radio groups, including networks and the FCC, turned out for it.

Still on Skis, Boys Talk About Summer Biz

NEW YORK, Feb. 18.—Increasingly stiff competition for advantageous time spots, plus the increased network time rates, will, the trade hopes, reflect in another increase in network summer time sales. Advertisers currently on the air under contracts signed before the start of 1937, when the new rates went into effect, can stay on until the end of 1937 under the old rates without a break in time use. New rate schedule involves an average increase on both major networks of 10 per cent overall.

While it will be more expensive to stay on during the summer than to fold and return under the higher fees, advertisers are working on the principle that the jump in radio ad sales and keeping on to "leaked" radio time spots make the expenditure worth while.

Summer biz has increased steadily during the past few years. Some advertisers already shopping for summer talent.

WGN Leads MBS Stations Programs Fed to Net

CHICAGO, Feb. 18.—A summary of the latest Mutual Broadcasting System program schedule shows that WGN is feeding the network a greater number of broadcast hours than any other station in the combine. A total of 42 hours, 30 minutes of network time a week comes from WGN, divided into 32 hours of sustaining programs and 10½ hours of commercial.

Among the commercial MBS shows originating here are Variety of Vienna, featuring Ted Weems' Orchestra; The Romantic Serenaders, Stars of the Milky Way, Mabel's Children, Love Song; Tom, Dick and Harry; Painted Dreams, Molly of the Movies, Get Thru to Music and Listen to This. Sustaining programs include Len Salvo, organist; the dance orchestra of Ted Weems, Freddy Martin, Red Norvo, George Hamilton, Clyde Lucas and the Palmer House Concert Orchestra, Peasant of Melody and others.

Philco Tele Show Proves It's Still Around Corner

Company execs say "not this year"—official raps FCC as laggard—441-line system improves vision—the Levy predicts beads for all before tele

PHILADELPHIA, Feb. 13.—Six months ago, August 11 to be exact, Philco Radio and Television Corporation demonstrated its signal in television, presenting a televised show at the home of Walter Grinditch, chief engineer of the company, at a distance of seven miles from the Philco tele station, W3XE. At that time Larry E. Gubb, Philco pres, ventured the prediction that "commercial television will not come during 1937." It was announced then that transmitting and receiving equipment, which scanned pictures rebuilt to operate on a 441-line system, to give pictures of even better detail, closer to home movies, and in keeping with standards proposed for the United States by the television committee of the Radio Manufacturers' Association.

Six months later, February 11, Philco welcomed back newspaper men to a demonstration of its latest development in television, 441-line pictures. This time object was not signal strength, admitting that it is 10 miles at present, and the gathering assembled only three miles from the company plant at the Germantown Cricket Club to view the new, highly defined pictures of 441 lines. This time it was Sayre M. Ramsdell, Philco vice-pres, who ventured, "I am more certain that we will not have commercial television in 1937."

Unless television is still being kept under wraps, as many think, the Levy, CBS director, said plenty when he predicted that "we'll all be wearing gray beads before television is developed to the point where it is feasible for general broadcast use."

Obstacles

A first inkling as to the real obstacles that stand in the way of the industry's development was voiced by James S. Skinner, Philadelphia Storage Battery Company presy, parent company of (See PHILCO TELE on page 8)

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



Musical Director
ROXY THEATRE, N. Y.

ROY **GOBEY**

Dramatic Baritone
YOUR STATIONS BEST SET ON YOUR NEXT PROGRAM

Address Care of Billboard, N. Y.

TITO GUIZAR

Appearing Nightly
MAISONNETTE, RUSSIE, New York

JAYSNOFF SISTERS

The Leading International Duo Pianists
Radio • Concert • Stage

Direction SAM WEISBORD,
WILLIAM MORRIS AGENCY, N. Y.

ARTHUR KAY

Radio Mimic • Characterizations

Character Voice of Tarrytown Outcasts and Varied Best Pitcher Outcasts

WIP Starts Cum Laude Spelling Bee Program

PHILADELPHIA, Feb. 13.—Having been hit by the community sing, barn dance and amateur bug, WIP now goes in for the spelling bee. Instead of dragging in the school tots, this series, starting February 20, runs in the college way. Drexel, Swarthmore, Haverford, Villanova, La Salle, Beaver and Temple have already consented to play, with other collegiate institutions in the Philadelphia area still to be heard from.

Half dozen are sent down from each school for the solo prize and a trophy for the alma mater. Words will include Latin, French and derivatives. Judges will be a college proxy or English department head. Program is being coordinated by Dr. D'Eliscu, of the Philadelphia College of Osteopathy.

Weinrodt Leaving B-S-H, Chi

CHICAGO, Feb. 13.—Les Weinrodt, for the past year a producer with the Blackett-Semple-Hummert Agency here, is leaving for New York next Friday, where he will sail on the S. S. Virginia for California via the Panama Canal. While the trip is supposedly a vacation, it is said that he will not return to the B-S-H Company. Weinrodt wrote and produced *Love Song* and produced *Betty* and *Bob*.

P. & G. Foreign Renewal

NEW YORK, Feb. 13.—Procter & Gamble, thru Erwin, Wasey, have renewed for 13 weeks over Europe's super-writer at Luxemburg. Four Ink Spots and Edward Matthews are the talent on disc.

Radio Doesn't Exist to Two Dailies Seeking Own Station

CHARLOTTE, N. C., Feb. 13.—Rock-ribbed opposition of Charlotte newspapers to Charlotte radio was more noticeable than ever during recent flood crisis, when dailies refused to give even a hint of major parts WBT and WSOC played in fulfilling Red Cross appeal for aid. Only space *The Observer* and *The News* gave to radio was included in approximately two-inch Red Cross announcements as to where funds and supplies might be sent. Each paper, when mentioning the successful drive, took credit to itself and praised the section for maneuvering the newspapers' call for help.

Story of the head-burying-in-sand attitude goes back to early '30s when WBT, then a 5,000-wattier, was for sale to clean up an estate. Publishers of the two dailies couldn't see radio as a potent force, so they ignored it. As the station grew, and another, WSOC, was established, the publishers regarded them as antagonists, taking business. Refusing to co-operate in any way, they made the word "radio" taboo in their sheets and promised a pink slip to any employee who broke the rule.

When United Press sold its news report to WBT, *The Observer*, which subscribed to the service for years, threw it out, and for a time a suit threatened between the news organization and the daily. Difficulty was smoothed, however, and the United Press moved its office from *The Observer* building to space in conjunction with the WBT studios. Thereafter, the breach between radio and newspapers in Charlotte widened.

Apparently seeing the folly of their

Film Stars NG for Tele

PHILADELPHIA, Sept. 13.—The general exodus of movie stars into the radio field will not be repeated when and if television arrives, says A. F. Murray, chief of the television laboratories at Philco Radio and Television Corporation here. "Pictures of movie stars," he stated, "make the poorest subjects for television. Our imagination fills in too many gaps."

Rumor Warners in Hearst Air Buyout

HOLLYWOOD, Feb. 13.—Rumor current here is that Warner Brothers and Hearst Radio, Inc. are figuring on a deal whereby the film company will buy out the publisher's radio stations. Local contacts say they've heard some such story but know no more about it.

Theory is that with Washington negotiating against newspaper ownership of radio stations Hearst might want to get out. Also that Warners and Hearst have a film deal thru Cosmopolitan Pictures and that Warners, the most active film company in radio, has had a long-time yen to get into the station field.

NEW YORK, Feb. 13.—Smaller story concerning Hearst and Warners, heard in New York, couldn't be confirmed because of the week-end holiday.

WEBQ's New Help

HARRISBURG, Ill., Feb. 13.—WEBQ has added Bruce Barrington, Frances Wright, Mary Sutton, Jack Pickering, Margaret Sundmacher, Dick Seiser, Dick Ashenfelter, Joe Flannigan and May Cook as special assistants during the flood crisis and rehabilitation period. Station's artists' bureau has been badly hit by the flood conditions, because bands cannot make jumps and many spots have been temporarily closed.

WQXR Ups Rates To \$250 for Eve Hour

NEW YORK, Feb. 13.—WQXR, local high fidelity station, has upped its rates from \$150, evening hour, to \$250. Other periods have been raised in proportion.

Station distinctly goes after a class audience, comparable to readers of high-brow mags, and feeds them opera and symphonies, instead of the usual less lofty fare dished out by most other local stations.

Trend of the station is to garner those in the upper-income brackets. Sponsors include wise merchant, art dealer, investment banker and publisher.

Benefit an Ouch to CBS

Chain must pay musicians \$7,500 as union changes ruling because of Wrigley

NEW YORK, Feb. 13.—Plenty of turmoil was created Thursday at the huge Red Cross benefit for flood victims when Local 802, American Federation of Musicians, ruled that because William Wrigley Jr. Company was "sponsoring" the broadcast of the show, all musicians working on and in connection with the benefit had to be paid. Ouch! CBS had been sold by the Columbia Broadcasting System on the idea of "sponsoring" the broadcast, and at this latest writing, because CBS was in this position and because if the musicians hadn't been paid, the broadcast might have fallen thru, CBS is paying this bill. Reports are that the total involved for the network will approximate \$7,500. Much of the discussion the day of the broadcast concerned the status of Wrigley on the show, inasmuch as the \$25,000 paid by the firm went directly to the Red Cross, none of the broadcasting chain getting a cent of this fee.

Wrigley and CBS were in a tight spot all around. When the benefit committee went to work, Ralph Whitehead, of the American Federation of Actors, was made labor contact and got an oink from the musicians' union to cuff the program Wednesday, however, when it was found that Wrigley's was to pay this amount for commercial credits on the broadcast, the musicians ruled that payment must be made to members. This was the second of the trouble causes. Previously, Igor Stravinsky was set as a guest conductor to lead the Erno Rapee pit orchestra in his piece, *The Firebird*. Stravinsky asked for four additional viol players, union mixing the idea of throwing in this additional free talent. This, in conjunction with the Wrigley angle, caused considerable difficulty, with Fred Willis, CBS exec, on the phone to Chicago, Wrigley headquarters, repeatedly Thursday.

CBS headquarters were closed Friday and Saturday because of the Lincoln's birthday holiday. While the musicians' union was open a half-day today, it appeared the union's executives were in a state of seige.

In addition to the large Rapee symph group, Cab Calloway and Guy Lombardo orchestras showed, with Leo Reisman conducting one number with the house band.

WAML's New Studios

LAUREL, Miss., Feb. 13.—WAML's new studios and equipment received a publicity fanfare at their recent dedication. The local daily put out a special issue, wherein the station got plenty of picture and feature display. Town's mayor gave the other depot a send-off and the Chamber of Commerce banquet was broadcast.

New studios are done in the modernistic manner.

Quinn Upped at KLZ

DENVER, Feb. 13.—Frank Quinn, salesman for KLZ, has been named national sales manager for that station. Quinn has been high man on the KLZ staff for several years and the promotion was a reward for his work.

Material Protection Bureau

Attention is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve Vaudeville and Radio fields.

Those wishing to establish material of idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner packet will be dated, attested to, and filed away under the name of the claimant.

Send packets accompanied by letter requesting registration and return postage to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

BAND CONTROL SHIFTING

Philly Bookers To Pay or Else

Pennsy Labor Dept. enforcing \$120 license fee law—Pittsburgh is next

PHILADELPHIA, Feb. 13.—With one exception already down on the books, agents are beginning to realize that the State Department of Labor and Industry means to enforce the 1929 State law which exacts an \$120 yearly license fee for the privilege of booking talent. In fact, groundwork for the organization of a new body, supplanting the United Contractors' Association and to be known as the Licensed Agents' Association, is already in the wind. New body is to co-operate with the United Entertainers' Association and the Philadelphia Cafe Owners' Protective Association in making this territory and the rest of the State a "Utopia for entertainers."

Bookers having already complied with the licensing law include Jay Raymond, Eddie Sherman, Anthony Philippe, Amelia Grain, Harry Bloom, Edward Callahan, Eddie Socha, O. D. Mack, Dave Sium, Johnny Bull, Fielda & Vincent, Jolly Joyce and the Law, Mosconi & Burns office. Group serves as a nucleus for the new organization, suggested by Tom Kelley, USA head. Altho there are over 20 local booking agents, it is believed that that number will be whittled down to about 35 before the crusade is over.

Agents of the State Department are calling on all bookers who are holding out. While present activity is centered in the Philadelphia area, next move will be directed against the Pittsburgh bookers, who have already gone on record as being willing to come under the wire.

Proposed amendments to make the license law air-tight have already been submitted to the Reference Bureau of the State Legislature. Governor Earle has already assured his support.

New Chicago Agency

CHICAGO, Feb. 13.—Harry J. Fitzsimmons, for the past four months a member of the Block & Fitzsimmons Booking Agency, has resigned to re-establish the Fitzsimmons Theatrical Agency, with offices in the Woods Building, Sheldon Krimm and Rocky Blawarth are associates in the new office.

Chicago Night Spots Continue Remodeling

CHICAGO, Feb. 13.—Former El-Mac Club will be known as the Chesterfield Club when its present enlargement program is completed. Frank Hutchins, operator of the Club Moderne, is spending several thousands of dollars, with an early spring opening contemplated. Harry's New York Cabaret has just completed an extensive furnishing program on its second floor.

Int. Casino's April Opening

NEW YORK, Feb. 13.—International Casino, huge cabaret in the Criterion Theater Building, will not open until early April. Interior is still under construction and it is not expected that Joe Moss, who will manage it, will begin rehearsing talent for several weeks.

Meanwhile, the Sallic Puppets troupe is being set for the opening show, which will stress foreign talent and Continental production ideas in direct competition to the French Casino, just six blocks away.

Cocktail lounge, built on a spiral plan, will hold 650 people, while main floor, laid out in tiers, will have capacity of around 1,500.

It Looks Bad, Boys; Red Tails in Style

WASHINGTON, Feb. 13.—Swank attire stopping absolutely, demands red tails, unless ultra tux is ordered in pastel shades, such as blue, green, lemon or pink. Such is edict of Merchant Tailors' Designers' Association, meeting in convention here this week.

Boys claim strong trend toward flashy male after-dark attire is already sweeping country, with male plumage set to provoke color plots in every dance-dance by late spring. Bright shades are staging comeback, according to P. J. Foley, local designer, admitting, however, that lace is probably out.

Clothiers' group cited President Roosevelt for correctness in dress, declared Fred Astaire also rated palm "for convincing the American man that a tail coat is not a comic or classified, but a correct and good-looking garment." CBS head, William Paley, is another dapper dresser.

Units Gain In Detroit

Night spots booking novelty style units—displace small-budgeted bills

DETROIT, Feb. 13.—Units in local night spot are more than ever in demand, resulting in more money for both acts and agents. One up-State spot which used three acts at a total of \$500 per week has been sold on the idea of using a unit at \$1,000 a week.

The Side-Show Revue of Wonders has been booked by Harold Brown, of the Amusement Booking Service, into the Jefferson Inn. A circus side-show style of revue that includes Brown, Baby Irene, Jack Hill, Joe Victor, Zinda and Bobby Lee.

Side Show and Brown's Beef Trust Revue are currently at the Alo-Ha, Wyandotte, Detroit suburb.

Peter Iodice, of the A. B. S. office, has units currently at the Villa D and Gumble Inn, here; the Club Paradise, Flint, and Nance's Merry-Go-Round, Dayton, O. while Lionel Kaye, of the same office, has booked Turrell's Circus, currently at the San Diego, for the Royal Garden opening next week.

3 New Spots Open In Philadelphia

PHILADELPHIA, Feb. 13.—Three new spots add to local gay life. The Barritz, in the North Philadelphia section, initials with Doc Anton's musical crew and a show having Frankie Harrigan, Marie Javanello, Joy King and Jean Schauliner.

Sara Frano, former Stanton Club nabob, adds another with his 1300 Club in South Philly. Club boasts a replica of Miami's Surf Club.

McGee's Cafe makes the third, adding a show and dancing in the second-floor dining room. Sports Joe Lanigan, Harry Mason, Dolly Delmont, Janet Joyce and Helen Twiston and her all-female musketeers.

Minors Still Work Boston Night Clubs

BOSTON, Feb. 13.—Allice Alice Weinraub (Alice Wynne), 15, and Helen Glick, 16, singers and dancers, who recently testified in a child labor case against Ben Ford, Hub booker, are working other spots booked by Boston agents in violation and defiance of the law. Arthur Z. Greenberg, Ford's attorney, says he will not take steps to reopen the case.

Greenberg asserted that the Ford case is technically closed, but that circumstances can be brought about to cite injustice and to make a test case of the charges.

Trend Away From Monopoly; 3-Office Dominance Looms

MCA monopoly trend appears halted, as CRA opposition stiffens—Rockwell-O'Keefe third biggest—three offices dominate name bands—small pickings for others

NEW YORK, Feb. 13.—The band-booking field seems definitely swinging away from the tendency to freeze up into a monopoly and toward dominance by a group of big offices, with a raft of smaller agencies being restricted to mostly local business. Name bands that do a lot of traveling have been steadily gravitating into the hands of the top offices, which are in a position to arrange national tours and network broadcasts. Even name bands that have gotten by for years with a personal manager now find it necessary to sign up with the big offices. This means the personal managers are either being driven out of the business altogether or held on as combo press agents and contacts with the band agency.

Low Brown Show Touring South

MIAMI, Feb. 13.—Low Brown's 35-people show closed a six-week run at the Palm Island Casino Saturday and is playing a string of indie theater and night club dates to finish out the winter season here. Show was originally booked for four weeks and was held over two.

Brown relinquished the show after the Palm Island run and Ben Stein has taken it over. Arthur Benline, Stein's assistant, has left for New York.

Another ASCAP Headache

PHILADELPHIA, Feb. 13.—ASCAP will have a headful of aches if a measure introduced in State Legislature by Representatives O'Brien and Donohoe passes the governing body. Would permit taps and saloons, providing there is no dance or floor show, to use radio, piano or any mechanical music device without being subject to any form of amusement tax.

Taxes Aimed at Pennsy Niteries

PITTSBURGH, Feb. 13.—Local night club managers are concerned over the amendments to the State's liquor law aimed at night clubs using entertainment. Amendments, expected to be introduced in the current session of the Legislature in Harrisburg, require every club operator using talent to pay one-half of his liquor license as an additional levy.

Amendments further require that a dance floor has at least 225 square feet in area. The latter measure, if passed, would force dozens of clubs to increase the space of their dance floors or close up.

Jan Savitt Turns Tutor

PHILADELPHIA, Feb. 13.—Jan Savitt, who directs the KYW Top-Hatters over NBC, has formed a Top-Hatters' Club, membership cards and all, to explain just what it takes to make a swing band tick. Savitt traces the development of modern music, shows how arrangements are made up and points out the parts of the score delegated to the various tappers in the band. Member gates participate in the air shows by voting on the tunes to be played and explained.

Good Publicity Angle

WASHINGTON, Feb. 13.—Tap-dancing Bellante Twins augmented their turn by two here this week and snatched plenty space in dailies while doing so. Declaring that they had vowed never to wed singly, boys hitched with another pair of look alike, Philip winning Panny Bridget and brother Nemo teaming with sister Frances. Steppers plan to teach gals, nonpro.

MANSFIELD AND LAMAR, American dance duo, are at the Ambassadors in Cannes, France. Ruby Halladay, American singer, is at Chez Brummel in the same city.

MCA is still the biggest band agency in the country, altho it has lost quite a few bands to CRA lately. With probably more than 200 bands under its wing, it has been using its many exclusive booking contracts and its CBS and MBS tie-ups to good advantage. CRA, recently fortified by its Irving Mills and F. & M. tieups and already negotiating to swallow other smaller agencies, has about 120 bands signed up, mostly to five-year contracts. Its NBC tieup is, of course, one of its big selling points. Rockwell-O'Keefe is in third place, handling about 25 bands. All three agencies have been developing theatrical departments and have been signing up quite a lot of specialty acts.

Following MCA's policy of tying up big night clubs and hotels to exclusive booking contracts, CRA is going into opposition spots and doing the same thing. MCA's exclusive contracts prevent opposition spots from getting MCA bands and talent and naturally gives other agencies a chance to sell.

Just as bands stampede to a big agency that has the proper connections, so do the same bands drift away when they feel the agency is handling so many bands that it can't give them sufficient attention. This probably accounts for the bands that left MCA and that will probably leave any other agency when and if it becomes too big. Monopolies usually breed vigorous independents.

Band leaders, meanwhile, are doing all right as the competition among the big three enables them to demand better terms and guarantees.

PHILADELPHIA, Feb. 13.—Niteries nabobs get a look of things from the customer's angle tomorrow when the Philadelphia Cafe Owners' Protective Association holds its first annual banquet at the Mercantile Hall.

Feast will homage prey Thomas O'Boyle, vice-pres Alfred A. Ehrlich, secretary Lewis E. Moffett, Frankie Palumbo and Dick McClain are in charge of arrangements.

PHILADELPHIA, Feb. 13.—A \$2,000 check will be presented Helen (Curroll) Kaplan as the result of a benefit show on her behalf last Sunday at the Majestic Theater. Miss Curroll, Hub niterie dancer and songstress, lost a leg following an automobile accident December 24.

Idea to run the benefit came from Harry L. Wasserman, of M. & P. Theaters.

Income from show exclusive of government tax was \$2,500. Majestic was donated by Martin Mullin and Sam Finniskal, of the M. & P. Theaters Corporation. Stagehands and operators were donated by the unions.

Talent was recruited from the Penthouse, Club Mayfair, Coccobitt Grove, LeVargy's, Sammy Payne, Ross Frisco, Al Somerby, Belle Baker, Leon Errol, Lou Ashe, Joe Rubin, Larry Thornton and Mickey Albert also performed.

Touching episode was a broadcast by Miss Curroll from her bedside at the Beth Israel Hospital.

Benefit Staged For Hurt Dancer

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Boston Agencies and AFA Plan Reforms, Closed Shop

BOSTON, Feb. 13.—Massachusetts Theatrical Agents' Protective Association and the American Federation of Actors have begun bargaining for an agreement. Ralph Whitehead, AFA secretary, spoke at the bi-monthly session of the MTAPA last Thursday. He stressed that there shall be no benefits, unless positively essential. Whitehead said he was pleased with the HUB bookers' attack on illegitimate practices. The bookers, although quite willing at this time to affiliate with the AFA, feel that conditions at home should first be cleaned before delving into AFA closed-shop policies.

Policies involving the MTAPA's accepting an AFA working agreement are being authored by Whitehead to comply with local conditions and will be shipped to the Hub association for check.

A mass meeting was held at Wells Memorial Hall, where acts, agents and bookers convened to hear Whitehead, Lew Froy, MTAPA president; Leslie M. Kreiberg, MTAPA counsel; Charles F. Barrett, artists' representative, and Thomas D. Senna Sr., Federal Theater administrator. Thomas D. Senna Jr., local AFA representative, presided. Amateurs caused plenty of discourse.

All agreed that this particular matter must be handled diplomatically, and that "good amateurs" should be given due consideration and should be held upon par with professionals as far as prices were concerned.

An idea under consideration is to have all MTAPA members operate under a mass license. "One State charter, why not one State license?" query the bookers. This will undoubtedly cause the police board to squawk, but the MTAPA is preparing an iron-clad argument that the existing law does not specify the number of bookers eligible to operate under one license.

Recommendations that will ultimately strengthen the objectives of the MTAPA call for Attorney-General Dever to enforce the law requiring all theatrical bookers to be licensed and bonded and to be located in an office in an office building.

With a closed shop in effect here, employers will be unable to book their own shows. Proprietors of spots, not eligible for a booking license, would be compelled to book thru licensed and bonded bookers.

How She Did It

WASHINGTON, Feb. 13.—Judith Lawton, washing at Carlton El Patio here, has crashed local circles with story of how her baritone pipes came about. Claim that soprano voice slipped way down after she had taken parachute jump in England garnered her lots of space in local sheets.

HARRY PINK, Fretty Masina, Francis Laveino and Edith LaMarr are current at Mabel Thorpe's Cocktail Lounge, St. Louis. . . . ZITA AND MARSELLE leave the Brown Palace Hotel, Denver, for the Chez Paree, New Orleans.

DEBOLD TWINS are with the revue featuring Harry Richman and Ted Lewis at the Royal Palm, Miami.

JUNE BURNETT AND BILLY WALT have been added to the show at Jack Dempsey's Vanderbilt Hotel, Miami Beach. Others in the cast are Terry Lawlor, Beck Melton, Beck and Fox and Almas. Gus Stock Ork furnishes the melodies, with Mel Mason vocalizing. Burnett and Walt are slated to return soon to the Mayfair Club, Boston.

Detroit Likes Impersonators

DETROIT, Feb. 13.—Female impersonators are the latest rage in local night spots. Most better class affairs, aside from the swanky night clubs, are using them now.

At the Oasis Billy Eeryl is holding forth after an eight-week run at the Corktown Tavern. Francis Benault is at the Palmetto and Danny Brown at the Progenae.

Chorus boys are also in demand locally. The Manhattan Gayboys are in their fifth week at Gamble Inn, and the Hollywood Nights are opening Monday at Villa D Cafe.

Chi Hotel Adds Show

CHICAGO, Feb. 13.—Blue Fountain Room of the LaSalle Hotel inaugurated a floor-show policy Wednesday, with Wayne and Lorraine, Paunch and Fanchon and the King's Jesters replacing Bob McGrew's Orchestra. Heretofore this spot has only had an orchestra.

California Spots To Fight ASCAP

LOS ANGELES, Feb. 13.—Membership among owners of small night clubs, beer parlors, cafes and other places in which bands or automatic music machines are used is being sought by recently formed California Federated Service. Organization plans to fight ASCAP's annual \$50 music tax for small spots.

Injunction against ASCAP is expected to be asked for by the group soon, the complaint charging the society with violation of the Sherman anti-trust law. Philip Cohen, local ASCAP attorney, will fight the charges.

New Office in Baltimore

BALTIMORE, Feb. 13.—William P. E. Leicht and George C. Chancellor have opened the Paramount Theatrical Bureau on North Eutam street here. Office is booking night spots and hotels in this territory. Leicht for many years had his own shows over the Sun Circuit, while Chancellor formerly did a mental turn billed as Dr. Revello.

Three-a-Night Policy Clicks

CANTON, O., Feb. 13.—Embassy Club here, formerly the Little Bohemia, is doing nicely with its new three-a-night policy, according to Dick Edwards, in charge of exploitation. Current show will be held a second week. Bill includes Jackson and Clifford, Myron and Evelyn, Billy Walsh and Thelma Walters. George Williams' Orchestra is now rounding out its fourth month.

Renos Set for Europe

WHEELING, W. Va., Feb. 13.—Al and Val Reno will open their second week at the Club Diamond after the flood halted their engagement here. Leave soon for another European tour, opening at Copenhagen June 1.

Singer Signed by Warner

YOUNGSTOWN, O., Feb. 13.—Harvey Bell, who has been singing at the Fraite Club for several weeks, has signed a Warner contract. Leaves for Hollywood next week. Max Shagrin discovered Bell in an audition.

Club Chatter

New York City

ILLIANA, Continental singer, recently at the Elmore, will open at the Versailles February 26 at a reported salary of \$500 weekly. Bookings handled by E. F. Von Bergner. BOB KING, vocalist from the West Coast, has joined Jerry Blaine's Band at the Park Central. THE EDWARDS SISTERS, once known as the Fairbanks Twins, are at the Uptown House.

JACK SKELLY, arranger for Jack Powell at the St. Regis, was formerly the organizer at the Paramount Theater. OLYMPIC TRIO go from the Rainbow Room to the Congress Hotel, Chicago, February 19. Also signed for a picture by Sam Goldwyn, scheduled to start in August.

DENESHA, of Theodore and Denesha, going into the Hollywood February 24, will feature a gown weighing 11 pounds and made entirely of beads. WINIFRED SELAK and LORRAINE ROOPERS are a new girl team that has just invaded town from up-State. REMO RHYTHMETTERS are joining Vicki Blake and Gus Gilardi, balders, for the current show at the Club Remo. Booked by Jack Standt, of the Harry Brown office.

Chicago

TONI LANE, who made her initial Chicago appearance at the Hi-Hat Club a few weeks ago and then played the Oriental Theater, goes into the 885 Club. . . . GLORIA SHAYNE, Syd Schaps, the

Sensational Marcos, Sally Keith and Lola Pearson comprise the new floor show at the Via Lago Cafe.

EDITH CRIPPERT has been booked for an indefinite run at the Hi-Hat Club.

CARROLL AND GORMAN have closed at the 885 Club, after a five-month engagement. . . . KESIE COLE is starting an eight-act revue at the Lakeside Athletic Club, beginning March 1, which will take place on a stage constructed in the swimming pool.

TRACY, GALE AND LEONARD, who recently closed at Colosimo's Cafe, have split. Leonard goes to Hollywood and Al Gale will continue as a single, with Ben Tracy at the piano. CONGRESS HOTEL has revoked the "no dancing" policy in the Glass Hat Cafe and customers now dance to the music of Andy Iona and his Hawaiian Islanders.

FOLIES FRANCAISE is the name of the new Casino Paradiso show which opens February 24, with a cast consisting of Emil Boreo, Karen Zaska, Georgia Hayes, Enrico Bartoloso, Buster Shaver and Olive and George Bruno, the Bredwins and others. CLEO BROWN, singing pianist, opens at the Three Deuces February 19, coming direct from Hollywood. CHESTER GUNNELS, formerly known as Cousin Chester in Vaudeville and on Station WLS, is playing night clubs in and around the Windy City.

Here and There

OLLIE O'TOOLE, emcee who filled 30 consecutive weeks at the New Penn, Pittsburgh, last year, has returned to that spot. . . . VICTOR AND RUTH, skaters, have just closed an extended engagement at the Parody Club, Albany, N. Y., and are now current at Ruddy's Night Club, Schenectady, N. Y.

DE AND MADAME HUDSPETH, mentalists, and Mickey Roy, the "wonder dog," have been held over for the third consecutive week at Cottage Inn, Philadelphia nitery. Jerry Lear and ork supply the music for the five-act floor show. . . . FRANK PERRY, fem impersonator, is now in his sixth week at Club Tuxedo, Philadelphia.

ROLANDO AND VERDITTA, just back in New York from the Hotel Pennsylvania, Philadelphia. . . . SINGING SAILORS, Fred and Tony, are now in their 17th consecutive week at the Red Men's Club, Rochester, N. Y.

STONE AND VICTOR open a two-week engagement at the Two o'Clock Club, Baltimore. . . . TERRY CIRCLE is now in her third week at the Golden Grill Inn, Rochester, N. Y. . . . MESS SHARON, beauty winner from Pennsylvania, has just played Natchez, Miss., and follows with week engagement at Baton Rouge and New Orleans.

EARNS AND GORDON are now appearing at Lavaggi's, Boston. . . . RALPH SHAW, emcee, is doing the honors at the Avalon Club, Cleveland.

★★★★★



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New York



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DON MARIO and his ORCHESTRA

NOW ON TOUR

Exc. Mgt. PAUL WIMBUSH, 1010 67th St., Bldg 701, New York

COUNT DULOWSKI'S Band is being held at the Merry-Go-Round, Miami, until March 1. Featured with the combo are Lee Cornwell, mace and assistant director, Phil Baxter, of Piccolo Pete jams; Margaret King, blood warbler, and Karl Knauer, tenor.

CHICK CARTER takes his band to the Indiana Roof Ballroom, Indianapolis, for a two-week engagement starting February 10.

BOB CLAYMAN'S Band at the Roosevelt Hotel, Pittsburgh, now plays Fridays and Saturdays.

JIMMY LIVINGSTON and band, playing Hotel Charlotte, Charlotte, N. C., since last of November, may stay indefinitely after contract expires four weeks hence.

NANO RODRIGO is changing his triple sax section for men who can double on violin and is adding a guitarist-violinist. Setup gives him a four-violin section.

CLYDE MCCOY'S BAND has done a Vitaphone short showing the evolution of recording. Teup with CRA and Decca Records is being used to plug the short.

Anything to make the music different, Irving Mills, who is experimenting with novelty recordings, has been trying out such gadgets as valve trombones and drums that give a more "primitive beat." Mills believes that the public wants new musical sounds, new arrangements and new orchestral effects.

JIMMIE LUNCEFORD and band, which sailed Thursday for a European tour, rolled up a \$6,000 sale for Organ Grinder Sings last year for Decca. Second best record was *Rhythm Is My Business*, which sold 48,000.

MARIO BRAGGIOTTI is taking a Warner test.

RAY VENTURA and Colleone are headlining at the Cirque Medrano in Paris.

DEL COURTNEY and orchestra have been booked for an indefinite engagement at the College Inn, San Diego, by CRA.

GALLY HOLDEN and band open the National Orange Show, San Bernardino, Calif., February 19. Ten-day booking arranged by CRA.

HARRY LEWIS' Orchestra has been renewed for another four weeks at the Club Victor, Seattle.

VICTOR YOUNG and orchestra will play for the Screen Actors' Guild ball at the Biltmore Hotel, Los Angeles, February 20.

NICK STUART'S Orchestra has been booked for the Mad House Cafe, San Diego, by WCA.

GIL EVANS and orchestra are at the Triadon, Seattle. Booked by MCA.

LARRY KENT and orchestra followed Henry King into the Del Mar Club, Sania Monica, Calif., last week. Booked by MCA.

RITA RIO and orchestra played a series of dates last week for the Delbridge-Goswell office, Detroit, including the General Motors Men's Club at Book-Cadillac Hotel in that city.

JIMMY JOY'S Band is now being heard twice a day over WHBQ by remote from Hotel Claridge, Memphis.

BOB GRAYSON and boys open at the Blossom Heath Night Club, Shreveport, La., February 19, replacing Stan Stanley.

CAROL LOPFER and orchestra has been retained for another two weeks at the Washington-Yorser Hotel, Shreveport, La.

AFTER THROWING up the ork biz and an MCA future for a non-professional venture, Milton Kellern, Philly front, is back. Organized a new band for a South American jaunt.

Phil Levant, Chicago band leader, spent four days in New York last week, visiting music publishers most of the time. When leaving Levant commented that he was not only amazed at the cordiality of the publishers but also at the fact they scrupulously avoided trade talk during social hours. This ought to explode the myth that publishers hound band leaders to death.

JOSEPH POLMAN leaves the pop field for a post as assistant conductor for summer municipal opera in St. Louis, thanks to his friend, Donald Walker, music arranger.

REMY ESTROW playing for dancing at the Morton Hotel, Atlantic City.

TIM BARRITTZ, latest addition to gay life in Philly has Doc Anton, HELEN TWESTEN and her all-female

tooters move from the Lexington Casino, Philadelphia.

BOB CROSBY moves into the Congress Hotel, Chicago, February 26. Airs three times weekly over NBC hookup.

DICK MILLS and band, after a six-week engagement at Castle Porrett Club, Opelousas, La., opened February 13 at Powell's Night Club, Alexandria, La.

Many band leaders pay off their "debts" to licensed music publishers by playing during their broadcasts a raft of numbers which they would never use when playing for dance patrons.

DON DEE and orchestra recently closed a 20-week run at the Moonflow, Syracuse, N. Y., and opened an indefinite run at the Pine Grove Inn, Middletown, N. Y., for their third return engagement. Band is now co-op.

CARE VOSBURGH and Bill Dougherty, formerly piano and bass of the Duke Glenn outfit, now form the rhythm section of the ork at the Bellhurst, Geneva, N. Y.

JESSE OWENS, colored Olympic star, and his new orchestra, booked by CRA, opens a one-night-stand tour at Harrisburg, Pa., February 18. Also set for a week at the Earle Theater, Washington, opening March 5.

MACK ROSE and Original Night Hawks now on air steady over WCAZ, Charlotte, N. C.

JACK STAULCUP and band now at the Vanity Ballroom, Detroit, and will remain there until Easter. They air four times weekly.

PEARL HEADRICK and all-girl band are playing an indefinite engagement at the Manhattan Night Club, Johnstown, Pa.

RICHARDS BROTHERS' Orchestra set for six weeks with an option of six more for the Club Diamond, Wheeling, W. Va., by George Mumley, club manager.

HOD WILLIAMS and ork, after a fortnight's stay at Hayden Ballroom, Boston, opened at Odenbach's Restaurant, Rochester, N. Y., February 12, under management of MCA. Dick Stabile's combo followed Williams at the Hayden.

CRA has started a series of "Band of the Week" pamphlets. First being Barney Rapp. Folder describes the band and invites employer to inquire for more detail or for any other band he wants. Another exploitation angle used by CRA is the printing of handsome match folders, distributed free to spots using CRA bands. First batch of folders plug 10 CRA bands. Cost CRA around \$300 for 50,000 match folders.

JACK SPRATT'S Ork, recently reorganized in Cincinnati, is being set on a string of one-nighters thru Ohio, Indiana and Kentucky by Bill Foley. Barbara Moffitt does the vocals, with Ipk Jones handling the arrangements.

DREXEL LAMB and band are in their 20th week at the Club Lido, Jackson, Mich. Ozzie Belcher is doing the arrangements.

BUD WIDMER and his 10 men are in the midst of a three-week stand at the Rodeavote, Battle Creek, Mich., after an 11-week stay at the Ben Lomand Hotel, Ogden, Utah. From Battle Creek the combo is slated to move to the West Hotel, Sioux City, Ia., to remain until Decoration Day. Band features swing arrangements by Joe Mitchell, Fred Cizek and John Justice.

JIMMY BOUCHER and his septet jazz are now at the Coliseum dance hall in Paris.

LITTLE SAMMY ROBBINS and band are now at the Edough Pall Mall Room, Washington, replacing Eddie Ekins' outfit.

PHILLY CLUB TO REOPEN

PHILADELPHIA, Feb. 13.—Having gone up in smoke this past Sabbath, causing damage estimated at \$10,000, George Levin expects to have repairs in order for renewed activity at his 31 Club February 20.

DON REDMAN AND HIS ORCHESTRA ON TOUR. CENTURY ORCHESTRA CORPORATION, 1010 Broadway, New York.

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

31 No. Pearl St., ALBANY, N. Y. **JIMMY DALEY'S ATTRACTIONS** Keith Bagg. SYRACUSE, N. Y.

SECRETS of DANCE BAND SUCCESS by PAUL WHITEMAN, RUDY VALLEE, GUY LOMBARDO, ENRICO MARIQUERA, JIMMY DORSEY, MERLE JOHNSON, DUKE ELLINGTON, GLEN GRAY, FREDDIE RICH, FRANK SKINNER, JIMMY DALE, URIEL DAVIS. Twelve outstanding band leaders have combined to write the finest book of all time for bandmen! Learn the secret of making music a financial and artistic success—How to make stock orchestras sound like special arrangements! \$7.00 Send for your copy NOW! MILLS MUSIC, INC., 1015 Broadway, New York, N. Y.

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The Postal Life & Casualty Insurance Co., 78 Postal Life Bldg., Kansas City, Mo., is offering a new accident policy that pays up to \$100 a month for 24 months for total disability and up to \$1,000 for deaths—costs less than 1¢ a day—\$3.50 a year. More than 300,000 have already bought this policy. Men, women and children eligible. Send no money. Simply send name, address, age, beneficiary's name and relationship and they will send this policy on 10 days' FREE inspection. No medical examination is required. No agent will call. This offer is limited, so write the company today.

WANTED TWIN MUSICIANS. (ANY INSTRUMENT) BOTH SEXES — MUST LOOK ALIKE. for the new "ALL TWIN" orchestra, which will be booked by leading corporations. Idea fully protected by Intellectual Protection Bureau, also copyrighted. Need pictures, references when writing to the organizer: **JACK WRIGHT**, 327 5th St., Brooklyn, N. Y. New York and vicinity call BU-NE-1-6067, 5 to 7 p.m. daily. Personal Rec.—**ARE BURKE**.

WANTED Floor Show Acts—All Types. Also young, experienced Chorus Girls who do specialties. Give full details with photos and lowest salary.

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Dance at **MARLOW'S PARK**

Music News in New York City

West Cotton Club show will have score and text by Andy Razaf and Reggie Parrythe...

Sam Wigler has quit Harma, Inc. to join Crawford Music. He started on his new job February 15.

Joe Davis announces that Shep Fields has recorded Nero, one of the outstanding compositions in the Davis catalog...

Congratulations are in order to Nedra Smith, secretary to Edwin H. Morris, head of the Music Publishers' Holding Corporation...

Ira Daut, of the Dash Music Company, London, has just arrived here to arrange tieups with local publishers...

J. J. Bregman, of Robbins, reports great strides for Goodnight, My Love, from the 20th Century production, Steamboat...

George Plantagoed, of Words & Music, has accepted two new songs, I'd Be a Fool Again, by Marty Spines, Al Niburg and Jerry Levinson...

WPAites Write "Democratic Suite"

BOSTON, Feb. 13.—Pasquale La Selva, first trumpet, and Frank Pisher, cornetist of the Federal Music Project's Symphonic Swing Band here, have conceived a score tagged Four Years, a Democratic Suite...

Second treats with the Election and describes the electronic going to the polls, the whir of the ballot boxes, the bell registering votes.

Part three describes the wheels of industry as they start turning. Factories reopen. Steam shovels, riveting machines, pneumatic hammers are heard...

Woody Herman Incorporates

ALBANY, Feb. 13.—Woody Herman Orchestra, Inc., of New York, has been granted a charter to engage in a general theatrical business...

Battle of Music At N. Y. Benefit

NEW YORK, Feb. 13.—Eleven composers of popular music sat down at 11 pianos and played their most famous number at the big benefit for flood victims at Radio City Music Hall Thursday midnight.

It was an unusual event that excited musicians and music fans so much. Composers at the piano were Arthur Schwartz, Dick Rogers, David Guy, Reginald Forsythe, Vernon Duke, W. C. Handy, Noel Coward, Dana Suesse, Harry Von Tilzer, Mabel Wayne and Harry Armstrong...

Another first-time event was the spotting of the Guy Lombardo and Cab Calloway bands on the same band stand. Each played a couple of numbers and then responded to audience demand by playing St. Louis Blues, Cab's men handling the rhythm and Guy's boys stressing the melody...

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WFAP (NBC) and WABC (CBS) from Friday, February 5, thru Thursday, February 11. Ratings are based on the number of combined network plugs for each song.

Also listed under Independent Plugs is the combined plugs for each song on WOR, WNEW, WMCA and WHN for the same period.

The symbol "F" after the title of a song denotes it originated in a film; symbol "M" indicates derivation from a musical production.

This census is collated and compiled by The Billboard staff from data supplied exclusively to The Billboard by the Accurate Reporting Service. Rating of tunes is based on actual and systematic listening, whereas other compilations extant are made from station logs, which cannot possibly be as accurate for this purpose...

Table with columns: Position, Title, Publisher, Net. Plugs, Ind. Plugs. Lists top 25 songs like 'There's Something in the Air (F)', 'This Year's Kisses', etc.

Sheet-Music Leaders

(Week ending February 13)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week...

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company...

- 1. When My Dream Boat Comes Home (Whitmark) (2)
2. Goodnight, My Love (Robbins) (3)
3. In the Chapel in the Moonlight (Shapiro) (1)
4. Pennies from Heaven (Select) (4)
5. With Plenty of Money and You (Harms) (5)
6. Rainbow on the River (Feist) (9)
7. Trust in Me (Ager) (7)
8. Moonlight and Shadows (Popular) (15)
9. The Night is Young (Words and Music)
10. Serenade in the Night (Mills) (10)
11. This Year's Kisses (Berlin)
12. There's Something in the Air (Robbins) (13)
13. It's De-Lovely (Chappell) (11)
14. May I Have the Next Romance With You (Feist)
15. One, Two, Button Your Shoe (Select) (12)

PHONOGRAPH RECORD best sellers will be found on page 52.

jam session. But it was 4:15 a.m. and the show closed without the battle of music actually breaking out.

Latest Brunswick Records

NEW YORK, Feb. 13.—Brunswick records to be released Saturday include The Year's Kisses and Slumming on Park Avenue from On the Avenue, with Alice Faye as vocalist and orchestration by Cy Young...

Have You Studied Harmony? The grammar of Music is Harmony—and if you have not studied the subject you should not delay any longer.

ATTRACTIVE 3 and 4 COLOR DANCE AND ORCHESTRA POSTERS AND CARDS. Old Reg! They are the knockout Newest Attractions Dealers: Four Color Posters, 200 14x22 Window Cards, \$5.00; 1,000 5x7 Posters, \$10.00...

CENTRAL SHOW PRINTING CO., MASON CITY, IOWA. NEW COMEDY SONG. Play It Extra Common. "YOU WOULDN'T KNOW THE WHITEWASHED STABLE NOW!"

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WANTED Two Dwarfs not over 4 feet tall, for Theatres, Shows. RAJAH RABOID 10 W. 61st St., New York City.

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

MCA-CRA Rivalry Due to Give New Life to Vaude

Consolidated follows in footsteps of Music Corporation by signing up acts—plans to build band units—competition should hasten flesh plans—booking complete shows

NEW YORK, Feb. 15.—The keen competitive situation between Music Corporation of America and Consolidated Radio Artists is expected to give a quicker lift to the vaude field. This is evidenced by the entrance of CRA into the theatrical talent field, in addition to its band representation, which is something MCA has been doing for the last year or so. Like MCA, CRA plans to build units with its bands as the foundations, and, inasmuch as there is competition, it is likely that both organizations will go to work on the plan immediately instead of delaying, as

Paris Theaters To Form Organization

PARIS, Feb. 8.—Operators of the leading houses here, including Jerome Medrano (Cirque Medrano), Ambr Brothers (Empire and Cirque Ambr), Rubitschek (Alhambra), Henri Verne (Casino de Paris and Alcazar), Goldin & Rottembourg (ABC and Tronon) and Denis & Lefevre (Concert Mayol) have resigned from the syndicate of theater operators. They intend forming a new association devoted exclusively to their interests.

This move will permit the operators to deal more effectively with labor problems resulting from recent social welfare laws enacted in France. An important issue is the 40-hour week and collective bargaining between labor groups and employers.

Quake Mars Marcus Plans

CINCINNATI, Feb. 13.—A. B. Marcus' Continental Revue, slated to sail for Japan from San Francisco March 6, may be forced to postpone its sailing date as the result of a cablegram received by Marcus from Tokyo, stating that the theater there in which the Marcus unit was slated to begin a stock run April 1 had been badly damaged by a recent earthquake. Efforts are being made by Marcus to secure another Tokyo house. Marcus revue is now playing its way to the Coast.

Vaudeville Notes

NAIDA PEREZ, of Ernie and Naida Perez, was stricken with bronchial pneumonia at the close of her engagement at the Tower Theater, Kansas City, Mo., last week. Expects to play dates with the Shriners circuits in Minneapolis and St. Paul the first week in March. **The Rebus**, Parisian novelty, will play American fare for six months under the management of George Hamid. **Koss Wye Jr.** opens with Henry Delmar's new vaude unit February 18 in Henshey, Pa.

CHINER DUVELL, formerly a member of her brother's flash act, returned to her home in East Liberty, Pittsburgh, and is now doing a single in night spots around the Smoky City area. **Amy E. Herlinger**, member of the Rhythm Sisters dance team, was named corresponding secretary of the Entertainers' Association of Western Pennsylvania. **Sid Ward**, formerly with the Borrah Mine-svitch gang, is filling a four-week engagement at the Plaza, Pittsburgh. **Frank Seneca**, Cleveland booker, has been a business visitor in Pittsburgh.

FERRY CONWAY is running a shop on West 48th street, New York, where he's making stage props and mechanical devices. **A. Robbins** is sharing space with him, working on props of his own. **Loretta Lee**, going to her home in New Orleans from her St. Louis engagement, will open Thursday at the Paramount, Los Angeles. She will probably remain on the Coast, working clubs and radio.

Ray Sax is scheduled to remain in Europe until June. He is now at the Palladium and then goes to Germany. **Therese Jester** (Wamp Carlson, Guy Bohann and Dwight Latham) will play the New Plaza, Milford, Del., February 26 and 27, booked by Ruby Cowan of NYC. **John Galus**, juggling clarinetist, has been signed by the Mor-

That's One Way

BOSTON, Feb. 15.—Stopin Fetchit, screen's Negro "lazy man," played the Metropolitan here last week, using a record to do his act. House asked him to ditch the record, claiming the act wasn't going over, but Fetchit refused. Made the change soon enough when the record broke in some manner, Fetchit telling the management that the broken record was a message from the Lord.

Dan Friendly Made Assistant to Willi

NEW YORK, Feb. 13.—Danny Friendly, formerly known as Freundlich, was made assistant this week to Arthur Willi, Eastern talent scout for RKO-Radio Pictures. He will assist Willi in unearthing likely talent for the Coast, mostly covering vaude theaters and night clubs.

Friendly for the last nine years was assistant to Bill Howard, RKO vaude booker. He was also with the firm for many years previous in minor positions.

Feinberg Houses Unit-Minded

NEW YORK, Feb. 15.—Fay's, Providence, is going in extensively for units, along with the Capitol, Binghamton, and Capital, Wilkes-Barre, which are booked by Joe Feinberg for Amalgamated. All are full-week stands, and among the shows booked for the house are Texas Centennial Polka, Major Bowes' units, Olympic Polka, Stums of Paris, Paris Paper Creations and Rhapsody in Blue.

Tom Kearns Quits F. & M.

NEW YORK, Feb. 13.—Tom Kearns, director of publicity and advertising for F. & M. Stageshow and Fanchon & Marco Agency, resigned, effective today. He is scheduled to leave for Chicago this Monday to assume a new position, which he will announce next week.

MCA May Open Paris Office

PARIS, Feb. 8.—Lou Wolfson and Earl Bailey, of the London office of Music Corporation of America, are due to visit here this week to consider establishing a local office. J. E. Wittered is lining up acts to be given the once-over by the MCA representatives.

Albany May Free Agents

May be eliminated from employment agency law—license dept. worried

NEW YORK, Feb. 15.—There is legislation pending in Albany, which, if passed, will eliminate theatrical agents from the employment agency law. Assemblyman Howard and Farenza are reported to be connected with the introducing of this legislation, which is causing consternation in the local license department, which has been after theatrical agents for a long time. The department, while not concerned with the fees exacted by theatrical agents, has been seeking to increase them so that there could be better regulation. The agents, however, have been able to avoid licensing by the claim that they are artists' representatives and not agents.

Assemblyman Harold C. Ostertag has introduced a bill amending the labor law and general business affecting theatrical agents. The measure is before the Legislature but has not been advanced. His bill seems to give more leeway to the agents, also an aid to the License Department.

The bill refers to the agents' fee as "any money or other valuable consideration exacted, charged, paid or promised to be paid for services rendered." Also, "includes any excess of money received by any such person over what has been paid out by him for the transportation, transfer of baggage or board and lodging for any applicant for employment." Furthermore, "shall include the difference between the amount of money received by the agent who furnishes employees, performers or entertainers for circuses, vaudeville, theatrical and other entertainments and the amount paid by him to the said employees."

Another provision in the bill reads: "shall apply to any person who sells, produces, presents or furnishes entertainment other than his own personal services at any function, banquet or similar affair for hire or pay, or any person in the business of managing entertainments, exhibitions or performances, or the artists or performers or attractions constituting the same, and shall further include an artist's or performer's representative or manager, or any person who shall in any way represent such artist or performer in any negotiations for employment."

The License Department here has been seeking legislation to bring the agents into line, and while Ostertag's bill is of help to the department, other legislation is expected and which will defeat the department's plans. The department reveals that practically every other State in the country has been keeping a close check on agents and bookers and, in fact, making regulations even stronger.

Nixon, Philly, Now 3 Days

PHILADELPHIA, Feb. 13.—Nixon Theater, first-run neighborhood house, which came in for a two-day showing of vaude in the Warner deal with the miscellany' union, adds another day for a total of three days. Flesh is now used on Wednesday, Thursday and Friday. Al Goldberg, former manager of Keith's, Warner straight six house, was transferred to the Nixon to handle the stage productions.

Bowes Unit Panned; Hoosier Paper Banned

INDIANAPOLIS, Feb. 13.—As a result of a review in The Indianapolis News mildly panning the Major Bowes All-Girl Revue which played the Lyric Theater last week, Charles M. Olson, owner of the theater, has requested the paper to refrain from reviewing his shows. Olson also had a tiff with The Indianapolis Times over a review of the same show but did not request that paper to discontinue reviews.

Newport Sunday Flesh

NEWPORT, R. I., Feb. 13.—E. M. Loew's Colonial Theater here is offering Sunday vaude. First show went in last Sunday, booked by Rosa Price in Boston. House manager is John D. Walsh.

Morris Office Before Moss

NEW YORK, Feb. 15.—A second hearing of a case against the William Morris Agency is scheduled to come up tomorrow before license Commissioner Paul Moss. The case involves the claim of Vic Binn, owner of Broadway Highlights, of a short payoff in Washington, N. J., on the New Year's week-end, which engagement was booked by the Morris office. At the first hearing before Moss the Morris office was told to collect the money for the unit but up until now was unable to do so.

Pepple's All-Girl Unit

CHICAGO, Feb. 13.—T. Dwight Pepple, manager of the local Gus Hun office, and Will J. Harris are preparing an all-girl unit which is expected to go into rehearsal early next week. Harris will stage the show, which will be known as Les Femmes Folles, and take the road February 25.

Seek Virginia Carr Kin

NEW YORK, Feb. 13.—Officials of French Hospital here are making efforts to locate relatives of Virginia Carr, formerly of Carr and Paoli, who died there early this morning. Carr and Paoli appeared for a number of years in vaudeville and also toured with various tent repertoire organizations.

Loew's State, New York

(Reviewed Thursday Evening, Feb. 11)

State's running another one of those cabaret-setting shows, built around Colonel Jay C. Pilppen. Nine acts on stage and a running time of 53 minutes, which is snappy going, but the show's anything but a success. If Pilppen will pardon the lifting of his gag, the show's baying in State. Looks swell on paper, but it's slow going without any strong entertainment lifts. Everything forced mildly, a few dipped below that standard, and Pilppen worked too quietly as emcee, probably something he's inherited from the radio. Picture is Beloved Enemy, and this fourth of the five shows today played to a little short of capacity.

Pilppen's on stage all the time and is a likable personality, but he lacked that breeziness and aggressiveness expected of a vaude emcee. He handles his emcee sort of quietly, introducing them nicely enough but neglecting their applause buildup at the finish. He does some bits with several of the acts, spending most time with Buddy Clark, the show's second feature.

None of the specialties really went over very well, despite the nice start given the show by Dick and Edith Harlow, toe-tappers. Their work is good, especially Dick's heeling-toe number on the stairs. That is right down the alley of a State audience. Vivian Ray, night club singer, let down in number two, for she hasn't a voice alto she has looks. Miriam Verne, tapper, seen at other theaters in the neighborhood, went over okeh with her one tap routine.

Elaine Arden was in a spot to do some laugh good, but she only had fair success with her Greek dialect and stomach ails. Pilppen worked a bit with her, and then the Three Wiles for some more stopping, the third dancing act in the show. When they were seen here with Benny Davis they tied the show in a knot, but on this evening they just went over all right, which proves the show isn't what it should be. They do three numbers, their third the sock. De Rose is too slow an act for vaude, although good entertainment. He's clever at mystifying the audience with his pouring of all kinds of drinks from a pitcher apparently containing water. Frontrowers are getting a break with free drinks.

Buddy Clark's a quiet worker, too, showing that radio cuts down your personality. A modest personality and a well crooner, working obligingly at a flock of numbers for which he was rewarded nicely enough. Topped it off with a songfest with Pilppen, latter singing parodies to pop numbers. Launched Troupe. It people, close with grand gymnastics speedily executed. Very brief, but get in sufficient pyramiding and tumbling.

Pilppen closes the show with a gag. Ruby Zwartz and pit boys are planted on one side of the stage with three tables on the other side. SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Feb. 13)

The Duncan Sisters, making their first local appearances in two years, head this week's bill, which has been labeled Topsy and Eva of 1937. The revue has been staged in a workmanlike manner by Charles Niggemeyer, with several special sets of scenery, and Dorothy Nutter,

dance producer, has augmented the State-Lake Sweethearts to 18 girls.

State-Lake Sweethearts opened the show with a great high-kick and precision number and were followed by Charles and Helen Stone, who did a tap number to Topsy and a very cleverly executed tap routine to the Post and Present Overalls that garnered a good hand.

Whitey and Ed Ford repeated their Chicago Theater success of a few weeks ago. Whitey is a marvellously trained fox terrier. Comedy antics, mixed with aerobatics and the dog hotel close, sent them off to nice applause.

State-Lake Sweethearts, attired in bathing suits and working before a bathing beach drop, danced and did pyramid and acrobatic work before the appearance of Mickey King, disjunctive ventrillist, whose work on the rope was perfection. At the performance caught she omitted the plaques but presented an entertaining line of tricks on the rope. Good hand.

Revel, Baxter and Dean had plenty of zany moments during their turn, which is filled with crazy stuff. Besides knockabout, they have a trial in music that gets many laughs. Close with clarinet and guitar work. Two bows.

The Duncan Sisters were preceded by the State-Lake line doing a number in crinolines and Topsy and Eva outfits. Rosette, working in blackface, is still the devilry of the act and had 'em roaring. Typical Duncan comedy was embellished with a drama done in music, with very funny lyrics, and of course the doughnut song, with doughnuts thrown to the audience, and Remembering, Big hit. F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, February 13)

Outting top prices for the Lincoln holiday, the Roxy starts its week with a heavy first day, this fourth of the shows near capacity. The Rooneys and Timbergs head a 90-minute stage show, while the pit is Jessie Matthews in Head Over Heels in Love. Not a terrific combo by any means, but it'll probably draw. Show on stage is spotty and slipshod, showing that you've got to be extremely careful in combining dyed-in-the-wool vaude like the Rooneys and Timbergs with production numbers. No rhyme or reason to the show, a long laming for the head-liners and then production here and there. Not so forte on the production.

The Rooneys and Timbergs, including the seniors and juniors, get their separate spots and then merge for the afterpiece of The Cohens and Kells of Broadway. All familiar stuff and a long time spent at it, the Rooneys first contributing a lot of dancing, with senior grabbing a lot of applause for his charm. More comedy in the work of the Timbergs, and they went over, too. The afterpiece is a laughfest, the comedy being of a neighborhood variety, a pushover for audiences here. Audrey Parker is a very capable helper during the Timberg laming.

Lucille Page is a big help to the show and spotted twice with her dance routines. She's a sock ace dancer, offering difficult kicks and contortion tricks. Her second spotting is a strong novelty, putting her feet thru taps while her body is twisted into pretzel shapes. Her transparent costumes on the second number isn't good looking at all.

Opening production number is Frenchy, the stage crowded and the number slipshod. Miss Page's ace work during this item is hampered by too much going on in back of her. There are 30 girls and some boys working in it, doing some singing and more dancing. Spotted between the Rooneys and Timbergs is a Valentine number, the girls doing a fencing bit which is handled okeh. Program reveals the fencing was staged with the help of Professor George Santelli, but there wasn't much technical skill revealed. Closing production number is a fade-in for the picture and it's handled well. Both throes' Miss Matthews on the painted rim and later a scribble and she sings May I Have the Next Romance With You? from the pit. Couples ballroom on stage for production effect.

Eddie Paul and the pit crew play the show very well, going to town plenty on synopsis when required. SIDNEY HARRIS.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, February 12)

La Via Parea, new inducer for the current A. E. Marcus show, is long on gags, scenery, lighting effects and talent generally. It's long on running time, between 70 and 75 minutes, and long on show, too. It has that heavy box-office

ingredient in plenty good-looking girls. More than 65 people actually work on the stage, which makes it something of an extravaganza where vaude houses of this territory are concerned.

Dances, and there are a great number, and production numbers, of which there are six as caught here, were staged by LeRoy Miller, who not only offers them an evidence of what he can do as an instructor but hoods some himself as a couple of points in the show.

Clark Stanley, a fine tap dancer, the Sterns, ballroom dancers; Miller, in both comedy and straight heading; Rudy Mason and the Hinton Sisters, tango in trio, and Sharon DeVries, a general cutup, are the foot-dapping members of the troupe. Every member was granted a good reception on this supper show.

Comedy bits are in the hands of Bobby Dyer, Sparky Kaye, Dottie Cowdy, Roland Thomas, George Charland and Forrest Grubb. They're up for attention three times, twice on the stage and once with all taking pot shots from the house at Dyer, George Schreck, a knockabout with an exploding mike; Ed Boyd and his Jig-Saws, sailors leaning to the screwy side; Ed Gordon, who isn't exactly a Prize Kresler with a violin, but does pretty well for one who tries to fiddle with it everywhere but in the proper position, and the Delfords, who Biley the finale, are other standouts.

Singing is handled by Sofia Alvarez, Mexican girl who also lends a Mexican number by the girls and by the twosome, Lee Mason and Lillian McCoy, later an attractive blonde.

Parade girls are for the most part swell lookers, with shapes to carry out the idea. Chorus is called upon for very little dancing; it's all strut and turn, the costumes carrying the load.

Picture is Off to the Races (20-Fox). Business excellent; heavier than any time this season. B. OWE.

Capitol, Washington, D. C.

(Reviewed Friday Evening, February 12)

Nest variety bill, this week, with four acts, including band carrying vocalists, crowded into 90-minute running time. Okeh in show usually means cutting to three turns, but not this starza, and array is on and off in short order and clicking all along. Clyde McCoy and his Sugar Blues outfit snags biggest slice of time. Phil Lantipkin and pit boys get in few measures from time to time for other acts, but tual overture is omitted.

Arthur Le Fleur does amazing spinning bit in the opening, house receiving

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Reviews of Acts and Bands

Gloria Vail

Reviewed at Bronx Theater, New York. Style—Singing. Setting—In two. Time—Five minutes.

Miss Vail makes a nice appearance and possesses a fair voice, but needs showmanship. Her voice is inclined to lack color and for this reason more gestures and a smiling personality would help her put over her numbers to a heavier hand. Until the Real Thing Comes Along and Shoe Shine Boy were included, with the latter getting a neater reception. The use of the mike seemed unnecessary, particularly at this house, where the public-address system is faulty.

B. H.

Oriental Trio

Reviewed at Folly Theater, Brooklyn. Style—Acrobatic. Setting—In three. Time—Eight minutes.

They turn with two men and one girl, latter handling props. Act is neat and fast, the men performing first with a prop and then bouncing one another expertly. In latter, some of the tricks accomplished create the impression of great difficulty, and are carried out with finesse.

Trio in the opening spot here, and filled the bill in first-rate fashion. Audience gave the boys more than the usual round of applause accorded such a turn.

P. A.

John Gallus

Reviewed at Folly Theater, Brooklyn. Style—Instrumental novelty. Setting—In two. Time—Seven minutes.

John Gallus has a new quirk in juggling. He bounces a ball off the tip of his clarinet while playing a tune. Turn doesn't make much of an impression. Tricks don't look hard enough, which shows a lacking in showmanship. Act as it stands now simply does not click, even tho Gallus works like a Trojan and has the audience participate by throwing the ball on stage, etc.

Tunes were Why Did You Leave Heaven?, Tiger Rag and Chapel in the Moonlight. Idea suggests itself that Gallus be spotted for a bit in a larger act, but his turn in its present form simply has no umph.

P. A.

Tom and Dee Cowan

Reviewed at Folly Theater, Brooklyn, N. Y. Style—Comedy dancing. Setting—In two. Time—Seven minutes.

This comedy dancing team would benefit considerably if some fresh gags and business were hyped into it. Opening lines and biz were extremely coarse and frog, but the rest of the act was clean. The woman was dressed in an unusual blue rumpo-effect dress, while the man sported a natty checked coat and brown trousers, both making a nice appearance.

Dancing and comedy were just about average, altho the woman possesses an expressive face and the man is not without talent, but the stale work needs new material to get a better hand.

B. H.

Emil Coleman and Orchestra

Reviewed at the Iridium Room, St. Regis Hotel, New York. Style—Show and dance music.

Instrumentation: Harry Smallen, piano, accordion and arrangements; Ben Toberesky, first violin; Adolph Coleman, second violin; Gregory Coleman, guitar; Barnett Sorkin, first sax, clarinet and flute; Tom Timothy, arrangements, sax and clarinet; Charles Ferral, sax, clarinet and oboe; Samuel Helas, bass; Phil Hale, drums. Emil Coleman, piano and lead. Buddy Leonard is the vocalist.

Coleman is a veteran dance leader who has had some men with him for as long as 20 years. His current band is an excellent one and has been working a raft of dob parties since it opened this room October, 1935. The music is flexible, with sweetness being the basis and the band shifting style to please the particular patrons present. Coleman's knowledge of the patrons' likes and dislikes here enables him to play close to his audience. Coleman, of course, dominates at the piano, with every one of his men a solid musician. Band is not

flashy either in style or appearance, but pleasing because it harmonizes perfectly with the room and the patronage.

Raymond, tenor, reveals a pleasing youngish singing voice. P. D.

Groce Gibson

Reviewed at Folly Theater, Brooklyn. Style—Singing. Setting—In one. Time—Eight minutes.

When caught, Miss Gibson emceed the bill, handling the acts with efficiency and engaging modesty. In addition, she has her own singing tuning, giving out with De Lorely, Pennies From Heaven, You Turned the Tables on Me and a drunk sketch.

Voice is of sufficient quality to enable her to click in neighborhood spots, but the gals forte really is emceeing. Got a swell hand here. P. A.

Ruskin and Norman

Reviewed at Folly Theater, Brooklyn. Style—Ecceentric dancing. Setting—In two. Time—Eight minutes.

Mixed team of dancers in a very able eccentric turn. Vary their business with hoke chatter and gestures, and really sock in great fashion. Mainstay of the act, tho, is dancing, but hoofing of a kind that is clever, light-footed and a treat to gaze upon.

In addition, couple have pieced their numbers together so that the entire act moves with no waste motion. The hoke bits never last long enough to become boring and the windup, properly enough, is another eccentric dance that is a beauty. Edvoo. P. A.

O'Neil and Williams

Reviewed at Folly Theater, Brooklyn, N. Y. Style—Dancing. Setting—In two. Time—Eleven minutes.

Colored man and woman dance team highlighted the bill at the Folly. Both were attired in men's white suits and made a splendid appearance. The act possesses unity, showmanship and personality. Miss O'Neil's impressions of Eleanor Powell were well done and won her a warm hand. Williams' soloing, including a jump over a chair and picking up a hunkie with his teeth, were executed with deft ability and got a neat round of applause. Trucking in the ultra-Harlem manner for the finale. B. H.

Jannette Garrett

Reviewed at the Le Mirage, New York. Style—Tap dancing. Setting—Floor show. Time—Three minutes.

Pretty blond girl, dressed in white satin slacks, clicking with a snappy routine of tap work, whose sock, aside from being cleanly pounded out and effectively sold, lies in a number of fast turns marked with rapid-fire taps. G. C.

Marie Almonte

Reviewed at the Le Mirage, New York. Style—Singing. Setting—Floor show. Time—Three minutes.

Given but a single opportunity to display her wares at the show caught, Miss Almonte displayed enough talent in her lone number, Darling, Je Vous Aime, to safely pass judgment.

She is the possessor of a vibrant, rounded voice favoring the lower registers. Good expression and delicate shadings were also to be noted in her rendition of the half-French half-English pleading ayouwala in the number.

She is a tall brunet, attractive of face and figure, and presents a refined, reserved appearance. G. C.

Yanyengo Voodoo Dancers

Reviewed at the Le Mirage, New York. Style—Novelty singing, dancing and music. Setting—Floor show. Time—35 minutes.

Peak attraction, making its second appearance in this country at this spot, having broken in at the Club Ball, is offering tribal dancing and aboriginal musical and vocal accompaniment.

Group consists of five instrumentalists, playing on maracas, tom-toms and

drums, bone and two guitars, and a mixed dance team.

All are dressed in practically nothing more than loin cloths. To the reverberations of shouting, intoning, and the loud, monotonous beating of instruments, the barefoot dancing pair perform a series of wild, fantastic interpretations that defy description or enumeration. A drum-beating solo and a hilarious solo bit of singing and dancing by the male dancer are among other features of this act, which packs more than a half hour with novelty and fascination. G. C.

Chantier Orchestra

Reviewed at the Chantier Supper Club, Midburn, N. J. Style—Dance band.

Instrumentation: Al Lange, piano and accordion; Joe La Pera, Eric Kress and Johnny Stein, violins; Sam Dunkel, Harold Heuer and Ben Craver, saxes; Lowell Pontil, guitar; Avery McCune, bass; Jimmy Celano, drums, and Erwin Kent, piano and director. Kress and Heuer write the arrangements.

One of the few spots in the country that builds its own bands, the Chantier once again comes forth with a top-notch outfit. Newly formed unit is designed to go places and swings a subtle type of dance tune that features "fluent fiddles and singing saxes." With a group of musicians that double down to the last man—and Heuer playing the violin along with the reeds—the arrangers have plenty to work with and turn in corking numbers.

Kent, known for his many society engagements, is the focal point. A clearer showman as well as a swell ivory tickler, he does much to put the band across. Kress's five-fiddle arrangement of Easy To Love has been drawing a big response from the check payers.

Dunkel, McCune and Pontil are the vocalists. All show up nicely. E. M. K.

Austin Wylie and Orchestra

Reviewed at Webster Hall, Pittsburgh. Style—Dance band.

One of the better bands now playing in the Susque City. An 11-piece outfit that specializes in swing and boasts of plenty of rhythm and volume. Arrangements are novel and tend to emphasize the swinginess of the tune. Members are dressed in blue jackets and dark trousers.

Instrumentation: Bill Butterfield and Art Gornsh, trumpets; Paul Crumbaugh and Freddie Moore, trombones; Bill Stegmeyer, sax; Lou Cohen, alto; Gail Thatcher and Snick Helm, tenor saxes; Sherman Vanaman, drum; Red Ryan, bass; Chet Rycks, piano; Austin Wylie, leader; Tex Wolter, vocalist; Honey Lane, fem singer. Arrangements by Crumbaugh, Stegmeyer, Thatcher, Butterfield and Helm. Butterfield is also featured with his trick singing voice. Wolter is a dynamic tenor who sells his wares with veteran ability. Miss Lane is a personable Southern songstress who is both a physical and vocal asset to the band.

Wylie, a veteran in the game, is an able leader. When in action the volume gives the impression of a larger outfit. They keep up with the parade, too, their bill of fare including the latest hit songs. S. H.

Wanda Goll

Reviewed at the Le Mirage, New York. Style—Singing. Setting—Floor show. Time—Three minutes.

A one-number-turn, Going I'm Nobody's Sweetheart Now, brought out the fact her voice is above average, naturally firm and of a sufficient volume to make the usually advantageous use of the microphone unnecessary.

She has good selling ability and makes nice appearance. Owned in white satin. G. C.

Valerie Dumont

Reviewed at the Plaza Cafe, Pittsburgh. Style—Singing. Setting—Floor show. Time—Four minutes.

A buxom brunet resembling Wini Shaw in appearance. She has a charming

voice which was particularly appealing in a Latin tune, one of two numbers she delivered. The other, sung in deeper tone, was Good for Nothing Joe. She is quite attractive. S. H.

Sid Ward

Reviewed at the Plaza Cafe, Pittsburgh. Style—Singing and emcee work. Setting—Floor show. Time—Six minutes.

This chap, a former member of the Borrah Minevitch gang, stands out with his amazing likeness to Cab Calloway. Does an exceptionally good takeoff of the colored maestro. Also delivers an effective version of Roll, Roll, Rolling Along and scores on his harmonica with a novel, tho brief, arrangement of Gerahwin's Skapody in Blue and Stars and Stripes Forever. His emcee work is breezy and entertaining. S. H.

NIXON CAFE

(Continued from page 12)

In brief, Gypsy costumes and a tain-bourine-kicking affair, Edna Wilson nets a good hand in this number with a fast toe-acro routine. Miss Zeppo follows with some lightning speed toe spins.

Empire's last number features the line in a high-hat affair and spots Doris and Wally in some unusual tap and acro work. Miss Wilson next displays her shapely figure in marvelous control work.

The finale, labeled Winter Wonderland, is unusual in a local night spot because of its production and routine. The entire lineup returns for brief bits, all in white costumes.

Angelo DePalma, tenor, is rounding out a full year this week. His operatic voice is better than ever and his salesmanship now bears the mark of a veteran.

Herman Middleman and his orchestra supply the show and dance music. There is no cover tax for dinner guests, with a 50-cent charge in effect during the second and final show at midnight. Sam Honigberg.

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CHICAGO

New Plays on Broadway

Reviewed by Eugene Burr

ST. JAMES

Beginning Friday Evening, February 5, 1937

KING RICHARD II

A play by William Shakespeare, starring Maurice Evans. Staged by Margaret Webster. Costumes designed by David Fricke. Scenic production executed by Studio Alliance, Inc. Costumes executed by Eaves Costume Company and Brooks. Incidental music by Herbert Menpes, arranged by Rupert Graves. Stage director, Charles Alan. Presented by Eddie Dowling and Robinson Smith.

- King Richard II.....Maurice Evans
- Uncles to King:
 - John of Gaunt, Duke of Lancaster.....Augustin Duncan
 - Edmund of Langley, Duke of York.....Lionel Lincoln
- Henry, Surnamed Bolingbroke, Duke of Hereford, Son to John of Gaunt; afterwards King Henry IV.....Ian Keith
- Duke of Aumerle, Son to the Duke of York.....Sherling Oliver
- Thomas Mowbray, Duke of Norfolk.....William Post Jr.
- Servants to King Richard:
 - Bushy.....John Halloran
 - Bagot.....Everett Ripley
 - Green.....Robert K. Adams
- Earl of Northumberland.....Charles Dalton
- Henry Percy, Surnamed Hotspur, His Son.....Randolph School
- Lord Ross.....Bron Nossen
- Lord Willoughby.....Stephen Courtleigh
- Lord Marshall.....Reynolds Evans
- First Herald.....Lawrence Murray
- Second Herald.....Rhys Williams
- Earl of Salisbury.....Lionel Ince
- Captain of a Band of Welshmen.....Rhys Williams

built up equally by production, direction and acting.

The play itself is one of the dullest that Shakespeare ever wrote. It rises to magnificent emotional heights, it is true, at the end; but by far the greater portion of the history is pedestrian stuff, illuminated only now and again by lights of language that shine thru the fretful darkness of political and historical explanation. In emotional depth, in psychological penetration, in universal application, it comes nowhere near the great tragedies; its characterizations are conditioned by political necessity, its psychology is forced into prescribed molds. In its detailed retelling of events it tends often to become prosy and dull. Its language lacks the fire and sweep of the greater dramas, depending rather upon plays upon words, being intellectually rather than emotionally moving.

Certainly *King Richard II* in its structure and its language lacks the power and the fire, the astounding insight and clarity, the magic, golden persuasion of the greater plays. Yet this production of *King Richard II* is the most vital, the clearest, the most exciting, the most persuasive, the most emotionally compelling production of Shakespeare that I have ever seen.

It is visually magnificent. Barbaric colors and medieval pageantry flash

bravely from the stage, flinging a stirring challenge in the face of stylized, conventionalized and sober revivals. The very dress of Richard is brave and heroic.

And the settings form a fitting investiture for the spiritual aspects of the production. Miss Margaret Webster, the young English girl who directed, brings light, life and breadth to her version of the somewhat pedestrian history. She, like the scenery she uses, is free from stylized convention, from muffling theory, from all the gurgaws that stud the misseral crowns of self-consciously "great" directors. She simply presents the play for all that's in it—but she does so in the fullest sense of the words. Each line, each situation, each contact is studied and examined for its full values, and the fullest possible value is placed upon each in the performance. Thus, the production is filled with breath-takingly illuminating minutiae, each leading back upon the heels of those before; the play is a compact mass of clarifying, exciting, illuminating detail.

Yet, miraculously, astoundingly, each detail takes its proper place in the scheme of things. Nothing, it seems, is so small as to be overlooked. Yet, amazingly, never once is this heaven-sent care allowed to interfere with the sweep, the power, the moving, breath-taking pageantry, the tremendous accumulating force of the drama as a whole. Here, at long last, after years of modernized, stylized, theorized, conventionalized, played-down and carefully self-conscious productions of the bard, we have Shakespeare given to us with the bravura, the heroic honesty, the emotional sweep and the unabashed emotional intensity, the wide, free and magnificent movement

that fit his tremendous lines. It is a splendid job.

And it is matched by the acting. Maurice Evans, who previously impressed with the power of his great ability as Romeo, as the Dauphin and as Napoleon, offers a Richard that fits gloriously into Miss Webster's scheme. It is a performance that makes, in sober truth, all other Shakespearean performances within memory seem drab and dull. Plying up the emotional content of the lines, spurning abstract psychological theory in favor of dramatic effect, the interpretation is a theatrical masterpiece. It lacks, perhaps, the intellectual bitterness that might have been distilled from it; but it therefore gains an emotional sweep that is literally overpowering. Because it fails to reach the aridulous, narrow defeatism that a less sweeping interpretation might have limited, it is, perhaps, not a perfect Richard, but it is as near perfection as any merely human actor may ever come.

And, miraculously, Mr. Evans is matched man for man down all the long length of the cast. Outstanding in the midst of so much outstanding work is the John of Gaunt offered by Augustin Duncan, an authoritative, compelling, intelligent and deeply moving performance. Throughout Mr. Duncan brings to the role authority and great effect, and his rendition of the famous "England" speech is one of the brightest highlights of a constantly highlighted evening.

Ian Keith is a forthright, sturdy, clear-minded Bolingbroke, a perfect contrast to Mr. Evans' king; Charles Dalton is a blustering, effective, thoroughly believable Northumberland. Among so many other fine performances only a few may be specifically noted, but some mention must be made of the Mowbray of William Post Jr., the gardener of Willoughby Knap, the Aumerle of Sherling Oliver, the Bushy of John Halloran, the Bagot of Everett Ripley, the Green of Robert K. Adams, the Percy of Randolph School, the Ross of Bron Nossen, the Salisbury of Lionel Ince, the bishop of Reynolds Evans, the groom of Rhys Williams. It is a splendid cast.

So fine is the entire company and the entire presentation that it seems a pity—more, a shame and a disgrace—to see them fall apart after a single production, prey to the ridiculous "run" system that disfigures Broadway. Those of us who love the theater hope and pray that the company now at the St. James may continue. It might even be possible for them to present several other plays, perhaps at special matinees at first, and so build up a repertory of a quality beyond our happiest dreams. There have been two disputed Hamlets among us this season: what about a third (at special matinees, perhaps) directed by Miss Webster and played by Mr. Evans and his magnificent company? What about Lear, with Mr. Duncan in the title role? What about others of the plays, so master which? It is a recommendation devoutly to be wished.

SHUBERT

Beginning Monday Evening, February 8, 1937

THE MASQUE OF KINGS

A play by Maxwell Anderson. Directed by Philip Moeller. Settings and costumes designed by Lee Simonson. Scenery built by the Studio Alliance and painted by the Bergman Studio. Costumes executed by Brooks Costume Company. Presented by the Theater Guild, Inc.

- The Countess Larisch.....Claudia Morgan
 - A Maid.....Catherine Lawrence
 - Count Tafe.....Joseph Holland
 - Herbert.....Herbert Yost
 - The Emperor Franz Joseph of Austria-Hungary.....Dudley Digges
 - A Servant.....Pierre Chase
 - Konoff.....Glenn Anders
 - The Empress Elizabeth of Austria-Hungary.....Pauline Frederick
 - Count Larisch.....John Howarth
 - Marie.....Bijou Fernandez
 - Fritz von Urem.....Alan Hewitt
 - Loizbe.....Elizabeth Young
 - D'Orby.....Benjamin Osis
 - Louchek.....Edward Broadley
 - The Crown Prince Rudolph of Austria-Hungary.....Henry Hull
 - Bratfish.....Henry Hull Jr.
 - The Baroness Mary Vetsera.....Mars
 - The Archduke John of Tuscany.....Joseph Holland
 - Sepia.....Wylye Sitch
 - An Officer.....Franklin Downing
 - A Soldier.....Charles Holden
 - A Soldier.....Nehor Skidmore
 - Count Joseph Haydn.....Leo G. Carroll
- ACT I—Scene 1: A Corner of the Study of the Emperor Franz Joseph in the Hofburg, Vienna, Evening, January, 1889. Scene 2: A Room in the Apartments of the Crown Prince Rudolph in the Hofburg, Vienna, Later That Night. ACT II—Scene 1: A Part of the Room of the Crown Prince Rudolph, Early the Following Evening. Scene 2: The Study of the Emperor Franz Joseph, Three Hours Later. ACT III—Scene 1: A Corner of the Study of the Emperor Franz Joseph. Five the

From Out Front

By EUGENE BURR

Of course it's hardly news that the Bureau of New Plays, which was established by various picture companies to develop new talent in the playwrighting ranks, is simply a pretty method of gathering together a lineup of scrub dramatists. Last year, when the Bureau was set up and announced its series of "fellowships" to be given for promising plays, this corner suggested as much—and even then it wasn't news.

It was the Bureau's plan, by signing up young writers of promise under "fellowships" that would keep them out of the Dramatists' Guild, to build up a stable of its own scribbling writers. It wasn't a particularly pretty plan—but then there were plenty of plans developed by picture people that aren't particularly pretty. The only really eyebrow-raising item was the fact that Theresa Helburn, of the Theater Guild's board of directors, was to head the new bureau. That seemed a bit incongruous, Miss Helburn had been associated with the Guild since its start—and everybody knows that the Guild doesn't give a hoot about such things as mere money, but is interested only in True Art.

Anyhow, the bureau conducted its first contest and at the end of it awarded its "fellowships," sums of money given to budding playwrights, to be used as advance royalties on plays they would write in the future—none of the plays, of course, to be bought under the Dramatists' Guild contract. The bureau then paid out money which, it was quite possible, it would have had to pay out anyhow, and at the same time it tied the young authors to a binding, unfair and stultifying pact.

Nobody seemed to mind—nobody, that is, except Prof. Walter Pritchard Eaton, one of whose pupils had won one of the "fellowships." And, to the eternal glory of his cap and gown, Professor Eaton came out and said what he thought, his pupil at the same time turning down the somewhat problematical "prize." Professor Eaton performed a real service by bringing the whole thing out into the open. Miss Helburn answered him by saying that the conditions of the "awards" were announced when the contest was opened. That seems hardly a complete rebuttal of the professor's charges.

The next move seems up to the Bureau of New Plays. But while the tactics of the film companies smell somewhat of the garbage heap (as was only to be expected) the Dramatists' Guild itself seems to be cutting its face out nothing is particular to cause it to be split.

The crux of the dispute is in the contract clause relating to the sale of film rights. The authors have kept various powers in their own hands (rightly, in theory; very foolishly in practice) and have also changed the split of picture money between producer and author from the former half-and-half arrangement to a 60-40 split. As was indicated here at the time, it seems neither fair nor sensible. Of course the author should (again in theory) receive the major share of moneys earned by his own brainchild. But, in actual practice, the producer adds tremendously to the monetary value of that child thru the simple fact of production. He takes the financial risks, and 50-50 does, in view of the circumstances, seem a fair split.

What is meant can best be shown by a concrete example, the case of a smash hit play that may as well go unnamed. Before production, when it was in script form, the author was offered \$30,000 for it by a film company. He wisely refused. Later the play was produced, turned out to be a smash and was bought by films for \$150,000. Surely the producer, who risked his own or his backers' money in the production, was entitled to an even split, particularly since, under such an agreement, thru his efforts he still raised the author's take from \$30,000 to \$75,000. It's seldom that the author's 50-50 split isn't much more than he could have gotten if he had sold before production.

But, even granting that the 60-40 arrangement is the best, plain horse sense should indicate a return to the old ruling. This season, it was predicted, would be the greatest in theatrical history since the boom days; everything pointed to that. This season, actually, has seen fewer new plays presented than even the years that marked the depths of the depression. The reason, of course, is the withdrawal of picture backing and the comparative flimidity of Wall Street. The season that was supposed to be the best has turned out to be the worst; authors and producers alone know how many dozens (or even hundreds) of plays are now languishing in their authors' hands that would have been produced if the Dramatists' Guild had reconsidered its stunts. It is, of course, very noble of the Guild to hold out for what it thinks is right; but, meanwhile, it is endangering the livelihood—and even the lives—of countless playwrights, actors, stagehands, scenic artists and others who would now have been working if it had been willing to compromise.

Frankly, the writing of this review has been postponed until the last possible moment. One fears those tasks that may display one's own lack of worth.

About a year ago I wrote a rather wistful piece concerning the rigors of dramatic criticism, which told of the necessity of viewing play after play in the distant hope of seeing one that is both beautiful and important—of the urgent desire to view such a play and to hail it, and so fulfill the only conceivable function of the critic in the scheme of things that really matter. It was suggested that such a presentation was offered perhaps once a decade, with chances that the decade would stretch into a critical lifetime, and still no such production be viewed.

Last Friday night at the St. James Theater Eddie Dowling and Robinson Smith presented Shakespeare's *King Richard II*, directed by Margaret Webster and acted by Maurice Evans, Augustin Duncan, Ian Keith and many other outstanding players. And now I am faced with the task that may justify—or hopelessly fail to justify—my entire critical existence. For to hail fittingly such a production as this is the critic's sole true reason for being.

It is therefore with unmeasured humility that I approach the task—the humility of a commentator when faced with true art, the humility of an acolyte allowed to nerve, however briefly or unworthily, the interests and the effluvia of greatness. For *King Richard II*, as it is being presented at the St. James Theater, is truly great, and its greatness has been

Police Drive On N. Y. Burly

Cleaning up lobbies and performances — Gotham case to come up March 15

NEW YORK, Feb. 13.—With complaints steadily pouring into the police department, directed against front-of-house displays as well as the actual performance of the shows, the police authorities are making a thorough drive against local burlesque. This week the police got after the 42d street houses to clean up their fronts. Every house in town has had complaints about the shows, and the police case against Minsky's Gotham will come up in Special Sessions March 15.

The complaint on the lobby displays at the Eltinge, Apollo and Republic was made by the 42d Street Association, with the matter being turned over to Inspector Schilling, of the Third Inspection District. He had his men make the rounds this week, ordering cleanups of the lobbies of those theaters. The complaint had nothing to do with the Oriental and Gaiety theaters on Broadway.

Complaints against stage performances in the theaters are directed to Second Deputy Commissioner John J. Sullivan, who in turn passes them along to Lieut. Ambrose Higdon, in charge of the department's legal department. Every theater in town has been the subject of a complaint in the last several months.

The Gotham case dates back to August, the complaint having been made by John S. Sumner, of the New York Society for the Suppression of Vice. After several adjournments, the case is now to be tried in Special Sessions March 15.

License Commissioner Paul Moss is not taking any direct action in this police department drive, simply awaiting convictions, when he will bring license revocation steps against the theaters.

ALICE MURPHY, manager and one of the "Gaietyists," all houses, has three other sisters in the act, Rosemary, the oldest; Dorothy and Sylvia. The fifth member is Peggy O'Day, a cousin.

JACK KRAMER

Straight Man Who Sings and Dances. Casino, Brooklyn. Indefinitely

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appearing at H. K. & Morton Minsky's ORIENTAL THEATRE New York City indefinitely



HANK HENRY

Now Working With SID STONE ORIENTAL THEATRE, N. Y. CITY, INDEFINITELY THANKS TO H. K. AND MORTON MINSKY

Boston Burly House to Pix

BOSTON, Feb. 13.—Washington street's Columbia Theater, one-time top burlesque house here, was reopened as the International Theater last Tuesday on a long lease taken by the People's Cinema Company, of New York. Policy is full week of foreign flickers. Burlesque was discontinued some 15 years ago, with the house devoted to straight flicker fare and recently Yiddish productions.

Minneapolis and Waterbury Close

NEW YORK, Feb. 13.—Gayety, Minneapolis, went dark Thursday night, dropping off the Independent Burlesque Circuit. Season of burlesque in that city ran much longer this year than in the past. With Minneapolis out, it is likely that Des Moines will also drop off the wheel.

The Jaques, Waterbury, Conn., dropped off the circuit last week after splitting a week with Bridgeport for the circuit shows. Bridgeport is again running a full week of burly instead of three days.

Briskman Seeking Tieups

NEW YORK, Feb. 13.—Sam Briskman, operating the Casino, Brooklyn, has been in huddles recently with the Apollo and Oriental in an effort to buy their shows or make an exchange of talent. Apollo deal fell thru, but Briskman is still looking in on H. K. and Morton Minsky for a deal with them.

BAA and Boston in Midnighter Battle

NEW YORK, Feb. 13.—Tom Phillips, head of the Burlesque Artists' Association, left here yesterday to visit Al Somerby, operating the Howard, Boston, in an attempt to iron out some difficulties. The theater is alleged not to have lived up to one of the BAA rulings, with the result that the BAA intends reneging on an agreement it made with Somerby.

The BAA and Somerby had an understanding that the theater would pay for its midnight show up until this month, but that it would not for the balance of the season. After that agreement was made, it is alleged Somerby objected to the \$1.50 raise for chorus girls, which he did not pay. It is reported that Somerby is now willing to pay up to date on the raise, provided that BAA gives him the midnight show concession.

Stock Ups Colonial Business

INDIANAPOLIS, Feb. 13.—Lee Casmon, manager of the Colonial Theater here for Jack Kane, reports a noticeable improvement in business since the house switched from road shows to stock several weeks ago. Jay McGee is in charge of production at the Colonial. Present cast includes Bobby (Boss) LaRue, Frank Mulvey and Billy (Boob) Lewis, comics; Elmore Roberts, Mabel White, Margie Dale and P-T, strippers; Bob White, singing juve, and Freddie Framp-ton, straights. There are 14 chorines and 6 showgirls.

Burlesque Reviews

Minsky's Gotham, New York

(Reviewed Tuesday Evening, February 9) The Minsky's Gotham, playing to a good-size house, does right by its customers from the peeling and comedy angles, but the production numbers could stand a hypo injection of imagination and color.

Three good comics on the show caught included Charlie (Tramp) McNally, Harry Evanson and Artie Lloyd. All worked hard to achieve fair results and on the whole the show evidenced that some attention is being paid to sunnypone ticklers—to the customer's satisfaction. Lloyd was outstanding and possesses a

natural sense of comedy and a regular style of delivery, with odd or blue or better material and sold it with showmanship. Among the bits were the teller, race track and artist's model numbers, with only one stretch, a bathroom number, absolutely jiffy. It laid an egg. Straight man Floyd Hailley sold his lines in good style and made a nice contrast to the comics. Jack Shaw warbled several songs and, while not an outstanding song bird, he filled the bill here.

Stripping, of course, was not in the showman status, but formed the important part to the show. Strippers included flesy and graceful Sue White; lovely (See Burlesque Review on opposite page)

Burly Briefs

ELAINE OWEN will close Thursday at the Palace, Buffalo, to come east for a New York engagement. She was held

over for six weeks in Buffalo following a run on the Metropolitan Circuit. . . Madge Carmyle closed Saturday for the Raymonds after 18 weeks, to open Sunday in Washington on the Indie Circuit. . . Dorothy Collins, showgirl, is the girl in the fishbowl in the lobby of the Century, Brooklyn. . . Midgie Parks and Peggy Hill opened at the Star, Brooklyn, last week, replacing Homaine and Zenia DuVal. Margo Lopez and Nazario Bullo will open there this Friday. Miss DuVal went into the Century there, replacing Madge Carmyle. . . Art Gardner left the Star, Brooklyn, last week to go on the Metropolitan Circuit, with Jack Rosen coming over from the Eltinge, New York, to fill his Star spot. . . Lee Hickman closed on the Indie last week and went into the Roxy, Cleveland, for four weeks.

GAYETY THEATER, Minneapolis, which has been playing Independent Circuit shows, closed February 11. . . N. S. Barger, operator of the Rialto, Chicago, and Milton Schuster are back from a short trip to New York. . . Helen Greene closed at the Roxy, Cleveland, February 11. . . George Young, of the Roxy, Cleveland, is contemplating a trip south for a vacation, visiting Miami and other winter resorts. . . Wilma Horner is opening at the National, Detroit, February 18, booked by Milton Schuster. . . Charmaine, originally booked for two weeks at the Rialto, Chicago, is now in her 12th week there. . . Kara-Nova, who opened at the Gayety, Milwaukee, for one week, is be- (See BURLY BRIEFS on opposite page)

U-Notes

By UNO

EVE GORDON, doubling in showgirl lineup and strip-tease number, leads at the Oriental, New York, next on H. K. Minsky's list for promotion to principal rank.

ARNOLD O'CONNOR, tenor, and Alvena (Gordon), dancer, wedded February 1 in New York City Hall, were feted backstage of the Casino, Brooklyn, by co-performers. Best couple, Maurice Handler and Mrs. Goldman, mother of Alvena.

SAM BLADER, advertising expert for Century, Brooklyn, celebrated his 25th year in show biz as a buller February 11.

ANN CONNOR, with Pardon the Glamour, Indie show, removed to a local hospital in Toledo February 6. Hit on the head with a stage light at the Capitol there.

JOHNNY MICCIO, manager of People's, New York, remodeling, repainting and refurnishing entire interior of this ancient playhouse all the way from dressing room to lobby.

AMY PONG, Chinese stripper on the Indie Circuit, held up for two days at the Canadian border by immigration inspectors despite the fact that she showed a birth certificate. Had no government permit to re-enter the United States.

JUNE MORGAN, dancer, recovering in New York from a nose operation performed February 6.

RAY LEROY and Arlie Rappee closed recently at the Roxy, Cleveland, thence to the Grand, Canton, O., and opened (See U-NOTES on opposite page)

*** NADJA ***
NOW AT TRVING PLACE, NEW YORK.
Referred from Lenchy Coast Engagement.

The Essence of Tasso-Top Dancing.
MADGE CARMYLE
Ultra Nude Modernity
STAR A CENTURY, Brooklyn, indefinitely.

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The Mexican Spit-Fire in Character Dance.
BILLY FERRER
Singing—Jazz—Straight—Specialties
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JOANN MARLO
IN BURLESQUE WITH A REAL NEW WOW—AN AEROBATIC-STRIP ROUTINE.

BOO LAVON
Dancer—Singer—Talker—Stripper.
"Dance Dance," Indie Circuit. In Route.

MIKE ALICE SACHS & KENNEDY
Enjoying Ray Hail's Circuit.

CHUBBY WERRY
JUV. TENOR.

DOT DABNEY
Dance Singer, Strip-Tease, Dancer and Comic.
D.: DAVE COHN.

WINNIE—SMITH—FRANK
STRIP & TALKING STRAIGHT & CHARACTERS WITH WEINSTOCK N. Y. & BKLYN. SHOWS Incl.

Ray—LeRoy & Rappee—Arlie
Juvenile Straight. Talking Strip.
QUEEN OF BURLESQUE
GLADYS FOX
Trunkin' on Down at Minsky's Oriental, N. Y. C.

Tab Tattles

"SEABEE" HAYWORTH'S two circles are now in their seventh week out of Hickory, N. C., and Lincoln, N. C., respectively. Hayworth has just signed for one of his companies to play two weeks for S. W. Graver Theaters, Inc., of Charlotte, N. C., beginning April 1. He expects to take his larger unit into a New England spot for stock early in the summer. . . . Don Phillips, pianist, is a recent addition to the Hayworth Players. . . . Joe Hayworth, young son of "Seabee" and Marion Hayworth, is down with chicken pox at his grandmother's home in High Point, N. C. . . . Ervil Hart has left her Chicago headquarters to resume her night club bookings in the Middle West. . . . Marie Purl is reorganizing in St. Marys, W. Va. Bill Leicht, of Miles of Smiles and Teddy Bear Girls fame, has opened a booking office in Baltimore in association with George C. Chinnello, known professionally as Dr. Bertello, mentalist. It is known as the Paramount Theatrical Bureau. They expect to concentrate on clubs and hotels in the Baltimore area for the time being at least. . . . Zell Jonass, of the Jonas Twins, hoofers, was a visitor at the desk early last week. Zell is now taking things easy at his home in Covington, Ky., while brother Arthur holds down a State political job. . . . Earl Meyer, former tab and burly straight, will again have his girly-girl attraction with the Gooding Greater Shows this season. Earl and the little woman are now vacationing at their home in Clincy, where the two Meyer kiddies are attending school.

OWEN BENNETT'S *Parisian Nights* entered the Pittsburgh area last week following a three-day engagement at the Capitol Theater, Wheeling, W. Va. Show opened at the Ritz Theater, New Kensington, Pa., Monday (8) for the National Theatrical Exchange. . . . Curley Burns—Your mother is anxious to learn your whereabouts. She's worried about you. . . . Loretta Gray, "queen of rhythm," is heading Wilbur Cushman's *Talk of the Town* unit, which opened at the Nialto Theater, Beaver Falls, Pa., Monday (8). Others in the lineup are the Luten Brothers; King Brown, escape artist, and Sherman and McVea, comedians. . . . Harry Clark's *Co-Ed and Cede* Revue played the Mishler Theater, Altoona, Pa., last week before heading south. . . . Norman D. (Big Boy) Brown and wife, Tiny Rickett, have left the road and are now operating the Brass Ball Cafe, Wagoner, S. C. . . . Marshall Walker, fab veteran, who closed recently with the Original Snowboat, where he produced the concerts during the season just ended, is taking things easy these days, waiting for his royalty check to come in from the American Society of Composers, Authors and Publishers. Marshall says he had 13 numbers recorded in the past year. Among his ditties named recently by Decca are *Miles of It Oh, What I Know About Romance* and *When You See My Fannie*. "If you know where Fred Hurley is," writes Walker, "tell him that the next recording is *Shakin' the Coconuts Down*. He'll get a kick out of it, as I wrote the number to suit his show and Julie DeVay and Joe Sauline introduced it at the Band Box Theater, Springfield, O. Now Bonnie Tucker is using it and W. C. Handy is publishing it, and it looks like a hit. . . . C. H. Lindsey, who had his all-girl revue and snake show with the Monty Young Shows out of Provo, Utah, for the last three seasons, departed for Portland, Ore., recently after playing for a time in and around Provo with his local talent revue. Mel Rennick was producer and dance instructor with the homo talent copy.

Battle on Over Lease of Empress, Cincinnati
CINCINNATI, Feb. 18.—Tri-State Theaters, Inc., in reality the Jack Kane interests, which has a lease on the Empress, local burlesque house, filed suit in Common Pleas Court Thursday seeking to enjoin the Lasco Corporation, owner of the theater, from disposing of the lease of the premises.
Art Clamage, operator of the Avenue and Gayety, Detroit burly stands, claims to have secured a lease on the Empress, but Jack Kane refuses to budge, claiming that his lease runs until September 30, 1938. Lasco Corporation recently filed suit in Municipal Court to eject Kane, but latter denies that Lasco has the right under terms of its agreement.

U-NOTES
(Continued from opposite page)
February 11 for one week at the Merry-Go-Round Club, Akron, O.

DOT DABNEY, slugger-stripper at 31ting, New York, was formerly stock vocalist at Roxy, Toronto; also in Savannah, Ga., houses, where she was born.
JACK KRAMER, who played in films for all studios in Hollywood over several years and who returned to burly as straight man, first at the Oriental, New York, and current at the Casino, Brooklyn, is programmed at the Miller by Manager Moe Costello as "burlesque's classiest dresser."

MEYER HAMBURG, concession manager at Century, Brooklyn, and Leo Rubin Hamburg, former chief usher at the Harlem Apollo, when that house played burlesque, were visited by the stock January 28 at the Williamsburgh Maternity Hospital. Newcomer is Marvin, 8½-pound boy.

DIANE BURTON celebrated a birthday at People's, New York, February 5 with a birthday cake baked by Mickey Arnold, sister of Ruth Arnold, co-principal.

RAY DEAN to leave Bozo Snyder indie show shortly and open as emcee March 10 with Cole Bros. Circus.

DOROTHY DEE, at the Galaxy, New York, also recalls the time—this was in 1934—when she chorused alongside Madge Curmyle, Phyllis Vaughn and Patricia Paige at the Star and Garter, Chicago. Also had an offer recently to double at Leon & Eddie's niterery a few blocks further uptown, but this nixes the okeh of Milt Schuster, her Chicago agent.

JERRY ADLER, co-operator with the Raymonds at the Star, Brooklyn, boasts that the Star is the only burly house in Greater New York to sport as many as four comics. These include Walter Brown, Jack Rosen and Stinky and Sherry.

CHARLES EVANS and Cress Hillary, former burlesquers, are playing vaude.

spotted by Dora Davis into Massachusetts territory. Opened February 10 in Brockton.

TINY RUFF, recovered from a recent operation, back to night clubbing, this time to the Barrel of Fun instead of the Holland Tavern, New York.

MITZI GOLDEN, because of her speaking qualifications, is being used to advantage in Joe Freed's domestic scenes between chorusing in Weinstock's New York and Brooklyn shows.

SID STONE, straight for Hank Henry, comic at the Oriental, New York, was divorced from an aching tooth February 8, laying off two shows that day.

FRED HURLEY, former operator of the Gayety and Drury Lane, Louisville burly stands, is now in Youngstown, O., scouting around for a burlesque spot of night club. Has an eye on Wheeling, W. Va., and if a house is available may open there soon. If he fails to line up anything he plans to go to his cottage on Indian Lake, near Russell's Point, O., to remain thru the spring and summer.

BURLESQUE REVIEW

(Continued from opposite page)
brend Annette, a lady who takes her time; Frenchy Evelyn Whitney, whose bumps won plenty of applause and who can also deliver lines to good advantage; Peggy Reynolds, well-proportioned heat-wave originator; Virginia Woods, lively singer, and Rose La Rosa, dynamic and with a well sense of humor.
While the disobeys varied considerably in their technique, a more dynamic peeler, of the Georgia Sothern type, would have helped balance the understating routines. Several of the girls voiced their numbers, but none to a terrific degree.
Production numbers were the weak spots of the show. Ordinary line of 14 issues and the production showed lack of imagination and color. While the girls are none-too-prettily, a more lavish production would have enhanced them. Lighting was not of the best. A Valentine's Day scene was the most colorful of the dance numbers. BENN HALL.

Endurance Shows

Beaumont Show Nears Windup
BEAUMONT, Tex., Feb. 13.—Derby show here, under the management of Red Norton, has gone into a non-stop final after more than 1,265 hours. Harry Handy and Helen Lye, Ralph Ellis and Marjorie Goudy with Belonozzle Roth and Alice Holman are the only couples remaining. Staff, under Max Grossman, were all formerly connected with Hal J. Ross.

Balfour Grinds 1,600 Hours
CORPUS CHRISTI, Tex., Feb. 13.—Vernon Balfour Walkathon Derby show closed here January 23 after a total of 1,600 hours. Al Wilson and Elinne Kelly got the nod over Eddie Carillo and Leonie Saunders after 53 minutes of the heel-and-toe elimination exhibition.
Show got off to a rather poor start, but reports have it that on the whole it proved successful.

HELEN CHESTER would like to hear from Mr. and Mrs. Dick Edwards thru the Letter List.

WHITNEY BOGGAN would like to contact Pat H. O'Brien immediately.

KENNY GRUWELL would like to hear from Bob Blizoth, Billie Loma, Edna and Opal Williams and the kids that were in the Houston show thru the Letter List.

BUDDY HINK, now working in San Bernardino, Calif., would like to hear from friends.

GEORGE GOLDEN and Chickie Trainor have retired from the endurance field and are working in Newark, N. J. Boys would like to hear from friends via the Letter List.

SLUSKEY BROTHERS would like to hear from Pat H. O'Brien.

CHARLIE NICOSI and Louis Festa info from Boston that they have been in

business since hanging up their dancing shoes two years ago and via The Billboard Letter List.

BEANIE BEAN would like to hear from Mae Mason, Muggsy Hurley, Mary O'Connor and other friends.

BETTY LEE DORIA, with the Beaumont, Tex., derbyshow, would like to hear from Earle Greenup and Andy Johnson.

JEAN WILLIAMS would like to hear from Jimmy Brugnone, Billy Willis, Lou Brown, Wesley Bryan and other friends via the Letter List.

JOHNNY CAHILL, formerly in the endurance field, has recently concluded his 53d consecutive week as emcee at Jack's International Grill, Upper Darby, Pa. He has signed a contract for 13 weeks with the Sun Oil Company to emcee a show touring 43 cities.

HANK SHELBY would like to hear from Pat O'Brien, Whitey Bogan, Artie White and Skippy Kennet.

JOE RICCIO would like to hear from Hal J. Ross, Charles Hyden, Sam Fox, Ray (Pop) Dinkler, Red Norton, King Brady, Moon Mullins and George Pugh via the Letter List.

JEAN ANDREWS, now residing in Pittsburgh, would like to hear from Evelyn Thompson via the Letter List.

LEE GORMAN, walkathon pianist and orchestra leader, is currently appearing (See ENDURANCE SHOWS on page 28)

BURLY BRIEFS

(Continued from opposite page)
ing held over for two additional weeks. . . . Tom Jones, formerly well known in burlesque, is returning to Chicago from the Pacific Coast to re-enter the business. . . . Bebe Lupino opened February 14 at the Roxy, Toronto, as an added attraction. . . . Among recent Schuster bookings are Marie Latham and Esti Alja, who are opening at the Palace, Buffalo, February 18; Les Howard, who opens at the same place February 23, and the entire Chien Dook Company, with Amy Fong, which he arranged to play the Gayety, Milwaukee, week of February 26.

MARY JANE went into the Casino, Brooklyn, last week, agented by Nat Morton and not Mary Joyce, as was erroneously reported. . . . Billy Meids jumped from St. Louis to Washington to pick up the Burle show that opens in Union City this Sunday. . . . Diane Johnson and Virginia Woods switched spots at the Gaiety, New York, and Goddam, further uptown. . . . Barbara Doane, after being at the Village, New York, since August, went into the Oriental further up the street for two weeks. Will return to the Village thereafter. . . . Among Nat Morton's bookings are Del Reynolds, Ellidge, New York, this week; Alvina next week and Morano Brothers Pub-rity 26. Annette, also handled by Morton, had to turn down offers from the Casino, Toronto, and Howard, Boston, because of her Minsky-Berk contract. Another of his performers, Harry Levin, is remaining at the Ellidge instead of moving into the Casino-Brooklyn.

DYNA DELL is fully recovered from a sledge of the flu and ready to go back to work. . . . Max Rudnick returned to New York last week from his Miami vacation. . . . Dave Cohn's recent bookings included White Bikers, current at Irving Place, New York; Roxanne, current at Ellidge, New York; Roxanne and Crying Rufus, current at Casino, Toronto; Rhythm Brown, current at Howard, Boston, and Casino, Toronto, February 21; Three Novels, Howard Boston, February 21; Harry Clegg and Marie Voe, current at Schubert, Philadelphia, under contract; Art Gardner, Helen Joy and Helen Cortez, Roxy, Toronto, February 18; Carol Brooks, National, Detroit, February 18; Lloyd Astrid, current at Oxford, Brooklyn, and Mildred Clark and Eddie Cole coming in February 19, and Phil Stone, Irving Place, New York, February 19.

HINDA WASSAUB'S appearance at the Troc, Philadelphia, was timed to make it a family reunion. Bubby Bube Bernstein hit town the same week as company manager for *Pride and Prejudice*, legit attraction. . . . Al Killbride is mastering the ceremonies at the Bijou, Philadelphia. . . . Carrie Finnell, who has become a permanent fixture at the Philadelphia Schuberts, shares billing with Petite Jeanne, a showemer. Jeanne is Currie's niece.

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People for New Unit Going South. Musicians, Specialty People or Act. Also chorus of Specialty Girls. Contact MARIE PURL, 51 Marx, W. Va., immediately.

Wanted Immediately
CHORUS GIRLS (STOCK)
New York City. Youth and experience very essential. REVUE TYPE PRINCIPALS with wardrobe and FEATURING SPECIALTIES (No Talkers). Two bills weekly—2 Shows Daily (1st Minutes) Silence a job. No singing. Will don't write. VAUDEVILLE ACTS or tools to COAST immediately.
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HAVE PERMIT
For any reliable promoter for New Jersey city of 57,000, drafting over 1,000,000. Seating capacity 18,000. Has shown diversions, equipped with two shows, Ladies and Gent's Royal Shows, two Oomph Shows, Elitism, etc. Must open April 1. COMMUNICATE WITH
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DERBY SHOW TOURNAMENT
BAKERSFIELD, CAL. STARTS SATURDAY, FEBRUARY 20th
ENTRIES RECEIVED FORTY-EIGHT HOURS AFTER OPENING.
SPONSORED BY DISABLED AMERICAN VETERANS.
DUKE HALL, Tournament Director
Southern Hotel, Bakersfield, Calif. No collect calls or wires.

Thru Sugar's Domino

STRAY SHOTS

MANY paid tribute last week to that charming little fellow, Sam Shipman, whom the Grim Reaper snatched away with the suddenness of a thunderclap. Among the pieces we liked was that penned by Louis Sobol, the Abe Lincoln of Broadway gossipers, in his "Journal" column. Sobol sent a chill running down our spine with his classic of a closing line, Good-by, Sam Shipman! And remember me to David Freedman!" A guy who can write something like that must have a heart—and a great, big one. . . .

Revelations in last week's newspaper accounts of the investigation of the restaurant union racket on Broadway proved pretty definitely that the boys who run the Main Stem's big eateries are not quite as tough as they look and act. By their own admission the racket boys shook them down as easily as taking candy from an infant. . . .

Peculiar duck the species known as actor. During preparations for the Amusement Industry Flood Benefit at Radio City Music Hall the toughest nuts to crack for promises to appear were the stage-struck big shots who are always off at the crack of the gun to appear at phony benefits from which they get nothing and from which the institutions allegedly sponsoring them get less. . . .

The splendid manner in which various branches and organizations of the show business co-operated to put over the Music Hall benefit suggests that it might be a good idea for the industry to set up a board to handle the raising and distribution of funds in times of national calamity. The basic structure already exists in the Theater Authority, watched over by Sam Scribner and his Actors' Fund colleagues. . . .

Great break for sponsors in the heckling and backslapping of leading air comedians, even going so far as mentioning the other fellow's sponsor and product. With programs concerned going over the major networks it is conceivable how the sponsors involved get a more effective plug by indirection than they would by actually paying for the time and talent of the program on which their comedians are ribbed. Another angle is the suggestion of programs in the minds of listeners who were not before conscious of the program of the comedian on the pan. Listeners are human and fall heir to habits in dial turning as in any other vocation or recreation. The plug exchange is doing a lot to change and break habits. Apparently we are still far removed from plumbing the depths of radio as a plug medium. . . .

Jack Alicoate deserves success as the publisher of "Radio Daily." During the many years that he has been affiliated with the film industry as a trade paper publisher Alicoate has set a fine example by his sportsmanship, fairness and total lack of vindictiveness, a fault that was inherent in the old school of trade paper publishing. We salute along with Alicoate our old colleague, Don Carle Gillette, who returned to the Alicoate fold last week as managing editor of "Radio Daily. There is a field for a daily in radio; a genuine need for a paper that will disseminate important developments as they happen each day. The Alicoate organization can turn the trick. . . .

Showmanship is nothing more than putting over something that is old but in new, dazzling dress. From the inside comes word that within a very short time a showmanly stunt will be pulled in burlesque that might have the effect of revolutionizing the whole industry and, what is more important, bringing it back into the part of town that's on the right side of the railroad tracks. Those concerned with the project have our best wishes. Their success will mean employment for many and big money for showmen with enough faith in the idea to put the shakels down on the line. . . .

Phil Baker must be a happy man these days—if not bothered too much by matters extraneous to his work as an air comedian. When Phil started out on the air he brought with him a background of tremendous success as a revue and vaudeville personality. His air programs were a heartbreak to those who remembered Baker as a comedian who rarely failed to click on each try. Baker, the air neophyte, was as unfunny as an X-ray machine. Sponsors had faith in Baker and Baker had faith in Baker. The result is that today the accordion man has one of the top programs of the air. Maybe material has something to do with it. We mean with the comeback. We are inclined to think it's all due to the fact that Baker made up his mind that he has the stuff for the air—and he didn't let up until he was satisfied that he was his old self again. . . .

Talking about air comedians, stooges and whatnot for laughs via the mike, we venture to opine that the funniest freak item on the air today is the barbit character played by Tommy Cecil Mack on Milton Berle's stanzas. Berle works beautifully with the "Judge" and what we like most about the arrangement is that Berle gives Mack all the play he could possibly need towards the end that Berle is benefited, too. . . .

Josephine Huston at the Hollywood is one of the most pleasing "discoveries" we've encountered in a long spell. She has charm, voice and that certain something that will carry her to the dizzy heights of stardom in every one of the major fields open to a girl with these attributes. It will be hard to forget the night she was shined in as a guest act during the party given to Benny Fields on the occasion of his sensational comeback at the Hollywood. Nobody knew her then—except those in back of the drive that got her the spot. She was the highlight of the evening with the exception, of course, of Fields. . . .

The Broadway Beat

By GEORGE SPELVIN

JIM FARLEY and Tammany have made up, according to Mr. Spelvin's political stooge, and they'll jointly nominate a Democratic majority candidate for New York City; the Dems, it's said, figured that if they bent La Guardia they certainly couldn't have a split between Tammany and Washington, and an offer has already been made to Murray Hurlbut, now a judge, to run on this ticket and with this backing. . . . La Guardia hasn't told anybody yet, even those closest to him, whether he intends to run again. . . . And how don't ever say that Mr. Spelvin doesn't get around. . . .

Radio Orchestra Corporation celebrated its first anniversary February 10 with only one member of the original staff, Frances Polman, still around. . . . Her brother, Ed Fishman, until recently a biggie in the organization, started his official affiliation with the Rockwell-O'Keefe Coast office on the same day. . . . Directly above the display of undraped beauties at the Minsky Oriental Theater is a sign extolling Sunkist oranges that reads: "California's finest navel." . . . Abe Weller shifted from The Times morgue to the city desk staff, and the light's still dazzling his eyes. . . . Marilyn Marlowe, driving from Chicago to New York, ran into the flood in Ohio and damaged her car in an accident; she returned by train with the car aboard, and bought a new one on her arrival. . . . West 47th street has a theatrical traffic light system of its own; Green Lights is playing at the Strand, and Red Lights is playing at the Mansfield. . . . A weekly amusement guide now on the stands has quite a gag to get dealers to push the sales; the rag gets a quota of passes each week from the flicker temples for listing their pix, and the durats are handed to the dealers as good-will offerings—to get good position on the stands. . . . Several Manhattan departments which had been housed in the old car-barn-like structure on Lincoln Square are now safely quartered on East 42d street; but that gem of a sign has disappeared, the one that used to be in the reception room, to this effect: "Please do not smoke. It conflicts with our policies and jeopardizes our insurance." . . .

There was a testimonial dinner to Augustin Duncan, that grand actor, at the Town Hall Club last Sunday night. It was a fine tribute to a man who deserves all of the tributes that the theater, grateful for his work, can give him—and there was plenty of theatrical history and anecdote offered by the speakers, who included Rollo Peters, Leo Simonson, Charles Coburn, Margaret Webster (director of Duncan's current play, *King Richard III*), Whitford Kane and, of course, Duncan himself. . . . Simonson told of the manifold ways in which the actor helped to put the Theater Guild on a permanent footing, and seemed to suggest that the start of Duncan and of the Guild were simultaneous. . . . But Whitford Kane hit the nail on the head when he said that the guest of honor was greater than the Guild—because Duncan would have been an outstanding actor if the Guild had never been born, but without Duncan there never would have been a Theater Guild at all. . . . Incidentally, the esprit de corps of the Richard company, which shows so remarkably in the performance, has been attested by countless people and incidents. . . . Kane himself continued rehearsals after a very severe fall into the orchestra pit; there are plenty of other examples. . . . Also, the whole company is in love with Miss Webster, the 28-year-old English girl who did such a magnificent job of the direction. . . . The production is probably making theatrical history; people wait in line, sometimes for over half an hour, to get tickets—and the thing is creating more of a stir on the street than anything else Mr. Spelvin can remember. . . .

Chicago Chat

By NAT GREEN

OPENING of several new booking offices on the local rialto leads us to wonder where they expect to get the business to keep them going. . . . As far as we have observed, some of the offices already established have been having a difficult time getting by, and the chances for newcomers would seem to be small. . . . Of course, there is always an opportunity for an up-and-coming hustler in any line, no matter how crowded. . . . If he's got the stuff in him he'll make a piece for himself, while the weaklings tag along and finally fade out of the picture. . . . It would be a good thing for everyone concerned if those agents who have been hanging on only thru petty chicanery, at the expense of the performers they exploit, would go into some more honorable line—street man for a bookie joint, or something! . . .

Charlotte Walker, charming as of old, hasn't many opportunities in her role in *You Can't Take It With You*, but makes the most of what she has. . . . The show, with an excellent cast, is catching on here and should be good for a run well into spring. . . . Best characterization in the show is that of Aldrich Bowker, as Martin Vanderhof, the grandfather, whom he makes convincingly real. . . . A well-known swing band will follow Roger Fryer at College Inn. . . . George Robertson, whose tent "opry" used to be a familiar feature of Midwestern entertainment, has laid aside such cares and is enjoying a skating trip on Treasure Island. . . . Ed Bowers leaving the N. W. Ayer agency to go with the Paul H. Raymer Company. . . . W. H. McGowan, former NVA rep here, nursing a dislocated elbow, the result of a fall on an icy sidewalk. . . . When we see 'em start the old flag-waving stunt to bolster up an act we feel like saying: "There ought to be a law!" . . . Maestro Frankie Masters' facial expression always reminds us of the little boy who has just stolen the jam. . . . Felix Mendelssohn, local MGM chief, recovering from an attack of the flu. . . . Phil Levant, band leader, back from a busy trip to New York. . . . He and his boys are still pleading 'em at the Hiramack Walnut Room. . . . Lucile Cohen, formerly in the William Morris office, enjoying a belated honeymoon in Havana. . . . Clem Legg back at WLS after an illness. . . . *You Can't Take It With You* splashing with 118 by 2 ads in the dailies instead of the usual 15 to 25 lines. . . .

From an architectural standpoint Chicago's rialto presents a sorry spectacle. . . . Occupying roughly two blocks on Randolph street—from State to Clark—and sprawling over into State, Dearborn and Clark, the buildings are for the most part ancient, cheesy-looking structures that remind one of a side street in Buffalo. . . . Few of them, aside from the theaters, are thoroughly modernized. . . . A certain flash is provided at night on Randolph street by five movie marquees, three Oriental restaurants, a couple of well-known popular-priced eateries and the College Inn. . . . Beyond these there is little to attract the eye. . . . Nevertheless, in the few blocks comprising the rialto one can find just about anything he's looking for, whether it be a high-class show, a taxi dance joint, a crap game, a swell set or a meeting of the "Lonesome Club." . . . If, as seems likely, the present surge of prosperity continues and real estate men decide that this rialto property is too valuable to be encumbered with a lot of outmoded shacks there will be a grand evacuation of the dark and musty buildings by the shifty-eyed gentry who long have made them their roosts. . . .

Peruchi Players For Chattanooga

CHATTANOOGA, Feb. 13.—Peruchi Players, dramatic stock company, will return to Chattanooga to open an engagement at WOOD's Radio Playhouse February 23, according to C. D. Peruchi, veteran showman and head of the company.

The Peruchis have been appearing in Chattanooga, where they have always been popular, for the last five years. Main trouble has been selecting and holding a suitable playhouse. They have been touring in Florida since their last engagement at the Volunteer Theater here last year.

Pa and Ma Peruchi; Gordon Peters, director and juvenile; and Mary Downing and Bob Stewart will be the members of the old troupe who will return. Peters is now in New York lining up other members of the cast. Robert Lowe has been selected as leading man and negotiations are now under way with Augusta French as leading woman.

Company will present modern plays as much as possible, with *As Husband's Go* scheduled for the first week. Five performances and a matinee will be given weekly, it was announced.

The Playhouse, recently completed by Radio Station WOOD, is adequately equipped and will seat 650.

Rose Has Two Cowboy Units

CLAYSBURG, Pa., Feb. 13.—H. P. Rose, tent show operator with headquarters here, now has on the road two companies of the Lone Star Ranchers, cowboy radio units. With the No. 1 show, still in Williamsport, Pa., are Jackie McKnight, Scottie Phillips, Jimmy and Jane Clark, Sally and Tex Rose, with Ben Holmes on the advance. No. 2 unit, now in Scranton, Pa., has Jimmy and Louise Johnston, George Henry, Bill Maddox and Myrtle Lee, with Jimmy Johnston handling the outfit. Nearly all members of the two units will be with the Rose Bros.' Tent Show the coming season.

Wilfred Players Open On an Oklahoma Circle

CARL JUNCTION, Mo., Feb. 13.—Wilfred Players, under the management of Fred Barbee and Bill Noltner, are slated to open here tonight. Company will headquarter at Miami, Okla., and will play 10 weeks of circle time before moving into Chickasha, Okla., for a fortnight's stock run.

In the cast are Bonny DuVelle, comedy; Dolly DuVelle, Ingahue; Art and May Newman, characters and second business; Bill Noltner, leads; Cullen Forrest, general business, and Fred Barbee, director.

Kathryn Petty With N. Y. Group

NEW YORK, Feb. 13.—Kathryn Petty, former well-known stock and repertoire actress, is now heading the playwrighting department of the Little Theater Players here. She is also assisting S. Mario Castagna in the production department. Miss Petty also has had considerable radio and newspaper experience. Local Little Theater group is composed of both professional and semi-professional members.

"Noose" Still in Pittsburgh

PITTSBURGH, Feb. 13.—Flem-McCall production of *Snatched From the Noose* enters its fourth consecutive month Monday at the Fort Pitt Hotel Opey House here. Among visitors this week were Billy and Sam Bryant, who came in from Florida to spend the rest of the winter here. They held a reunion with Leon Ward, member of the cast, who used to work with Billy years ago.

Gellendre Leaving Playhouse

PITTSBURGH, Feb. 13.—Herbert V. Gellendre, director of the Pittsburgh Playhouse for the last two seasons, is leaving the group following the sixth and last production of the current season, which opens a three-week engagement here March 2. His wife, who has been associated with the Playhouse as an executive in the dramatic school, also is leaving. No successor to Gellendre's post has been announced. Final show of the season will be Philip Barry's *In a Garden*.

Rep Ripples

RAY SHWAN, character actor, has taken charge of the Marty Nelson Theatrical Exchange, Pittsburgh. Nelson has left for the West Coast as advance agent for Frank's dog act.

BILLY BRYANT has returned from his vacation in Florida and is visiting Pittsburgh. Billy is planning to bring his showboat into the Smoky City area the coming season.

OTIS OLIVER, who has been recovering from a tick spell in San Antonio, has returned to California to visit his mother. L. E. Martelle has taken over the Oliver troupe.

GLADYS AND AUSTIN RUSH are playing the night spots in Memphis while waiting for the flood waters to recede so they can get home after being stuck on a "turkey" in Tennessee.

FOLLOWING TROUPERS, all of the Norman Ginnivan show, are wintering in Fayette, O.: Noema Ginnivan, Peggy and Howard Meranda, Ann Hicker, LeRoy and Sharp, Thresa and Orland Walker, Mr. and Mrs. Bert Weir, Mr. and Mrs. Sherman Weir and Mrs. Scott. The population of the town doesn't include many more people.

P. D. BERST, veteran trouper now residing at the Elks' Home, Harrisburg, Pa., writes under date of February 8: "I heartily agree with the writup in last issue that a good Uncle Tom's Cabin Company would go over under canvas and in the theaters. But it would no doubt be a tough proposition to get good Tom actors that double brass as in the good old days. Show business isn't what it used to be." Berst is anxious to know what has become of his old pal Bert Stoddard.

Harkins Plans Comeback

ST. JOHN, N. B., Feb. 13.—W. S. Harkins, 65-year-old repertoire and stock producer, active in that field for 40 years but who has been in retirement at East Orange, N. J., the last seven years, is reported considering a comeback. Harkins is said to be negotiating for lease of the Opera House here, where he sponsored stock and repertoire for four decades. Opera House was recently reopened for pictures and revues. When not operating stock here Harkins had a company on tour in the Eastern provinces, Newfoundland, Bermuda and the West Indies.

Harvey Equipment Is Safe

DIYERSBURG, Tenn., Feb. 13.—Equipment of the Harvey Comedians, stored at the show's headquarters here, was removed to safety in time to avoid the ravaging flood waters. Mr. and Mrs. Jack Harvey Hana, owners, are wintering in Southern Mississippi. They will open their tent season around May 1.

Jane Folsom Joins Wash. Civic

WASHINGTON, Feb. 13.—Jane Folsom, former stage manager for Blanche Yurka, has joined the Washington Civic Theater in similar capacity, pitching in at once on preparation for production of *The Front Page*, opening February 17. Day Tuttle is directing.

Kansas City Jottings

KANSAS CITY, Mo., Feb. 13.—Henry L. Brunk, manager of Brunk's Comedians, was here recently, signing people and leasing plays for the forthcoming season under canvas, which opens about March 15 in Texas. Brunk left last week-end for his home in Wichita, Kan., where he will remain until opening of the season.

Martin E. Bybee, former manager of Bybee's Comedians, was a visitor here last week. Bybee, out of the business for several years, is now secretary of the Commercial Club, Larned, Kan.

Jerry and Viola Bruce are at home in Minneapolis after closing with a circle in Ohio.

Joy and Mae LaPalmer have closed with the Monroe Hopkins Stock in Houston and are now connected with a feature picture thru Southern territory.

Doc Hitchler was spotted on the main stem recently. He came in from Dodge

City, Kan., where he manages a ballroom.

Mr. and Mrs. A. J. Hollingsworth, after closing their show, Hollic's Comedians, have gone to San Antonio for the balance of the winter. They will reopen their tent show early in the spring.

Hazel McOwen Stock Company, management Ralph Moody, gave a benefit show for flood sufferers last week at Tecumseh, Neb. Proceeds were given to the Red Cross.

Nona Futt has signed with Henry L. Brunk's Comedians for the 1937 season. Palma Dunn, formerly with Hazel McOwen Stock Company, is a recent arrival from California, where she went on a vacation. She will sign for Ingenuus with a Midwest tent show for the 1937 season.

Cliff Carl and Jack Wolover recently closed their three-nights in Southern Kansas. Carl will open his tent show in the spring.

Illis Morgan Company closed a long season under canvas recently at La Porte, Tex. Show will reopen about April 1 in Arkansas.

Sid Kingdon and members of his circle in Northern Missouri gave a benefit performance last week at Breckenridge, Mo. Receipts were given to the Red Cross for flood relief.

Clarence Klein has signed with Henry L. Brunk's Comedians for the tent season.

Lester Ayers, formerly with the M. & M. Players, was spotted on the main drag here last week.

Eddie Hart, manager of the Eddie and Mona Hart Players, is making definite arrangements to open the 1937 season in houses. They will play six weeks of houses before opening the tent season.

Claude Miller has signed as director of the Federal Theater unit in Omaha.

Art and Mae Newman are recent arrivals after closing of the Illis Morgan Show in Texas.

Fred and Hazel Twyman are spending the winter at their home in Kingman, Kan.

Jess Myers, former co-manager of the Myers-Oswald Show, is now connected with the Happy Hour Theater, Houston. Tillis and Fred Garwood will be seen with a Midwest tent show this spring.

John Caylor, manager of the Caylor Show in Minnesota, was spotted on the main stem here last week-end. Caylor is taking a vacation and is on his way to Southern Texas.

Jake Vetter, veteran advance agent, who has been out of the business for several years, is reported to have signed as chief trail blazer with a one-nighter to tour the Midwest under canvas.

Ted North Players closed a successful six-week engagement at the Shrine Theater, Oklahoma City, January 30. Show moved intact to Wellington, Kan., where it opened a week's engagement at Memorial Hall. One-night stands will be played until opening of the tent season.

Kennedy Sisters' Stock Company, management J. S. Hollingsworth, will open an indefinite engagement at Corpus Christi, Tex., this month.

Bob and Dagne Letheroe recently closed a long engagement with Monroe Hopkins Players.

Emma Mae Cook is a new addition to the cast of the Federal Theater Stock in Peoria, Ill.

Roy and Eva Kinkle closed with the Wallace Bruce Players recently. Kinkle is reported to have connected with a radio company in Hutchinson, Kan.

Eddie and Dione Gardner are playing night spots on the Coast. It is said they will return to the Midwest at an early date to sign for the coming season under canvas.

Haj Barber, character man, is now in his 11th week with Billy Forrel's Capitol Players in Northern Iowa.

Fred Brunk's Comedians, who have been in stock at Phoenix, Ariz., for some time, are reported to taking to the road in the near future.

Ole and Donna McCord, formerly with Ralph Moody, are sojourning at Juninta, Neb.

Emerson Shrader, Attention!

CINCINNATI, Feb. 13.—The Billboard is in receipt of a communication from Mrs. C. E. King, of Sunny, Tex., asking that her brother, Emerson Shrader, of anyone knowing his whereabouts communicate with her immediately. Mrs. King reports that Shrader's mother died December 3 last and his father is sinking rapidly. Shrader when last heard of was with the Ruby and Henry Neal company at Longmont, Colo., last July.

ALA. TAX LAW

(Continued from page 4)

was held constitutional by Judge Walter Jones, of Montgomery Circuit Court. Gross receipt tax, however, will be repealed February 28 if the Legislature enacts the 2 per cent general sales tax as passed this week by the House, 47 to 42. Judge Jones held that the tax, falling on retail sales and amusements, was valid in every respect, but that counties were not authorized under the law to levy an additional tax. Counsel for the defense said that the case would be appealed immediately to the State Supreme Court. Under the 2 per cent sales tax passed by the House amusement admissions will be levied until October, 1939.

Jesse Crawford Bankrupt

CHICAGO, Feb. 13.—Jesse Crawford, organist, filed a voluntary petition of bankruptcy in the United States District Court this week thru his attorneys, listing liabilities of \$9,000 and assets of \$300. Proceedings were instituted. It is said, as a result of a judgment entered against Crawford in New York over a disputed payment of rent for the Crawford apartment there.

Crawford, who is playing an engagement in a Buffalo, N. Y., theater, has resided here for some time, playing over NBC and recently conducting an electric organ school of instruction. He is reported to have earned over \$100,000 a few years ago on phonograph recordings alone.

N. O. Mardi Gras Big Draw

NEW ORLEANS, Feb. 13.—Old Man River was a forgotten figure as New Orleans put over its greatest Mardi Gras. Hotels were completely sold out. City's only flesh house, the St. Charles, bringing in the *Foies Gras* for the first stage show in many months, did a fine business. In fact, so well did the city respond that the show was extended for at least another week. All movie houses drew well, while the night clubs turned 'em away, especially Monday and Tuesday, climax days of the carnival. Connoisseurs also reported that business was good. It is estimated that more than 100,000 visitors were in town for Mardi Gras Day, Tuesday.

New Tax Bill Up in Ohio

COLUMBUS, O., Feb. 13.—With a 3 per cent gross admission tax already in effect, a bill has been introduced in the Ohio House of Representatives providing for a 7 per cent tax on amusement admissions over 25 cents. Another tax measure aimed at the industry would boost the censorship fee from the present \$3 to 45 per cent.

CURTISS SHOPRINT

QUICK SERVICE—LOW PRICES.
"Tent Show Headquarters Since 1905."
CONTINENTAL, O.

WANTED

A-1 young Specialty Team that can sing and dance, to open February 22, (change dates for week. One that can sing and dance and have those that produce. Make it here, as we haven't closed or cut salaries in four years. You get it here, but you had better be able and have the management in me. Get an act. Call us in det. house. Address: MANAGER TENT SHOW, Akron, O.

PRICES EFFECTIVE FEBRUARY 1, 1937

ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. 11, Shamokin, Pa. \$17.50
10,000 ... \$6.00
20,000 ... 7.25
50,000 ... 10.75
Cash With Order—No C. O. D. Stock Tickets, Any Assortment, \$15.00 for 100,000.

Coast Investigation Okehs WPA Head

LOS ANGELES, Feb. 13.—Findings of the WPA investigation into the regime of J. Howard Miller, regional head, and the administration of the local Federal Theater Project were announced late this week by Clayton H. Triggs, WPA official, at a special press meeting. Reports gave Miller a clean slate and brushed aside charges of mismanagement, partially and incompetence. Several recommendations, which were to be forwarded to Washington, were made as a means of lessening the tension at the Los Angeles project and to put an end to dissension.

Meanwhile the protestant group of FTP workers and former employees, dissatisfied with Triggs' report, eagerly awaited announcement from Washington of the findings of a previous investigation by the Coranson-Kinler committee.

Highlights of Triggs' findings were as follows:

That there were too many bosses in the local area and to remove this situation and erase overlapping executive jurisdictions, J. Howard Miller should quit Los Angeles and center his activities immediately in Salt Lake City, regional headquarters. That the State office of the FTP, headed by George Gerwing, also be divorced from too close contact with the Los Angeles headquarters, moving preferably to another city. That Ole Ness, county administrator, be permitted to run his own province with co-operation from State and regional heads but without any "interference."

Triggs admitted that prior to seven months ago there was a majority of amateurs employed by the project but that situation had been remedied. He stated that the local project rated ahead of any other project of similar size in box-office returns and production quantity. Receipts, he said, were 20 per cent higher than in New York and production costs lower.

More Censors Are Suggested for Huh

BOSTON, Feb. 13.—Legislative committee on State administration has been approached by Herbert C. Parsons and Jacob Prager, of Boston, backed by the support of Mary Driscoll, of the Boston Licensing Board, asking that a board of five motion picture supervisors be created.

Proposed board, on complaint of five or more citizens-members, would act as a tribunal to hear exhibitors of any flicker protested and would have authority to kill its showing if found to be immoral or of a nature to incite racial riot or perversion of the public morals. It was disclosed that Prager is a rep. of the Jacob A. Rits Youth Foundation.

Joseph H. Brennan, executive secretary of the Allied Theaters of Massachusetts, objected to the bill, citing that all flickers screened in this movie houses were reviewed, prejudged and censored by Hollywood. Brennan's remarks were attacked by Leon Koovall, of the Civil Liberty League, who declared that this procedure was enough to protect the public's morals as far as motion pictures were concerned.

Nebraska Petition Seeks To Abolish Gambling Laws

LINCOLN, Neb., Feb. 13.—Petition is being circulated in Nebraska for the abolishment of all the existing gambling laws. Petition is the brainchild of the National Liberty League, Omaha, of which Don H. DuBois is secretary.

Asks that the election of November 8, 1938, be the repeal date, and says about \$15,000,000 annually can be raised by taxing saloons, race bookies, card games, organized clubs, slot machines, pinball games and dice games.

Nebraska newspapers, for the most part, are publicizing the event and raising hob with the idea editorially.

Sunday Movies for Ala.?

BIRMINGHAM, Ala., Feb. 13.—Petitions are being circulated for legalizing Sunday shows in several communities of Alabama following the comeback of Sabbath show in Jefferson County last week. Petitions are said to be meeting with success at Tallant City, while ministers of Decatur have asked that an election be held for determination of question for once and all.

Chorus Equity Notes

Two new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Bonnie Campbell, Charlotte Davis, Ruth Dennis, Lela Gans, Gladys Harris, Eda Hedlin, Marge Hyman, Marlon Hyman, Fred Holmes, Eunice James, Lorraine James, Dorothy Neiler, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

All members should keep a correct address on file at Chorus Equity headquarters. Failure to do so may cost you an engagement. Mail is forwarded to members only upon request. Those members who are on the road should ask to have mail forwarded and keep the office supplied with their route.

There is no stipulated salary for work as an understudy nor, as some of our members seem to think, is there a set custom of paying the understudy an eighth of the salary of the principal he understudies. Before accepting an understudy you should make an arrangement with your management relative to the additional compensation you are to receive, and this additional compensation should be added to your chorus salary and the total amount should be a part of your written contract. In other words, if your weekly compensation for chorus work is to be \$40 and your additional compensation for work as an understudy is to be \$10 weekly, your contract should read \$50 for chorus and understudy and you should receive this amount each week, whether or not you are called upon to play the role that you understudy.

We feel that such an arrangement is fairer to the chorus member than one by which he gets only his chorus salary each week, with the promise of an additional amount should he play a part. Whether or not he ever plays the part, and many understudies go thru an entire season without playing the part they are covering, the understudy must be up in his lines and must attend understudy rehearsals. He has work in addition to his regular chorus work. Therefore we feel it fairer to him if his arrangement is a small additional amount each week rather than a much larger amount which will be paid only if he plays the part.

Members are again reminded that they must place claims with the Chorus Equity immediately such claims arise. Recently a fairly large claim, involving the whole chorus, was held up almost three weeks while we waited for two persons to come to the office and sign a claim sheet. Such a delay may be serious, since it sometimes becomes necessary to take the amount claimed from the bond. Should the company close while the claim is still under dispute and should it be necessary to use the bond for current salaries we might have difficulty in getting the additional amount called for by the claim.

Also, we remind our members again that they must come to Chorus Equity headquarters and register in the rehearsal book on the day that they begin rehearsals. This is a most important ruling in many ways; it does away with the risk of members going into rehearsal before a bond is placed; it establishes the first rehearsal date so that we know when rehearsal pay is due; it settles any argument arising out of dismissals after the probationary period, and it is also useful in an argument relative to overtime rehearsal. Unfortunately, it is a ruling more honored in the breach than in the observance. Chorus Equity has had this rule for many years. Because the rule is so valuable the Actors' Equity adopted it recently by special council action.

DOROTHY BRYANT, Executive Secretary.

Coast Studio Painters Demand Wage Increase

HOLLYWOOD, Feb. 13.—New demands were filed with the Producers' Association this week by Studio Painters' Local 644, demanding wage increases of \$2 per day for each worker and inclusion in the studios' basic agreement Act for revision in New York next month. Membership in the local is 625 or about 90 per cent of all painters employed in the industry.

Painters and gainers on current six-hour day get \$7, decorators and brush men get \$8 and foremen receive \$9.

A spokesman for the producers declared that the action would be taken here, but would go up for consideration before the meeting in New York.

61-Day Cruise, With Talent

NEW YORK, Feb. 13.—Longest cruise in the steamship field to take on professional acts is the 61-day trip for the S. S. Rotterdam (Holland American Line), which left last week for South America. Cruise will go thru the canal, down the Coast and up, thru the Straits of Magellan. Talent budget for the cruise is heavier than usual, using Milton Kellern and orchestra, Ralph Blaine, Eillian Kenney, and Albanese, magician. Acts other than the band draw about \$100 a week for the trip plus expenses. In addition, while laying over in Buenos Aires show will play a local theater date.

Aquitania, of the Cunard Line, is also using talent on a South American cruise to last four weeks. Augmenting the English band on the ship will be Wesley Roynton and Emily Stephens.

Nat Abramson, who booked both these tours, also set a flock of acts for a chartered cruise for a druggists' association on the Veendam. Acts include Boggia, Julian Woodworth Orchestra, a line of David Bines girls, Fay and Wellington Lloyd, magician; Pat Barnee, radio emcee; Harry Montgomery, Edith Severin, Belle Sloane, Edith Davis, Thelma Carlton.

Boston AFM Local Stops Assessment

BOSTON, Feb. 13.—Members of Local 8, AFM, recently voted to stop the assessment of 1 per cent on all musicians' salaries. Tax was instituted some time ago to gather dough for the relief fund and real estate notes.

George Gibbs, president of local, informed The Billboard that the orchestra business is definitely on the upswing in this territory and is beginning to right itself.

It is understood that price-cutting orchestra leaders will get the whip if they are caught chiseling on underbidding union scales and if they continue practicing the kick-back method on big checks.

Union officials are backing up legit orchestra date prices and will crack down on unethical measures.

Chicago Lodge of TMA Initiates New Members

CHICAGO, Feb. 13.—Eight members were initiated into the Theatrical Mutual Association, Chicago Lodge No. 4, at the last regular meeting in January. These were Louis Sbarbaro, James Montfort, Robert P. Burns, Sol Glickenberg, Emil George Berger, Lawrence D. Strong, Edward A. Gloss and Jack Oswald. New officers for 1937 were installed the same evening.

Next regular TMA meeting will be held February 24 and will be known as Pete Shayne's night. Shayne is president of the Chicago Moving Picture Operators' Union, Local 110, and will be presented with a gold card on this night for securing the most members during 1936.

No-Capital-Scalping Bill

WASHINGTON, Feb. 13.—Altho never particularly noted as a scalping center, the capital should be freed from paste-board profiteering. Representative Coffey (D. Wash.) feels, Congressman has introduced bill prohibiting surcharge of more than 5 per cent on all types of admissions here, with penalty set at fine of \$100 to \$500 or bastle stay of 10 to 30 days.

ENDURANCE SHOWS

(Continued from page 25)

at the Poodle Dog night club, Peoria, Ill. Lee would like to hear from Charles Hayden and other friends thru The Billboard Letter List.

TILLIE SWEET is at her home in St. Louis and would like to hear from Leone Barton, Billy Willis, Tom Charles, Violan Branch, Charley Smalley, Nora Branch, George Burpatejn and Mario Alessandro.

GEORGE SLONIGER would like to contact his brother, Walls, immediately.

JACKIE MURPHY and CHS Reel would like to hear from Vic Purno, Oscar Israel Balanda, Doug Mills, Peggy Richards, the Three Ryans and Steve Barr,

TELEVISION SEEN

(Continued from page 4)

dissemination of televised material to entertainment houses, conjoined with the supply of such material to home users, would undoubtedly constitute strong opposition. Already entertainment interests have approached the postmaster-general regarding this.

As regards the Dominion Theater development, it is stated by the film trade paper, The Cinema, that demonstrations have convinced the hard experts that it will shortly be possible to give a simultaneous show in as many theaters as can be equipped for the "super-screen" programs. Before long it will be a simple matter to radiate a similar program to the one given at the Dominion Theater to every O. B. theater, for instance, in London from one central point. The possibility thus envisaged is staggering.

As an entertainment feature, televised performances will doubtless appeal more from the novelty than any other angle. There can never be any question as to the superiority of the direct human performance over the mechanized and reproduced. But even as a novelty, if such a development as envisaged by our contemporaries were to take place it would surely mean a setback to Cine-Variety.

Not all managements are convinced that the development of television will be to their disadvantage. Some there are who suggest that they may even profit by it, arguing that in television the quality of the fare will have to be equal at the least to that of the theater and the cinema, and that to secure such fare the BBC will have to look to the producers of live shows, who will naturally not allow their product to be televised except at a remuneration which will be considered satisfactory. Mr. George Black put the point succinctly in the other week when he remarked that the personality of the artist is so valuable that no producer with artistic under contract is likely to allow them to be televised except on most favorable terms.

This brings us to the point where one may ask, but what of the artist? If the personality of the artist is valuable to the producer, then how valuable is it to the artist—himself or herself? For quite apart from the apparently debatable question of the probable effect of the new medium of entertainment upon theaters and music halls generally, what seems to us not the least debatable is the probable effect of television upon the performer as an individual. Our view is that it can hold little less than disaster for the performer. We feel that the highest payment which could possibly be proffered for being televised—and we know from experience that nothing near that maximum would ever be proffered either by the BBC or any other corporation—would be all too little.

Broadcasting has its dangers. True radio has afforded publicity to acts. True, also, that it has even put a certain cachet or ephemeral value to artists and has at times even meant work which might otherwise have been difficult to secure. Not that we ever would agree that the publicity value was nearly that which those who wished to pay little for service in the broadcasting studio are wont to urge. But even recognizing the existence of this radio quality, it has always been our contention that whatever remuneration was forthcoming it could not adequately recompense the performer for the wastage of material and the familiarizing of countless thousands with his or her presentation of that material. Hence our repeated admonitions to artists to devise special acts for radio—or to use discarded stuff—thus conserving for use on the halls their best vehicles.

But broadcasting in this particular respect sinks into insignificance compared with the menace television (when perfected as a medium of entertainment) may be. For in television not only is the public enabled to hear the material, but can also see (more or less imperfectly, maybe) the characteristic pose, demeanor and facial play of the performer—in short, the whole personality of the performer, so far as personality can be transmitted by mechanical methods. Well may one ask what would be the "expectation of life" (as the insurance companies put it) of any act subjected to television when that medium has become, as it surely will, of an universal adoption as is radio at present? At the best it is a form of entertainment which, to our mind, holds little for the individual performer; at the worst it does appear to menace the very existence of the individual.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

RAJAH RABOID opens his new unit, *Miracles of 1937*, for RKO at Portland, Me., February 23. Company will number 25 people. Raboid will be featured in what are described as "new and sensational acts never before presented anywhere in the world." Roger Murrell is New York agent. Roy Sampson is business manager and Elmer Morris, stage manager. Show is routed over Eastern RKO time.

BLACKSTONE SHOW resumed its tour at Loew's State, Norfolk, Va., February 12, after a nine-day layoff occasioned by Blackstone's illness. The popular magician collapsed on the stage in Richmond recently, forcing him to cancel his last two days there. He was taken to John Marshall Hotel, Richmond, for treatment. Harry caught a cold in Washington inaugural week, fought it for several days but couldn't shake it off. While in Washington Blackstone entertained the board of commissioners of the District of Columbia and the board of public welfare. Loew's State, Norfolk, put on a big campaign for Blackstone's appearance. Ed Milne, Blackstone's manager, reports.

FROM ALL INDICATIONS the International Brotherhood of Magicians will run along without a president until the organization's next convention in High Point, N. C., in June, when the usual general election will be held. And, remember, we're telling you now that John H. Davidson will be the IBM's next president, providing, of course, that he accepts the post when it is offered him. And we are confident that he will.

DR. KENNETH H. SHEELOR, assistant secretary of the International Brotherhood of Magicians and for the last four years closely associated with the late W. W. Durbin in Washington, has been appointed editor of *The Linking Ring*, official organ of the IBM.

FRA DIAVOLO and his magic show wind up an extended swing over the Martin Time at Lake City, Fla., February 20. Company will continue on other circuit bookings in Florida. Fra Diavolo is reported to have the largest magic show in Florida at the present time. Harold Miller, who has been handling the troupe's affairs, was removed to a hospital in Lagrange, Ga., recently with a ruptured appendix. His place has been filled by Norman Whitely, publicity man for the Beers-Barnes Circus. Leo Smith, assistant, was recently replaced by Jimmy Baxter.

LE PAUL, card manipulator, was honored breakfast by local chapter of the Society of American Magicians during his engagement at Earle Theater, Washington, last week. Feed had District Commissioner Malvin O. Hazen in attendance, with Harry Baker, chapter head, presiding.

MAGICIANS' ASSOCIATION of Cleveland will hold its fourth annual review at the organization's clubrooms in the Penton Building, Cleveland, February 19.

SHELTON THE WIZARD (Harold L. Shelton) opened his new season at the Hogg Memorial Auditorium, Austin, Tex., February 15. Shelton has a new line of paper and newspaper publicity material and is using a calliope for a street bally. Raymond Shelton is stage manager, with two assistants. J. T. Stubbs is handling the advance.

JUST AT A TIME when everyone had thought that the Thurston-successor bugaboo had moved out of the picture once and for all, comes word from one of our spies in the East that a mammoth mystery attraction will shortly be launched there, with the head man thereof working every angle to announce himself as "Successor to the Great Howard Thurston."

WILLIAM (BILL) WILLISTON was an unexpected visitor at the monthly meeting of Rhode Island Assembly 28, SAM, at the Providence Billmore Hotel February 8. Putting on an impromptu act, Williston "kissed the show," but found plenty of competition in the routines presented by Cliff Hard, C. Foster Finmer, Waldo Rouviere, Marie Payne, Harry A. Scheer and Fred Poole, of Assembly 28. Arthur A. A. Almon, of Rhode Island Ring, 1234,

was another visitor at the meeting and offered a neat card routine, and J. Para, of Providence, and Murray Aronson, of Boston, were other outsiders who contributed to the program. Youngest performer of the evening was nine-year-old Charles H. Rose-Kam, son of the assembly's conductor of entertainments, who, unassisted, did an act with the finesse of an oldtimer.

AL SAAL, Toledo trixter, who recently concluded a week's run at the exclusive Commodore Club, Detroit, is slated to go back there shortly for a return engagement. Saal played his third engagement at Hotel Webster Hall, Detroit, last week.

HUBERT THE MAGICIAN, now working Maryland high schools with his magic troupe, took a few days off recently to jump into Richmond, Va., to catch Harry Blackstone's performance at the Loew Theater there. He shoots us a heap of praise on the latter's performance, winding up with: "I believe Blackstone will lead magic for a while yet." Hubert expects to take his show into New Jersey soon.

AL DELAGE, forced to cancel several Midwestern dates recently due to the flood, is current at the Ray-Ott night club, Niagara Falls, N. Y. Says he had the pleasure of hob-nobbing with Burt Barr, Red Lynch and other Niagara Falls magi recently.

THIRTY-TWO MAGICIANS and friends of the art attended Bob Nelson's "day-after party" at the Nelson Enterprises office in Columbus, O., Sunday, January 31, following the annual two-day Magic Feast staged by the Columbus Magic Club. Nelson began the "day-after party" idea four years ago and plans to make it an annual event.

HENRY HUDSON DAVIS, agent with the Mel-Roy show, left Los Angeles for Phoenix, Ariz., recently after undergoing an operation for a serious throat ailment. Mr. and Mrs. Jack Clark and Mr. and Mrs. Rush Day also left the Coast recently for their homes in the Middle West. Day and Clark have assistants to Mel-Roy for the last two years.

In addition to bucking magical magi making the schools down that way, are being consoled with a new form of opposites—so-called bird and animal exhibits, booking into the schools at educational features, with admission prices scaled at 3 cents. Many of the magic kids have found it virtually impossible to follow in the so-called "educational attractions" at admission prices that will enable them to make a living wage, with the result that they have moved out of the territory until the 3-cent plague dies down.

MEL-ROY THE MAGICIAN is now in Los Angeles, where he expects to spend the balance of the winter, working a few spots with his stock show and presenting magic in several schools thereabouts. "Am spending my Monday evenings at the SAM meetings in Hollywood," Mel-Roy typewrites. "I have never met a finer bunch of fellows. Magic in these parts is not dead by a long shot, but the boys are working entirely too cheap. I cannot see how anyone can put on a program for \$7.50 to \$10, from which is deducted the salary of an assistant and other expenses that generally go with such engagements. But some of the boys here are doing it. Met El and Er Harris, of the Harris Tent Show in Minnesota, here recently."

MEMBERS OF THE HANIC PUNKY CLUB, Minneapolis, and their ladies gathered at the King Cole Hotel, that city, January 20, for their periodic magic and luncheon session. Don White, recently returned from the South, emceed, while Roderick Peck, Minneapolis bartender-confirer, provided the main attraction. Evening was topped off with a buffet feed.

JEAN POLEY, youthful Pittsburgh trickmaster, now rehearsing with the new Rajah Raboid mystery show in New York, puts under recent date: "Raboid has a magic show that will put the (See PAGE on page 49)



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

GENE CONKLIN—one of the members of the Fred Waring troupe seen recently at the Paramount Theater, New York. His tenor voice, of beautiful quality, should be ideal for the air; it's perfect for pop ballads, having wide range and being handled expertly, with careful and effective shading.

BETTE DAVIS—soprano now in the singing chorus of Frederic, operetta at the Imperial Theater, New York. Has been in many Schubert singing choruses and has also sung minor principal roles. Voice, clear, admirably handled and with a magnificent upper register, is outstanding and remarkable even in the choral work.

For LEGIT MUSICAL

YANYEKO VOODOO DANCERS—one of the season's most novel attractions, now being featured at Le Mirage, New York, where they are causing a furor with weird native

chanting, playing and dancing. Reputedly from the wilds of inner Cuba, troupe presents a thrilling and authentic touch of tribal ritual and savagery. Could be spotted very effectively in a revue and would also be a good bet for a technicolor short.

For VAUDE

VIRGINIA WOODS—burlesque stripper who should make an excellent accompanist for a vaude comedian. Tall, fine appearance and handles lines fluently. A big item in her favor is a very charming singing voice that registers beautifully over a mike.

For NIGHT SPOTS

JULIA HUNTER—colored lass who recently played the 1254th Street Apollo Theater, New York. Singer who delivers blues numbers dynamically and can probably do others as well. Goes in for a bit of hip swinging as she sells the numbers and possesses a peppy personality that wins her plenty of applause.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"HI-BROWN" BOBBY BURNS letters that he was recently chased out of the Louisville Hotel by the flood. Says he is getting a minstrel show in line for a flood relief benefit. Burns heard from Ose Bakhtin, old-time minstrel, and the latter reports that his home in Henderson, Ky., was missed by the high water.

AL TINT says he got a kick out of hearing his old friends Bert Swer and Al Lubin on NBC's Magic Key of RCA program last Sunday (7). Al worked with Bert on the Mack & Long Minstrels.

BOBBY GOSSANS, veteran minstrel performer and circus clown, after being confined at the Grant Hospital, Columbus, O., with pneumonia for the last 10 weeks, has returned to his home to recuperate, after which he will resume his duties at the Knickerbocker Theater, Columbus.

PROP. WALTER BROWN LEONARD sends in the first of what he promises to be a series of poems covering an old-time minstrel show from parade to final curtain.

MINSTREL MEMORIES
While tonight I sit and ponder
On the days of long ago,
A vision comes before me
Of the old-time minstrel show,
And its welcome yearly visits
To the village of my birth,
Bringing naught but happy memories
Of those hours of joy and mirth.
On the billboards, in the windows
Were displayed about the town
Bills with cuts of many colors
Of those minstrels of renown.
And each sheet was closely studied
By myself and many a fan,
Who must wait altho impatient
For the coming minstrel man.

CHARLES HEYWOOD, singer and impersonator, is credited to be the oldest active minstrel singer in the world. He was born in New York October 24, 1845. Among his many minstrel engagements are included appearances with Kelly and Lou's New York Minstrels in the '60s; a world tour in the early '70s; a year in

Berlin, 1873-'74; six months in Copenhagen and Paris, 1874-'75; with Haverly-Emmerson and Dockstater from 1877-'82. In 1882 Heywood took his own company to Australia, India, Turkey, Greece, Italy, Austria, Scotland, England and other countries. Present address is 485 Broad street, Newark, N. J.

THE LIONE CLUB, Washington, Pa., staged an old-fashioned minstrel show at the Masonic Temple last week. Several old-time performers took part in it. Bob Brown was director; H. C. Manna, interlocutor, and Boyd Sharp, C. E. Brown, Lester Winnett and Frank Ward, endmen.

SLIM RUSSELL, former colored minstrel man, with his wife, Hattie Bell, is producing an all-colored musical revue, *Kutcherkova*, which will tour with the Western States Shows this season.



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The Final Curtain

AUSTIN—Edwin A., 70, motion picture actor and former stage player under the name of Ed Lawrence, February 2 in Los Angeles. He had just completed a role in *That I May Live* for 20th Century-Fox. Surviving are his widow, Lillian, character actress, and two sons, Gene and Wayne.

BOOTH—Sydney Barton, 64, actor, in Stamford Hospital, Stamford, Conn., February 5 of a cerebral hemorrhage. He was a nephew of Edwin Booth and the last of the male line of this noted theatrical family. Last year he came out of retirement to support William Gillette in the revival of Austin Strong's comedy, *Three Wise Fools*. Booth appeared as leading man with Maude Adams, Blanche Ring, Jane Cowell, Ruth Chatterton, Grace George and Alice Brady. His widow is the former Elizabeth Snyder, of Washington, a painter. He was an honorary member of the Players' Club. Funeral services February 8 at St. John's Protestant Episcopal Church, Stamford.

BRANSON—Mrs. Eldora Scott, 67, identified with outdoor amusements, at her home in Ocean Park, Calif., February 3 after a long illness. At time of death she was owner and operator of amusement devices at Ocean Park Pier. Survived by three sons, John, in outdoor amusement business; Scott, Los Angeles, and Henry, Salinas, Calif. Christian Science funeral services were largely attended by showfolk, with interment in Inglewood (Calif.) Cemetery. Pallbearers were O. H. Hilderbrand, Will Wright, John T. Beckman, Hugh McGathery, Frank Miller and Frank J. Downie.

BROWN—Clinton P., 62, father of James Hall, movie actor and night club entertainer, at his home in Fort Worth February 6. Survivors, besides Hall, are the widow, another son and five daughters. Funeral in Fort Worth.

CAMP—Ernest, 56, author and musician, in Los Angeles February 5. He was a teacher of harmony methods at Hollywood Conservatory of Music and in previous years had made several European trips with opera companies as musical director.

CARR—Virginia, formerly of the team of Carr and Paoli, which appeared for a number of years in vaudeville and tent repertoire, at French Hospital, New York, February 13. She had been in ill health for more than a year. In recent years she had been working parks, fairs and resorts with her handwriting-analysis turn. Relatives are asked to communicate immediately with French Hospital.

CASHMAN—Eugene, 63, stage manager of the Uptown Theater, Cleveland, for 10 years and formerly president and business manager of the Cleveland Chapter of the IATSE, suddenly at his home in that city February 8. He was formerly stage manager of the State Theater there. Before his connection with the State he operated a cafe in the theater district. Survived by his widow, a daughter, Mrs. Margaret Close, and

two grandchildren, Jean and Margaret. Funeral services at St. Philomena's Catholic Church, with interment in Calvary Cemetery, Cleveland.

CHISHOLM—Joe, 61, author, in Los Angeles February 10. He was co-writer of the book *Take the Witness* and had done considerable material for magazines.

COLBURN—Carl, 22, known as "Dill" to carnival folk, killed in an auto accident near Greenwood, Ark., February 7. He had worked with Barker, McClellan, Evangeline and other carnivals. He was associated with Ike Goldstein during his entire carnival career.

COLEMAN—Alfred N., 40, music instructor, in Los Angeles February 8. Born in Vienna, he was at one time violinist in the Chicago Symphony Orchestra and a member of both the Los Angeles and Chicago federations of musicians. Survived by his widow, Beulah, and three children.

COWDEN—William Book, 32, who headed his own dance band for many years, February 4 at his home in Youngstown, O. He was long active in the musicians' local in that city and in recent years was manager of the Hubbard Country Club there. His widow and father survive. Funeral services at the Orr Funeral Home, Youngstown.

DEAN—Walter, 52, for many years a tattooed man in Barnum & Bailey side shows, February 4 at his home in Philadelphia from heart ailment. He had recently been employed on WPA work. His widow, Elsie, survives.

DEVINE—Laurie, dancer, in a hospital in Sydney, Australia, of pneumonia recently. She appeared on the stage in both England and America and participated in London television performances with her brother.

DONNER—Mrs. Adelaide, mother of Vyvyan Donner, fashion editor of *Morocco News*, February 7.

FANCHER—Charles W., 66, banjoist and mandolinist and former vaudeville performer, in Milford, Conn., recently.

FRIEDMAN—Gilbert, 61, exhibitor, at his home in Yonkers, N. Y., February 9 following a long illness. He leaves a son, Harold, operator of the Terrace Theater, that city.

FRITZ—Arch B., 50, organist and composer, in Los Angeles February 4. He was organist for several years at Loew's State Theater in that city.

GARDNER—Lillian, former cashier of various theaters in Toledo, O., operated by her brother, J. B. Gardner, in Detroit recently. Survived by her brother. Burial in Detroit.

GETTMAN—W. O., well-known showman and owner of the Oliver Hotel, Miami, in that city February 11.

GORE—Charles H., 63, California theater executive, in Los Angeles February 9. With his two brothers, Abe and Mike, he operated a chain of second-run film houses.

GRANT—Billy, 44, director of silent films, in Los Angeles February 5. At one time he directed for both Paramount and MGM.

GRIGGS—Earle, exploitation representative for United Artists, at his home in Atlanta February 9. He was formerly a sports writer.

HAGER—J. P., 67, among the first truck body manufacturers in the country who specialized in circus equipment for many years, of coronary thrombosis February 12 in Suttis, Fla. Was the father of J. Tracy Hager, well known as sponsor of Col. Lincoln Jones, crippled boy in the Harry-Anna Home, Umatilla, Fla.

HARTMAN—Capt. Howard M., 69, radio performer, February 6 at Miami. Survived by his widow and three children.

HASTINGS—Ferde H., dancer, killed by an automobile February 1. He had been working in night clubs in and around Albany, N. Y. Two seasons ago he, with Harry Henri, his partner, produced the Francis Renault unit *International Varieties*.

HOLLAND—Samuel Kent, 36, newspaper man and screen writer, in San Francisco February 3 following a lingering illness.

HOOVER—James (Nosey), 79, veteran concessioner, formerly with various car-

nivals, at the home of Thomas Schriber, lifetime friend, in Pittsburgh February 6. Funeral services in that city February 8. Members of the Peerless Exposition Shows served as pallbearers. No immediate relatives survive.

HOWARD—Harvey Clair, 32, district supervisor of the Federal Theater Project in Peoria, Ill., in St. Francis Hospital there February 7 from injuries sustained in an auto accident near Eureka, Ill., February 1. He attended the Dunbar Dramatic School, Chicago, and shortly after leaving there went to New York, where he played in several Shubert productions, including *Student Prince* and *Gentlemen Prefer Blondes*. Later Howard was associated with the publicity department of Radio City, New York, after which he went to Chicago to direct the Globe Shakespearean Players at a Century of Progress. With the close of the exposition he went to the Texas Centennial as director of the group and later to the San Diego exposition. At the opening of the Federal Theater Project he was appointed manager of the Great Northern Theater, Chicago. Survived by his parents and one brother, Paul. Masonic funeral rites at the Gauss Mortuary Chapel, Peoria. Body shipped to South Bend, Ind., for interment.

JOHNSON—Ernest H., 59, founder of Electric Park, Waterloo, Ia., former owner of Johnson's Gardens there and the first to produce vaudeville in that city, January 6 at his home near there of scarlet fever. Born in Rockford, Ill., he went to Waterloo as a young man and with his wife introduced vaudeville in Turner Hall. Electric Park was opened by him and Roy Nichols and later taken over by Johnson and operated a number of years. He was a Spanish-American War veteran, member of Martin Lodge, AF&AM, and of Black Hawk Lodge, IOOF. Survived by his widow, Ida M. Colvin Johnson; a daughter, Mentia Edna, and two brothers, E. A. and J. L. Johnson, Waterloo. Interment in Memorial Park Cemetery, Waterloo.

JUTT—Al, former box-office man at the Gayety, Louisville burlesque house, for Fred Hurley, in that city recently. He had been ill for more than a year.

KARNS—Tommy, 30, dancer and producer, at the NVA Lodge in Saranac Lake, N. Y., February 4. He appeared in *Big Boy* and other musical comedy hits. He produced for independent burlesque and cafe floor shows. Survived by his mother, his sister and two brothers. Interment in the NVA plot in St. Bernard Cemetery, Saranac Lake.

KETTERING—Ben M., 74, well-known drummer of Greensburg, Pa., recently in a hospital in that city. He was formerly with Sparks Bros.' Show. Survived by three sisters, Rachel L. Kettering, Mrs. P. M. Sarver and Mrs. Martha McCulloch.

KOVACS—Joseph, 61, one of the pioneer motion picture theater owners in Bridgeport, Conn., and formerly operator of the Bowditch Theater there, February 6 in that city after a short illness.

LEAVITT—Mary, 13, daughter of Douglas Leavitt, musical comedy actor, at Bayside, Long Island, N. Y., February 5 after a long illness. Burial February 8.

LEWIN—Leo, 49, song plugger for Irving Berlin, Inc., in New York February 8 of a heart attack. Survived by a brother, Murray. Burial in Westchester Hills Cemetery, Hastings, N. Y., February 10.

LOFTIN—Dixie, 63, at Los Angeles February 3 following a paralytic stroke. She entered show business in 1905 at San Francisco with Kolb & Dill and was later a member of companies headed by Maude Hanford and Guy Bates Post. She was leading woman of the Royal Comedians Company of Canada and played character roles with a number of dramatic stock companies. For last six years she had been playing in pictures and was with Paramount at time of death. Survived by a son and two sisters, one of them known professionally as Dorothea Bates. Body was cremated at Los Angeles.

LYNN—Lou D., carnival general agent, at his home in Philadelphia February 8 of pneumonia. He was ill less than a week, although he had been in poor health for the last six years, during which he had been off the road. Among the carnival companies of which he was gen-

eral agent were Great Excelsior Shows, Harry Copping Shows, Moss Greater Shows and Keboe & Davis Shows. Survived by his widow, Ida. Funeral services February 10, with interment in Philadelphia.

McCULLOUGH—Dad, veteran astrologist, at his home in Coney Island, New York, February 3 after a short illness. Survived by three sons, two, Frankie and Leo, well known to pitchdom, and his widow.

McQUEEN—Artie, agent for 20th Century-Fox, in his hotel at West Wyalong, Australia, recently.

MILLER—Joseph, 40, of Utica, N. Y., designer of many of the electrical effects that have been used in New York stage hits in recent years, at the Utica Memorial Hospital recently following a brief illness. Survived by his mother, one brother and one sister.

MITCHELL—James G., father of Sydney Mitchell, 20th Century-Fox songwriter, in Baltimore February 2.

MITCHELL—B. Frank, 60, clown, of heart attack at his home in Galveston, Tex., February 3. He had served four terms as county judge, eight years as postmaster of Galveston and was editor and publisher of *The Galveston Signal*. He was the oldest member of the circus. Survived by his widow; two daughters, including Mrs. Snythe Lindsay, of Cincinnati, and one son.

PARKS—Mrs. Frank, 80, mother of George H. Conger, of the Conger-Santo Players, repertoire show now touring the South, at her home in Fulton, N. Y., of pneumonia January 31. Survived by her husband, four sons and one daughter.

PERRY—Rose McKinney (Lady Betty), 37, mentalist, December 31 at Hamburg, Pa., after an illness of several months, it has just been learned. She and her husband, Charles Perry, had mentalist concessions in parks and with carnivals for a number of years.

PHILLIPS—Amos B., 70, for many years in burlesque and in recent years with carnivals, at his home in Lynn, Mass., February 7. For the last 12 years he and his wife had carnival concessions. Survived by his widow, two daughters and a son. Burial in Swampscott Cemetery, Lynn.

PHILLIPS—Dennis, 33, hair stylist for 20th Century-Fox Studios, February 9 in Los Angeles. Survived by his widow, Kaethe.

REILLY—John D., 61, retired carnival showman, February 5 at General Hospital, Los Angeles, of pneumonia. Harry Seber, chaplain of PGSA, officiated at the funeral. Interment in Showmen's Rest plot, Evergreen Cemetery, that city. Survived by widow, Martha.

ROBERTS—George L., 88, treasurer of the Elitch Gardens Amusement Company, Denver, at his home there recently following an attack of influenza. He joined Elitch's in 1907, first as receiver and later as manager. Survived by two daughters and a son.

ROTHSCHILD—Mrs. Angella, 37, wife of Sam Rothschild, of Warner Bros. Pictures, Inc., February 4 at her home in Duarte, Calif. She was formerly known in musical comedy, burlesque and legitimate as Bee Cole. Survived by husband and two children. Funeral services from Pierce Bros. Funeral Home, Los Angeles, February 11. Interment at Angelus Abbey Mausoleum, Compton, Calif.

RUSSELL—Helen Byrd, 59, former burlesque and vaudeville performer, suddenly at the home of her friend Nora Henry, also a former burlesque entertainer, in Brooklyn, February 5. Miss Henry accompanied the body to Harlan, Ia., for burial.

SANFORD—Roy, 45, musician, at the Veterans' Hospital, Sawtelle, Calif., February 5. At the time of his death he was a contract musician at MGM Studios and a member of the Hollywood American Legion Band. He formerly played with Raymond Paige's CBS orchestra and made recordings for Mickey Mouse film cartoons. Survived by his widow, Gladys, and a son, William.

SCHLECHTER—Edward H., 66, manufacturer of carnival novelties, February 3 at his home in Allentown, Pa., following a short illness. A widow and two children survive.

SCHLUND—Carl, 60, veteran theatrical stage carpenter, in Los Angeles February 5. A member of Local 33. IATSE he was one of the first stage carpenters in Los Angeles. His last employment was with the Tom Wilkes Stock Company. Prior to that he had been at the old Belasco Theater on Main

(See FINAL CURTAIN on page 34)

Samuel Shipman

Samuel Shipman, 53, playwright, died suddenly in his suite at the Hotel Almas, New York, February 9 from an attack of angina pectoris. He had been ill only two days.

Shipman wrote or collaborated on at least 33 dramas, earning the reputation as a play-doctor. As an undergraduate of Columbia University, from which he was graduated in 1906, he helped to organize the Scribblers' Club. He studied drama under Brander Matthews and Clayton Hamilton. His first collaboration was with the latter, adapting "The Kreuzer Sonata" for the English stage. It opened at the old Manhattan Theater in 1904. Among other playwrights with whom he collaborated were Clara Lipman, Max Marcin, Percival Wilde and John E. Hymer.

The list of his productions includes "East Is West," "The Crooked Square," "No More Women," "Trapped," "Alley Cat" and "Behind Red Lights." The last, written in collaboration with Beth Brown, novelist, is now running on Broadway.

The playwright never married. He leaves three brothers, Louis, Benjamin and Abraham, and two sisters, Mrs. Bessie Kufperman and Mrs. Rose Welner. Burial was in Mt. Zion Cemetery, Massapequa, Long Island, N. Y., February 11.

MAIL ON HAND AT CINCINNATI OFFICE

- 15-17 Opera Place. Parcel Post. Harry, Barbara, 40...

- Kerles, Mrs. Marie. Krieger, Mrs....

Ladies' List

- Adams, Jean. Adams, Mrs. Kate. Alexander, Chiquita...

NOTE

The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

Letter List

Gentlemen's List

- Abraham, Alexander. Adams, Hub. Adams, Hubert...

Drummers

- Adams, Victor. Adams, R. K. McNeill, Jimmy...

Garrets

- Adams, Victor. Adams, R. K. McNeill, Jimmy...

Harriet

- Adams, Victor. Adams, R. K. McNeill, Jimmy...

Harriet

- Adams, Victor. Adams, R. K. McNeill, Jimmy...

Harriet

- Adams, Victor. Adams, R. K. McNeill, Jimmy...

Harriet

- Adams, Victor. Adams, R. K. McNeill, Jimmy...

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

ACTS, UNITS AND ATTRACTIONS

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

A
ABC Trio (El Chico) NYC, re.
Acc. Red (Silver Slipper) Mansfield, O. c.

Adair & Richards (Colosimo's) Chi, re.
Adair, Iris (Leon & Zucca) NYC, re.
Adler, Fred (Casino) NYC, re.

Alto Area (Club Pares) Hartford, Conn., re.
Alla, Roscoe (Park Central) NYC, re.
Almasi, Countessa (Village Casino) NYC, re.

Almasi, Marti & Chiquita (Paradise) NYC, re.
Allen & Kent (St. Louis) St. Louis, I.
Allen, Bernice (5th Avenue) NYC, re.

B
Alabama Dancers (Cotton Club) NYC, re.
Alan, Faith (Colosimo's) Chi, re.

Albino, Bill (Cotton Club) NYC, re.
Albino, Mildred (Blackhawk) Chi, re.

Albino, Mildred (Blackhawk) Chi, re.
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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-csaret; cc-country club; h-hotel; mh-musical hall; n-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

NYC-New York City; Phila-Philadelphia; Chi-Chicago.
Buckley, Art (Harry's New York Cabaret) Chi, re.

Buckley, Josephine (Chez Pares) Chi, re.
Bunch, Tiny (Uproar House) NYC, re.

Burkhardt, Johnny (Indiana Roof) Indianapolis, Ind.
Byrons, Four (Orph.) Memphis, T.

Call & Hoast (Brass Band) Lawrence, Mass., re.
Calerman, Hazel (Kit Kat) NYC, re.

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Frances & Carroll (Shoreham) Washington, D. C.
Fred & Olinger (Uproar House) NYC, re.

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Fred & Olinger (Uproar House) NYC, re.

Enlarging Russell Show

Will have new spread of canvas, also new all-steel semi-trailers

ROLLA, Mo., Feb. 19.—Manager C. W. Webb announces that Russell Bros.' Circus will be greatly enlarged and improved with an entirely new spread of canvas. Orders have been placed with Baker-Lockwood and work started. Big top will be a 130-foot round top with three 50-foot middle pieces, managerie an 80 with three 40s and side show a 60 with three 30s. Side-show banners will be 12x20 feet, and marquee will have a special color scheme, with all bally cloths matching. Cookhouse and all other departments will have new canvas of latest design and construction. More light will be used thruout, with a generous application of neon effects on the midway.

With mechanics, carpenters and painters in a veritable hive of activity in quarters, the Springfield Wagon and Trailer Company is at work on new all-steel semi-trailers of special streamline design. There will be several new jobs for transporting elephants and horses, an entirely new light-plant outfit and a No. 1 car for the advance that will be the latest word both in utility and appearance. Sufficient power units are being added to provide for the show's expansion.

A new dining hall is under construction in quarters to take care of the constantly increasing number of working-men on the job.

Animal Trainers Busy

V. D. Powers and Hazel King are busy in the animal-training department and will be joined shortly by Frank B. Miller. A flashy new and novel Liberty number will be presented, there will be an increased number of menage hotesses, and a variety of innovations in animal acts are under preparation.

Work in the wardrobe department is in full swing, in charge of Jack Crippen. New and spectacular costumes are promised for the tournament.

With Fred Ledgett engaged as equestrian director, the big-show program has been virtually completed.

Mrs. Webb, accompanied by Bob and Irene O'Hara and Justus Edwards, returned from the Shrine circuses at Detroit and Terre Haute, Ind., with a number of important contracts. Their trip also took in a visit to winter quarters at Peru, Ind., and the "circus forum" in the Bears Hotel lobby in that city.

Bob and Frances Fisher, of the Five Fearless Flyers, spent several days in quarters recently as guests of Mr. and Mrs. Webb. They with their troupe will play the Jamaica (N. Y.) winter date and then jump to the San Francisco Shrine Circus.

Walter and Ethel Jenner have been spending some time in Detroit, Walter having a two-week engagement with his seal, Buddy, at the Commodore Club. Ethel will have charge of a beautiful new aerial ballet number on the Russell show.

Albert McCabe has leased the concession privilege on the show. He is understood to be associated in the venture with his sister, Mrs. Sam B. Dill.

Big One for Drukenbrod

CANTON, O., Feb. 13.—Duke Drukenbrod, re-engaged as side-show manager of the Barnes show, has almost completed framing one of the largest and best kid shows he has ever had. He is spending the winter with his parents here and plans to leave for the Coast shortly after March 1.

Brydon Furnishes Equipment

JACKSON, Tenn., Feb. 13.—Ray Marsh Brydon, manager of Dan Rice Circus, in quarters here, loaned his cookhouse equipment to the Humboldt, Tenn., Chapter of the American Red Cross. Equipment was set up in the old Grammar School Building. The people of Humboldt appreciated Brydon's generosity.



DEL RIO LIVING DOLLS in the spotlight. The three "dolls," Dolores, Paul and Trinidad Del Rio, standing on luncheon table, were honored guests recently of the Atwell Luncheon Club at Hotel Sherman, Chicago. Shown around the table are, standing, left to right: Homer Hobson, of the Hobson riding act; Harry Bert, superintendent of tickets, Al G. Barnes Circus; Arthur Hopper, director of outdoor advertising, Ringling Bros. and Barnum & Bailey Circus; Jack Taulin, manager of the living dolls; Clint Beery, former national president CFA; Bert Wilson, CFA; Harry Atwell, circus photographer. Sitting, left to right: Nat Green, of The Billboard; Mrs. Ramona Chaney, mother of the living dolls; Father John Kengel, friend of circus folks; Clint W. Finney, who directed the living dolls' tour last season; Fred A. Schmagor, former circus man; R. O. Scatterday, last season with Downie Bros. Circus, and Jack Mills, of the Cole Bros. Circus. The living dolls will be with the Barnes show the coming season.

Miller Re-Engaged With Seils-Sterling

SPRINGFIELD, Mo., Feb. 13.—Arthur W. (Art) Miller, general agent of Seils-Sterling Circus, has been re-engaged, having been with the Lindemanns since 1929. He has been busily engaged the past month and a half in materializing several new ideas for the press and publicity department, with the assistance of F. Robert Saul, who has been re-engaged as contracting press agent. Saul will supervise all press activities, using one press man who will assist him in advance and one back.

Miller states that since June 15 last season the distribution of newspaper heralds in the country were discontinued and mailing lists were used. This change proved so successful that by the end of the 1936 season the daily mailing lists reached almost 5,000 copies. They will be increased in number this season.

The daily schedule of newspaper advertising space has been increased. The attractive 20-page press book, arranged last season by Miller, is being somewhat revised. It is also intended that radio time will be utilized as one of the main sources of publicity.

Marlow's Mighty Shows Doing Good Biz in Ga.

CAIRO, Ga., Feb. 13.—Getting a fine break with the weather Manager Reuben Ray reports satisfactory business for his show in Southern Georgia.

Reuben and Buster Ray recently visited the quarters of the Haag show in Marianna, Fla. Also caught a performance of Rieton's show in Andersonville, Ga. Rieton, too, is finding conditions to his liking in the South and boasts of four years of continuous showing under canvas.

W. E. DeBarrie Re-Engaged

FT. WAYNE, Ind., Feb. 13.—W. E. DeBarrie, in charge of the Downie Bros. Circus Side Show last year, will again manage the kid show this season.

Jacobs for Hagenbeck-Wallace; Opens at Chi Coliseum April 5

MIAMI, Fla., Feb. 13.—Edward Arlington, one of the owners of the Hagenbeck-Wallace Circus, has returned here after a strenuous booking and buying trip, taking in Peru, Ind.; Chicago, Detroit and other cities.

Among the engagements made by Arlington on the trip was the contracting of Terrell Jacobs to handle the show's 16-hou act. This act may be augmented by the addition of 14 more animals.

The formal opening will take place April 5 in the Coliseum in Chicago. Oertin Davenport has been engaged as

Additional Men At Barnes Quarters

LOS ANGELES, Feb. 13.—Additional men started work at the Al G. Barnes and Seils-Floto Combined Circus quarters at Baldwin Park. Herman Walther now is feeding 143 men. George Tipton, steward, started with his force February 8 getting the cookhouse equipment ready.

The Christian Troupe is en route to the States after being held up in Honolulu by the maritime strike. Manager S. L. Cronin informed that Arley's perch act, three people, from the H.-B. Circus, and America Olivera, aerialist, from the Big Show, were recent additions to the program. Dewitt Talmadge (Kid) Bartlett, of Wichita, Kan., it was said, was to be legal adjuster. William H. Kelp not having fully recovered from a prolonged illness.

Klara Knecht will be on the advance. Jake Newman is in Chicago to look over a complete new line of paper. Madame Cherie is giving "beginners" workouts on the dance numbers that will be featured. Bert Nelson is working daily with the 28-cat group. Capt. Johnny Myers is standing by on Nelson's act.

Bill Folk is recovering from recent injury and goes back to work soon.ARRIER Dbert and assistants are getting the ring stock shed. Baggage stock will be taken up February 15. All baggage wagons are thru the repair and paint shops and Yellow Burnett has most of the cages completed. Bob Thornton is breaking a new zebra net and Joe Belovoskey is working a new juggling seal.

IABP&B Local No. 7 Officers

INDIANAPOLIS, Feb. 13.—Following are the officers of IABP&B, Local No. 7: Roy E. Fitzgerald, president; Carl Mall, vice-president; Frank A. Kelzer, corresponding secretary; John W. Barton, recording secretary; E. E. Karl, treasurer; C. A. (Bert) Carroll, business agent; Charles Presser Jr., sergeant at arms; W. G. Williams, Frank Tieben and E. J. Butler, trustees.

Gainesville For Dallas

Will play three two-day engagements at exposition as free attraction

GAINESVILLE, Tex., Feb. 13.—Assurance that the Gainesville Community Circus will again be a feature of the exposition in Dallas was given officers of the organization by Frank Watson, in charge of special events of the Greater Texas and Pan-American Exposition.

The circus will play three two-day engagements the last week in June, July and August as a free attraction.

Attending the conference in Dallas were Leon M. Gilmore, president of the circus; Roy P. Wilson, vice-president; A. Merton Smith, general agent, and Roy Stamps, legal adjuster and president of the Gainesville Chamber of Commerce.

They also attended the annual convention of the Texas Association of Fairs and made tentative arrangements for the circus to exhibit at the Lamar County Fair in Paris, Tex., the first week in September and at the Spring Festival sponsored by the Hunt County Fair in Greenville early in May.

The circus will open in Gainesville last week in April and will show at the Golden Jubilee Exposition in Ardmore, Okla., and probably will play a repeat engagement at the Texas A & M College short course, both of the latter dates being in July.

Smith was one of the principal speakers at the Fair Association's meeting on the subject Do Fair Crowds Want Entertainment or Education? He urged fair executives to make their exhibits more attractive and to "streamline" their exhibit buildings.

Mr. and Mrs. Al Connors and son, Jimmy, instructors, of the Gainesville show, went to Houston to take part in the Frank Walters Circus February 4-7.

E. L. Sprague, of Gainesville Signal, has been awarded contract to publish circus souvenir program this year.

Much Activity At Cole Quarters

ROCHESTER, Ind., Feb. 13.—Winter-quarter activities of the Cole Bros. Circus reached a peak here today when Charles Luckey, master mechanic, turned out of the wood-working shops three new cages, four baggage wagons, two chariots in addition to miscellaneous equipment. Work will continue to move at a rapid schedule for the remaining few weeks the circus will be in quarters.

Frank (Doc) Stuart, Oklahoma City, "king of the painted bulletins" and former circus press agent, spent several days in quarters the past week as guest of Messrs. Adkins and Terrell.

Eddie Allen, superintendent of elephants, and wife, Jean, are back in quarters after visiting and taking part in several Northland ski meets.

Eugene Weeks, of Peru, Ind., has been appointed manager of candy stands. He was formerly cashier of the menagerie stands and has long been connected in the privilege department of various circuses.

Each Sunday the quarters are thrown open to the public. More than 2,000 people (paid admissions) passed thru the menagerie buildings last Sunday.

W. L. Mellor, president of the Baker-Lockwood Company, was a guest last Monday. Ray Marsh Brydon, owner of the Dan Rice Circus, spent last Monday in quarters. He was en route from Chicago to New York City.

The Erie Lithographing and Printing Company has about completed the season's requirements for new paper for the show. One hundred and eighty different four-color lithograph bills will be used.

Potters Back to America

LONDON, Feb. 13.—Flying Potters, sensational aerial novelty, who registered solidly with Bertram Mills' Olympia Circus, sailed today for the States. Act had plenty of offers for further European time. It was the first time over for the boys, who grabbed much pictorial publicity in the English dailies.



With the Circus Fans

By THE RINGMASTER

C.F.A.
President, FRANK H. HARTLESS, W. M. BUCKINGHAM,
 2910 West Lake Street,
 Chicago, Ill.
Secretary, WALTER HOHNAT, H. COON,
 (Conducted by) WALTER HOHNAT, Editor
 "The White Top," c/o Hohenadel Printing Com-
 pany, Rockville, Ill.

ROCHELLE, Ill., Feb. 13.—National President Frank H. Hartless, who has been spending the winter in San Antonio, Tex., left there February 9 to attend a series of district meetings of the Linen Supply Association, of which he is national secretary. The first one was in Dallas February 12 and 13, with New Orleans to follow from the 15th to 18th, and on the 19th and 20th will be at Chattanooga, Tenn., after which he will

return to San Antonio. While Mr. Hartless is away his wife returned to Chicago to spend the week with their granddaughter.

The miniature circus of George H. Barlow III, of Binghamton, N. Y., was recently shot by Universal films and will soon appear as a feature in *Stranger Than Fiction*, narrated by Graham McNamee.

Plans are under way for the next meeting of the Pat Valdo Tent, C.F.A., in Binghamton the latter part of this month. This will be the first "business" meeting of the year. They now have 12 members. One of their recent members is Joseph Zoltowski, of Waverly, N. Y., who has been a real fan ever since he was a kid. He is building a miniature circus which he will call "Cole Brothers." He has a number of wagons built now and plans for real production after April 1. Stuart English, manager New York Telephone Company, member of this Tent, is a real fan. Mrs. George Scholderer has been very ill, but is gaining in strength. The Scholderers are personal friends of Mr. and Mrs. Fred Bradna.

Frank Kindler, St. Cloud, Minn., writes: "Had a very interesting letter from Eddie Woekener, bandmaster of the Barnes show. Received a Christmas card and brochure of Jumbo from Josephine De-Mott Robinson, in which production she took part. Nothing much is being said about this grand star of the Barnum & Bailey Circus. It was she who doubled for Mae Marsh in filming *Polly of the Circus*. Probably fans know her thru her book, *The Circus Lady*."

Thru the thoughtfulness of Moose Moore, our good member in Midland, Ont., we were given the opportunity to see tear sheets from London newspapers containing publicity given to the opening of the Bertram Mills Circus, also to see its souvenir book and program. English papers ran columns of publicity with lots of pictures for this show. The Peerless Patrons, the Great Frederico and the Donwills, who were billed as making their first appearances in England, were all given fine notices.

Big Attendance At R-B Quarters

SARASOTA, Fla., Feb. 13.—The annual convention of the Tin Can Tourists of the World, held here during the past week, sent attendance figures at the Ringling-Barnum Circus winter quarters to a new high, according to officials of the show. More than 4,000 of these nomads are encamped at the Sarasota Tourist park, dwelling in 1,500 trailers, housecars and tents. The gathering represents 42 States, Canada and Australia.

Tin canners and other visitors at the quarters find much to see. Big show acts are preparing for the annual "dress rehearsal" to be staged the latter part of this month for the benefit of news and newsreel cameramen and also for St. Martha's Circus, outdoor charity show, staged annually shortly before the spring trek to the North begins.

Sam W. Gumpertz, general manager of R-B, has appointed O. P. (Curley) Stewart as marshal of the old-time circus parade that the Big Show has agreed to stage this year as its contribution to the Pageant of Sara de Sota, Sarasota winter fête to be held February 19 and 20.

An interesting section of the parade, according to present plans, will consist of ancient wagons, some dating from the turn of the century and before, which have been rescued from the "graveyard" at the quarters. Necessary repairs will be made. The parade will include 10 of the show's elephants and the entire camel herd, as well as caged animals, according to Stewart.

George A. Hamid, foreign booking agent for Ringling-Barnum, was a visitor at quarters last week, conferring with Mr. Gumpertz.

Gardner Wilson, who terminates his contract as press agent for Sally Rand this month, also visited quarters last week for a conference with General Press Representative Roland Butler. Wilson will leave latter part of February for the Pacific Coast, where he will be connected with press department of the Barnes show.

Congo, medium-sized member of the R-B elephant herd, died at quarters here last week and was buried in the menagerie graveyard.

Visitors at quarters are being presented with souvenir blotters to take home as a memento of their visit to the show. The blotters bear the likeness of one of the menagerie tigers.

15 Years Ago

(From The Billboard Dated February 18, 1922)

Frank Fesgan was signed by Lamont Bros. Shows to direct the band for the 1922 season. . . . Harry O. Lippincott, horseman and trainer of thoroughbred jumping horses, reported orders for high jumpers from both Hagenbeck-Wallace and Sells-Floto. . . . Jerry Mugivan and Bert Bowers were in New York on business, accompanied by Ed C. Warner, general agent of Sells-Floto, and George G. Moyer, of John Robinson Circus. . . . Richard Bros. Shows was doing nice business in Alabama, despite unfavorable weather.

The *Chicago Herald and Examiner* carried a feature story about Mme. Zilla, wife of Tom Rankine, then secretary of Showmen's League of America. The Rankines were for many years with Barnum & Bailey Circus and Mme. Zilla was at that time appearing in vaudeville. . . . Courtney Ryley Cooper gave an address before the Advertising Club in Cleveland. . . . Andrew Downie was in New York on business for Walter L. Main Circus. . . . Two Indian elephants shipped from Calcutta arrived in Denver for Sells-Floto Circus. Manager Zack Terrell was on hand to greet the newcomers.

James Patterson, of Patterson Trained Wild Animal Circus, purchased a second-hand private car in Texarkana in which he and Mrs. Patterson planned to make the 1922 tour with their circus. . . . Al Butler, of the Ringling Show, and Al Sands, contractor for Hagenbeck-Wallace, were in Chicago on business. Zack Terrell also was a visitor in the Windy City. . . . Additional space was needed in the Ringling-Barnum quarters in Bridgeport to provide for the new animal acts from Europe.

DOC WADDELL, held memorial services for the Senior Valentino, father of the famed aerial performers, George, Freddie, Hoy, Chuck and Charles, in his paragon home at Chillicothe, O.

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It's Going to Be

A SHOW YEAR

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1000 - 11.75	ORCAD PHOTO ART SERVICE	100 - 9.75
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EDDY BROS. CIRCUS

WANTS FOR 1937 SEASON

Feature Big Show Arts, Family of Tenors going second Arts, Performers doing time on those Arts, Lobe Athlete girls, professional, shows with talent and wit. . . . Musicians all instruments, College Player (must play with band), Side-Show Troupe that have something different, Girls, Bachelors, Men, Floor, Lancers, Peppercorn and Novelty Stunts, Address, Contracting Agent, Brigade Manager and Distribution Billers, Boss, Cassavaan that will handle his business and run into, Ring, Stock, Shows and Shows. Full particulars and lowest salary in first letter, 2050 S. Broad St., Trenton, N. J.

LEWIS BROS. CIRCUS WANTS

Aerial Acts, Wire Arts, Clowns, Marriage Billers, Working Men and Prowess Men that drive trucks, Amusing Boss Cassavaan, Assistant Electricians, Colored Help, Girls, Big Top, Hoola-hoos, Hat, Novelty Stand Chevrolet Trucks, Side-Show Arts, Side-Show Help, Ticket Sellers, Entrance Painter. We have for sale a Bare-Back Horse already broken, sound and beautiful, suitable for English horse. LEWIS BROS. CIRCUS, Winter Quarters, 1195 O'Brien Road, East, Jackson, Mich.

WANTED SIDE SHOW PEOPLE FOR DOWNIE BROS. CIRCUS

High Class Novelty Acts, Good Freak to Feature, Snake Lady With Big Snakes, Musical Act, Hawaiian Act and Hawaiian Dancing Girls, Fast Mindreading Act, Good Inside Man who does act of some kind, Ticket Sellers, must make openings; Experienced Bond Leader for Colored Band, Musicians and Musical People, Acrobatic Blue write. Send late photos, state age and weight.

W. E. DE BARRIE, Ft. Wayne, Ind.
3629 Shady Court.

WANTED CIRCUS MUSICIANS

On all instruments, also Singer who can play Cornet or Trombone. Address IRA HAYNES, Care Barnett Bros. Circus, York, Pa. O.

The Announcement Last Week of The New Circus Corporation brought nearly

SEVEN HUNDRED LETTERS AND WIRES OF WISHES FOR LUCK FROM PEOPLE WHO KNOW

THE IMPORTANCE OF PAST RECORDS FOR HONORABLE DEALINGS

And my successful accomplishments in foreign countries. Four winter trips to England, Europe, Burma, India, and two air flights from London to the Belgian Congo in Africa, to obtain Pigmy Elephants, has helped actual experiences gained by 21 years traveling with circuses, without missing a single season.

Acknowledgments of letters received may be delayed a few days by a hurried business trip to New York and Florida.

THE COMMUNICATIONS ON HAND AT PRESENT FROM ACTS AND PERFORMERS, TOGETHER WITH APPLICATIONS FOR STAFF POSITIONS, HEADS OF DEPARTMENTS, BOSSES AND WORKINGMEN WILL ALL BE HELD STRICTLY CONFIDENTIAL.

If you have not already done so, feel free to write. Everyone will be personally answered.

THANKS TO EVERYBODY

HOWARD Y. BARY, President Circus Operating Corporation, Peru, Ind.

C. W. FINNEY, General Agent, 219 Downer Place, Aurora, Ill.

Also thanks the many writers for Advance Positions.
(Poodles Hanneford, Equestrian Director.)

Under the Marquee

By CIRCUS SOLLY

WYATT DAVIES is practicing acrobatic work at YMCA in Bogalusa, La.

JOHN T. BENSON, of Benson Wild Animal Farm, Nashua, N. H., recently left London for Africa.

PREACHER WEST is spending the winter with his parents at Ben Wheeler, Tex.

H. R. BRISON and family were in New Orleans for the Mardi Gras. Will play schools on way back to Petersburg, Va.

BUCK STEELE is operating Steele's Stables at the Daytona Beach, Fla., Country Club.

ELDON D'ORIO, circus and club xylophonist, is playing in the Villa Valencia Club floor show, Springfield, Ill.

EVERY CIRCUS, even the small one, needs a doctor. Keep your people on their feet.

LEW HERSHEY, who is playing schools, has been signed by Sidney Belmont for St. Louis Police Circus.

JEVON LAMONT will again be with Lewis Bros.' Circus, his second season with show.

RICHARD TALLEY and Walter Guice's bar act has been booked for Ringling-Barnum.

ORVILLE LINDEMANN and Joe Stegriat will again have the flying act with Sells-Sterling show.

TUDOR SISTERS and Avery, with Eddie Keek, will be at the Minneapolis and St. Paul Shrine circuses.

ANTHONY (SCOTTY) DUNN will again be boss canvasser with Sells-Sterling Circus. Is spending winter in Los Angeles.

MU SWAI, a giraffe-necked woman, recently became a mother in London. The long-necked woman were appearing at the Olympia.

HORACE LAIRD, clown, will open with Cole Bros.' Circus at New York Hippodrome next month. It will be his third season with show.

THERE WILL BE plenty of competition in the circus field this season. Everyone must be on their toes.

FRANK CURRY and Pat and Bill Kling are still in the Hawaiian Islands, clowning with the E. K. Fernandez Circus. Will probably be there until March 1.

WHITEY WILBUR, boss prop man, will be at Shrine circuses in Minneapolis and St. Paul, then with Cole Bros.' Circus in New York, Chicago and on the road.

CLIFF McDOUGALL is back in Hollywood, Calif., from Cleveland, O. He was taken ill with influenza on return trip and was forced to remain in Salt Lake City to recover.

A. M. HAPPADES, formerly on front door of Downie Bros.' Circus, and with Raynell's Fly-N-Hi Revue on Royal American Shows, will be with Lorow Bros.' Freak Show on Henites Bros.' Shows.

THE SHOWMEN'S LEAGUE OF AMERICA did its bit in behalf of those who suffered in the flood areas. It raised \$750, which was donated to the American Red Cross.

HARRY L. HOLMES will be in clown alley with Lewis Bros.' Circus. He recently saw Klinko, contortionist, at Strand Theater, Alma, Mich. Was spotted third in a four-act show and received a big band.

DIXON SISTERS (Doris and Arlene), formerly of the 101 Ranch Show, are located in Los Angeles and would enjoy having any of their friends look them up at 3518 Glenhurst, Apartment 105, telephone Olympia 0994.

WALTER L. MAIN and family spent an enjoyable week this winter at Green Springs, O., the water there being very beneficial to them. The Mains led the

Grand March at the President's Ball held in Municipal Building in Geneva, O.

RAY LEWIS, formerly associated with circuses, spent a week in Gainesville, Tex., recently, doing advance work for Texas Ruby and Oklahoma Zeke, radio entertainers. Mrs. Lewis visited relatives in Gainesville.

UNDERLYING the pomp and glitter and the odor of sawdust and naphtha is a system of government and management whose scale and scope are stupendous and staggering.

WILLIAM BROWN advises that at the fairgrounds, Savannah, Ga., he saw Al Smith working his trained dogs and razor-back pigs. Has all props newly painted, also his housecar and stock trailer.

JOE GOULD, clown, states that he will be with Lewis Bros.' Circus. He has been registering with his speaking at clubs and business meetings. Just finished Buffalo division for A. & P. company, with other divisions to follow in the fall.

ERNEST H. EATON, representative of The Billboard at Fitchburg, Mass., and well known to circus people, is confined to his home with a complication of diseases. Would like to hear from friends, particularly J. S. Kritchfield and Gene Enos.

A SURPRISE birthday party was given to Capt. Ervin Klauder at quarters of Sells-Sterling Circus, Springfield, Mo.

February 6. Refreshments were served and a card party was held. Despite the fact that Klauder was confined to bed, party was a big success.

HAROLD MUIR, chief of the Bears-Barnes Circus billposting crew, is in the hospital at Lagrange, Ga., recovering from an appendectomy performed February 5. When stricken Muir was handling the advance for Fra Diavolo, magician. Friends may write to Muir in care of the Troup Theater, Lagrange.

AMATEUR COOKS in the commissary department frequently drive valuable people away from an organization. Moral: Why can't the manager eat in the cookhouse himself.

WINTER QUARTERS of Keystone show at Harrisburg, Pa., Paul Hepperlee, manager, were almost destroyed by fire on February 5, reports P. D. Berat. Hepperlee lost all his savings from last 20 years, including trick Ford. All scenery from Paul's medicine show was destroyed, with but very little insurance.

JOHN ANDREW, former treasurer of Hagenbeck-Wallace Circus, is in the automobile department in the State House at Springfield, Ill. During the State Fair he is superintendent of concessions, lent by the auto department to the Department of Agriculture for that purpose, and his circus experience proves highly valuable to the State.

G. W. CHRISTY, who has the Christy Circus unit, writes from Honolulu under date of January 27: "The Fernandez Circus season ended December 8, but there were no boats operating to come home on, therefore entire show is playing small communities until the strike ends. We have had to cancel several indoor dates already. The hay supply on this island is all used up, therefore we have men cutting grass for elephants,

horses, etc. We have many engagements starting in March and feel positive we can return in time to play them. This is our third trip to Hawaii for Fernandez. The unit will again play indoor dates and fairs for George Hamid office."

TOBY WELLS, of the Performers' Consolidated Attractions, Chicago, placed Carl Randow, Aerial Lakes, Vern Cortell, Teddy the Movie Bear, the Four Bucks, Victoria and Frank, Hubert Dyer, Bible's Circus, Hazel Carter and Whitely Harris with the G. G. Gray Circus, which opened recently at Sioux Falls, S. D., playing auditorium dates.

DON'T PUT A CURSE on a town simply because you do not do a day's business. Maybe you did not properly sell your attraction. Selling takes a lot of shrewd showmanship.

MANY attended the funeral of Warren K. Warner, of Ringling-Barnum Side Show, who died in Atlantic City. Floral tributes were sent by S. W. Gumperts and employees of the R-I Show, Alkazin Bus Line and Baby Incubators show of Million-Dollar Pier; James Brown, former legal adjuster of Sells-Floto Circus; Doc Gordon, of Buck Taylor's Wild West; Orville Ketchum, theatrical artist; William Alkazin, of the bus line, and Frank B. Hubin were pallbearers.

Sells-Sterling Acts Featured In Mardi Gras Event in Tulsa

TULSA, Okla., Feb. 13.—Acts from Sells-Sterling Circus were featured in a colorful Mardi Gras Carnival held here in the Coliseum under auspices of the Santa Monica League February 9.

Mayor Penny, Phil Eley, former owner of Bailey Bros.' Circus; Glen Condon and many others gladly added their services to make the affair a success. Fred K. Leonard, of Sells-Sterling, was equestrian director and deserves much credit for staging a smooth and excellent performance.

Opening parade was led by John Guthrie, of Muskogee, Okla., and he was also in charge of trick ropers and Indians.

Major Gordon Little (Pawnee Bill) was one of the guests of honor.

Among acts appearing were a dog and pony act, an elephant act, Captain Everton and his monkeys and Kathryn Duffy, dancer and singer. Show closed with her leopard act. Gieve Pullen's clown band supplied the music.

Sponsors announced that they would repeat the show next year.

Dickstein Bill Hearing

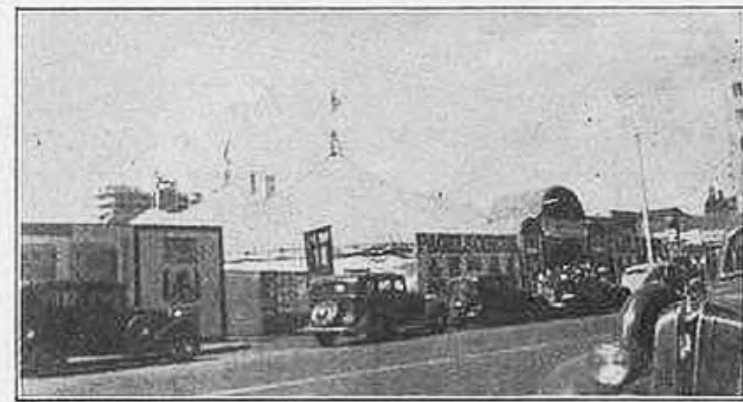
WASHINGTON, Feb. 13.—Circuses generally are much interested in the hearing called for February 17 by the Immigration Committee of the House of Representatives to consider H. R. No. 30, known as the Dickstein Bill. If passed this bill would undoubtedly prohibit the employment of any foreign act by any circus in the United States. Not only would it prohibit the employment of such acts but it would also result in the stopping of employment of American acts in foreign countries. In view of the large number of acts which find considerable employment in other countries, including Canada, much interest has been manifested in the Dickstein Bill.

Melvin D. Hildreth has been invited to appear and make a statement, giving the viewpoint of the circus layman. It will be his contention that the circus is international and that the people of the circus are international and should have the right to go to and from any country they may choose. A large number of American acts now working abroad might be seriously affected if the bill were to pass.

Many at Valentino Rites

HOUSTON, Feb. 13.—More than 100 showfolk assembled at the home of the Valentinos here to pay farewell remembrance to the Senior Valentino, father of the famous Valentinos, aerial performers.

Suddenly stricken, the deceased was rushed to Houston hospital. Two operations were performed. Pneumonia resulted, causing death January 27. He was deaf and dumb, as is his surviving wife. A half hundred mutes were present. As the preacher chanted the memory tribute, and as the chanters sang the hymns, an interpreter conveyed it to the deaf and dumb hearers by the language of the fingers.



PAGEL'S CIRCUS recently concluded an engagement at Johannesburg, South Africa. The Dutton Equestrians, the Silverlakes, Evelyn Stephens and the Williams are among the American acts with the show.



Circus Saints and Sinners Club

For the Troupers—and a Home

RICHMOND, Va., Feb. 13.—On February 1 the Charles H. Consolvo Tent, of Norfolk, Va., gave a banquet at Monticello Hotel, at which 90 members of the Consolvo Tent were present, also a large number of members from the Will Rogers Tent, Petersburg, Va., and the W. W. Workman Tent, of Richmond.

The Consolvo Tent voted on 18 applications and passed a resolution contributing \$50 to the Red Cross for flood sufferers. The distinguished guests were introduced by President Borland and included Sinner Remmie L. Arnold, president of the Will Rogers Tent, and Sinner A. D. Watson, president of the W. W. Workman Tent.

A special show and other forms of entertainment were provided. The banquet and party were a big success.

A meeting of the board of trustees of the national organization was held in Richmond February 10, at which time it was voted to hold the semi-annual spring meeting at Petersburg, Va. This will be a central location between Richmond and Norfolk. Members of all tents are invited to attend.

Chairman E. W. Lemay of the organization of tents committee advises that his committee is outlining a program of expansion for this year. It is

planned to organize tents in all of the principal cities of Virginia before the end of the year.

Last year represented the greatest growth of the club since its organization. Colonel Consolvo, for whom the Charles H. Consolvo Tent was named, has not been feeling well lately and was unable to attend the banquet in Norfolk. **CHESLEY S. GOLDSTON**, National Secretary.

Chicago Acts Prepare For Coming Season

CHICAGO, Feb. 13.—With every rehearsal room of the Performers' Club of America here being utilized at all times by acts and units preparing for the season, and with bookings far ahead of 1936, Bert Clinton, secretary of the club, forecasts that the new season will top all others in recent years.

At present the Three Cheers, Mann Brothers, Hodgini, the Flying Wishards, the Sensational Clairs, John Spaulding, the Fearless Martin and the Upsidedown Millettes are in rehearsal. Grover McCabe is breaking in a 10-girl act for the Cole Bros.' Circus.

The Corral

By ROWDY WADDY

UNLESS there is bona fide competition "rodeo" is a misnomer.

IF PRESENT indications mean anything this year will be a good one for cowboy sports.

THE FANS in the Tucson, Ariz., sector are looking forward to witnessing many thrills (and spills) at the La Fiesta de Los Vaqueros, which gets under way Friday of this week.

O'NEILL BROTHERS, cowboy clowns, are wintering in Westlake, Tex., where they are training trick horses for Charlie Anderson and playing theater dates with their trick mule, Skim Milk. Anderson plans to play rodeos and horse shows this season.

FOUR RODEO performances will be staged in San Angelo, Tex., in connection with the San Angelo Pat Stock Show to be held there soon. Louis Kubitz will direct the event, while J. Calhoun Deal has been named secretary-manager.

THE TERM "rodeo" has become popular in many kinds of sports contests. We have heard of fishing rodeos, softball rodeos and golf rodeos, but it remained for Cincinnati to launch what the writer believes to be the first boxing rodeo.

BILL GERTE has been named arena director for the Las Vegas, Nev., rodeo which will be held in Las Vegas this summer. Event is sponsored by the Las Vegas Horsemen's Association, of which R. Robert Russell is president and A. W. Blackman is secretary.

A COMMUNICATION from Florence Randolph states that the fourth annual Ardmore, Okla., Rodeo will be held there this summer in connection with the Sheriff and Peace Officers' convention. She infers that she and her parents have just returned to Ardmore after visiting with Tom Mix in Los Angeles.

THE BILLBOARD has many thousands of weekly readers who are interested in seeing the rodeo business develop and prosper. Among this weekly number are managers, contestants, fans and many officials of organizations who are interested in sponsoring such an attraction in their locality if they could be assured that they would get real talent, live stock and showmanship.

CHARLES ALDRIDGE writes from New York that he expects to be with the Ekew & Harris Rodeo this season. He also infers that Pearl Byron, Mary Keen, Blacky Russell and Jack Van Rider are spending the winter in the Eastern metropolis. The Ekew & Harris show, according to Aldridge, is booked solid until November with the exception of two weeks.

DEPUTY SHERIFF Diamond Ted Lewis, who is under contract to the J. E. Ranch Rodeo for the coming season, presented a trick roping and pistol-shooting exhibition in the ballroom of the Pennsylvania Hotel, New York, recently. Ted infers that he is obtaining a leave of absence from High Sheriff Allen G. Gilbert of Putnam County to shoot for Jim Ekew's show.

VERNE ELLIOTT, of Johnstown, Colo., upon his arrival in Fort Worth recently to prepare for the opening of the rodeo to be held there in conjunction with the Southwestern Exposition and Pat Stock Show, declared that he and his partner, Eddie McCarthy, of Chugwater, Wyo., will bring to the show what they believe to be the greatest string of outlaw horses ever gotten together. The string will total 125 horses, 85 of which have never been bucked in the South. Topping the list are Five Minutes to Midnight, Ninety-Night Bar, Mr. Pettybone, Eagle's Nest, Dick Ross and Twenty Below.

DICKIE JONES, screen juvenile who began his film career in a saddle, has been bucked out of Westerns by that sickle outlaw, Fame, right into a featured player's chair. Now eight years old, Dickie was discovered at a Dallas (Tex.) rodeo three years ago by Hoot Gibson, who took him to Hollywood, where as Hoot's protegee he made rapid strides and appeared with almost all of the famous Western stars. His last cowboy picture was *Wild Horse Roundup*, in

which he co-starred with Kermit Maynard. Then he did *Daniel Boone* opposite George O'Brien. Following that in quick succession came *Black Legion* and *Don't Pull Your Punches*, both Warner Bros. features, the latter yet to be released.

"THE CORRAL column in today's issue has me intrigued," writes Tex O'Rourke from 37 East 43d street, New York City, under date of February 10. "The paragraph headed Danny Winn winds up with four O'Rourkes, the daddy of whom seems to be another Tex. Plenty of people have similar names but mine is one I never thought to see duplicated and I am wondering if there could be two so named. It also is odd that with 48 years of toting that moniker (I was christened Tex) and with all the time I served in such outfits as Pawnee Bill's and Miller Brothers I never ran across these folks. If it is correct as printed I'd like to meet him some time and shake hands."

PLANS TO MAKE the 1937 Ogden (Utah) Pioneer Days one of the greatest rodeos in its history are rapidly progressing. The celebration will be broadened this year and the idea of staging two different and complete rodeos, with new talent provided at each show, will be introduced. Rodeo will offer six night performances, with Colborn & Sorenson, of Blackfoot, Ida., producing the first three. They will furnish their complete string of stock and in addition will present such famous performers as Jace-Bo Pulkerson, clown; the Tindalls, Ted (Sulcide) Elder, Mr. and Mrs. Verne Goodrich and Pete Kercher, announcer and rodeo secretary. Equally famous performers will participate on the last three nights. Homer Holcomb, clown, and Abe Leffon, announcer, are already under contract. Al Caffodio will be rodeo secretary, with Harry Rowell, of Hayward, Calif., furnishing the stock. Ted Allen, champion horseshoe pitcher, will be an added attraction.

Picked Up in Detroit

DETROIT, Feb. 13.—Joe Louis, clown, who was at Shrine Circus here and will appear at Grotto Circus in Cleveland, submits following notes:

Costuming of spec with nearly 100 dancing girls was beautiful. The three stages were filled with clever toe dancers, center stage occupied by Reynolds Dodge roller-skating ballet. Shrine band was led by Merle Evans. Fred Bradna was equestrian director, and Fred Ledgett, official announcer.

Visitors included Ralph Clawson, Edward Arlington; Frank C. Miller, commissioner of Ringling-Barnum, en route to Rochester, Ind.; Clyde Beatty and Bob Hickey, Allen King, of Ford Motor Company, was a daily visitor.

Terrell Jacobs, who had center spot with his wild animal act, reports he bought four young lions from Mr. McMillen, of Detroit Zoo, and will train them.

Funmakers here were Shorty Flemm, Chesty, Bluch Landolf, Charles Bell Tito, Kinko, Paul Jerome, Chester Barnett, Art Lind, Roy Barrett, Joe Short, Billy Genero, Otto Griebling, Emmett Kelly, Bill Harddig, Bill Donahue and LaSalle, Pinky Hollis, Micky McDonald, Earl Mooney, Nelson Brothers, Leo Kerns, Canestralla, Felix Adler, Johnny Grady, Centesimo and Marlo.

Turney, Brown, Branson Return to Mix Quarters

ANNISTON, Ala., Feb. 13.—Dall Turney, manager of the Tom Mix Circus, and Robert Brown, treasurer, arrived at the Anniston quarters last week from California. P. N. Branson, general agent, joined Mr. Turney at Dallas, accompanying him to quarters.

Lottie Shaw, Ella Linton, Ruth Helms, Dodo Surtzes, Mildred Asher, Luella Nolan and Arline Smith may be seen daily on horseback cantering thru the woodlands adjacent to the spacious acres of the winter quarters.

Mechanic Joe Ford salvaged considerable material from last week's fire in mechanical quarters and has moved his department into the machinery hall of U. S. Pipe Company, where his force of mechanics is making fine headway on the trucks and motors. The six advance trucks will soon be turned out all completely overhauled.

Two advance trucks are under construction. Both will be heavy-duty trucks with dual rear wheels. These will supplement the gigantic semi-trailer (See TURNER, BROWN on page 37)

Dexter Fellows

(CSCCA)

Tent Tattles

By FRED PITZER

NEW YORK, Feb. 13.—The Executive Committee held its first meeting at 70 Park Avenue on February 9, and Joe Dolby, the new proprietor of this hostelry, is an ace-high host. He is having a special room redecorated and this will be the Tent's official headquarters. This will be the main residence and the general meeting place of the bigwigs and near-bigwigs of the organization. Dolby promises every comfort, circus atmosphere in everything and Joe's promise is as good as his bond.

The next Fall Guys are Stoopnagle and Budd and this is the first time that we have had a pair of Fall Guys to sprinkle horse feathers on. . . . Tex O'Rourke is very much disturbed by locating in Rowdy Waddy's column, "The Corral," a reference to a flock of O'Rourkes in flood relief work. Among the O'Rourkes was Little Jackie, Jaqueline, Tex and Mrs. Tex. While it is the kind of thing Tex would interest himself in, he says it is not THE Tex O'Rourke and it is the first intimation he has had of anyone else bearing that name. . . . Prexy Orson Kilborn is working out a sort of combination Farm-Broadway-Bingo-Bango night for the club on May 21 by which it is expected that the Home Fund will realize about \$1,000.

Some time ago we promised to obtain from the Rev. Howard R. Gold the eulogy he preached at the funeral of John Ringling, as we had heard so many favorable comments about it. The pastor sent us this eulogy and after reading it we know that the encomiums were well deserved.

The Funeral Address

Nearly 21 years ago we buried Al Ringling in the hillside cemetery at Baraboo, Wis., for many years the home of the Ringling family. He was the oldest of the widely-known Ringling Brothers. Today we have come together to honor the memory of John Ringling, the last of the brothers, and to lay away his body in quiet repose. Since that other burial all the brothers have passed out of this life and but one of the family remains, Mrs. Ida Ringling North. So the hand of a sister affectionately guides the last of her brothers to his resting place.

Our thoughts naturally turn to the contribution the Ringlings have made to our national life by providing wholesome fun and interesting exhibitions. The play life of any people has a considerable value and that value is all the more evident as our leisure time increases. I call to mind what the ancient prophet Zachariah said after Jerusalem and the sacred Temple had been destroyed by a foreign foe. He predicted that both the city and the Temple would be restored "and the streets of the city

shall be full of boys and girls playing." It is always a mark of good fortune and happiness when people and especially children have time and opportunity to play.

For generations the circus has been a feature in American life but it remained for the Ringling Brothers to lift the circus to a high ethical and moral plane. It was their definite purpose to do this. They declared: "If we cannot conduct a clean and wholesome show business we will not conduct it at all." In the development of this great and successful enterprise John Ringling played his part. He had a genius for promotion. His mind was keen and quick to grasp situations. His memory was remarkable. And added to all these qualities was the capacity for detail. His appetite for work and his ambition led him into other fields than that of the circus and there, too, he was successful.

One likes to think of Mr. Ringling's interest in art and art collecting and of the fine museum he built in Sarasota. Upon that institution he and his devoted wife, Mrs. Mabel Ringling, spent many joyous hours and large sums of money. Lovers of rare paintings in increasing numbers will find their way to this exhibit of fine things.

There was much of kindness and consideration in Mr. Ringling. He loved his circus animals and had many pets. And he loved children, altho, unfortunately, he had none of his own. Thousands of children have been guests of the circus and now that the last of the brothers has gone many will wonder, as they live in hospital or orphan's home, whether there will still be a circus for them. Those closely associated with him testify to his generosity, friendship and loyalty—qualities of character not too frequently found in this turbulent world in which we live.

Incidents might be multiplied to show that not only fine human qualities but also religion has its place in circus life. One recalls that keeper of horses who never was quite able to decide whether he should remain with the circus or become a Christian minister. Not infrequently were services of worship held on the Lord's Day in one of the big tents. Often was a clergyman invited to say grace before meals in the mess tent. These expressions of religious consciousness were encouraged by the leaders of the circus folk who, themselves, had the good fortune of religious training in youth.

A long and useful life and a career full of activity and interest has come to a close. Those who knew John Ringling best will miss him most.

WILL LEASE

FOR THE COMING SEASON
FROZEN CUSTARD PRIVILEGE
ON THE RUSSELL BROS. CIRCUS.

Equipment must be first-class and to open with show. Would like to hear from sober, reliable Butcher. Russ Benzl write. Write

ALBERT MCARDLE, Cleveland, O.
Care Dearbrooks Hotel.

DAN RICE CIRCUS

NOW CONTRACTING FOR THE COMING SEASON, TO OPEN EARLY IN APRIL.

Big Show Acts of a sensational and novel nature, Family Acts, Male Contortionist, Frog Act, Lady Jugglers, Acts for Concert, Western Type, and for Side Show; Dancers that double, Snake Act, Lady Accordionist, Sword Walker, Lady Bag Puncher. All must have youth and wardrobe. Man or Lady Sword Swallower, good Freak to feature, Half-and-Half for Annex, Native Hawaiian Troupe, Scotch Killie Band. McLeods reply. Slim and Berth come home. Eva Latour, Cramer wants to hear from you. Good Minstrel Band for Big Show. CAN USE Real Circus Musicians, Working Men in all departments. HAVE FOR SALE Complete Loud Speaker, \$50.00. Remember, we give you the longest season of any Circus in America. All reply to

RAY MARSH BRYDON, Dan Rice Circus, Jackson, Tenn.

AL. G. BARNES & SELLS-FLOTO Combined Circus

Wants 2 Wire Acts—Doubles or Triples, GIRLS for Menage that work in other acts. Second Prima Donna, Clowns New to Pacific Coast.

Show opens in March. Address

S. L. CRONIN, Mgr., Baldwin Park, Calif.

CONEY TO SPEND \$300,000

Cincy Company in Big Program To Offset Costly Havoc of Flood

Plans for replacements, repairs and improvements submitted by General Manager Schott approved by directors—work will be completed for opening on May 22

CINCINNATI, Feb. 13.—Board of directors of Coney Island, Inc., yesterday approved plans for a \$300,000 program of repairs, replacements and improvements at the big park to overcome the havoc wrought by the January Ohio River flood. The plans were presented by President and General Manager Edward L. Schott, who announced that when the proposed work is finished "Coney will be more attractive and more complete in its scope of attractions than ever in its history." Opening of the season has now been set for May 22 and improvements are to be completed by that time. Major rides and buildings withstood the flood, he said.

While some repairs to them will be necessary, the Wildcat Coaster, Showboat, Laff-in-the-Dark, Ferris Wheel and Airplane Swing are in good condition. Work will be started on a new 3,400-foot Coaster, planned before the flood, and which probably will be named thru a contest to be conducted by the publicity department. This department also intends to make up a booklet showing park flood scenes and later will add to this the same views after rehabilitation to show the contrast.

Concrete Bases Held

Floor of Moonlite Gardens and natatorium buildings be rebuilt, filtration and pumping plants cleaned and repaired and Rose Garden dining room and cafeteria rebuilt. Concrete lighting posts in the path of the current were snapped off and some of the finest shade trees in the park were uprooted.

"Our loss on the whole will not be so great as we at first feared," said Mr. Schott. "I believe, in fact, that in recent years in building rides and other amusement structures we have been imbedding the supports in heavy concrete. In all instances in which we had such construction our structures weathered the flood."

Steamer Not Damaged

Coney's excursion steamer Island Queen escaped wrath of flood waters without a scratch, due to vigilance of its master, Capt. Charles H. Hall. The wharf boat and steamer had been transferred to an ice pier at foot of Pike street when winter came on. When the river began to rise Captain Hall put out every available foot of line to moor the steamer and wharf boat. During the flood Captain Hall and his crew worked virtually 24 hours a day to protect the craft. The greatest menace came from floating oil tanks and drums.

Funland Equipment Booked for Havana

MIAMI, Feb. 13.—David B. Eddy and William Tucker have returned from Havana, where they closed a contract to furnish all rides and concessions for a period of not less than six weeks in the Parque Hatuey at the foot of the Malecon.

The Americans expected to open with their attractions not later than February 19. A skeleton outfit probably will be left in Funland Park here during summer.

When they conclude their Havana engagement the equipment will be shipped direct to Durham, N. C., to be prepared for the road season of Eddy Bros.' Shows.

Cuban Operators on Visit

MIAMI, Feb. 13.—Bienvenido Madan and Dr. Carlos Carbell, to operate Hatuey Park on site of the old fortress at the foot of the Prado at the Malecon, Havana, were visitors here, telling of a pre-Lenten festival to be held in Havana.

Johnson Dies in Waterloo

CINCINNATI, Feb. 13.—Death of Ernest H. Johnson, 59, founder of Electric Park, Waterloo, Ia., and first producer of vaudeville there, at his home near Waterloo on February 6 is reported in detail in the Final Curtain in this issue of The Billboard.

Two Big Projects Up For Okeh in England

MORECAMBE, Eng., Feb. 13.—As a result of a meeting between Morecambe town council and representatives of two syndicates, it is expected that at the next meeting of the council plans will be approved for two amusement parks on Morecambe promenade, built at a cost estimated at \$150,000. There is, however, no possibility of the parks being ready before 1938. Plans for Winter Gardens, proposed new amusement park, comply with town planning requirements and can, if promoters desire, be started, subject to minor alterations, says The World's Fair. Town council has planning powers to control development of proposed Figure Eight Park, but as the question of costly compensation to owners might arise if development of the land were compulsorily restricted, it is likely that a compromise will be reached and amended plans approved.

Altho no definite proposals have been adopted by the corporation, licenses of the existing fairgrounds have been renewed until September 30, 1937. Promoters of the new amusement parks have intimated that it would be an impossibility to have them ready for the coming season after all the delay there has been. Provided there is no further unreasonable delay, they can be constructed in time for the 1938 season, it was said.

Representatives of the syndicates promoting the park enterprises appeared before the committee and agreed to a number of suggestions by members. The corporation lost the chance to buy the sites some months ago. There is now general agreement that up-to-date amusement parks, such as those contemplated, would add considerably to Morecambe's attraction for holiday-makers.



CONCRETE LIGHT POLES WERE LEVELED during the January Ohio River flood, which inundated Coney Island, Cincinnati, to a depth of 25 feet. This view looks out of the park toward the main entrance and shows roads and lawns covered with driftwood and other debris. Some of the white sand of the swimming pool is seen on the right, altho the front pool building is missing.

Steel Pier Will Exhibit All-Time Beauty Winners

ATLANTIC CITY, Feb. 13.—An all-time beauty exhibit, with life-sized cut-outs of all the Miss America and Miss Atlantic City girls since 1921 to the present, will be one of the novelties of the coming season at Steel Pier, according to President Frank P. Gavatt. Exhibit will be elaborate in background and unique lighting and pictures for cutouts have been dug out of files going back to the first pageant.

It will also be used to advertise the Showman's Variety Jubilee, regular fall affair sponsored by city and Philadelphia Variety Club. Additional space will also be provided for an outdoor circus to accommodate several acts signed by Mr. Gavatt on a recent trip abroad. Summer band policy will be a continuous line of names.

Resort Ups Publicity Fund

STONE HARBOR, N. J., Feb. 13.—The 1937 tax budget introduced by Mayor H. Irvin in borough council included an increased appropriation from \$3,000 to \$4,500 for publicity and amusements at this South Jersey resort. Beach and boardwalk appropriation was reduced from \$6,000 to \$5,000. Despite an increase in Cape May county tax rate this resort's tax rate will be cut from \$8.14 to \$7.50, reduction being due to a refinancing program, which has put Stone Harbor on a cash basis.

Capitol Adopts Free Gate Plan

Lincoln beach drops dime admish long in effect—improvements are scheduled

LINCOLN, Neb., Feb. 13.—Prospect of increased competition and plans to spend a job of money improving Capitol Beach have led Park Manager Hoyt Hawke to announce that the beach, for the first time in its history, will have a free gate. Hitherto the tariff has always been a dime.

Dance contesting with tarp spots about town has found the stepping crowd inclined to turn down the beach of late years because of the admission. The beach is building a new pavilion, twice the size of the present spot, which will be managed by Harry King, who plans for name bands. So that it be given a fair break, the gate will come off for a trial.

It is a question whether this will affect local business houses which have always been offered the free gate as an added incentive to throw big institutional summer picnics to the park. Beach management, after the extensive improvements planned, looks for a rebirth of park interest here.

Dodgem Display At Sports Show

NEW YORK, Feb. 13.—Thought to be the first time a manufacturer of amusement devices has had a display at this type of show, the Dodgem Corporation will have an exhibit in Booth 223 at the Sportsmen's Show here on February 18-27. Secretary Fred L. Markey and Sales Manager Gy D. Bond, of the corporation, will make their headquarters at the Paramount Hotel. Mr. Bond said the exhibit will not be made with intention of selling at the show, but to interest concessioners and others with funds to invest.

SAN FRANCISCO.—Sutro Baths has started construction of an ice-skating rink in this landmark. A collegiate hockey league being formed expects to stage games there. Building of the rink will not affect the seven plunges of varying sizes and temperatures, as the rink will be partitioned off to prevent cooling the swimming section and permitting swimming to continue the year round. Rink will be about 100 by 200 feet.



WRECKAGE OF THE BIG CAFETERIA at Coney Island, Cincinnati, was strewn about the park during the recent flood. Photo shows part of the roof and the two signs swept from original location and resting upon a concrete walk near the mall. Numerous strange buildings were washed downstream and deposited against trees and ride structures.

G A H

SURPRISE

George A. Hamid, Inc. is full of surprises. The latest form of "Wonders by Hamid" is a specialty staged One-Ring Circus for Parks and Resorts. A newer and greater European style sawdust spectacle. Not to mention the most imposing menu of thrill and comedy acts ever to be offered—still at prices which challenge comparison. For further particulars get in touch with

Surprise Headquarters
George A. Hamid, Inc.

1560 B'WAY
NEW YORK,
N. Y.

American Recreational Equipment Association

By R. S. UZZELL

Florida is getting warmer and California is growing colder? Will this condition abide? It looks toward permanency because of the Gulf stream's approach to the Florida Coast and the Japan current moving in toward California. It crosses the Pacific, carrying mild climate to the Pacific Northwest, where it acquires Alaskan chill that it is transporting to the Southwestern United States. Climatic changes of radical nature over periods of time have appeared before and can do so again. Nature is never static, but ever changing. To our business it may mean eventually in that far-distant future that New Jersey and New York may become tropical again, while California could change her tropical vegetation for trees which annually shed their leaves.

Prepare for Floods

Ohio floods are not new. They have raged in past ages and will do so again. Many of the expedients suggested are helpful, but alone will not insure immunity from inundations. Reforestation is greatly to be desired and has become a necessity, but excessive winter rains on frozen ground will flow freely to the sea and when it rains simultaneously on all Ohio River tributaries there will continue to be deluges.

Park men adjacent to rivers and on low ground should always be prepared for an overflow. Our Atlantic Coast, Gulf of Mexico and most Pacific Coast resorts can expect gales of cyclonic proportions and should build accordingly. Galveston amusement men always work under the shadow of a blow. Those who (See RECREATIONAL on page 44)

LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
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Coney Island, N. Y.—Summer Season 1937.
HIGHEST SALARY TO ATTRACTION WITH GREATEST APPEAL.
CAN USE Side-Show People of every description, also Talkers, Ticket Sellers, etc. For the benefit of some who have an erroneous impression of Coney Island, also to discourage those conveying false and unfounded statements, please note: This is my 15th consecutive season in Coney Island. 100% salary paid to all—always—rain or shine. Majority of those employed by me have received increases in salary in spite of fixed price in contract. Ask any one of the more than 50 people employed in the above shows. Mention all particulars in first letter, enclose photo, and state lowest salary. Dave Bramel get in touch with me again. Write
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Park or Carnival

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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Men and Mentions

Good of Prof. John A. Jackson, Frisco, last heard from at the Callistoga natatorium on the West Coast, is now swim instructor at the Presidio Y tank.

Wonder if it's true that the one-way swimming idea recorded in this column a few issues ago and announced as something entirely new was really done three years ago in the Middle West. Say it isn't so, Bill Mosley.

Capt. William C. Johns, who for the past seven summers served on the beach squad at New York State's Jones Beach, L. I., is now doing life-guard and first-aid duty at Delray Beach, Palm County, Florida.

Long-distance swimmers everywhere will agree that the marathon profession lost a great person in the recent death of Mrs. Myrtle Huddleston. Ironically enough, just 10 years prior to her end Mrs. Huddleston won world's plaudits as the first woman to swim the Catalina Channel. She was, too, the first woman to attempt the unique record of staying in the water of a pool for the longest duration of time.

Gus Uhlmann, sports scribe and cartoonist for The New York Evening Post, is preparing a series for his paper on Broadway health centers and swim pools. Articles should start running the latter part of this week.

Rooney Plaza open-air pool, Miami, is again getting most of the play of the visiting newspaper men down South. Understand Ed Sullivan, Broadway columnist, vacationing down in them thar parts, got a terrific sunburn on his first day out, but still it's better than the night club tan he's been wearing for so many months.

WANTED USED RIDES

Railroad complete for Adults, Gasoline operated; Scooter, House and Cars complete; 3-Car Kiddie Auto Ride, 10-Car Ride-o, Auto Spreadway, Pony Cart Ride, Kiddie Ferris Wheel. Will pay cash. Must be cheap but good.

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and beautiful amusement park, with well-established following of 10,000-12,000 people weekly, interested in freestyle swimming of all kinds, especially slides. Ready to close quick. Address
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Not enough tanks go in for special celebrations these days. There are so many holidays and such to which pool men can tie up to great advantage that it seems a shame to let them go by, the way the majority have. Theaters throughout the country, no matter how small, always keep an accurate calendar of local and national events. And they always make certain to tie up wherever possible. Of course, it must be admitted that staging too many celebrations or special events has bad points, but surely it's not half as bad as not paying attention to any.

Sotto Voce

To J. M. Napora, Cliffside Park, N. J.: Turned your note over to Martin Stern, of the National Swim-for-Health Association, and you should hear from him shortly. To Steve Hannagan, New York City, Miami and points west: Awfully sorry for the boner. Thanks for your note. A public apology was made to your organization by this department two issues ago. To Paul Heidepohl, Portland, Ore.: Why don't you use swimming endorsements in your bathing-suit ads of outstanding medical and beauty authorities, such as the one suggested by Dr. James Stotter, noted New York beauty surgeon, mentioned here some time ago? Or perhaps you've tried it before.

Postman Rings Once

A letter has been received from Joseph Mickler, Cleveland, who writes that he has been connected with Euclid Beach there and read with interest recently in his local press of arrangements being made by Billy Rose to stage an aquatic show at Great Lakes Exposition this summer. As a matter of fact, papers throughout the country reported that such negotiations have been made and last week's *Billyboy* contained the complete story in its Fairs-Expositions department. Mr. Mickler suggests that Mr. Rose look into the aquatic profession thoroughly before staging his swim production. He maintains that while it is necessary to engage such swim highlights as Johnny Weismuller and Eleanor Holm, as announced, at the same time he should be sure not to ignore other finished water performers. And Mr. Mickler concludes that he is willing to wager that when the Rose production is shown that the majority of the swimmers, besides the name acts, will be recruited from amateur ranks. While not a betting man, I wouldn't make a bet with Mr. Mickler, even if I were. For I regret to report I am afraid that he has hit the proverbial nail right on the head in his last statement. What to do about it? That depends entirely upon pro water performers themselves. This is not the first time that a pro swimmer, a high diver or a trick aquatic actor has raised the issue of the encroachment of amateur talent. It's not the first time that it has been or rather will be done, because, as we know, Mr. Rose has not as yet decided upon the definite talent for his production. Suffice to add, as has been suggested here before, those in the swim-performing business need an organization, one which can be strong enough to combat such things as amateur invasion. But no one wants to start it. And that's the rub. Every now and then a squawk is registered, but then when the particular complainant gets a booking he forgets that about which he was yelling and settles back oblivious of what's going on about him. And what will gradually eat up all the profit in the pro field.

Long Island

By ALFRED FRIEDMAN

John Halleran, Flushing realtor, bids likely to become one of Long Island's important amusement figures, the his activities in this particular field in the past are practically nil. His vast realty interests in and around the site of the 1939 World Fair have given Halleran a conspicuous place, and that he has been worthy of it is seen in a number of creditable things he has done to bolster the foundation of the '39 exposition.

Dave Leber was harking back to the days long ago when the Island used to be infested with small circuses, carnivals, fairs, etc. In the past few years, this type of amusement industry slumped decidedly around the Island, and the gang here wonders if ever it will come back. Leber says that the '39 fair is likely to rekindle the spirit.

Short Shots: Jones Beach already being pepped up for the spring, the the

big work there won't start until early in April. Morty Gold'll put on at least three charity shows between now and the summer, two of them most likely in the nature of circuses. Jamaica Arena, which got off to such a lively start when it first opened, has slowed down to a standstill, it appears.

We're beginning to wonder whether there is anyone in the beer and liquor dispensing trade around the Island who is making any real money from it. Our talks with people in the trade serve to indicate that it is a tough biz, taxes being what they are, together with high rentals and other big expenses. During prohibition they said repeal would make many people rich, but has it?

ROCKAWAY BEACH: Just when the Boardwalk area had a clean bill of health for fires, three conflagrations had to break out within a brief period of time and ruin an otherwise perfect record. Faber brothers will make things buzz locally next summer, and they're already starting on plans. Local crowd sorry to hear of the passing of William Brunner Sr., owner of quite a bit of amusement properties hereabouts. Joe Kushner, old showman, we hear, has joined the army and is stationed somewhere around Dallas.

Jack Moorhead, owner of Moorhead's Tavern, rates commendation for being the type of person who is a doer rather than a sifter. Less than two weeks after fire did \$7,000 damage the tavern was repaired and ready for biz.

Artie Lane is instructing in golf for the winter, while Joe Cohen is teaching physical training on Rikers Island. Eddie De Lange, ork leader and composer, is back in town after an extended tour.

When Rika Park, Neponsit, is finally groomed, it will be an almost exact small copy of Jones Beach.

LONG BEACH: Harry Kinley info from Miami that it was a rather slow season there for the Long Island colony, and for others too, because of the absence of the "money" crowd in the South, due, probably, to the mild weather in the North, and later partly to the flood. Long Beach'll be the official resort hangout for people in the burlesque biz, as it was last year.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 13.—With weather clear and warm, the resort has big crowds for first of the February holidays and special features are booked for the week-end in all the amusement places and hotels, several of the latter having musicals with floor shows in grills. Washington's Birthday activities, however, will center around Convention Hall with a skating carnival one night, ice hockey two nights and skating on the fourth. Maribel Vinson, figure-skating champ, and Caley Slaters, Toronto, Canadian junior pair title holders, are among names for the ice carnival. A setup to seat 10,000 is being arranged.

Recent good-will tour of Canada by more than 100 from the city, led by Mayor White, is expected to have some good reaction from a biz standpoint during Canadian Week, March 27-April 4. During this time the resort will make a special play for Canadian biz with elaborate display of dominion flags along the Boardwalk and in a number of places Canadian money will be acceptable. City arranged for exchange of this currency by amusement and hotel interests without loss.

All major broadcasting chains will again be represented in the resort this summer. Steel Pier will definitely lead off with Columbia and Mutual wires, besides a pier studio for WPG. Jack Rich, night spot emcee, is taking over Hollywood Theater Monday night broadcasts; assisting is Reds Thornton. Walter Dale, former legit juvenile, is keeping his hand in with weekly sketches via WPG.

New Jones Beach Barracks

JONES BEACH, L. I., N. Y., Feb. 13.—Included in Governor Lehman's 1937-'38 budget is a capital outlay item of \$53,000 for the construction of barracks to house the Jones Beach police. Work will start early in the spring, it is expected. The old barracks of the Jones Beach police were destroyed by fire last summer.

DETROIT—Common council approved expenditure of \$1,488.44 for purchase of four chimpanzees to take the place of the dead Jo Mendl chimpanzee, extraordinary, in Detroit Zoological Park.

Muddle Is Cleared For Salt Lake Zoo

SALT LAKE CITY, Feb. 13.—Long-delayed settlement of troubles at Hogle Gardens Zoo here came when Mr. and Mrs. James H. Hogle gave a gift deed to the property to the city and provision was made for a perpetual zoological garden with special privileges to citizens and children under city control.

City compromised on debts incurred by Salt Lake Zoological Society, taking over bonds of the society, with face value of about \$14,000. City refused to accept liabilities or any obligations incurred in liquidating the society. It will contribute toward the "pot" to Mr. and Mrs. Hogle, according to E. Christensen, assistant city attorney, who worked out the plan with Mr. Hogle and Robert Murray Stewart, president of the society. This leaves as only cloud on the title a trust deed given as security for the zoo bonds. Mr. Hogle expects to liquidate all debts of the society, using \$6,000 contributed by the city and some private money.

Deed has iron-bound obligations for maintenance as an attractive park and the land may be recovered if not devoted to proper use or not maintained. Children under 17 must be admitted free on Saturdays, Sundays and holidays and there must be one day each week when all citizens will be admitted without charge. E. M. (Dutch) Shider remains as superintendent.

CHICAGO—Chicago Zoological Gardens, Brookfield, borrowed for exhibition a giant baby panda which Mrs. Ruth Harkness' expedition recently captured on the Tibetan border. This animal, to be exhibited for only three months, is said to be the only one of its kind ever taken alive. Zoo officials do not feel they can meet Mrs. Harkness' purchase price for the panda.

A. C. Million-Dollar Pier Will Have New Summer Bill

ATLANTIC CITY, Feb. 13.—Breaking all previous routines, Young's Million-Dollar Pier, according to present schedule, will reopen for the summer season on Easter Sunday, using the big ballroom and front part of the pier for first attractions and employing the entire pier space as the season get under way. Owing to litigation, no definite papers will be signed until February 24, while a court ruling has given the pier until March 1 to establish a summer policy.

Primarily concerned in the pier will be Terry Turner, New York, who has a complete schedule lined up, featuring Believe It or Not show as one of the principal attractions and adding dance bands, vaudeville and pictures.

This would entail a direct change of policy from last year, when Harry Waxman, operator of Hollywood Theater, put in a string of vaudeville, picture and band attractions, and the year previous when circus acts were featured.

RECREATIONAL

(Continued from page 42)
have experienced a 120-mile gale do not forget. They know that water can and does come over the sea wall. The prudent put their fine maple-floored dance halls on the second story, insuring a safe ride above the sea when it rushes in.

Good Reports Are Music

We are getting the language from our members which is music to the ear, John Wendler, of Allan Horshell Company, says, "We are loaded down with work." George H. Cramer, of Spillman Engineering Corporation, says, "Due to economic changes in our line of endeavor, I just hope the time is not far distant when it will be a 'buyers' market.'" From the context of his letter this means the operators will not be sellers of their devices, but buyers.

W. F. Mangles has been asking for credit information. His buyers are coming to life, too. And this is February. They woke up with the groundhog but. (See RECREATIONAL on page 48)

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Contrast

SAN BERNARDINO, Calif., Feb. 13.—E. A. Moross, prospector de luxe, with his \$30,000 streamlined, air-conditioned truck, loaded with latest mining prospecting equipment, with what is expected to be the county's most complete mineral exhibit, will be featured of the 27th National Orange Show here. William Starke, general manager of the show, said the Moross equipment, new in mining, includes a trailer equipped with electric refrigerator, beds, bath and all comforts. This will be contrasted at the show with equipment of the pioneer bewhiskered prospector with his burro, grub stake, pick, shovel and pan.

ESE Reports Good Despite Flood Loss

SPRINGFIELD, Mass., Feb. 13.—In annual report of Eastern States Exposition here Treasurer G. E. Williamson reports net profit of \$20,135.55. Joshua L. Brooks was re-elected president for the 22d consecutive term.

Flood loss to the exposition in 1936 amounted to about \$75,000. Of this amount \$55,000 was paid by the ESE and balance thru rehabilitation of Storrowtown and repairs to State and privately owned buildings on the grounds. Exposition closed the year with \$68,376.61 cash on hand.

Attendance in 1936 was 300,437, third largest in history, and officials believe that if weather had been more favorable this would have been increased by a considerable number. Increased attendance was reflected in more people at afternoon grand-stand shows and night Horse Show. General Manager Charles A. Nash expressed elation over the results in spite of heavy odds.

Clean Slate in Northampton

NORTHAMPTON, Mass., Feb. 13.—Three-County Fair, despite the flood in March, 1935, which caused heavy damage to grounds and buildings, was a financial success, said Secretary George H. Bean. All bills were paid, some notes were paid off and there is a cash balance for the 1937 fair. William H. Dickinson, Hatfield, declined to serve another year as president and Earle M. Parsons, Northampton, was elected. Erwin M. Hill is now treasurer. George H. Bean continues as secretary and Joseph W. King will again be in charge of the midway.

Flood Hits Evansville Act

EVANSVILLE, Ind., Feb. 13.—After having purchased a small business here with intention of quitting the road, Williams and Bernice, well-known act, report that the recent flood forced them to vacate to higher ground. Much of their property was lost, altho housecar, rigging, wardrobe and dogs were saved, and they probably will remain in show business, they said.

PEACE DAY IN MINOT

Org Is Saved In So. Texas

Circuit reorganized after threats to disband—showmen aid in peace-making

SEGUIN, Tex., Feb. 13.—With delegates from three fair associations attending the annual meeting of South Texas Fair Circuit with avowed intention of withdrawing from the circuit and suggesting its discontinuance, the convention was held in the new Municipal Building on February 8. Six fairs were represented from Gonzales, Fredericksburg, Boerne, New Braunfels, Lagrange and Seguin. S. M. Ainsworth, vice-president, presided in absence of President Max Bierschwale, Fredericksburg, reported ill. Secretary George Kempen, in that post since the circuit was organized 15 years ago, reported that only three associations had paid dues, leaving only three fairs in the circuit, and that several fairs had withdrawn, while others had requested that they be taken off rolls of South Texas Fair Circuit.

With three delegations present recommending that the circuit be discontinued, Mr. Ainsworth called for a show-down. After delegates had expressed themselves and it was seen that they could not agree on any ideas or suggestions, Mr. Ainsworth appointed Gilbert A. Koenig, Lagrange; Richard Remschell, Gonzales, and Joseph Stein, Fredericksburg, a committee to recommend at the afternoon session whether to reorganize or disband the circuit. Several show owners urged that the circuit be continued.

Dues Are Canceled

While the committee was meeting delegates and showmen were entertained at a banquet in the Almont Hotel as guests of the city of Seguin at noon. Mayor Max Starke; C. C. Van Gilder, (See **ORG IS SAVED** on page 6.)

Mutuels Remain in S. D.

PIERRE, S. D., Feb. 13.—South Dakota is assured of at least two more years of part-mutuel horse racing, following defeat of a proposed measure which would prohibit this form of racing. Legislature killed the proposal by Senator L. A. Johnson, DoSmet minister. Law allowing betting was approved at the 1933 special session and since then the State has had an increase in horse racing on widely scattered tracks.

Budgeting Acts

DALLAS, Feb. 13.—At the State Fair of Texas we have always believed an appropriation for free acts is a most important part of our budget and up to this time have found nothing to take the place of such a program. Select your acts as carefully and with as much concern as you give any other part of your show. Advise with some of your friends, whom you consider average individuals, and find what they like. Then choose a booker or producer who has proved his worth and has a reputation for delivering what he sells in advance.—**SECRETARY ROY RUPARD, State Fair of Texas, at Dallas annual convention of Texas Association of Fairs.**

Jordan Is Again Manager Of Fourth Annual for Jax

JACKSONVILLE, Fla., Feb. 13.—For the 1937 fourth annual Duval County Fair and Exposition here, announced President R. L. Millican, E. Ross Jordan, manager of Georgia State Fair and Exposition, Macon, has again been engaged as secretary-manager and has preparations well under way. Personnel of the fair association includes: Mr. Millican, Mr. Jordan; Hermac C. Masters, in charge of agriculture; A. E. Allen, poultry; Robert D. Dolley, educational; Mrs. H. C. Masters, women's work; Pearl Lafitte, county-home demonstration agent; A. S. Lawton, county agent, 4-H Clubs; A. P. Ryan, live stock; advisory board, president and secretary, George C. Blume; H. C. Masters, John Richardson, A. E. Allen, George A. Stengle, Karl R. Timm, Clarence Ellis, A. S. Broward, Guy L. Simmons.

Royal American Shows on the midway is to present the entire organization in new spring dress and color, making this the opening date on its trek north. Fair is to have liberal co-operation from local and State organizations. Mr. Jordan said. Feature days, popular drawing contests, wide advertising campaign and liberal premium list assure an outstanding show, officials said. Educational and industrial displays will be featured with products of farm, homes and schools.

Speeding Up Work in Paris

PARIS, Feb. 8.—After conferences between exposition officials, government authorities and labor leaders arrangements have been made for overtime and Sunday work on erection of buildings for Paris International Exposition of 1937 to open on May 1. Work is well advanced on most of the buildings and with favorable weather principal structures should be completed in time.

Celebration Set At N. D. Opener

International event proposed for State Fair to bring notables to new bowl

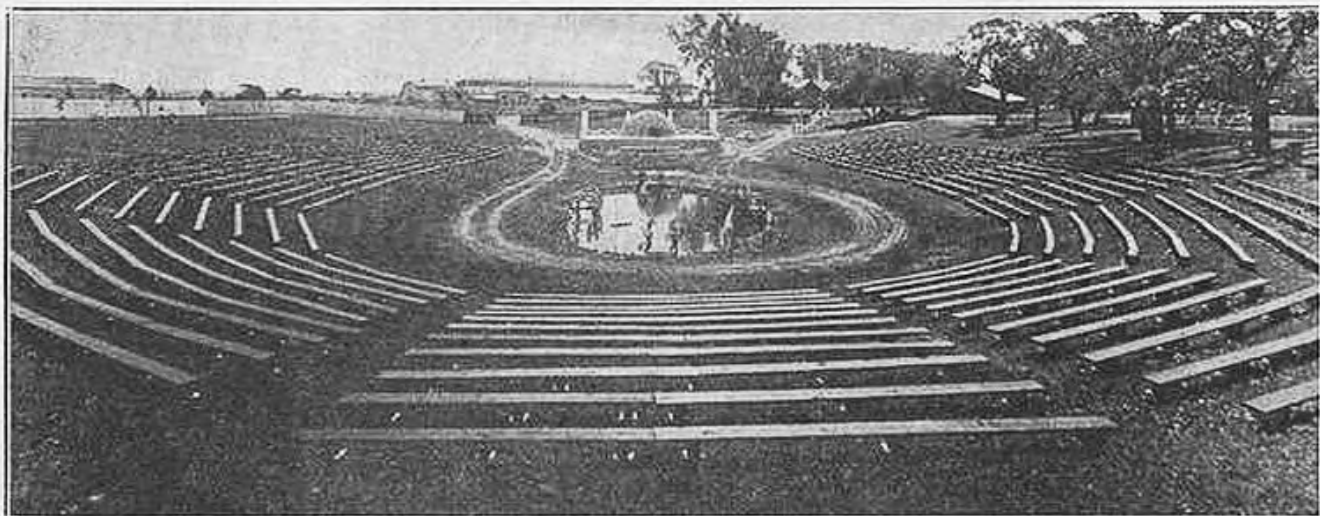
MINOT, N. D., Feb. 13.—At a meeting of a group of Minoters in the Palm Room of the Grand Hotel, it was decided to open first day of the 1937 North Dakota State Fair at Minot with a Peace Celebration. Members were unanimous in the belief that the event, if carried out properly, will result in the assembly of the largest group of Americans and Canadians ever gathered in the State, to commemorate the long period of friendship between the peoples of these two nations, and to observe America's day of independence on July 4.

The dinner was attended by 25 Minot citizens representing clergymen, business and professional men and heads of service clubs. H. L. Finke, secretary of the fair, presided. He introduced Guy Weadick, Calgary, Alta., where he maintains a ranch which is headquarters for famous rodeos. Together they presented preliminary plans for the Peace Celebration: Holding the event in Pioneer Bowl, the natural outdoor amphitheater completed last year on Minot fairgrounds. Inviting such nationally known peace speakers as Mrs. Franklin D. Roosevelt and Cordell Hull, Secretary of State; also inviting the governors of the 48 States and the officials of Canadian provinces, with special invitations to governors and officials of border States and provinces.

Adding color by inviting Canada to send mounted police for exhibitions, and by inviting from Sweetgrass, Mont., and Coufats, Alta., a children's life and drum corps sponsored by ex-service men. Arranging, if possible, for an international radio hookup. Giving publicity to the International Peace Day until it becomes recognized by tourists and summer vacationists as one of the big Northwest events of summer. Promoting the affair thru peace sermons from Northwest pulpits and peace essays among school children.

Meetings will be held again and standing committees will be appointed to make definite plans for the observance.

LUNENBURG, Mass.—Anna Kivimaki, who did parachute jumping at Eastern fairs and in Europe, returned to the States, accompanied by her great Pyrenees dog, Bazan, a native of France, from St. Anthony, N. F., where for three years she has been cost accountant for Sir Wilfred Grenfell at his mission station.



PIONEER BOWL OF NORTH DAKOTA STATE FAIR, MINOT, where an International Peace Celebration is to open the 1937 fair. The bowl is 520 feet in length and 310 feet in width. There is a stage, 60x50 feet, with a flower garden and lily pond directly in front of it. Secretary H. L. Finke gives seating capacity of the bowl as 42,000.

Dallas Meet Has Harmony

Good reports and prospect from delegates—Smith is named as new president

DALLAS, Feb. 13.—Harmony was keynote at the annual meeting of Texas Association of Fairs in the Baker Hotel here on February 5 and 6 with one of the largest attendances in years. Delegates all reported successful fairs and good conditions in their communities and even better prospects for the current year. Among discussions was one started by L. B. Herring Jr., secretary of South Texas State Fair, Beaumont, in which showmen were asked to express their views and one on taxes affecting affairs. Curtis Morris, Longview, made opening address on this subject.

Officers elected are Pete H. Smith, Plainview, president; J. C. Watson, Graham, secretary-treasurer; directors, J. U. Shline, Silsbee; Roy Rupard, Dallas; N. P. Fitzhugh, Tyler; H. T. Sullivan, Haskell, and Frank Thompson, Sherman. Frank Weaver, Weaver Badge and Novelty Company, was on hand with his secretaries to take care of registration. President Frank Thompson, Sherman, presided. Lee Gaviness, president of Lamar County Fair, spoke on Making Fairs Produce Spot Business for Merchants. Other speakers at the opening session were Miss Orene McClellan, home demonstration agent, Houston County; O. L. Taylor, secretary of Tri-State Fair, Amarillo, and Mr. Herring. J. George Loos responded to Mr. Herring and Mr. Smith for carnival owners present.

McNeny Is Speaker

Speakers Friday afternoon included J. A. Moore, superintendent agricultural department, State Fair of Texas, Financial Support From State Funds; Live Stock Exposition as an Asset to Farmers, Bryan Blalock; Do the Majority of People Attending Fairs Want Entertainment Rather than an Educational Program?, A. Morton Smith, Gaineville; Should a Chamber of Commerce Secretary Take Two or Three Months Out of His Work to Act as Secretary for an Amusement Organization Rather Than an Educational Organization?, Grady Shipp, Longview. Discussions on the last three subjects were led by W. O. Cox, Houston Chamber of Commerce; W. P. Fitzhugh, secretary East Texas Fair, and C. E. Sawyer, secretary Walker County Fair. At the final session Saturday morning Roy Rupard, secretary of State Fair of Texas, Dallas, had as his subject What Type of Free Acts Are Best, and M. R. Martin, manager of Central East Texas Fair, spoke on Comparison of County Fairs From 1928 to 1936.

Annual banquet in one of the Baker Hotel ballrooms. President Thompson was toastmaster and Mr. Rupard presented the acts. About 100 delegates and showmen attended. Frank L. McNeny, general director of Greater Texas and Pan-American Exposition, Dallas, speaker of the evening, declared the exposition in Dallas will not be known as the Centennial and the fun zone will not be called a "midway" this year, but a new name would be found.

Many Showmen Attend

Showmen and other visitors included Orville Hennes, Hennes Bros.' Shows; Kent Hosmer, Beckmann & Gerety World's Best Shows; Mr. and Mrs. Mel H. Vaught, State Fair Shows; John Francis, Greater Exposition Shows; Mr. and Mrs. Tommy Tidwell and baby, H. G. Buchanan, T. J. Tidwell Shows; J. George Loos, Jack Edwards, Greater United Shows; Roy Gray, Lewis Bright, Jess Wrigley, Bill Dearman, Big State Shows; Ed Stritch, Roy Gray Shows No. 2; Jack Ruback, Western States Shows; Mr. and Mrs. Noble C. Fairly, Fairly-Martone Shows; Ira Burdick, Norman L. Dixon, All-Texas Shows; Capt. C. W. Nail, C. W. Nail Shows; Mr. and Mrs. Ed Brewer, Dodson Shows; A. Meadows, Regal United Shows; Mr. and Mrs. J. Ed Brown, Greater Texas and Pan-American Exposition; Frank Weaver, Weaver Badge and Novelty Company; Fred Kressman, Barnes-Carruthers; Bill Hames, Theo Ledell, G. R. Fulton, P. M.

Shuffleboard Wedding

CINCINNATI, Feb. 13.—What is believed to have been the first shuffleboard wedding took place on January 30 in Sulphur Springs (Pa.) Trailer Camp, when Arthur N. Pettit, concessioner, and son of Noah Pettit, ride and concession owner, was married to Mildred Adams, nonprofessional. Wedding was attended by many showfolk and ceremony was performed on the shuffleboard court at the camp. Court was decorated and lighted with neon lights and a platform erected served as an altar, writes Julius Cahn, secretary of Kewaunee County Fair, Luxemburg, Wis., who was on his annual sojourn in Florida, attending Tampa Fair and other fairs and outdoor events.

Reports That Contract Wheels Will Grind Peps Dallas Visitors

DALLAS, Feb. 13.—Showmen flooded Greater Texas and Pan-American Exposition grounds headquarters this week as return of Ray Foley, participation director, from an extended business trip brought rumors that the exhibit and concession mill will begin grinding out approved contracts.

Preparations were on for a six weeks' air tour of Central and South America, to begin from Dallas on Sunday. Dr. Roscoe Hill, Department of State, and Charles Abbott, Dallas, and possibly one or two other special emissaries will leave by plane, with Mexico City as first stop. They will spend the remainder of time flying thru Central and South America, contacting governmental and commercial officials in every capital.

Gene Cooper, of the publicity staff, left for Mexico City on Tuesday to lay an advance publicity campaign, aided by Henry Garcia, of the photographic staff, who will make the flight from here Sunday. They will return to Dallas from Mexico City. Many activities were temporarily halted on Wednesday after Fletcher McNeny, 54, real estate broker and brother of Director General Frank McNeny, died of pneumonia.

Fund Drive Is On

Expo finance committee launched its drive for \$500,000 pre-opening subscriptions from business men and a later operating fund of \$300,000. Harry P. Harrison returned from Chicago. Stanley Graham returned from San Antonio, where his Drunkard Company is playing at the Diamond Horseshoe. J. W. (Patty) Conklin, representing the

Action Under Way in Legislature For a New Plant in Oklahoma City

OKLAHOMA CITY, Feb. 13.—First steps in a \$2,000,000 building program for Oklahoma State Fair and Exposition were made on Tuesday with introduction of a bill in the Legislature calling for State participation in sum of \$330,000. State support is contingent on the city's providing a new site for a fairgrounds with balance of funds needed for construction program. Federal agencies may be asked for part of the money needed, with a city bond issue planned to secure the balance.

With three oil wells on the grounds, two immediately outside, and more planned, plus crowded conditions in the 31-year-old plant which was sold to the city in 1918, a new site and building program is urgently needed. Secretary-Manager Ralph T. Hemphill said.

Oil Revenue to City

State funds sought would be used for an agricultural exhibits building, \$100,000; State exhibits building, \$100,000; 4-H Club building and headquarters.

Firestone, A. L. Lane, Bill Hames Shows; Mr. and Mrs. Tobe McFarland; Mr. and Mrs. Charles Pipkin; Joe Rogers, Lew Dufour, Dufour & Rogers; Mr. and Mrs. John O'Shea, Phil Little, Lyle Levine, Mr. and Mrs. John R. Castle; Carl Kennedy, Kennedy Show Tent House; Stanley Graham, Graham Enterprises; G. C. Atkins; Harry L. Kaplan, American Poster and Printing Company; J. W. (Doc) Bender, Dallas Tent and Awning Company.

Mutuels Opposed in Pa.

HARRISBURG, Pa., Feb. 13.—Opposition of Governor George H. Earle has virtually smothered legislative proposals to legalize pari-mutuel horse racing at county fairs. After reviewing the situation recently the governor declared he was opposed to legalization of betting and indicated he would not sign proposed measures if enacted. Two proposals have been introduced in the Legislature.

IRON RIVER, Wis.—As the project will furnish considerable labor, county board of supervisors appropriated an additional \$5,000 to include construction of a grand stand in WPA development program on Iron River Fairgrounds. Original program calling for \$3,500, supervisors have now appropriated a total of \$8,500.

Canadian National Exposition, Toronto, stopped en route to Los Angeles to meet his family and conferred with Mr. Graham on his midjet circus.

Almon R. Shaffer, associate director of Great Lakes Exposition, Cleveland, wired he will be in Dallas on February 16 and 16, stopping over from a New York to San Francisco flight. Frank Druggar, who was secretary of San Diego exposition, came in this week. Danny Odum returned to the lot several days ago. George D. Anderson left for St. Louis to line up exhibitors in a sports exhibit to be housed in Varied Industries Hall. J. Ed Brown returned from a week's visit to Tampa and other Florida cities.

Showmen in Session

Mr. and Mrs. John R. Castle visited friends here. Harry A. Olmsted, retired director of Texas Centennial, returned from a long vacation on the Pacific Coast. Jack Ruback, Western States Shows, came up from San Antonio for a visit. Nate Miller and Harry A. Illions left for Corpus Christi. Noble C. Fairly arrived from Kansas City. Fred Kressman, who formerly operated a booking office here, returned for a short visit. W. H. Kittrell Jr. is planning to return to Washington for contact work with foreign embassies. Roy Rupard has assumed charge of the exposition's purchasing office. Rubo Curtis has returned from Warm Springs and other Eastern points. Seen in one session in the office of J. Ed Brown were Lew Dufour, Joe Rogers, Stanley Graham, Nate Miller, George Haley, J. W. Conklin and Danny Odum.

\$60,000, and vocational agriculture exhibits building and headquarters, \$60,000. Revenue from oil wells on present grounds goes to city's general revenue fund, with only benefit received by the State fair an appropriation for premiums each of the past three years in the amount of \$22,500, to which the fair adds balance of premiums and awards.

Operated by a non-profit association without State support, the fair has had only one new building since 1918, getting a 4-H Club structure in 1932. Average attendance the past five years has been 234,000, with exhibit buildings and live-stock barns crowded.

Proposal Is Supported

Active support of the proposed building program has been secured from the Chamber of Commerce and other civic groups, with editorial support from many State papers, Mr. Hemphill said. Several sites are under consideration and plans call for a stadium, track and grand stand and complete exhibit and stock buildings.

Possibility of a State-wide celebration of Oklahoma's 50th birthday in 1939 is seen as a help in the building program, with the centrally located State fair to end the golden jubilee with an extended exposition here.

RAYMOND MELZORA, of the Flying Melzoras, broke into Ripley's Believe It or Not syndicated cartoon of February 6, the artist-author referring to the fact that Ray, widely known aerialist, works with an artificial leg.

G. L. Publicity Is Being Mapped

Stunts include blimps and radio spelling bee—incorporate for Fountain show

CLEVELAND, Feb. 13.—Goodyear blimps will be used in the publicity campaign of Great Lakes Exposition. General Manager Lincoln G. Dickey announced signing of contracts by which all the company's blimps will be at the expo this summer. They will make a tour of territory in which Detroit Pittsburgh, St. Louis and cities of Ohio are included. Governor Davey and Mayor Burton, Cleveland, will ride on some of these expeditions to stir up interest.

For an old-fashioned spelling bee by radio 14 local stations in Great Lakes area have been signed, with six other stations probably coming in. Ralph B. Humphrey, in charge of Radloland, will invite parent-teacher groups to participate and entrants will be chosen from high schools by P.-T. groups on basis of records. Prizes include \$250 in cash and a three-day trip to the expo. Runner-up gets a \$150 encyclopedia; third, an all-console radio. Stations listed are in Akron, Wheeling, Toledo, Cincinnati, Canton, Port Wayne, Detroit, Columbus, Buffalo, London, Zanesville, Toronto and Cleveland.

Sterling Amusement Company has been incorporated in Cleveland by Jack Greenbaum, E. R. Unger, Abbey Meyer and Vic Horowitz, who last year handled concessions for Creation and the Nudist show. They will offer a new Creation version called the Fountain of Life. Among other illusions will be presentation of girls from fountains. Ben Parks, who, with his wife, Princess Olga, was with Midget Circus last season, will have the production end.

Murray (Guess-Your-Weight) Goldberg has signed with the expo for next season. John Gourley, in charge of Streets of the World, left for Chicago to consult foreign consuls as to possible attractions. Frank D. Shean, in charge of concessions and amusements of the midway, returned from New York, where he went with Almon R. Shaffer, associate director, who now is in California, where he is expected to sign Ripley's Odditorium.

Fair Elections

PEOTONE, Ill.—Will County Fair re-elected officers and directors, including President Victor Beutten, and heard annual report of a good profit on the year.

ENNIS, Tex.—Ellis County Fair Association elected J. P. Ballow president for the 10th consecutive year and re-elected A. Dapree, Davis, secretary-manager, Floyd Casebolt and Walter Levy, Waxahachie, and Henry Smithwick, Italy, were added to the board of directors.

DICKSON, Tenn.—Dickson County Fair Association elected R. A. Freeman president; H. W. Ewing, Harry Gilliam, vice-presidents; C. E. Buttrey, secretary-treasurer; W. O. Hake, manager of concessions; T. H. Richardson, manager of farm exhibits.

KEWANEE, Ill.—Setting dates for a number of fairs, annual meeting of Central Illinois Trotting and Pacing Association here elected as president Dr. W. H. Warnock, Aledo, president of Mercer County Fair, to succeed Minott Stillman. It was decided to raise general admission this year to 40 cents for adults, 25 cents for autos and to admit children under 12 years free.

DOVER, O.—Tom Taylor, retiring secretary of Tuscarawas County Fair board, has been succeeded by G. G. Krantz.

JENA, La.—Dallas H. Brooks was re-elected president of North Central Louisiana Fair, Inc.; H. R. Reitzell, vice-president; H. Vineyard, secretary-treasurer.

FARMER CITY, Ill.—Colonel C. O. Gillespie was re-elected president of Farmer City Agricultural Fair and Stock (See FAIR ELECTIONS on page 61.)

Irwin Again Illinois Head

State association in annual sessions hears officials pledge aid to fairs

SPRINGFIELD, Ill., Feb. 13.—Eugene E. Irwin, Salem, general manager of Illinois State Fair here, was re-elected president of Illinois Association of Agricultural Fairs at the annual meeting here on February 4 and 5. Walter I. Manny, Mt. Sterling, was re-elected vice-president.

A. W. Grunz, Breese, was named secretary to fill the vacancy caused by the recent death of Snider S. Vick. Marion. Directors named are W. R. Hayes, Du Quoin; Harry Beatty, Carrollton; C. E. Walker, Shelbyville; Ola Peckham, Arthur; Dr. W. W. Warnock, Alledo, and Glee P. Seibel, Princeton.

New Buildings Planned

Seventy fairs were represented at the session at which a resolution was adopted thanking Gov. Henry Horner and the State Department of Agriculture for aid to Illinois fairs.

At the annual banquet in the St. Nicholas Hotel on night of February 4 Governor Horner was unable to appear as guest speaker because he was in the Southern part of the State making a flood survey with federal men. In his place appeared one of the governor's assistants, Robert Bishop, who declared the executive was vitally interested in activities of county fairs. He said the State plans to construct a junior economic building and junior live-stock building on the State fairgrounds.

State Aid Is Reviewed

State Representative Louie E. Lewis, Christopher, speaker of the House of Representatives, pledged legislative support for county fairs. Frank Allen, billed as a human iceberg, gave a demonstration at the dinner. He was sealed in ice for a few minutes, after which three men, armed with ice picks, chopped him free. Among State officials at the dinner were State Treasurer John Martin and J. H. Lloyd, assistant director of agriculture.

Business sessions were devoted principally to discussions of advertising, horse racing and community co-operation. State aid to county fairs during 1936 also was reviewed by Mr. Lloyd.

Demand for Acts Is Up Thruout Pittsburgh Area

PITTSBURGH, Feb. 13.—General improvement in outdoor amusement business in this area is reflected in the George A. Hamid, Inc., office here. Representative Frank Cervone has already on the dotted line leading fairs in this area and amusement parks.

Additional and higher priced acts have been bought, he said. Ebenburg and Bedford fairs, in addition to their usual programs, will present Pearl Haynes Revue and Continental Revue.

Smaller fairs have been demanding more acts, especially of sensational variety.

Fair Grounds

BELVIDERE, Ill. — Boone County Agricultural Association, which has presented 78 fairs here, has voted to disband. Association, which has indebtedness of about \$11,000, will surrender its State charter, and trust deed noteholders are expected to take action to gain title to the 29 acres and 10 exhibit buildings and other structures.

VAN WERT, O.—An enlarged grand stand to seat 3,400, increase of 50 per cent, will be built on county fairgrounds here, if WPA funds are obtained, said Secretary Nolan E. Stuckey. A new stock pavilion will be erected, with or without WPA aid. Swine and sheep barns are being razed. Plans are in charge of James Mollenkopf, Conroy; Elmer H. Ireland, Ridge, and C. A. Carlo, Hoaglin.

TUPELO, Miss.—Construction is under way on the fairgrounds on a new exhibit

hall, expected to be completed in time to care for hundreds of flood refugees. Swift action on construction of the hall, 50 by 160 feet, came after the association and city officials worked out plans for relief work. Hall will be available for the fall fair.

BOSTON—Applications for allotment of State premium money must be made in writing to Massachusetts Department of Agriculture on or before April 1 and department heads say this rule is iron-clad, as no applications received after April 1 will be considered when making 1937 allotments.

COLFAX, La.—Directors of Grant Parish Fair Association voted 16 to 1 for removal of the annual from Verda to Colfax, next fall for the first time in the 20-year history of the fair. Charter was amended to provide for permanent removal to Colfax.

NACOGDOCHES, Tex.—First fair for Nacogdoches County in 10 years was assured when a committee of the Chamber of Commerce organized Nacogdoches County Fair Association and named Rho Cox chairman and Joseph L. Mock secretary-manager. Entertainment will include a parade, football, rodeo, grandstand attractions and carnival.

YORK, Pa.—York County Agricultural Society, operator of York Fair, contributed \$100 to the Red Cross flood relief fund for work in Ohio River Valley.

MADISON, Wis.—State aid to agricultural societies would be increased from \$140,000 to \$300,000 a year, under the Kremer bill, introduced in the Assembly. It also provides for raising the State's

contribution to horse-race purses at fairs from 50 per cent of \$400 and \$500 purses to \$500. The bill also would include mule races. Harold M. Jones, Madison, has been named superintendent of speed by Dane County Fair board, succeeding Dr. J. P. West, resigned.

PORTAGE, Wis.—New bleachers expected to seat 1,000 more have been constructed on Columbia County Fair grounds here. Snapp Bros.' Shows will again be on the midway.

NAPA, Calif.—City council is negotiating for purchase of a tract to double present size of the fairgrounds. Funds have been made available to Napa County Fair board thru the Salter act recently passed by the Legislature.

FRESNO, Calif.—The 1936 Fresno District Fair had a profit of \$4,870, with no indebtedness of any kind, and attendance of 80,300. Premiums and purses in 1937 will amount to \$27,900. Improvements, including half-mile running track, fence, remodeling buildings, new Horse Show barn, restaurant and sanitation, will be undertaken in the spring. On opening day Fresno Pioneer and Progress Parade will be held downtown, with participation from all near-by communities in depicting events in development of San Joaquin Valley. T. A. Dodge Jr. has been selected to manage the fair for the fourth consecutive year by 21st Agricultural District Board.

FORT WORTH, Tex.—Noel A. C. Rosen, who was talker at Nude Beach of Fort Worth Frontier Centennial last summer, is in Houston, Tex., producing shows for the Jewish Community Center.

Greatest Attraction, a Successful Fair Is Big Asset to Community

Fred A. Chapman, re-elected president of Michigan Association of Fairs, and secretary of Ionia Free Fair, discussed the fair field in his annual address at the association annual convention in the Fort Shelby Hotel, Detroit, on January 21, in part, as follows:

We meet to exchange ideas, to renew friendships and plan for the future. The beginning of failure is usually ushered in with the thought that we have done enough. We continue to advance, however, only as we set higher standards. The world tells a man that what he did yesterday is history. So it is with our fairs. The kind of a fair we had last year is history and known to all patrons. What the public is interested in is what

kind of a fair are you going to have in 1937.

This meeting should be productive of new ideas. The other fellow's experience sometimes saves a lot of uncertainty and expense. If you tried something different at your last fair, tell us about it. Join in the discussion, ask questions. This is a family affair and we are all interested in the same thing, better fairs.

Backing by State

Michigan fairs are coming back in greater number and even greater vitality. They are setting a high standard for agriculture, stimulating farmers to produce their best for competition, showing them what others are doing, giving them (See GREATEST ATTRACTION page 61)

Overhead Slashed by Frisco Expo As Signing of Exhibitors Slows Up

SAN FRANCISCO, Feb. 13.—Reorganization of Golden Gate International Exposition personnel to reduce overhead was started here, with Atholl McBean, chairman of directors, and John P. Forber, treasurer and executive committee member, responsible for the shakeup. Reorganization, they admitted, was necessary because of failure of outside exhibitors to sign as had been anticipated. Hawaii is the only outside exhibitor definitely committed, several others, particularly South American countries, withholding assurance of cooperation because of their plans to have exhibits at New York World's Fair the same year, 1939.

Frank Y. McLaughlin, former WPA administrator, scheduled to have charge of expo personnel, has taken over duties as director of combined exhibits and concessions departments. Waldo T. Tupper, director of exhibits, and his secretary were dropped in what will probably be a thorough job of pruning. J. Emmett Hayden, former supervisor, was transferred from exhibits to governmental participation department. Frederick Weddleton continues as chief of concessions, subordinate to Mr. McLaughlin. Expenses will be reduced by cutting pay, according to Mr. McBean, who said that salaries of some 200 men getting over \$400 a month would be cut.

Little America, discovered by Admiral Richard E. Byrd, may be recreated as an exhibit for the exposition. Admiral Byrd, here last week for a lecture, discussed the proposal with Mr. Weddleton.

Frank Buck is said to be mulling over plans for a Malay Village and Jungle Camp.

Official exhibit of Hawaii has been approved by exposition officials, first to be entered from any State or country. It was planned by members of Governor Joseph B. Poindexter's Exposition Participation Committee, Honolulu Chamber of Commerce leaders under Manager John A. Hamilton, and other Island groups.

A \$10,000 model of San Francisco, with bay and expo grounds, has been shipped to Japan for Nagoya Exhibition in June.

Miss. Hears Of Group Plan

President Pratt sees advantages in classifying—showmen address banquet

JACKSON, Miss., Feb. 13.—Members of Mississippi Association of Fairs in annual session here on February 6 and 10 heard able addresses by exposition and amusement leaders and re-elected all officers: H. M. Pratt, Columbus, president; O. E. Denley, Coffeeville, and P. A. Henderson, vice-presidents; J. M. Dean, Jackson, secretary. Miss Mabel L. Stire, H. J. Dolton and W. H. Sanford Jr. were appointed to the executive committee and W. A. Scott, W. A. Johnson and Hillman Taylor were named to the legislative committee.

J. C. Holton, State commissioner of agriculture, urged State, county and community fairs to combine efforts to present a Mississippi exhibit at the 1939 World's Fair in New York. He cited valuable advertising Mississippi received thru its exhibit at Chicago's A Century of Progress.

For Group Contracting

President Pratt advocated grouping Mississippi fairs into four classes: Class A, State fair; Class B, district or county fairs; Class C, small fairs of district nature; Class D, fairs of smaller communities. "In this manner," said President Pratt, "Mississippi fairs and expositions could receive better contracts with amusement companies and could set dates which would not conflict."

J. Ed Ruff, of Jackson, representing the State extension department, outlined that organization's plans for 1937 fair representation and urged secretaries to arrange premium lists in keeping with the agricultural or live-stock development of the community.

Attendance Is Curtailed

Milton M. Morris, past president of the Showmen's League of America, and Ernie Young, also a past president of that organization, addressed the banquet session presided over by Dr. J. B. Brazier, Canton. Mayor Walter A. Scott, chairman, and Miss Stire, secretary of Mississippi Free State Fair, Jackson, entertained visiting fair officials with a luncheon in the Edwards Hotel, scene of convention sessions.

Altho flood waters and a severe storm a few hours before the opening somewhat curtailed attendance, more than 50 attended. The association voted to meet in Jackson again in 1938, altho no date was fixed.

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

BIG business is reported from new Palace Roller Rink, Waukesha, Wis., George Stuber, owner; William McEvoy, Milwaukee, manager; May Wildish, tickets; Hannah Kroll, concession. Manager McEvoy, who, with 15 years' experience, is instructing in waiting and skating, advises that the rink ran out of skates on Friday, High School Night. There are nightly sessions on Wednesdays, Fridays, Saturdays and Sundays, with Saturday and Sunday matinees.

SINCE reopening of Norwood Rink, Cincinnati, closed during the flood emergency to conserve power and water, parties from rinks in near-by cities are visiting Manager Edward J. Von Hagen's spot in increasing numbers. Many participate in the special dancing-on-skates number. Manager Von Hagen plans to return the visits with groups of skaters. Night of February 7 in a party from Hag's Roller Rink Club, Forest Park Rink, Dayton, O., were Virginia Woods, Arlene and Marguerite Himberger, Virginia Stafford, James Alberle, George Switzer, Richard Koerner, Robert Anderson and Robert Gilbert. Recently from Middletown (O.) Skating Club of Bob's Skating Rink came Alice May Van Eickel, Kathryn Ferguson, Angela Graf, Dick Wright and James Edlinger, and from George W. Smith's Columbus (O.) Rink came about 30 expert roller skaters in a special railroad coach. On their next visit they will bring 100, they said. For their entertainment numbers were played by Reita Heidrich and her orchestra. This group also visited William Sefferino's Chester Rink just prior to the crackdown of the Ohio River flood.

"NOT since 1907-'09 have roller rinks of this country thrived as they are now doing," writes E. M. Moor, Philadelphia. "New equipment constantly is in demand and all large city rinks and many smaller ones are taxed heavily for floor space. What better time than this to come to the support of Fred Martin, Arena Garden Rink, Detroit, and Melvin Crawford, Michigan Skating Association, affiliated with the Amateur Skating Association, in their efforts to bring all roller-rink managers and skaters under one head? Roller rinks, large and small, have been toned up, with better department, more cleanliness and better lighting, and skaters are showing appreciation by turning out. Now is the time to take steps to keep this condition permanent and to give skaters and prospective skaters some incentive to work for and a chance to make something of their efforts. It is a time for all operators and owners to get together, forget jealousies, exchange ideas and discuss matters that will benefit all concerned. Don't think large city rinks are the only ones which have skating palaces, for many smaller rinks are as finely equipped in every way and have their following. With modern transportation skaters travel and perhaps attend larger rinks many times a year. Mr. Martin, Mr. Crawford and the association are offering an opportunity to show whether roller skating amounts to only kids' play, as many are under the impression. Remember, kids grow to future patrons; they have a right to be given their chance in competition, both speed and figure skating. What has made ice rinks popular? How long has it been since we saw a real, honest-to-goodness skating act? What have we to show in speed skating? Now that rinks

are better handled it is time to revise this end of the game under control of a body that has made ice skaters famous as well as wealthy, given thousands of dollars' worth of publicity and has the prestige of the so-called better element. Don't wait to see whether it is a success; it needs the help of everyone connected. Remember the old saying, 'United we stand, divided we fall.' It has fallen before and it can happen again, but not if all will make a little effort. Sit down today. Mr. Rink Manager and Mr. Skater; write Mr. Crawford, of the Michigan Skating Association, care Arena Gardens Rink, Detroit, for full particulars. It is your duty to the sport. Let's have an organization to be proud of; the opportunity is here. I doubt that there is anything to the report that a local syndicate plans a chain of rinks in Philadelphia. The Careys are set in two of the best spots in the Northern and Eastern districts. Joe Barnes has controlled the West Philadelphia district for years. In the 69th district Chez Vous Rink has done big business for seven years; also there are restrictions in this district of such a nature that anyone seeking to open a place would find themselves blocked in many ways. There is also the matter of locations. While it is true there are some spots that might stand a rink, buildings would have to be built. A downtown spot recently opened has not shown any phenomenal business so far."

FRANK FIELDING, solo skater, who was being sought last week following disappearance from the Fox Theater, Detroit, had been doing special exploitation work for the Fox skating around town advertising current attractions. He disappeared, it was said, without claiming his pay.

FRANK BACON, vet roller skater and manager of Tacoma Park Rink, Dayton, Ky., across from Cincinnati, is still busy salvaging equipment damaged in the January Ohio River flood, which covered the rink. He plans to remain at the park for a time and then will seek a new location. Among equipment saved were 500 pairs of roller skates.

WHILE playing Buffalo on the way to Rochester, N. Y., to open in Golden Grill on February 15, the Diamond Duo, Evelyn and Joe, visited Scott's Roller Rink and were informed by Manager Scott that business is good and that daily parties are booked until middle of March.

FRANKIE and Blanche, "The Marvels," have been scoring in Eastern Ohio night clubs with their unique and fast roller-skate routine. Current at the Rinaldo Club, Canton, O., they are to move east, including clubs in Buffalo and Rochester, N. Y.

EASTERN New York and Western Massachusetts night clubs are being played by Victor and Ruth, billed as "The Unusual Skaters."

A ROLLER skating rink, opened in Maher's Hall, Shenandoah, Pa., on February 11, has sessions nightly except Sunday, with top price of 37 cents prevailing.

FOUR world records were broken by Norwegian skaters in international speed championship races in Davos, Switzerland, on January 31. E. Eggenstagen clipped a 10th of a second off the record set by Allan Potts, Brooklyn, last year in the 500-meter sprint with time of 42.3 seconds. Mrs. L. Schou-Nilsen broke the women's mark for 500 meters by beating her own record in 46.4 seconds and broke the 1,000-meter record with 1 minute 38.8 seconds. Stakerud cracked

the 1,500-meter mark in 2:14.9 and was awarded the European speed crown. Four Macks, American roller skaters, are at the Wintergarten in Nurnberg.

Summing It Up

By ALFRED F. FLATH

Manager Brooklyn (N. Y.) Roller Skating Rink

(Continued from January 2 issue)

In 1908 another world's championship was promoted by Paddy Harmon in Riverview Rink, Chicago. Rodney Peters, St. Louis, sprang a surprise by beating Allie Moore in the final of the one-mile championship. Moore, who had been considered unbeatable at this distance, paid more attention to his knitting after losing the mile record and trained earnestly for the remainder of the meet, beating Peters in the two-mile in 5:12.4-5. Moore also won the final of the three-mile championship in 7:55.2-5. Peters and Frank Bacon skated a dead heat for second place.

Next championship of note, in the Olympia in London, was won by Harley Davidson in 2:51.4-5 on a five-lap track, distance of one mile. Next in line of outstanding championships, held by John Bell in the Exposition Building, Pittsburgh, with track four laps to the mile, was won by Clarence Hamilton, Boston, in 2:48.2-5. Following this Julian T. Fitzgerald staged a world's championship meet in Detroit. In this Roland Cloni was crowned world's champion. Next race of prominence, a 24-hour team race in old Madison Square Garden, New York, was won by Frank Bacon and Fred Martin.

In 1915 another 24-hour race in the old Garden was won by Cloni and Arthur Eglinton, who covered 304 miles and five laps in 24 hours. Preceding the 24-hour race one day Willie Blackburn and Cloni skated a one-mile match, paced by motorcycles. It was evenly contested for nine laps when Blackburn, thru a mistake, lost his pace and Cloni won by three yards; time, 2:23. This was the fastest mile ever skated in competition on roller skates. Track was 10 laps to the mile and banked four feet on the ends.

A few weeks later in a world's championship meet in Convention Hall, Washington, D. C., Cloni successfully defended his title. In this the mile, generally considered the outstanding distance, was won by Cloni in 2:33, a new world's record for an 11-lap track. Final day of the meet in a 100-mile team race the Berlin system for scoring points was first used in roller competition, start being in front of the White House and three miles thru streets of Washington, completing the 97 miles in Convention Hall. This race was won by Cloni and Eglinton in 7 hours, 10 minutes, 15 seconds.

Next meet of title caliber was in Chicago in 1923 on a 10-lap flat track. The quarter mile was won by Harry Palmer in 4:23-5, a flat-track record. Half mile was won by Oliver Walters in 1:23.3-5, also a flat-track record. The 15-mile team race was won by Walters and Launcey in 43:21. The 25-mile race was won by Cloni and Eddie Krahn in 1 hour, 11 minutes, 1-5 seconds. This track was probably the best balanced for speed in the country so far as racing dimensions were concerned, floor being 320 feet by 120 feet, without obstruction of any kind.

In 1928 in a Jesse Carey-promoted meet in Reading, Pa., Midge Reiff was crowned champion. The following year Paddy Harmon staged a meet in Chicago Stadium, Cloni regaining his title. In June, 1929, a six-day three-man team race in Madison Square Garden, New York, was won by Jack Gillespie, Artie Ryder and Eglinton, covering 1,246 miles. In Chicago in the Pladium in May, 1931, Steve Donegan, New York, and Nick Kolby, Chicago, won a 100-mile team race in 5 hours and 26 minutes that went down in the books as the most outstanding 100-mile team race ever skated on a 12-lap banked track.

Next in line of outstanding events was the internationally scheduled 21-day continuous three-man team race, staged by Buddy Brown in February, 1934, and won by Bob Ringwald, Cloyd Cawthon and Midge Reiff. Owing to severe cold and snowstorms, which had traffic tied up, the race was cut to 10 days, 3,223 miles, an endurance record for number of hours skated. The floor was considered speediest and most scientifically banked track ever constructed for roller racing. While there were other cham-

ionship meets and match races, those that have been mentioned are, in my belief, the most outstanding. I regret time and space in *The Billboard* do not permit me to go further into detail.

German Roller Dance Champions in England

By CYRIL BEASTALL

DERBY, Eng.—On January 30 the Birmingham Roller Skating Club staged the biggest European dance-skating event of the season in Embassy Rink, Birmingham, before attendance of 2,180. Lord Doneraille presiding. The headline of a splendid program confined to dance skating was a display of pair and solo work by Fraulein Liselotte Roth and Bruno Walter, Nurnberg, amateur pair skating champions of Germany, 1935, and Jim and Joan Lidstone, amateur dance (roller) skating champions of Great Britain, 1932-'36.

Ten other selected British pairs were on view in reserved dances, but the Lidstones and Roth-Walter outshone all others in that brilliant assembly. In the pair exhibitions there seemed little to choose between them; both were of very essence of grace in motion, and of their great natural ability there is no doubt.

In solo numbers I was particularly moved by the efforts of Jimmie Lidstone and Fraulein Roth, but this means no disparagement of the other two; in fact, all four performers gave a wonderful show and it may be long before we again have opportunity to see such a collection of distinguished skaters on view.

I think some American enthusiasts for dance skating would have been almost amazed at the ability of the two star couples. The two-step and spread-eagle waltz are back numbers over here with the progressive skaters; in fact, it is years since some of our leading performers have actually skated these dances.

In speed skating Americans may be able to show us something, but when it comes to dancing on rollers I am positive that we lead by a good margin.

RECREATIONAL

(Continued from page 44)

unlike this February pig, they did not go back to sleep again.

We ourselves are getting our repair parts now for the operator who is awake. This is the spirit. Such men deserve success. While the soil-laden waters of the Ohio are receding dust is blowing in the Texas Panhandle. There is always a fly in the ointment.

New Attractions Slated

Canada is giving us some new laws to cope with, but not one has reported that they will not open because of difficulties to be faced as Old Sol comes northward. So far as is now apparent, only in shell-shocked Spain will resorts fail to open. Even in that distressed country peace could come in time to do some operating in 1937. While Paris is not unperturbed, plans for the French exposition are going forward. Spring opening in "Paris, the Beautiful," seems assured.

There will be new attractions on Cleveland and Dallas exposition grounds this summer. Some devices will be moved to better locations on the midways so that each of the 1937 expositions will present a new face to patrons.

Painting will soon be the order of the day. The Chicago fair taught us to be unafraid of a liberal use of color. Don't get too bold with it unless under the general direction of someone who can assure you artistic balance and proportions.

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Established 1886.
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The Best Skate Today

TAMPA SLA BENEFIT A WOW

Sedlmayr Displays Showmanship In Handling Cemetery Fund Show

Sparks theater interests donate use of house for Midnight Frolic—talent from opera, circus, carnival and grand stand presents a most meritorious performance

TAMPA, Fla., Feb. 13.—The Cemetery Fund of the Showmen's League of America was \$1,261 richer when Carl J. Sedlmayr, chairman, forwarded checks and other remittances to the Chicago office for funds collected at Tampa's first mid-winter benefit Midnight Frolic. The event was staged at the Victory Theater, the largest amusement emporium in the city, with virtually a capacity house in attendance. The crowd included an unusually large number of local persons whose interest in show business is only cursory or resulting from the fact that Royal American Shows winter in this city.

Jess Clark, general manager for all Sparks theaters in this section of Florida, donated not only use of the Victory Theater but electric lights, ushers, ticket sellers and other help employed regularly in the theater. His sign painting department also issued several hundred one-sheet take cards, which helped a great deal in the advance ticket sale.

Performers from Ernie Young's grand-stand attraction; others of the Ringling Circus, which winters at Sarasota, and Royal American showmen and women provided the talent.

Dave Malcolm, emcee of Ernie Young's show, was master of ceremonies for the occasion. The show began at midnight following one of the greatest Gasparilla events in Florida Fair history and continued until nearly 3 a.m. Music was furnished by Izzy Cervone's grand-stand orchestra, with special numbers for the revue under direction of Walter Poolett, musical director of the Ernie Young Revue. Carl J. Sedlmayr, chairman of (See TAMPA SLA on page 55)

St. John Still in Carnival Fold

ST. JOHN, N. B., Can., Feb. 13.—There is no evidence now available here that carnival features will be eliminated from the midway of the St. John International Exhibition this year despite efforts said to have been aimed in that direction from sources outside the exhibition association.

As has been the custom for the past 14 years, the contract for midway shows, rides and concession games will be supplied by Ben Williams, of New York. Williams has also supplied the midway amusements at the Fredericton (N. B.) Exhibition annually for equally as long as he has for the St. John event. These are two of the largest and longest agricultural events in the maritime provinces, each lasting seven days and nights.

It is the opinion of many interested ones in this section that both St. John and Fredericton realize that without carnival features their fairs would go in the red instead of showing a surplus as has been the case in many instances.

Patty Conklin Greeted; Other El Paso News

EL PASO, Tex., Feb. 13.—Patty Conklin, past president of the Pacific Coast Showmen's Association and the Showmen's League of America, was given a rousing welcome by representatives of the Southwest Showmen's Association during a brief stop here this week. A. M. Peppers, J. C. Turkington and Charley White, members of the board of governors, greeted him. Conklin is general manager of the Canadian National Exhibition midway, Toronto, Ont. He was en route east from the Pacific Coast.

Frank Hughes, convalescing here, will submit to a second thoracoplasty operation at Masonic Hospital soon. Doctors report satisfactory recovery from a previous operation. Mel Vaught, owner of State Fair Shows, and president of the Southwest Showmen's Association, is in Tucson, Ariz. Units from State Fair Shows will play a date there. Mickey Hallinger, recently ill, is recovering. Verne Newcombe will leave for Phoenix, Ariz., to arrange his first AAA auto races of the season.

Beverly White Is With Max Goodman

RALEIGH, N. C., Feb. 13.—Max Goodman, executive head of the Goodman Wonder Shows, Inc., returned to headquarters in this city early in the week after an extended trip that practically took him over the continent. He reports that Beverly White has been engaged as general press agent for the shows and now has full authority in that capacity.

White is no newcomer in this field, having long since been recognized as a leader in this line, being a former newspaper man he knows all the requirements for his present position. In the

Thank You, Theo. Forstall

Baldwin Park, Calif., February 4, 1937.

Mr. A. C. Hartmann, Outdoor Editor,
The Billboard,
Cincinnati, O.

Dear Mr. Hartmann:

Altho it has been nearly a month since my term as president of the Pacific Coast Showmen's Association ended, there is one official duty that I have neglected too long, and that is to write you a note of appreciation for the wonderful co-operation given us thruout the year of 1936 by yourself and The Billboard.

Not only have you been most generous with the space allotted to Steve Henry's weekly reports of our activities, but I have been gratified to note in many issues the fine editorial boosts and bouquets you have printed, not only regarding the PCSA, but our brother organizations in Chicago and Kansas City as well.

No matter who the officers in charge may be, I am sure that The Billboard is the firmly established favorite publication and friend of all our members, and Steve Henry will see to it that the good will is maintained.

In closing, permit me to wish, on behalf of the Association, many, many years of increasing success, both for the publication and for our good friend Mr. Al Hartmann.

Yours sincerely,

(Signed) THEO. FORSTALL,
President 1936.

past he has been associated with Gentry Bros. and Beckmann & Gerety Shows. He was with the latter for many long years and then retired to return to his former trade. After some years of "lay-off" from the carnival he finally decided to get with it, hence his acceptance of his present position with the Goodman organization.

PCSA Hi-Jinks High on Profit

Fifteenth annual affair plays to 1,435 paid admissions—grand affair

LOS ANGELES, Feb. 13.—The 15th grand annual Hi-Jinks of the Pacific Coast Showmen's Association held Wednesday of last week at Solomon's Dance Academy was voted by all present as being a grand affair. There were 1,435 paid admissions and the profits were in excess of all previous similar events.

It was a variegated gathering, there being present those of the circus, carnival and all other outdoor professions, stage and screen friends of show-folk and many from the official life of Southern California. The program consisted of a great assortment of enter- (See PCSA HI-JINKS on page 55)

Harris Carnival Now Organizing

PINDLAY, O., Feb. 13.—George Cain announced here this week that the Harris Carnival is now being organized in this city and plans to make its initial bow in this vicinity in April. According to Cain, the show will be motorized and that at present work is being done in its quarters here to make ready for the tour.

Roxie Harris, an per statements of Cain, is at present operating a freight motor line and in time will add more trucks to his fleet and will be fully prepared to meet transportation needs.

The staff of the Harris Carnival is listed as Harris, manager; Cain, general agent; Annabel Wehrle, secretary; Mrs. T. W. Harris, treasurer, and Mack Weaver, ride and transportation superintendent.

Hennies Bros. Get Joplin Spring Fiesta

JOPLIN, Mo., Feb. 13.—Paul Van Pool, chairman of the annual Joplin Fiesta committee, announced here this week that the carnival contract had been awarded to Hennies Bros. Shows. This event takes place in April. The shows were represented by Orville W. Hennies and Joe S. Scholbo. Beckmann & Gerety, Patry-Martou and Dee Lang shows were also listed as bidders for this spring date, according to Van Pool.



FISHER FOLK WHO CLAIM FISH DO BITE IN FLORIDA! This photo recently taken at Dodson's Camp, Ft. Myers, shows from left to right, C. E. Sherman, Mel G. Dodson, Mrs. Mel G. Dodson, Midget Joe Pollock, Dr. G. H. Faggart, Martha Faggart, Jack Baillie, Mrs. Jack Baillie, C. Guy Dodson and Mrs. G. H. Faggart.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Night Mare, Fla.

Week ended February 13, 1937.

Dear Editor:

This spot was one of General Agent Lem Trucklow's fancied discoveries that proved to be false. The first paradeless and peopleless mardi gras ever staged was held in connection with this event, billed as the Sand Flea's First Annual Mardi Gras and Suitease Reunion. The committee certainly had a snappy billing slogan, "The biggest event east of the Gulf of Mexico." The report given out by the committee two weeks in advance was, "over 60,000 admission tickets already sold; the entire city, State and county are working hand in hand with the auspices to make the date a crowning success." (Quite a bit of hand in hand, but mostly just shaking.)

The advertised in-the-heart-of-the-city location was so far out and so well hid among the heavy growth of palmettos that on the arrival of the show Manager Pete Ballyhoo had to hire six Seminole guides to locate the grounds. Then came the big job of locating the attractions, some so well located that they never were located by the staff or the patrons. Up till 4 a.m. Sunday our kiddie rides weren't found, so the office gave orders for the show train to pull out and to give the rides back to the Indians, as payment for acting as guides.

The large exhibit tent at the entrance was well filled with palmettos, sawdust, a bar, guess-your-weight scales, a doughnut machine and several local advertising banners. All in all it made a won- (See BALLYHOO on page 55)

COLOR With KICK

That's what you Get with

BAKER BOLD

The New Tent Material with the Stripes of Solid Color.

A MIDWAY KNOCKOUT

Write — Wire — Phone

BAKER-LOCKWOOD17th and Central, Kansas City, Mo.
America's Big Tent House.
Eastern Representative — A. E. Campfield,
152 W. 42d St., New York City, N. Y.**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.

Wm. Pollack Poster Print
POSTERS-CARDS**MOTORIZED**
Write for Show Folks Plan of Financing.
CHARLIE T. GOSS
Twenty-Two Years in Outdoor Show Business.
New With
STANDARD CHEVROLET CO.,
E. St. Louis, Ill.**DIGGERS FOR SALE**Eight Model F IRON CLAW DIGGERS, and five
Model E. Will sell cheap. In good mechanical
condition and equipped for working stony.
DINTY MOORE, Hotel Central, Macon, Ga.**WANTED ADDRESS**
OF HARRY McNALLY,
Formerly With Howard Saffer Shows.
Communicate
W. S. ERWIN,
1031 River Street, El Paso, Tex.**WANT TO BUY**
FOR CASH—No. 5 FERRIS WHEEL AND
CHAIR-O-PLANE.
F. MURPHY
412 W. 44th Street, New York City.**GOODMAN WONDER SHOW, INC.**
WANTEDFirst-class Monkey Show, with or without equipment. Want Freaks of all
nature. Price no object. Gibb Sisters contact us. **WANT TO BUY** Three-
Abreast Merry-Go-Round complete with organ in first-class shape, 72-foot
steel flat cars. Will pay cash. **HAVE FOR SALE**—Caterpillar Ride complete.
Concession Agents, write to **MAX KLEPPER** at once.
This show opens in Raleigh, N. C., April 19, and tours West. Already have
5 State Fairs booked.
Address—P. O. BOX 1036, Raleigh, N. C.**BINGO**Supplies of every description. Lithographed 4-Color Lap Cards, Series Cards,
Markers, Tote Boards and Numbers, Bingo Discs, Pencils and other necessary
supplies.
**WE ARE THE ONLY MANUFACTURER OF A COMPLETE SET OF 3,000
DIFFERENT CARDS TO ONE SERIES.**
Our supplies used by the largest Bingo Operators in the country! We will
mail complete samples postpaid for 25c.
C. B. HOWARD CO., Inc., 1028 Arch St., Philadelphia, Pa.**Royal Amer.
Scores Again***Florida Fair midway gross
an all-time high—shows,
rides prosper*TAMPA, Fla., Feb. 13.—The Florida
Fair, an 11-day event, smashed every
known record in patronage, midway gross
and weather. It concluded Saturday
night with single-day records for patronage
on Children's Day as well as Gasparilla
Day, and with midway income that fell
only slightly under the phenomenal
achievements of Royal American Shows
at the 1937 Minnesota State Fair and
Mississippi State Fair.One day was lost to rain, and Friday
night, prior to the closing season, was
reduced as a result of cold winds and
low temperature.Fair Manager P. T. Strieder gave out
the attendance as 455,914. He said this
was more than 10,000 ahead of the previous
high record established in 1931.
Children's Day, he said, brought attendance
of 103,246, and Gasparilla Day,
95,837. Carl J. Sedlmayr, general manager
of Royal American Shows, reported
Children's Day midway gross as one-third
higher than a year ago and that of
Gasparilla Day, with a slightly smaller
crowd than Children's Day, nearly 13 per
cent ahead of the same day of the peak
engagement in 1931. The entire engage-
ment, he said, was approximately 10 per
cent ahead of the 1931 high and was
more than one-fifth ahead of the same
period last year.**Shows and Rides Score**Dick Best's living freak show, Raynoff's
musical revue and Claxton's colored at-
traction each enjoyed phenomenal in-
creases. The freak show, however,
recorded the greatest gain over last year
and the 1931 engagement, when unusual
records were made by virtually every
attraction on the grounds. The Cliff
Wilson Attractions, with new features in
the reptile show, played to exceptional
business, and the Maynes-Illion rides
were among the top money devices on
the grounds and included Hilton's fun-
nies, Bozo and rapids. The new Eyerly
Octopus was popular. Both the new
Hawaiian attraction and Murray's Log
Rollers, new attractions here, enjoyed
fine patronage. With three of the four
major midwinter events in Florida in
the background, Elmer Velare, business
manager, said the Sedlmayr-Velare Bros.
organization is more than 25 per cent
ahead of any previous engagement and
more than one-third ahead of last year's
records for the same group of events.Sedlmayr returned from Canada in
time to take part in the activities here,
albeit under the weather with a touch of
influenza.Word was received here that *The Bill-
board* had been forced to abandon quar-
ters in Opera Place, Cincinnati, during
the flood, and a mass meeting of Royal
American Shows showfolk voted it
speedy return to its own quarters and
well-being to everyone connected with
that institution.**Line o' Two of News**MEMPHIS, Feb. 13.—L. J. Heth an-
nounced here this week that the L. J.
Heth Shows had been awarded the
midway contracts for Saline County Fair,
Harrisburg, and Wayne County Free Fair,
Fairfield, Ill.MESA, Ariz., Feb. 13.—C. F. Zeiger re-
ports that the C. F. Zeiger Shows have
been awarded the contract for Wyoming
on Parade, a celebration to be held at
Casper, Wyo., in August.ROCK SPRINGS, Wyo., Feb. 13.—Mel
H. Vaught, of State Fair Shows, has
added several return dates to his list of
bookings. The shows now hold midway
contracts for the Cheyenne Celebration,
Cheyenne, Wyo., and fairs at Ennis,
Sherman and Denton, Tex.ATLANTA, Feb. 13.—Roy B. Jones, for
past six winters general and press agent
for Luther's Museum, has signed to join
the Marks Shows in Richmond, Va., in
an executive capacity.SHREVEPORT, La., Feb. 13.—Orville
W. Hennies, of Hennies Bros. Shows, an-
nounced the booking of the fairs at
Waco, Amarillo and Lubbock, Tex.FERGUS FALLS, Minn., Feb. 13.—At a
special meeting held here February 9 by
the board of the Ottertail County Fair
Association, the contract for the midway
was let to the Frisk Greater Shows. C.
B. Frisk, of Minneapolis, represented the
shows.**Art Lewis Shows Get
Five Canada Fairs**NEW YORK, Feb. 13.—Art Lewis,
owner, and Samuel Akers, general agent,
Art Lewis Shows, arrived here this week
after a booking tour in Canada. They
announced that the exhibitions at Three
Rivers, Valleyfield, Sherbrooke, St. Hy-
acinthe and Quebec City, Que., had been
contracted for the shows. This lineup
of dates constitutes an Eastern Canadian
circuit and, as Lewis stated, brings the
route up to 14 fairs in the East for the
carnival organization he sponsors.Lewis has made plans for a greatly
enlarged show, which will open the
season April 23. He reports that work in
his Bridgeport, Conn., winter quarters
had been somewhat retarded due to the
weather, but that by March 1 he would
have his entire mechanical staff under
full swing. This work will be under the
direction of Al Bydalk, ride superintendent
for the shows. The 1937 tour will
be confined to the New England States
and Eastern Canada, according to Lewis,
and that all present indications are that
he will have the largest show of his
long career in show business.**Cetlin & Wilson Set
Opening Stand and Date**HIGH POINT, N. C., Feb. 13.—George
Hirschberg announces from the head-
quarters of the Cetlin & Wilson Shows
that a contract has been entered into
with Sergeant J. W. McMahon, of the
local police department, to open in this
city April 19. The date will be played
for the benefit of the High Point Boys'
Patrol.This will be the opening stand of the
season, as the shows' management did
not think it good business to open in
Greensboro in view of the fact that the
shows are booked for the fall fair in
that city.**"Bingo" Glorified
By Bell Company**NEW YORK, Feb. 13.—One of the
largest Bingo parties ever conducted in
this part of the country was held this
week at the new Million-Dollar Armory,
Jersey City, N. J. The James Bell Com-
pany, Eastern Bingo concern, directed
the event, which was under auspices of
St. Aedan's Church of Jersey City. Un-
official reports estimated the crowd at
approximately 12,000.Event was under the personal di-
rection of Joseph Beck, president of the
Bell Company. Music was furnished by
Vincent Lopez and band, direct from the
Hotel Astor, New York. Lopez was re-
ported to have commented that the
crowd was the largest audience he has
ever played to.**"Loopit" Concession
At Orlando Fair**ORLANDO, Fla., Feb. 13.—H. Wagner,
factory representative of the Plesien
Manufacturing Company, arrived here
this week to install several units of the
Loopit concession. It is a game that
will grace the midway of the Royal
American Shows at the annual Central
Florida Exposition.Wagner describes it as being a most
elaborate and attractive game of skill,
and that it is fully recognized as to
illumination and has features that will
no doubt make it a leader in the modern
trend for something new in the conces-
sion line.It will be recalled by many conces-
sioners that it was the Plesien firm that
scored notable success with the Skee
Ball and Skee Roll games before dis-
posing of these interests to the Rudolph
Wuriltzer Company.**S. W. Showmen's Association
Admits Its First Patient**EL PASO, Tex., Feb. 13.—The first
patient of the Southwest Showmen's
Association to be admitted to an El Paso
sanatorium was taken to Southern Bap-
tist Sanatorium this week.Mrs. Dutch Ward, who had been ill
for several weeks, was the patient.
Others will be admitted as they apply.
Verne Newcombe, secretary, said. Drive
for membership in the association is
reported progressing.**Street Fair Season on in France**PARIS, Feb. 8.—With the start of the
"Carnaval" festivities at Nice and along
the Riviera, the street fair season is off
to an early start this year. Among the
big street fairs under way this month
are fairs at Aix-en-Provence, Avignon,
Chalon-sur-Marne, Genevilliers, Lille,
Marseille, Menton, Narbonne, Paris,
Perpignan and Saint Malo.**Dodson's Shows Pass
Up Fair Bookings**PITTSBURGH, Feb. 13.—C. Guy and
Mel G. Dodson, of Dodson's Shows,
here this week to attend to some busi-
ness matters in Beaver Falls, revealed to
the local correspondent of *The Billboard*
that they will not play a single fair this
season. They stated that they will offer
enough free entertainment to attract
the crowd on still dates only. While
here they negotiated free sets, purchased
curtains and shopped for uniforms.The show, they stated, will open either
April 1 or 8 in Savannah, Ga., and will
immediately head toward this area. The
move has been prompted by the good
business the show enjoyed during its
first trip here last year.The Dodsons contracted three steel
towers for additional lighting on the
midway. A new show this season will
be "Darkest Africa" and will include
talent brought over by Dick Collins
from England.Taking the trip here with the brothers
were Miles Stark, assistant trainmaster;
James Sherman, concession manager, and
Wallace A. Cubb, former trainmaster.
Mr. and Mrs. Cubb are wintering in a
cabin in the upper peninsula in Michi-
gan and since December 17 have lived
12 miles from the nearest telephone.
Cubb returned to the cabin from here
and will remain there until the call for
the opening of the season.**Michigan Showmen's Assn.
Changes Plans for Clubrooms**DETROIT, Feb. 13.—Meeting of the
Michigan Showmen's Association Thurs-
day approved formal adoption of the
new organization's charter. The club
is planning to establish a downtown
clubroom but will not use the space in
the Charlevoix Building as previously
announced. Temporary headquarters re-
main at the Imperial Hotel.**LOOK**IN THE WHOLESALE
MERCHANDISE SECTIONfor the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Pacific Coast Showmen's Assn

150 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Feb. 13.—Despite the fact that the time for carnival folks to be leaving for their various destinations is drawing near and many of them are already gone, 97 members were present at Monday night's meeting, which was presided over by President Will Wright. Other officers present were Dr. Ralph E. Smith, first vice-president; Charles J. Walpert, second vice-president, and John T. Backman, secretary.

Changing the usual routine of business, Wright asked for the report on the Hi-Jinx party, which was held February 3. Chairman Claude Barie stated the affair was a huge success financially and added that, although a complete report could not be made at this time, he expected the final report to show the amount realized would be the greatest ever shown for a similar affair. Votes of thanks were immediately recorded for Barie and his assistants. They were Al Fisher, Charles J. Walpert, Frank Forest, Doc Harris, Bones Hartzell, Harry Seber, Joe DeMouchelle, Joe Glacey, Hank Carlyle, Jack Bigelow and Jimmie Dunn.

Reports from standing committees were received and it was decided that in the future all matters of importance to be discussed must be presented to the president in report form by the chairman of a committee or another representative before the meeting gets under way. Chairman Frank J. Downie presented the revised by-laws and constitution to President Wright, who in turn submitted them to the board of governors for approval, with the statement that they report their findings at the next meeting.

Chairman Krug of the house committee announced the appointment of Chet Bryant as custodian to succeed John T. Backman, who resigned that position at the last meeting. When the accumulation of moneys in the general fund came up for discussion Joe Glacey suggested the diversion of surplus funds to a committee of the cemetery board and approval be given them to take option on a number of graves situated near Showmen's Rest in Evergreen Cemetery. It was decided that the committee should take the option immediately.

J. Doug Morgan presented a talk on the matter of handling the "show within a show" and that the idea be diligently worked on, and Sam Haberman suggested the appointment of a special committee on each show to handle the presentation of them, with the funds derived from such an affair to go to the Cemetery Fund. Harry Seber, ever a staunch supporter of anything pertaining to the fund, spoke on the importance of the constant effort to provide the necessary funds. Claude Barie won the weekly award.

After adjournment refreshments and lunch were served by Jimmie Dunn, Harry Wooding and Jack Bigelow. Harry Swanson, in from the Orient, was an honored guest.

LADIES' AUXILIARY

February 11 meeting was well attended, with President Peggy Forstall presiding. Inez Walsh, first vice-president; Frances Kline, second vice-president, and Ruby Kirkendall, secretary and treasurer, were also on hand.

Evening was taken up with discussions of the cemetery plot and it was voted and approved to purchase 20 grave plots. Dr. Ralph E. Smith, first vice-president of the PCSA and a member of the Auxiliary's advisory board, was asked to attend to this and arrange details for the purchase of the plot. This is one of the greatest things ever accomplished by the club for the good of its members and it was received with a great ovation.

Auxiliary has had a burial fund for several years but has never owned a plot. Previously it was forced to buy whatever graves were necessary to meet the demand. Several donations were made toward the fund at this meeting. Maybelle Crafts started the ball rolling with a \$100 donation. Peggy Forstall and Rose Clark came thru with large donations, with many other members giving \$10 and up towards the fund. This was all voluntarily offered.

Madge Buckley arrived from Seattle after spending the holidays with her folks and was very pleased with the club's activities. Edith Walpert and

Hazel Redmond were on the job, as were Martha Levine and Betty Coe. Maybelle Crafts and Virginia Kline motored in from San Bernardino for the meeting.

Letter from Ada Mae Moore from Chicago was read and brought many laughs. Isabel Ross inclosed dues with her letter from Detroit. Salina Dyer also inclosed dues with her letter from Amarillo, Tex. The club was happy to note that the absent members are with it 100 per cent.

Valentine party details were closed and it looks as tho the girls are going to pull something different. Understand Virginia Kline is one of the choruses girls selected. Babe Miller, Madge Buckley, Grace DeGarro spell to the writer that this will be a new "Beef Trust" revue. Chic ensemble will include President Peggy Forstall, Leone Barie, Florence Webber, Gladys Forrest, Hazel Moss, Inez Walsh, Ruby Kirkendall and Vera Downie. The writer was sorry to beg off, as she is neither classed in the "Beef Trust" nor the "chic."

After luncheon many of the ladies indulged in bridge and bingo games until the late hours. A late report has it that Past President Ethel Krug will lead the revue with Virginia Kline. Now that will be something.

Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., Feb. 13.—Last week's regular meeting was called to order by Harry Duncan in the absence of President Jack Ruback.

Ruback lettered that business matters prevented him from being present. Inclosed in the letter was his personal check for \$25 to be added to the club's amount, together with that of the Ladies' Auxiliary, to be sent to the Red Cross flood relief fund.

The membership drive is creating a great deal of interest. Before the summer is over it is expected that there will be many new names added to the list, as the club has been informed by several prominent showmen that they will give their support.

As the membership drive now stands Benny Hyman is leading, with Dave Stevens and Harry Altschuler fighting for second place. Hyman sent in three new members last week with the prediction that it is only the beginning. Members receiving their 1937 cards were Joe Falco, John J. Hinton, Moxie Hanley, Robert Carr, T. D. McAuliffe, Albert Wright, Olin Thornton and W. I. Cassidy Jr.

John R. Castle, past president of the club, was reported ill and confined to the Methodist Hospital, Dallas.

Harry Duncan, chairman of the entertaining committee, has promised a surprise luncheon after the meeting for the next week or two.

Committee in charge of selecting the monument for the Showmen's plot had several drawings and prices to submit to the club and reported that by next meeting time they expected to have all bids and drawings in and would then be in a position to offer something definite. Art Brainerd is chairman.

Jack Moon, popular member of the club, has taken over the hot-dog stand at the Big Top Tavern.

J. L. Landes, past president of the club, and his wife, Peggy, will leave shortly for their winter quarters at Chapman, Kan.

The club appointed a committee to select a suitable emblem for members who are show owners which may be framed and hung in their offices. Frank DeMalme, chairman; R. E. Haney and Gregg Wellingshoff make up the committee.

LADIES' AUXILIARY

Louise Allen was elected a member at the club's regular meeting. She is the daughter of Mrs. Gertrude Parker Allen and granddaughter of Mrs. C. W. Parker. This makes three generations and possibly the only one of the third generation in all of the ladies' auxiliaries and clubs of the showmen.

Hattie Rowk, entertainment committee chairman, called a special meeting of her committee to discuss plans for the anniversary party, which is to be held this year on February 26.

Quite a few were still reported ill with colds and the flu, but no one seriously ill in this city.

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ALLAN HERSHELL CO.

1937 DE LUXE MODEL KIDDIE AUTO RIDES

MORE THAN 120 SATISFIED OWNERS.

Made in three different sizes, for 1937. Model "A" De Luxe 4-Car, seating 14 children, sells for \$1,295.00; Model "B" North Tona-wanda, Model "C" De Luxe 8-Car, seating 12 children, sells for \$1,095.00; Model "D" North Tona-wanda, special 20-Car Model for \$2,150.00. The highest on several cities.

Also Manufacturers of Blue Goose Kiddie Ride.

ALLAN HERSHELL CO., Inc.
NORTH TONAWANDA, N. Y.

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.

STRATES' SHOWS CORPORATION WANTS

For Long Season of Celebrations, Still Dates and 17 Bona-Fide Fairs

OPENING IN APRIL; FAIRS COMMENCING LAST WEEK IN JULY

A-No. 1 Shows of merit with or without outfits. Single Pit Show, Fat People, Big Snake, etc. Good opening for Monkey Circus. Will book Octopus Ride. Want to hear from Ride Foremen, Ride Help and Workmen in all departments. Concessions of all kinds except Corn Game, Merchandise wheels of all kinds (all concessions must be legitimate). All address JAMES E. STRATES, Gen. Mgr., P. O. Box 846, Norfolk, Va. P. S.—Have Allan Hershell Special No. 2 Merry-Go-Round for sale. A-No. 1 condition. Complete with organ, engine and new top. Same is set up for inspection at Winter Quarters at Norfolk, Va.

LARGE & LANE SHOWS

Open February 22, Collins, Miss. — Two Saturdays

WANTS Banner Man with car. Cook House, Corn Game, Pitch-Till-You Win, Bowling Alley, Fish Pond. All legitimate concessions open. All people with this show last year come on. Want Show of merit, Five-in-One and Ten-in-One, Cook Show, Girl Shows, Big Snake, Ride Help on Merry-Go-Round, Whip and Kiddie Rides. P. S.—Will book or buy Ferris Wheel and Smith & Smith Chair-o-Plane. Will pay cash for rides.

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 13.—President J. G. McCaffery presided at another interesting meeting and seated with him at the table were Secretary Joe Streblich and Past Presidents Edward A. Hook, Sam J. Levy and C. R. Fisher.

Membership committee presented three more applications credited to Brother William Carsky. Ways and means committee is working out plans which will be revealed at an early date.

Cemetery committee has been instructed to proceed with negotiations for the purchase of the addition to Showmen's Rest. It expects to have plans completed by next meeting.

Finance committee has been authorized to make investment of the surplus cash now in the general fund. Spring benefit committee is going along with its work and making extensive plans to put the affair over. Brother Walter P. Driver has been holding down the chairman's job in the absence of Ernie A. Young.

An interesting letter from Brother Carl J. Sedlmayr outlining the big Cemetery Fund benefit held at Tampa during the fair was received with much applause. More news of the event will be found in another article in this issue.

Brother Jack Tenkin has been suffering with a heavy cold. Reports, however, tell us he will soon be out. Brother Nat Hirsch is still confined in Hines Hospital. Brother Col. F. J. Owens is also listed among the shut-ins.

Brother Jimmy Morrissey was in town for a short visit and to arrange to move his family to Kansas City. Brother Ray Marsh Brydon, also in town for a few days, was a caller at the rooms. A. W. Morris, a new member, came in from Florida and is a regular at the rooms. Brother Gilbert Noon was back in town for a time preparing for the summer's work.

Brother Bob Schlossburg played the Oriental Theater and a number of the

brothers visited the show during the week.

We have been advised that Brother R. J. Rodgers is receiving the proper care during his illness. This is being attended to by Mrs. Ralph Miller at Millersville, La. Letter from Brother Al Rossman advises that arrangements for the marker on the grave of Con T. Kennedy have been completed and it will be in place soon.

Brother Carl J. Sedlmayr is handling the Cemetery Fund Drive for 1937 and all members have assured him of their 100 per cent co-operation.

It is planned to purchase a plot of 100 graves. After this has been arranged for the committee will begin work of beautifying it in general.

Chairman Sam J. Levy advises that he is gradually working up plans for the silver anniversary banquet and ball in December. Actual work on this will not start for some time so as not to interfere with other activities.

Brother George Terry has returned to town after a two-month absence. Brother Andy Craig was in attendance. It was his first meeting in some time. Brothers Albert J. Moran and Harry W. Russell have returned from their South American trip looking fit. Received the late issue of The Royal American Showmen's Journal. It's a fine publication and a welcome addition to our library. Keep us on the mailing list, boys.

Vice-President Frank P. Duffield has returned after a few weeks' absence. Brother Fred H. Kressmann is proving a good man as chairman of the finance committee.

Brother Dave Tennyson, off on a business trip, is missed around the rooms.

Is your name among those who sent in dues during the week? Here is the list: J. A. Darnaby, Joseph C. Matusky, Jimmy Morrissey and Abe Goldberger. Perhaps you just overlooked it. Better give it your attention at once.

LADIES' AUXILIARY

President Keller has returned to her home, where she is rapidly convalescing after a recent illness.

Report of the relief committee shows others on the sick list. Mrs. Munnich, slowly recovering; Mrs. Charles Driver, still confined to her home; Mrs. Ray Oakes, resting easily after having under-

(See SHOWMEN'S LEAGUE on page 37)

Louise Logdon I left for Ponchatoula, La.

NEVER MIND what you have done, my boy—what can you do now?—Fred Beckman.

MEL G. AND C. GUY DODSON are of the opinion that Dick Collins is the most Americanized Englishman, or rather Irishman, they ever met. Let someone knock the Good Old United States and Mel G. says Dick gets as mad as Dante's inferno.

W. R. HARRIS, manager Dixie Model Shows, letters from Middlesboro, Ky.: "Passing thru. Visited quarters of Modernistic Shows. R. C. McCarter is keeping everybody busy and it looks like real carnival activity here. A. B. Motch seems like a regular fellow."

L. CLIFTON KELLEY, general agent State Fair Shows, letters from Cheyenne, Wyo.: "Thanks for the recent bouquet. I can stand all the publicity I can get." L. C. recently repeated a booking achievement that stands out as unique in carnival general agenting.

FAT DELANEY targets postals from Havana, Republic de Cuba: "Too much water in Ohio. Mucho bacardi in Havana."

BILLY GEAR is general agent for the Silver State Shows and was recently becoming a slight delay in *The Billboard* reaching him in Butte, Mont., due to the flood. He writes: "Just like not getting a letter from home when you know someone there is sick."

RAY VAN WERT, press agent Dee Lang Shows, letters from St. Louis: "Dee Lang is about the busiest man around quarters. Scooter, Auto Speedway and Octopus rides will be added, as will trucks and trailers for their transportation. H. Waughn with crew is readying show fronts."

EVERY MAN to his own trade, even it be eating or driving steaks (skates).—Timmy Few Clothes.

ALLEN H. PINE, general agent HADY Days Shows, letters from Springfield, Ill.: "Much credit is due Mayor J. Stumpe, co-manager and secretary of Perry and Washington County fairs, for the manner in which he handled the organization of the Southern Illinois Fair Circuit."

CLAY M. GREENE, general agent Goodman Wonder Shows, placed an order for a new line of paper while in Chicago recently. On that occasion Max Goodman said, "I do not expect to set the world on fire, but sincerely believe that my offering will be worthy of notice."

OVERHEARD on a carnival lot in Florida: "If there's any room behind that eight ball, move over."—B. H. Nye.

A PECULIAR BRAND of the lack of the sense of proportion seems to be rampant, to wit: Motorized carnivals booking for dates that logically belong to the large railroad carnivals. Moral: A leading department store is naturally supposed to do a greater volume of business than a smaller one.

EARL HAMMOND cards from St. Paul, Minn.: "Hammond's Eskimo troupe played St. Paul winter carnival. Go to Chicago for winter carnival and ski meet. Headed for Polo Grounds, New York. Carrying 25 Siberian huskies, 2 muskies, reindeer and an Eskimo family. Travel in big truck."

LILLIAN LIFRANCE letters from Oakland, Calif., that *The Billboard* will always remain her weekly pleasure.

JACK DADSWELL letters from Tampa, Fla.: "Midway Confab had a paragraph recently saying 'this is the time to kick unless you get the kind of a press wagon you need.' I didn't kick, but I did go out and buy myself a press wagon of the kind most suited to my requirements on the N. A. S."

CHARLES C. NOLLER cards from Lincoln, Neb.: "Closed with Miller's Museum at the conclusion of the Shrine Circus at Terre Haute, Ind. It was a 'red one' and all the acts are pleased. Am now selling classified advertisements on a local paper here. Will be with the Max Goodman Shows."

IT IS NOT a good business policy to announce that certain fairs have been booked until the contracts have been signed.

JOHN SMITH cards from New York: "Have worked for J. B. Davern's Exposition Shows for the past eight years in charge of the Big El Wheel and light plant and will be with it this season. Been reading *The Billboard* for 14 years and this is the first writup I have ever sent in. Would like to see it in one of the columns." Well, John, here it is.

BEN BENO wrote A. C. Hartmann from West Palm Beach, Fla.: "Playing my sixth fair in Florida, six more to go. Weather is great. Many showfolk from Miami visited. Bench Bentum among them. Royal Palm Shows jump from Sebring to Redlands, Fla., furthest fair south in the States. Jack Hoxie's show is packing them in."

VANITY will sometimes make a man jump from a warm skillet into a cauldron of boiling water.—Red Onions.

SILVER STATE SHOWS will take to the road soon with band, free acts and public-address system. Staff: Paul Towe, owner-manager; Mrs. Paul Towe, secretary-treasurer; Mitch Freeman, special agent; J. H. Miller, business manager, says Billy Gear, general agent. The show is to be routed considerably west.

JACK RYAN letters from Hattiesburg, Miss.: "Ray's tap room is the showfolk meeting place. Seen recently: Mr. and Mrs. Joey Ray, Danny Ferguson, Joe Goodman, H. P. Zarge, the Mitchells and Whitey Butler. Al Hansen and his advance man, Shorty Farrell and staff of the Wallace Bros.' Shows and Ray Coghlin and wife were recent visitors."



J. R. EDWARDS, owner and manager J.R. Edwards Attractions. Photo was snapped in Wooster, O., recently.

W. T. JESSOP, general agent West Coast Amusement Company, writes: "The official publication will be *The Billboard*. May it prosper forever."

GEORGE J. LOWE letters from Cambridge, Mass.: "Last July while on my way to join E. S. Corey Shows, I was suddenly taken sick. Rushed home to my sisters and then taken to hospital with ulcers. Was in bed from then until recently. Thanks to a good doctor, I expect to take the road at opening of season."

BERNIE M. SLOAN letters from Milwaukee: "Was with Pan-American Shows last season and got by. Wish I had been in New England and Canada with Ben Williams. Have been in the furniture business here all winter and am doing well. Will go out with it in the spring and my brother will take care of the business here. May have a girl show with Roy Gray in Canada."

ART SIGNOR letters from Crown Point, Ind.: "All members of the A. I. C. Hedge Shows voiced their vote of thanks to *The Billboard* staff in their efforts to get our favorite to us on time. Altho driven from your offices by a terrible disaster the slogan, 'THE SHOW MUST GO ON,' still stands."

ROY B. JONES letters from Atlanta: "Carl J. Lauther wishes to thank Mel G. and C. Guy Dodson and all the members of the Dodson Shows for the many courtesies extended him and his museum organization during their stay in Savannah, Ga. Lauther also wishes to thank Mr. and Mrs. Rubin Gruber for the royal treatment while the museum was exhibiting in Atlanta."

Ladies' Auxiliary of Midway Confab

By MRS. ABNER K. (VIRGINIA) KLINE

When we reached San Bernardino, Calif., we stopped first at the National Orange Show grounds and were just in time to see Mrs. Mabel Crafts' newly finished housecar. It is 20 feet long and divided into three rooms, with all decorations blending. It's a real home and reaches a high mark in a traveling domicile of neatness, homeliness and restful atmosphere.

A. LaMont (Bill) Smith, son of Helen Brainerd Smith, treasurer of the Ladies' Auxiliary in Kansas City, Mo., is county probation officer of San Bernardino County. Had a short visit with him and his new bride. Drove up to Gilman Hot Springs, where a colony of showfolk were enjoying the baths and mountain air. Mr. and Mrs. Archie Clark and Roy Ludington had just recovered from severe attacks of influenza, but a rousing party was tendered us, which included a huge bowl of tom and Jerry. Mr. and Mrs. Charles Walpert, Mr. and Mrs. Frank Redmond, Mr. and Mrs. Will Wright, Mr. and Mrs. Archie Clark and Mr. and Mrs. Roy Ludington were staying at the springs but expected to be back in Los Angeles for the PCEA "hi-jinks."

The writer has been away from the Pacific Coast two years, so was anxious to see if these show women, now called Coast Defenders, had forgotten the shows in the East and Middle West. Was surprised to learn how many of them started on some of the older shows and remembered gay parties and big money days on those shows. For instance, Mrs. Rose Clark recalled many good days on the J. Frank Hatch Shows. Mrs. Peggy Forstall talked of the Frank Wallick Shows. Mrs. Florence Webber has been on the Archie Clark Shows for 18 years, but can remember her real start on the De Kreko Bros.' Shows. Mrs. Grace Fisher Asher has moved about often, but really began her show career in the chorus at the Lyric Theater, Portland, Ore.

Con T. Kennedy Shows was mentioned and Lucile King thought it was tops when she was there. Mrs. Millie Dobbert and Blossom Robinson claim the Al G. Barnes Circus will always be home to them. Mrs. Martha Levine was first on C. W. Parker's No. 2 Show and Mrs. Betty Coe started with the K. G. Barknot Shows. Mrs. Minnie Fisher likes to comment on the swell times on the Ringling Bros.' Circus, but she has known many other circuses too. Mrs. Mario LaFors brought another once well-known show to mind when she described the good times on the H. W. Campbell Shows.

Mrs. Hazel Redmond took her first dive on the S. W. Brundage Shows, and her little sister, Mrs. Edith Walpert, hit the diving tank first on the initial John T. Wortham Show. Mrs. Inez Walsh helps keep the show women comfortable and entertained at the Bristol Hotel, which her husband owns and manages. She used to write, direct and act in her own amateur plays in the Northwest. H. (Tubby) Snyder, with the Cosmopolitan Shows, first took Mrs. Nina Rogers out on the road and the Nina Rogers Shows in turn first took Mrs. Babe Miller to see the world from a show train. Mrs. Cecelia Kanthe and Mrs. Mabel Crafts can look back to the Felice Bernardi Shows, where they first learned that strange language used by show people so unintelligible to outsiders.

Mrs. Ethel Krug has earned the title of "candy apple queen" after eight years on the O. N. Crafts Shows. Mrs. Marie Morris started out to enjoy a long happy show life by joining the Great Patterson Shows. Mrs. Leone Barrie claims her really big moment was when she played a tenor banjo in George A. (Dolly) Lyons girl show with the Greater Sheesley Shows. Mrs. Pearl Runkle helped make the Waugh & Hofer a successful business enterprise for many years. Mrs. Babe Herman looks back to the days on the Levitt-Meyerhoff Shows and wishes the return of some of those good old days.

Title Palmater can remember drinking her first champagne when the John M. Sheesley Shows were first organized. Mrs. Peggy Stienberg went from a Pennsylvania home to join the Zeldman & Polite Shows and Mrs. Grace DeGaro mentioned the E. J. Arnold Shows. Mrs. Bertie Kanthe joined the Dixieland Shows to find out whether people had

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IMMEDIATE DELIVERY.
Complete line of Shooting Galleries, Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, hand-domey plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG
Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for PARKS, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sleds, Croquet, Grand Blower, P. O. and Casser, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

SILVER STATE SHOWS
OPENS MARCH 20, 1937.

WANT Shows of merit. Will furnish 10 new Tops and Fronts for capable showmen. What have you? WANT Octopus and Ridee. WANT Help in all departments. WANT Concessions of all kinds. Dick Morrison, Bill Sturm and Circus Shorty Terpan write. Address SILVER STATE SHOWS, Box 262, Clovis, N. M.

FOR SALE
6 IRON CLAWS
Mounted on Trailer, Ready To Go.
\$250.00 CASH FOR ALL.
Address APT. No. 6, 1602 McGowan Street, Houston, Tex.

FOR SALE
Girl Show, complete, and Costumes, 2 wheel House Car Trailer. All new July, 1936, 2c will trade for other Show outfits, Concessions, Trucks, or what have you? WANT Girl Dancers for No. 2 Show, Good Day. Now looking Shows, Buses and Concessions. C. D. ANDERSON SHOWS, Mesquite, Ill.

1350 BINGO

Heavyweight cards, black on white. Wood markers instead of shills. No duplicate cards. Put up in the following size sets and prices:
 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$7; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—out up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.
 All Bingo and Keno sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked as provided in playing and also discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50¢.
 Automatic Bingo Spinner, red glass, \$12.50
 Bingo Blackboard, 60 in. size 24 x 30 (with 100) 2.00
 Bingo Record Sheets, 24 x 30, 20 for \$1.00
 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

FRANK BURKE SHOWS WANT

Capable Advance Man, Tilt-a-Whirl Foreman and other Ride Help, good Ten-in-One Show. Have complete outfit for same. Also any other shows, with or without outfit. WILL BOOK Loop-o-Plane and Baby Ride. Must be in good shape. Long season, Open about March 1. Write or wire.

FRANK BURKE
 1745 Grand Ave., Phoenix, Ariz.

J. HARRY SIX ATTRACTIONS WANT FOR SEASON 1937

Tilt-a-Whirl, Chair-O-Plane, any other Ride, Cook House, String Game, Pin-the-Tail-U-Win, Tumble Race, Horse-La. Cabinet Gallery, Kayaker, Ball Game or any legitimate Concessions. No profit. Open season. Heavy Pitches and exclusive. WANT Shows of all kinds—must have own outfit and own transportation. WANT Harrier Man not afraid to get no paper—must have own car. Address: J. HARRY SIX, Bryan, O.

BYERS & BEACH SHOWS

Formerly Byers Bros.
 Now booking for 1937 shows rides and concessions not conflicting. Address Oardwell, Mo. Nelson D. J. Doug Carter has had no connection with Byers 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.

T. J. Tidwell Shows

CAN PLACE SEVERAL A-1 SHOWS FOR 1937 SEASON.
 Casualty Shows, etc. Write with us. Address: BOX 954, Sweetwater, Tex.

FOR SALE ALLAN HERSHELL

12-Car Leasing Unit. Good condition. Complete, \$1,000. Will buy up. Inspection invited. See Allan Hershell in Rockaway Beach, New York.

Silver State Shows

Now Booking Shows, Concessions and Free Attr. for Season 1937. HAVE FOR SALE complete High Diving Equipment, first-class shape. Address: BOX 262, Clinton, N. M.

AL. G. HODGE SHOWS, Inc.

Now Booking and Presenting the 1937 Metropolitan Midway Shows, RIDES, CONCESSIONS.
 W. M. TUCKER, Manager, Chicago, Ill.
 7150 Cyril Parkway

All American Exposition Shows

Now booking shows, with or without tops, also legitimate concessions for the coming season. Cabins, food as new, for sale. Address mail to: H. V. PETERSEN, Gen. Mgr., Yankton, S. D.

Corey Greater Shows

WANTED—Loop-o-Plane, Kiddie Ride, Flat Ride, American Pullman, Photo, Dippers, Avia, Wipers, Lead and Granite Galleries, Candy Flows, Ball Games and Legitimate Concessions of all kinds. Address P. O. BOX 918, Johnston, Pa.

C. H. TOTHILL'S ATTRACTIONS

Now Booking Rides, except Merry-Go-Rounds and Chair-O-Planes. Legitimate Concessions. Rides. Must be legitimate. Shows of all kinds. R. Palmstree writes. C. H. TOTHILL, 167 Wabash St., Lockport, N. Y.

as good a time on shows as they said they did. Mrs. Pearl Jones used to play in orchestras and bands and Mrs. Jay Welch was one of the juvenile Bostonians.

Mrs. Virginia Shallor certainly must have learned her lessons well in vaudeville and free acts as her three talented children show signs of having a real start toward fame thru her teaching. Mrs. Mary Ludington was long a welcome addition to the John T. Wortham Shows and Mrs. Will Wright is proving that a newcomer in the show world can help too. Mrs. Marie Taylor's first show was the Levitt-Brown-Huggins Show. While Frances Kline and Mrs. Vera Downie have never been on any one show, they are welcome visitors wherever their husbands go to sell organs or tents.

E. S. COREY cards from Phillipsburg, Pa. Mr. and Mrs. Jack Rockway are wintering in Miami. They bought new green canvas for their bingo. Frank Russell is also in Florida and will report in April. Mr. and Mrs. George P. Miliken, he of 'Argo' fame, are on his parents' farm near Birdsboro, Pa. Curly Orpin is wintering in Richmond, Va. Has signed with his concession and will also be with Corey Greater Shows.

GENERAL agents, press agents, carnival secretaries and all others who send in lists of fairs the carnival you are with booked: The least you can do is to give the correct title of the fair and to spell correctly the name of the place in which the fair is to be held.

BILLY CORNELL'S Cotton Club Polles (colored minstrels) will open the season with Happy Days Shows. Sam Kravetz, special agent and promoter, is

then to Phoenix City, Ala. For the fourth consecutive year have booked my corn game and other merchandise concessions with Blue Ribbon Shows. Business relations with Mr. and Mrs. L. K. Roth have been very satisfactory and they have always treated us with courtesy. Of course my No. 2 concession unit will play independent fair dates as in previous years.

THE LATE Johnny J. Jones would often say: "No, I don't need any managers! I am the manager. Can always use good talent that will carry out my ideas of how things should be done around the Johnny J. Jones Exposition. What can you do that is good? Got any good ideas?"

RICHMOND, Va., pickups by Carleton Collins: Writer made a trip to Marks Shows winter quarters last week. He is convalescing from a recent illness. . . . Frank Ormand, billposter, last season with World of Mirths, will be on concession row. . . . J. C. Corbett, concessioner, is night man at Jimmy Rafferty's "Lil Abner" cafe. . . . Mrs. Carrie Rafferty and sister, Lila Sink, are hostesses at the cafe and are becoming anhappy tea drinkers. . . . Mr. and Mrs. Willie Lewis, the latter being Frank Bergen's able assistant on the World of Mirth Shows, are at their winter home here.

KENT HOSMER put over a special piece of publicity for the Beckmann & Gerety Shows in the Sunday edition of The San Antonio Light of February 7. It took up nearly three full columns, one text and a double column of art, showing mechanical activities. Fred Beckmann is seen watching Arthur Carlson cut out old bolts. Roy Hewitt,

was with James T. Clyde. Have been away from the lots many years doing a variety of things, mostly booking certain attractions under auspices in schools, houses and college auditoriums. However, as is sometimes the case with a good thing, it is getting bad now due to showmen not worthy the name selling the show for 5 and 10 cents admission.

I was formerly with Jarvis-Seeman, John M. Sheesley and Russell Bros.' carnivals as talker and pay show manager, later with Morris & Castle, T. A. Wolfe and others as promoter and special agent and also with Clarence Vermelto and Mad Coney Fleming as general agent.

My brother and myself are getting together a small overland circus, one ring. It will traipse west. It will quit probably be the smallest overing show on earth, but it will be good and clean and will have a good performance. We plan to have decent living conditions for all connected with it. Made my start in this business at the age of 16 and this will be my last effort to get going on my own. Will appreciate a mention in The Billboard. Al C. Haslam has always been mighty nice to me in years gone by and he is a real fellow. The pertinent and witty remarks in the carnival news make quite an impression on showmen, especially those who can really understand what is being driven at. I had the colored Minstrel Show in 1920 with Russell Bros. and in 1921 with Greater Sheesley Shows. Had a 22-piece band when with the Russell show."

KEDDIE DAVIS letters from the fairgrounds, Tampa, Fla.: "From all appearances the headquarters at the fair for visiting showfolk was the Gasparilla dining hall owned by Eddie Madigan, Eddie Davis and Pezzy Hoffman, and managed by Cash Wilcox. At almost anytime during the 11-day event some of the following outdoor celebrities could be found there dining and talking things over: Mr. and Mrs. Carl J. Sedlmayr, Mr. and Mrs. Curtis Velare, Mr. and Mrs. John M. Sheesley, Mr. and Mrs. James C. Simpson, Mr. and Mrs. Charles H. Pounds, Mr. and Mrs. Jake Brizendine, Mr. and Mrs. Jack Baillie, Mr. and Mrs. Al Wallace, Mr. and Mrs. Sammy Wieser, Mr. and Mrs. Eddie Lipman, Mr. and Mrs. Jack Whyte, Mr. and Mrs. Charles Cohen, Mr. and Mrs. George Goffas, Mr. and Mrs. Elmer Velare, Mr. and Mrs. Rubin Gruber, Mr. and Mrs. Milton M. Morris, Mr. and Mrs. Harry W. Hennies, Mr. and Mrs. Bill Martin, Mr. and Mrs. Ray DeYer, Mr. and Mrs. Herman Rudick, Mr. and Mrs. Joseph W. Stoneman, Mr. and Mrs. Buddy Paddock, Mr. and Mrs. George Ringling, Mr. and Mrs. Volsted, Mr. and Mrs. Sol Wasserman, Mr. and Mrs. William Chakshis, E. Lawrence Phillips, Walter A. White, Charles Duffield, Nate Eagle, J. C. (Tommy) Thomas, Nick Petrinis, Hyman Wagner, Joe Redding, Sammy Applebaum, John Sheehy Jr., J. Ed Brown, Lou Leonard, Joe Monson, Ned Porte, Max Gruber, Chick Allen, Joe Sly, Steve Dargan, Mrs. Johnny J. Jones and Mrs. Denny Pugh.



EDYTHE SIEGRIST AND LILLIAN TUCKER, on the sands of Miami Beach, Fla. Edythe owns and manages the flying act that bears her name, and Lillian is the wife of William Tucker, one of the owners of Funland Amusement Park, Miami.

in charge of promotions for the shows, whose plan for the season is to have merchants' exhibits in the marquee. T. L. Dedrick reports that the atmosphere around the midway will be that of a fair, with free acts, band and fireworks nightly.

JACK H. NATION letters from Dayton, O.: "Am preparing to hit the road for the season. Got wonderful results from our last advertisement in The Billboard. See Bozo Mansfield and wife quite often. He says he will have a snake show with Wade Shows. Also see E. E. Coleman, manager M. L. Clark Circus; George Wheeler, ride man with Gooding Shows; Zog, illusionist; Shafner, candy man, and a lot of tabloid people."

IT HAS me worried that no one seems to know how many "kinnicked" and "giffed" devices were destroyed during the big Ohio-Mississippi River floods. However, a big wheel passed thru Cincinnati safely after the flood on route to play an engagement some place—Wadley Tif.

T. L. DEDRICK cards from Montgomery, Ala.: "Mrs. Albert Beth, of Happy Days Shows, remained in Janesville, Wis., for the funeral of her brother, Henry Bull, superintendent Wisconsin Institute for the Blind at Janesville. His death followed that of her brother-in-law, Fred Broge. Mr. and Mrs. Jack L. Murray have contracted to place their concessions on our shows. They are now in Florida with the Royal Palm Shows. Work is progressing nicely."

JOHN W. GALLIGAN letters from Columbus, O.: "Here until March 20,

chief electrician, is shown in one of the light plants at the switchboard. H. G. Blackwell is pictured decorating the Carousal crestring and one artist is depicted as putting the finishing touches on the 'orses.

CHAS. C. BLUE is having the time of his young life. He and Mrs. Blue were chased out of their Ludlow, Ky., home by the flood. They moved to a hotel in Cincinnati for a while. It was too dull there for the boy, so they fled themselves to the country near Florence, Ky., where they are at this writing. The Billboard does not have his route for the immediate future. He has received many invitations to visit friends in Florida.

"HENNIES BROS.' SHOWS, formerly United Shows of America, has offered the government thru the Red Cross or agencies, the use of its 40 railroad cars in flood relief work, it was learned from a representative of the company Wednesday. In the collection of cars there are sleepers, stateroom cars, stock cars and flat cars, all of which are in Shreveport, winter quarters of the company. Orville and Harry Hennies, owners of the Hennies Bros.' Shows, are making this offer in the belief that there will be use for railroad cars to move flood refugees and supplies and flood relief workers. All that the company asks is that the cars, if used in the flood relief service, be returned in good condition by April 1, so it can take the show out on its seasonal itinerary, the company representative, Scholibo, stated."—Shreveport (La.) Journal, February 3.

HARRY N. DIXON letters from Reno, Nev.: "Met Hewitt years ago when he

MAKING and frying hamburger sandwiches is an art. None of the wayside lens and few of the city lunchrooms dish them out as delicious as some grab stands on some carnivals. One time there was a man on the original Sparks Circus who made the best in the world and he made a fortune. He did not mix the meat with bread crumbs, oatmeal or other foreign substances like some lunch wagon and lunchroom caterers do. Of course Beadle steaks are different from hamburgers.

Philadelphia

PHILADELPHIA, Feb. 13. — South Street Museum: Spot Wilson's Colored Revue; Horn Woodrow, armless performer; Al Delenze, magician; Boots-Boots, South African jungle man; Captain Sig, tattooed man; Bob Delenze, mechanical man, and Mme. Camille, mentalist. Girls in annex: Peggy Rogers, Nava Talbot and Lillian Ligan. Business fair.

Eighth Street Museum: Good business with Three Dells, club jugglers; Guy Samson, musical cowboy; Dot Smith, blues singer; Max Stevens, comedy juggler; Mysteria and Spidora, illusionists; Poesse Plastique and Princess Zeldi, mentalist. Dancing girls and Mary Morris in annex.

Charles Perry arrived and is now working in conjunction with Mme. Camille at South Street Museum.

C. W. Cracraft, representing the Ideal Exposition Shows, was a visitor this week.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 13.—In this issue we conclude the present series of articles relating to the new Federal Social Security Law, and it is our plan in the near future to take up a discussion of these new laws from a standpoint which deals with strictly their application to the carnival industry.

"Constitutionality"

The application of the rule of Massachusetts v. Mellon, 262 U. S. 447, operating to sustain the taxes in Title VIII, would be possible only if the court decided that the money raised by the taxes was not to be paid out in benefits, or that the lack of earmarking, and the provisions for investing the old-age reserve account in government securities, rendered the taxpayers' interest in the expenditures for old-age benefits a negligible one. On the other hand, the application of United States v. Butler, 297 U. S. 1, operating to invalidate the taxes, would be possible only if the court overlooked marked distinctions between the effect and purposes of the processing taxes and the Title VIII taxes. No Social Security Act tax becomes effective upon an administrative decision to commence an allegedly regulatory program, and it is hard to find any substantial element of "bribery" or "coercion" in the old-age benefits provisions. One would hardly say that Title II coerces individuals into maintaining their health and living to be 65 years old by promising them a reward if they do so.

Assuming arguendo that Title VIII taxes provide the revenue for Title II benefits, two questions immediately arise. Is the tax on employers an invalid expropriation from one class for the benefit of another? Some indication of the answer to that question, if it is ever asked, may be gained from the court's decision on the New York unemployment insurance law. Second, if Title VIII is a tax and Title II an expenditure, is the expenditure made to promote the general welfare? Here again the Supreme Court's decision in the New York case may be important, for unemployment benefits under the New York unemployment insurance law are to be paid without any means test other than the mere fact of unemployment. Title II benefits likewise are not dependent upon the claimants satisfying any particular test of need.

"Conclusion"

The Social Security Board's legal staff is divided roughly in accordance with the division of this article into sections. State legislation requires close examination, frequent advice and often assistance (upon request by the State) in matters of drafting. The old-age benefits program, if payments are to be made promptly and correctly, will naturally entail a heavy burden of meticulous legal work. In connection with constitutional questions, there have been requests from some States for legal advice, and at all times close co-operation with the Department of Justice in considering the problems certain to arise in any attack upon the Social Security Act itself. But the questions with respect to State relations are becoming standardized, and new and extra complicated questions are few and far between; the legal aspects of the old-age benefits program should not be particularly troublesome, and the defense of the Act's validity, if successful, should be followed, certainly as far as the legal aspects are concerned, by substantial evidence that the Social Security Act is not at all "unworkable."

PCSA HI-JINKS

(Continued from page 49)

tainment, especially coming in for high praise was the Circus Slide Show, which was presented on the floor of the dancing academy in lieu of a lot. Frank Forrest erected a tent, with banner line and ballyhoo platforms which were donated by O. H. Hilderbrand, and it proved to be a real show for showfolk. U. G. Harris, assisted by Frank Forrest and Eddie Slevor, on the front.

The side-show attractions were: Zakko, gorilla man; Dr. Garfield, man without a skull; Frank Lentini, three-legged man; Pancho, human pin cushion; Teddy Ton, fat boy; Doc LaMarr, house of illusions; Peerless Pilgrim, armless and legless

15 Years Ago

(From The Billboard Dated February 18, 1922)

Foley & Burk Shows had just been contracted to furnish all the amusement features for the 20 California fairs, including the California State Fair, by the California Fair Secretaries' Association at its annual meeting in the Palace Hotel, San Francisco. . . . Breaking a hard, fast rule, the mayor and city council of Savannah, Ga., gave permission to the Rubin & Cherry Shows to open its season on the Park Extension there. Situated in the heart of one of the best residential sections of the city, it had long been a most desirable location. Heretofore, however, the location had been, so-called, "closed" to shows of every description. . . . Resplendent in paint and gold-leaf, and scintillating with myriads of multi-colored lights, which intensified a beautiful color scheme of show fronts, Greater Sheesley Shows, 25-car organization, inaugurated its 1922 season at San Diego, Calif., under auspices of the San Diego Zoological Society.

Clarence A. Wortham's forces were in the throes of the final details preparatory to the opening of the season for his various shows. . . . Sighted at the big gathering of carnival agents and managers at the Guilford Hotel, Greensboro, N. C., were W. C. Fleming, Matthew J. Riley, Brownie Smith, Robert K. King, Duke Golden, George La Marr, Felix Biel, Dan Klein, Bob Blum, Harry Martin, Whitey Cowans, Harry Garnett, Charles Ferrin, William Van Horn and Harry Scott. . . . H. L. (Roy) Nelson, for several seasons with the Majestic Shows, had just been contracted to handle and manage the new attraction, Lover's Lane, with Zeldman & Pollie Shows. . . . Mr. and Mrs. Con T. Kennedy, accompanied by Mr. and Mrs. Frank T. McIntyre, sailed on the "City of Miami" for several weeks' sojourn in Havana.

Bobby Housells had just been engaged as general agent by Deasby-Boucher Big United Shows. He reported for duty at Kansas City. . . . K. F. (Brownie) Smith, manager of Smith's Greater United Shows, upon his return from the fair secretaries' special meeting at Greensboro, N. C., announced that the caravan has been awarded contracts for the seven fairs forming what is known as the Mid-Carolina Fair Association circuit. . . . Work in all branches of the Burns Winter Shows' winter quarters, Lawrenceburg, Ind., was rounding out in splendid shape. . . . William H. Smith, pit showman, and the misus and daughter were wintering in Washington. . . . Arthur B. Clark, better known as the Maquoketa Midget, was basking in the sunlight of his "home, sweet home," Maquoketa, Ia., preparatory to the opening engagement of the J. George Loos Shows.

man; Lady Marie, reversible girl; Fritz Lecardo, pulling girl in a wagon with his eyelids; Lucky Ball, sword swallower; Midgets, singing and dancing; Mrs. Lucky Ball, sword box. Annex feature: Bessie-Bessie, an enigma. Bones Hartzell acted as inside assistant. A very substantial sum was realized from the side-show admissions.

The Kangaroo Court was handled by Charles Walpert. The "jug" was a very tightly constructed cage in the center of the ballroom floor and took in a goodly number of customers, as the "law" was no respecter of persons. From this feature also came a nice sum of money. The "court" was conducted by Harry Seber, judge; John T. Backmann, desk sergeant; Sol Grant and Hank Carlyle, officers.

Concessions were handled by Jack Bigelow, and Jimmie Dunn turned in a sizable sum. Features of the floor show were the Lizettes, skating act, and the Axelsons, ski dancers. There were 18 acts on the program. The Cleveland Boys' Band, of San Pedro, Calif., with 33 musicians, with Irving Larimore as bandmaster, was featured. Glen Peterson furnished the music for the floor show and dancing. Lunch was served by Harry Wooding and Carolyn Bryant.

This Hi-Jinks spectacle was voted a grand success, and the committee in charge came in for high praise from all assembled for this event.

Pittsburgh

PITTSBURGH, Feb. 13.—Eddie Murray, local concessioner, left for Cleveland to work the Shrine Circus.

Jack Bailey, theatrical booker, will be Harry Winters' carnival agent in this territory.

Flexible Freddie left for Florida after working local spots for several weeks.

Johnny J. Jones Exposition will play this city for two weeks in May, filling a week each on the East Liberty and North Side lots.

Wilksburg and Coropolis bores will celebrate their 50th anniversary of incorporation in July. Extensive plans for the affair are under way.

Julius Rosenberg will be associated with Joe Murphy, concessioner, here this summer.

Lake Erie Fair Association will hold its annual meeting at the Hotel Henry February 24.

Musicians' Club last Saturday entertained Wallace A. Gubb, trainer, and Miles Stark, Dodson's assistant trainer, who were visiting in the city.

Beaver Valley Lodge will sponsor the West Shows at Junction Park in June. Ralph Pepper, former concessioner, is now operating a restaurant in Homewood, near here.

TAMPA SLA

(Continued from page 49)

The Cemetery Fund Committee of the Showmen's League of America, talked briefly on the committee's activities, and Frank P. Duffield, vice-president of the League, who came to Tampa especially to represent J. C. McCaffery, president, who was flood bound in Northern Illinois, outlined the history and purposes of the League.

Performance Outstanding

The entire performance was outstanding. Jimmy and Gail, adepts dance team of the Young Revue; Frank's Hollywood Degen, "Prince" and "Gold"; the famous Uyo Japs, acrobats and tumbler of Ringling-Barnum Circus; Ross Lewis and the Grimes Sisters in two specialties; Eileen George, prima donna who formerly sang with the Chicago Civic Opera Company and who made a great hit at the fair, and Zita Allen, specialty silver dancer, were outstanding performers donated by the Ernie Young Revue. Mrs. Young was in charge. Her entire dance ensemble took part, providing several of their most popular dance routines of the grand-stand show.

From Royal American Shows were Mabel Ammon, fan dancer, and Gene Wallace, Tampa youth, in a "goofus" specialty. Both of them are with Raynell's troupers in "Chez Paree." Leon Claxton's entire troupe of colored performers participated with novelty music, song and dance.

At Carsky added to the general fund with a novelty candy pitch. The merchandise was donated by the Caysee Candy Company and all proceeds went into the Midnight Frolic Fund.

Carl Sedlmayr was especially elated over returns from the performance and is planning a similar event during the Minnesota State Fair in St. Paul next fall. He was of the opinion the amount collected was nearly four times as great a sum as ever before was raised for the Cemetery Fund by a midway organization.

Prominents Sell Tickets

The ticket-selling committee was composed of P. T. Strieder, general manager of the Florida Fair; Frank Duffield, vice-president of the Showmen's League of America; Doug Baldwin, assistant secretary of the Minnesota State Fair at St. Paul; Carl J. Sedlmayr, general manager; Elmer C. Velare, general

manager; Curtis J. Velare, concession manager, and Sam Gluskin, special agent of Royal American Shows. Bill Martin, concession manager of the Florida Fair, turned in some of the largest ticket sales of the group.

Chairman Sedlmayr was especially surprised the day following the performance to receive a contribution of \$50 from the Florida State Fair and another for \$100 from the Tampa Electric Company. Special contributions were made also by George Hamid for \$50; Walter Driver, \$25, and Max Linderman, \$25, for nonappearance at the performance.

There were no kangaroo court projects made during the show, which, based entirely upon merit, was accredited with having been one of the finest stage performances ever presented in the city of Tampa.

Special ticket purchases were made by such firms as LaFlorida Cafe, Knight & Wall, T. W. Ramsey Lumber Company, Southern Lumber Company, Fielder & Mitchell and many others of similar importance in the city. A number of other visiting showmen made contributions of \$5 and \$10 before or after the event.

A special publicity committee was organized by Chairman Sedlmayr. It included James Malone, publicity director of the Florida State Fair; Georges Sergeant, advertising manager of The Times radio station, WDAE; Frank Winchell, of the Tampa Terrace Hotel, and Jack Dadswell, publicity director of Royal American Shows. Ticket sales on the midway were made by Walter Kemp, Raynell, Dick Best, Harry Hillons, Cliff Wilson, Cortes Lorow and others.

Virtually everyone of the Royal American Shows group participated in one way or another and both Frank Duffield, vice-president, and Carl Sedlmayr, Cemetery Fund chairman, publicly thanked them and theater officials for their cooperation in the first such charity show ever staged in Tampa in behalf of the Showmen's League of America.

BALLYHOO

(Continued from page 49)

derful showing and acted as a great advertising medium for the event.

At 8 p.m., Monday, the committee decided to make it a five-day event and called the night off. By doing so they saved a day's license and some on the light bill. This didn't affect the lost rent in any way, as we were never able to locate anyone who would lay claim to the grounds.

Tuesday night when the main switch was thrown on, the event opened with a bang, by blowing out all the transformer fuses. This was adjusted in time to give light for the free acts at 10 p.m., which were witnessed by a large advance sale crowd of 500 people, which still left us 59,500 advertised advance sale tickets to draw from.

Wednesday, over 600 attended, bringing the 60,000 advance sale down to 58,900, and the midway shattered its two previous day records. Thursday, the attendance jumped up to 700 people and bringing the advance sale down to 58,200. Friday, being the last day for show passes, brought out a throng of 1,000 humans and brought the advertised advance sale down to 57,200.

Saturday, business was killed by a steady downpour of rain, still holding the advance sale at the 57,200 mark of those who did not attend. The committee has agreed to honor these tickets next year should we care to play a return engagement. MAJOR PRIVILEGE.

P. S.: Just received word from the auspices that we wouldn't have to return next season. Their advance sale ticket agents just checked in 570 books containing 100 each of unsold tickets.

M. P.

1937 CONKLIN'S SHOWS 1937
Opening April 29, Hamilton, Ontario
24 FAIRS 24
Starting June 21 and Ending October 9.

Can place Fun House, Wild West, Midgets or any show that has merit and is up to the standard of our show.

Will also place strictly legitimate Concessions.

Have for sale Kiddie Auto Ride, 20 cars, Travers Mix Up, Tangley Calliopes, Laughing Mirrors, Side Show Banners, Nu-Way Frozen Custard Machine, Millard and Henry Frozen Custard Machine, Fun House Banner, 14x30 ft., and Swooper.

Canadian Showmen and Concessionaires given preference.

Address MR. FRANK R. CONKLIN, P. O. Box 31, Hamilton, Ontario.

Winter-Quarters News and Gossip

(Reported by Show Representatives)

Hilderbrand's Shows

LOS ANGELES, Feb. 13.—Last-minute construction of four extra 30-foot semi-trucks, a privilege car and five house-cars forced the show to employ day and night crews to be in readiness for the opening. The privilege car will be under the management of Danny Callahan. The new office car will be equipped with the latest appliances. Two of the three offices are constructed with nooks that may be turned into beds should the occasion arise to demand their use. Contracts were awarded to Madam Frazee and daughter Zaza to operate the Ten-in-One, Novelties of 1937 show was contracted by Mr. and Mrs. W. D. Couden, who have arrived. Monkeyland and Jungle shows were awarded to Mr. and Mrs. R. W. Richards. Monkeyland Show is constructed on a 30-foot semi-truck with special built panel front. Warden A. A. Russell and his Prison Show have arrived, also the Meteorodrome of J. Emberg and Mr. and Mrs. Jim Moorehouse. Housecars are being constructed by Herman Van Dee and Tommie Lee. Mrs. Virgie Miller is having a ball game built. Silver State, owned by Clarence Alton; Gem State, owned by Virgie Miller; Kennedy Greater, owned by Frank J. Kennedy, and the Hilderbrand Shows will combine for some dates. Kennedy outfit will have Jack Greenhagh in the advance. General Agent E. Pickard and Mrs. Pickard are in Idaho, where he is booking.

The new six-people act yet unnamed and originated by Jack Schaller will take a space of 60 feet square. Charles Soderberg, who recently fell from his ladder and broke his arm, is slowly recovering. The entire show personnel attended the Pacific Coast Showmen's Club Hi-Jinks at Solomon's Bowery Dance Hall. Charles Albright, of Foley & Burk Shows, and Mr. and Mrs. (Great Valencia) Valencia were visitors. Lucille King gave a dinner party to several showfolks recently. Steve Henry, *The Billboard* correspondent, was a welcome visitor. Crime Show contract was awarded to R. W. Richards and Zoma Show to Raleigh Brown. Fairs in Montana booked by General Agent Pickard were Missoula and Kallispel.

Mr. and Mrs. Abner K. Kline were guests of the writer. H. H. Wachtman and the Buckmeister Brothers are constructing new concessions. Stanley Cole gave a dinner in honor of the Four Jacks and the writer at the home of his mother. Harry Golden arrived. Claude Barie's Paris Nights show is nearing completion. Al Weir was a visitor from Al G. Barnes Circus. Reported by Walton de Pellaton.

Zimdar's Shows

MEMPHIS, Feb. 13.—Show is ready for opening and looks like new. It is under the supervision of Sailor Harris. Harry Zimdar and Charles S. Reed represented the show at the Illinois fair meeting. Hank Wiebe, former master mechanic of the show, bought the five-car midgelet autos complete from Bud Munn and booked it with the show. H. C. Brown and his band arrived and are working under the Southern Orchestra Exchange until opening date. A new Octopus ride has been purchased. Universal News Service is trying to take some of the feature acts booked by Sailor Harris for his big circus side show for a news-reel film. Taylor and Moon, high act, have contracted with the show. Visitors: Mr. Finley, claim agent of the Illinois Central Railroad; Mr. Duval, representing the U. S. Printing and Engraving Company; J. E. Sedwick, representative of Weldon, Williams & Lick; Mr. and Mrs. Bill Poole, Mr. and Mrs. Harry Webb, Prof. Leonteb, Bob Flanigan, Kid Stevens and Frank Wilson. Mrs. Jake Miller and daughter are confined to their beds. High water caused many to be on the sick list. Reported by Charles Seip.

Hennies Bros.' Shows

SHREVEPORT, La., Feb. 13.—The 70-foot neon letter sign to read Hennies Bros.' Shows, Inc., to go between the four Big Ed Wheels, has been let to a local company for construction and neon work. The 110-foot nickeloid front for the wheels is under construction. Mr. and Mrs. Harry W. Hennies returned from a trip to Florida. Orville

W. Hennies attended the Texas Fair secretaries' meeting at Dallas. Robert L. Lohmar, general representative, wrote from Chicago that he is set for the spring route. Eddie Saunders will be the show's treasurer. He is now working in Chicago. Mrs. Tom Adams and Mrs. Jack Dondlinger, who were confined to rooms in the Tri-State Hospital after having minor operations, have returned home.

William R. Hirsch and his assistant attended the Tampa, Fla., fair. Waltz, the shows' artist, has nine men working in the paint department, and an outside crew of seven men giving the wagons their first coat of paint. Harrison King has his Illusion Show banner line and top set up on the fairgrounds and has completed his inside platforms and framing. Jack Nadig has returned from the East with some riding device paraphernalia, bringing along 24 rubber-tired wheels. He then went to Florida with truck and trailer to pick up show property of the Lorow Brothers for the Slide Show. The Monkey Show of B. O. Grantham and some equipment for Bill Kemp. Reported by Joseph S. Scholibo.



A PRESS AGENT GOES THOROUGHLY MODERN: Here is shown the latest in carnival publicity equipment, and Jack Dadsuett, press agent for the Royal American Shows, turning out copy in the doorway of his own workshop. This Covered Wagon Trailer is all steel in construction and was built to the plans and specifications of Dadsuett, its owner, by the Covered Wagon makers at their factory. It is 22 feet long, 7 feet high and 7 feet wide and is equipped with hookup, electric brakes and jans and other essential mechanical facilities. In the front end is an office with typewriter tables set aside for newsmen to work and a lounging room for visitors. In the rear is a photo laboratory equipped with Graflex and Graic cameras, enlargers and dark-room facilities. When this wagon is set up on the lot it is covered with a fly large enough to park the motive power unit in the rear of the trailer. Lounging "deck chairs" adorn the outside front. Dadsuett in commenting on this innovation in press wagons said: "A wagon used in loading over the runs is of no value to me on the Royal American Shows. By the time the show gets to town I am virtually done with the needs of a wagon; done except for entertaining a few people on opening night and handling a radio program or so."

Sheesley Midway

CHARLOTTE, N. C., Feb. 13.—Mr. and Mrs. John M. Sheesley took in the Tampa Fair. He booked Ronceverte, W. Va., and Covington, Va., fairs. Mr. and Mrs. Charles H. Pounds went from Miami to the Tampa Fair. Mike Goodwin came here from Miami to get his concession framed up, which he runs for John Sheesley Jr. Herman Llat, who has the penny pitches, and his wife, who has the cigar shooting gallery, have been in Atlanta making and selling fudge. Nick DeRose, of the Girl Show, is holding down a job in a bowling alley. Mrs. Jeanne Williams entertains showfolk in her stateroom. Reported by Ward Dunbar.

Marks Shows

RICHMOND, Va., Feb. 13.—Arrival of new equipment has spurred activities. Four lions are here awaiting return of Art Edridge before resuming their schooling. Eldredge was called to South Carolina to play some return dates with Marks' Monkeys. His departure left winter quarters in charge of Bert H. Britt, assisted by Percy Johnson. The first of eight new fronts have been started thru the paint shops. They were designed by John H. Marks.

Booking of the show continues with

Marks in personal charge. A contract with the Galax (Va.) Fair was closed at the Virginia meeting. James Hurd with Autodrome is due from Shreveport, La. M. B. Glynn's restaurant will adorn the midway. James S. Laird is in from Florida. Word comes from Philadelphia that Concession Superintendent Joseph Payne has survived the winter in excellent shape and, having deserted his diet, has gained considerable weight. Sam Politz, of Payne's concession staff, is hibernating North. Mr. and Mrs. Paul Layne and Teresa are in Miami, Fla. Word comes from Kansas City that Herman Tribune is training his mice. Tribune's mouse game was an interesting concession feature last season. Walter Holliday and boys are in Pennsylvania and will have frozen custard. Holliday and his sons are awaiting the opening overture of George Schultz' Concert Band. Eddie Vera and his Four Devils plan sensations for the free act department. Eddie writes from Schaller's quarters in Los Angeles. Reported by Carleton Collins.

Buckeye State Shows

BILONI, Miss., Feb. 13.—Mr. and Mrs. Galler have returned to quarters from Lakewood, O. They are in the midst of their work and are proud to say that the show will be second to no gilly show in appearance. Eighteen men are working repainting all equipment. The shows

review titled the *Gay New Yorker* with the show. M. E. Arthur (LuVerne) has contracted for four shows and is now in quarters getting organized. Edward Helwig and George Costello will have the Athletic Arena. Costello has opened with the show for 10 seasons. Joe Silva will have the Animal Circus.

Concessioners contracted are: Mr. and Mrs. Hughie Downan, Jack Christensen, Harry Meyers, Eddie Harris, William Griffin, Charlie Youngman, Joe Zetter, Carl Holt, George Kokan, Joe Silva and J. A. Jackson. Show has booked an Octopus ride and will travel in baggage cars. General Agent Jessup closed contracts for Territorial Days, Oregon City, Ore.; Pioneer Days, Centralia, Wash.; Multnomah County Fair, Gresham, Ore.; July 4th Celebration, Klamath Falls, Ore.; Lakeview (Ore.) Rodeo; Lodi Grape Festival, Lodi, Calif.; Lincoln Portuguese Celebration, Lincoln, Calif.; Armistice Celebration, Porterville, Calif., and "Days of '49" at Kelso, Wash. Reported by W. T. Jessup.

Frisk Shows

MINNEAPOLIS, Feb. 13.—Cold weather has hampered painting in quarters. Lester George passed out cigars. He is the proud father of an 8-pound boy born January 12.

Building of the bodies for two new 22-foot semi-trailers has been started. One is to be a double-deck body to carry the Tilt-a-Whirl cars on upper deck without taking them apart and steel below. Frisk has secured contracts for some fairs and celebrations, which are Hutchinson, Bird Island, Hopkins, St. James, Detroit Lakes, Herman and Morris, all Minnesota fairs, and Noodle Days Celebration, Arlington. Harry D. Smith was a recent visitor. Reported by B. C. Frisk.

Endy Bros.' Shows

DURHAM, N. C., Feb. 13.—Dave Endy returned to Miami, Fla., after a trip north in connection with fair bookings and a conference with General Agent Riley. At this time a small crew is at work, which will be greatly augmented prior to the opening of the season in this city in April.

Charles Tashan has contracted for a Jungle Show and Manhattan Maidens, girl revue. Mrs. Dave Endy recently purchased a custard machine. New canvas has been ordered from the Baker & Lockwood Manufacturing Company thru its Eastern representative, Arthur E. Campfield. A number of trucks have been bought. Staff: David B. Endy, general manager; Ralph Endy, treasurer; Matthew J. Riley, general agent, and Eddie Lippman, business manager.

ToThill's Attractions

LOCKPORT, N. Y., Feb. 13.—Manager C. H. ToThill is devoting his full time to work in quarters and plans many improvements on the show. Danilo Carr has signed up for the advance and is already booking. D. A. Lafferty visited and signed up for bingo. He will build a new outfit. Bill Seibert, formerly of Dodson's Shows, called and arranged to handle a show owned by the management. Eddie Bristol will have charge of the rides and the writer will be secretary and treasurer. Reported by Mildred ToThill.

Model Exposition

TIPTON, Ga., Feb. 13.—Manager Harris has retitled the former Bruce Greater Shows and it will consist of practically the same personnel, shows, rides and other property on the Bruce outfit last season. Many additions, however, will be made to the entire organization, according to the management. Plans are to open in March and shows will travel on 10 cars. New canvas has been ordered. Band and free acts will be carried. Work of repairing and repainting is going on now. Staff: W. R. Harris, general manager; E. B. Braden, business manager; E. B. Kaw, general agent; William McCoughlin, special agent; George Parrott, trainmaster; Art Davis, lot superintendent, and Luke Carpenter, chief electrician. Reported by Tom Marshall.

Al G. Hodge Shows

CROWN POINT, Ind., Feb. 13.—Work is progressing rapidly due to the fact that all employed know their line and are doing the job in hand efficiently. Management will produce an all-colored revue. Carpenters, under the direction of Joe Smith, are building stage, seats and

will make their opening here March 6 for two weeks, different locations. Recent visitors were Ralph Miller, of the Miller Attractions, and Billie Bowen, who will pilot that organization. A new Tilt-a-Whirl was purchased from Sellen Manufacturing Company. It is the plan of this carnival to eliminate all shows that require large tents and replace them with merchants' exhibits, which will be housed in special booths in the rear of the midway. Only small shows that will help form the midway will be carried. This organization will be advertised as the show with the community spirit. Reported by Wilmoth Young.

West Coast Amusement Co.

OAKLAND, Calif., Feb. 13.—Louie Leoa has opened the carpenter and painting departments under direction of Joe Silva. The show will go in part to Cloverdale, Calif., for the orange show, leaving the barn February 15. However, the official opening will not take place until the middle of March. Manager Mike Krekos is still in Europe. In a letter from Paris he told of visiting the big French fairs and that he will bring back several innovations. Harry Polish Fisher is assisting on the advance. He will handle the publicity and banners at Cloverdale. Carl Holt, assisted by Howdy Walker, has booked his show and

scenery, with the aid of Roy Alcock, George Reberk and Tom Stone. The paint department is turning out a good job under Al Speck, with Bill Rogan and Tony Manners. Speck is really doing some fine scenic work. Mechanics S. Jones and John Bush have little to do, as all rolling stock was new last year, but they are on the job wherever needed. Canvas is in charge of Frank Tico and Charles Miller. Manager W. M. Tucker expects an early opening. Show will have a paid gate and will present free acts. The writer is general superintendent of all activities in quarters. Reported by Art Signor.

Winters' Exposition

CARMICHEL, Pa., Feb. 13.—Harry H. Winters, owner of the shows, is heading for quarters to start work on all the show equipment. Show will present free acts. Nearly all the old concessioners have signed up and many new ones will join. Bartels Brothers have booked five. Frank Clark will have bingo. Manager J. A. Anthony has been wintering in Youngstown, O. Cookhouse will be enlarged. Bill Macy will have a new outfit. Mrs. Alice Winters says she is anxious to get back from Florida so she can get her kiddie rides in condition. Manager Winters will have the shows' own transformer installed on a truck. Reported by Joseph S. Milburn.

Kansas City

KANSAS CITY, Feb. 13.—The following shows were represented at the Fiesta meeting in Joplin, Mo.: Beckmann & Greely, by Larry Hogan; Hennies Bros., by Orville Bennies and Joe S. Scholibo; Fairly & Martone, by Toney Martone and W. J. Allman; Dee Lang, by himself. Dave Stevens, who has been confined to a local hospital, is up and about and on the way to recovery.

Mrs. Doris McMahon is out of the hospital following an operation and is much improved.

Dave Lachman general manager of the State Fair Shows, will leave this week to join the show.

The following will also leave this week to take up their duties with the Fairly & Martone Shows, all motoring to the shows' winter quarters: Sam Benjamin, who will be special agent; Tommie Martin, who operates the cookhouse with his partner, Eddie Philton; Billie Scanlon and Mr. and Mrs. Toney Martone.

W. P. Deem is moving his factory from Independence, Mo., to this city.

SHOWMEN'S LEAGUE

(Continued from page 51)

gone an operation at American Hospital. Flowers and messages of cheer have been sent in each instance.

A check for \$25 was voted upon and sent to the Red Cross flood relief fund.

Mrs. H. T. Belden played hostess at the social February 12. Attendance was good and a pleasant evening of bunco and cards was enjoyed by all.

A list of the committees appointed for 1937 will appear in our next article.

A welcome letter was received from Mrs. Al Wagner expressing thanks and appreciation for the flowers and cards sent her during her recent illness.

Vice-President Leah Brumleve conducted the business session February 5 in the absence of President Frances Keller.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of
America



165 W. Madison St., Chicago

In numbers there is strength—the larger our membership the greater our strength. You need the Showmen's League of America as much as it needs you. Become a member.

Barfield's Shows

Frostproof, Fla. Week ended February 6. Location, downtown. Weather, good, except one day rain. Business, very good. Auspices, American Legion.

Ready to open Monday night. Town had been closed to all shows for a number of years; it was just like playing a maiden airt. There was a splendid committee and the merchants and public seemed pleased to have the town opened for outdoor amusements. Favorable comments were made regarding the appearance of the midway and the personnel of the show. Many from the show visited the Tampa Fair.

KENNETH FRANKLIN.

TURNEY, BROWN

(Continued from page 41)

advertising car and four country-route vehicles.

Dail Turney, P. N. Branson, Denny Helms and Edward Conroy visited the Sparks' Downie Bros.' Circus winter home at Central Park, Macon, Ga., last Sunday.

Edward Caupert will again have charge of the paper on the Mix advance, making his fourth season with the show. Mr. Turney will return to the West Coast in a few days to supervise the shipping of a carload of animals and horses recently purchased in Los Angeles. Rhoda Royal is expected back the latter part of the month from Kentucky, where he has been rounding up some beautiful high school horses.

Hank Linton is working out the Wild West stock, and Max Gruber's new horse acts, a group of six and eight, also two specialty horses, are performing almost to perfection in the east ring barn.

Forty-three men are now employed at winter quarters and more are arriving every day.

Notes From Natchez, Miss.

NATCHEZ, Miss., Feb. 13.—Circus fans of this city had their second meeting at home of Hugh Hart, the writer, evening of February 4. Sawdust was spread along pavement leading to front door. A noisily man handed balloons to all as they entered. Twenty were present. There will be an election of officers at next meeting.

An Italian spaghetti dinner was served. Hartman Moritz gave an interesting talk

Museums

Address Communications to Cincinnati Office

Lauther's, Traveling

ORANGEBURG, S. C., Feb. 13.—Exhibited here, auspices of the local newspapers for the flood relief, to only fair business. Heavy billing and reams of publicity, but the people evidently did not believe in museums or relief funds.

Third Sex Oddity (Jo-Ann), one of the two extra added attractions, enjoyed one of the best weeks of the winter tour, however. Carl J. Lauther left on a trip to Augusta, Ga., to confer with E. Lawrence Phillips and Walter A. White relative to his shows, which will again be under the Johnny J. Jones banner. Marjorie Wilson, who has been working the Hindu Mystery Cabinet, was called home to St. Louis by illness in her family. Percilla, monkey girl, still remains the feature. Professor Landes, with his trained bird net, consisting of macaws, cockatoos and canaries, joined here and this attraction is proving drawing card for the children. Ekay, magician, is emceeing the show as well as displaying his talents in magic. Little Duke, African pygmy, is drawing them to the front as a ballyhoo attraction. Reported by Roy B. Jones.

Kortes', Traveling

SPOKANE, Wash., Feb. 13.—After a four-day trip of 800 miles thru snow and ice from Salt Lake City, Utah, show settled here to fair business despite the 20-cent admission fee. The Patent Sisters, Thelma and Doris, albino twins, joined the show at Salt Lake City. The rest of roster follows: Smoko, man who breathes thru his back; Petersen, sword swallower; Seatrice, snakes; Harry Lewis, skeleton man; Felix, Indian sculptor; Paul Herold, giant; Happy, frog boy; Tiny Vristler, fat boy; Nelson, bird imitator; Bush Blue, African savage; Barney Nelson, armless artist; Professor

LOOK LOOK LOOK

Downtown — SAN FRANCISCO — Civic Center-Streets

ISLAM SHRINE CIRCUS JOY ZONE

Can place Concessions and Shows for Frisco's Biggest Event March 13-22, Inclusive.

Write, wire, phone O. N. CRAFTS, at National Orange Show Grounds, San Bernardino, Calif.

Can also use legitimate Concessions and Attractions of merit for Crafts' 20 Big Shows, Golden State Shows and World's Fair Shows season of 1937. Act quick. All 3 shows ready to open.

THE M. R. WEER SHOWS NOW BOOKING FOR 1937 SEASON

WANT SHOWS. Showmen with own outfits. Will furnish beautiful panel fronts to shows of merit. Must be money-getting shows with high-class attractions. Will furnish 80-ft. top and 100-ft. panel front to capable Manager for 10-in-1; must have high-class acts. Will furnish outfits for any other show of merit.

CONCESSIONS—Cook House; must be clean and cater to show people, privilege in meal tickets. Legitimate Concessions of all kinds, except Corn Game, Photo Gallery and Ball Games.

RIDE HELP in all departments. Only sober, reliable and honest help need apply. Will Buy Sound System on Panel Truck; no junk.

WANT FIRST-CLASS ELECTRICIAN.

Fair Secretaries and Celebration Committees in Ohio, Indiana and Michigan—We have a few Open Dates; get in touch with us.

All address MRS. MABEL R. WEER, Route 5, Cassopolis, Mich.

on the new circus grounds here which will be used this summer. It is the new airport site, mile and a half from downtown, paved all the way; water on lot and every accommodation. Moritz is a flyer and has two planes.

Questions at this meeting were: What is a cloud swing? A perch act? A layout gang? What is meant by First of May? Describe juice stand. What is a mud show? What is meant by lead stock? What are the duties of a 24-hour man? Describe blowoff. What are the runs?

First prize went to Catherine Miller, a copy of Dexter Fellows' book, *This Way to the Big Show*; second, Cramer Roberts, 1936 route book of Ringling-Barnum Circus; third, Eliza Bowie, a scrap book.

The girls planned among themselves that each should tell what was the greatest circus act she ever saw. Next gathering with Mary Ethlyn Bowie.

WPA Show in Brooklyn

NEW YORK, Feb. 13.—The WPA Federal Theater Circus opened last Thursday in Brooklyn, under auspices of the non-commissioned officers' association of the 245th Coast Artillery Armory. Biz was fair, considering that show has been in Brooklyn three times within the last three months. Best biz was Saturday matinee. House was packed. Circus was host to several hundred children, who are under the guidance of the Juvenile Aid Bureau of the New York Police Department.

Visitors were Jack Jordan, Eddie Davies and Harry Bright, one-time ticket sellers, who are now operating a pitch store in Brooklyn, and Jean Delesco, press agent for Frank Wirth.

Press department is working on a feature story regarding "Shots" O'Brien of the show's Twelve Desert Whirlwinds. O'Brien claims that he is the first man to be shot out of the mouth of a cannon.

Show moved back to Manhattan February 12 for a 10-day engagement at the New Star Casino, reports Wendell J. Goodwin.

PITTSBURGH, Feb. 13.—Harry Winters, of the Winters Exposition, is back from Florida.

The Butler and Stoneboro fairs announced that they will operate independent midways this year. The latter spot contracted Alf Lloyd's dogs and the Three Erwins, aerialists.

CROWLEY'S UNITED SHOWS

CAN PLACE one more High Free Act. Must be good. Billy Geary writes again. SHOWS—CAN PLACE any High-class Grand Show. Have outfit for same. CONCESSIONS THAT WORK FOR 10c. CAN PLACE Agents for Shows Stores, Milk, Scales, Novelities open. Address Richmond, Mo., via March 11 thru W. O. Fair Grounds, Shelbina, Mo.

SECOND-HAND SHOW PROPERTY FOR SALE. \$175 Men's New White Duckskin Skate Shoes. All Sizes. Evans Big Wheel with Stern. Sell Cheap. \$16.00 Headless Chinaman Illusion. 500 Wax Spec. Men's Dicksons. Cheap. Send List. \$1.05 Pr. Chicago Ball Bearing Ring Skates. All Sizes. We buy Turntables with Discs Not Attachment. Harry Arnold's Martini's Skates, all makes. Pay Cash. WEIL'S CURIOSITY SHOP, 20 So. 2nd St., Philadelphia, Pa.

KIDDIE AUTO RIDE

REAL FLASHY RIDE.

Will look the same. Have own transportation. MILTON STIPANOVICH. General Delivery, San Antonio, Tex.

VFW To Sponsor Shows in Detroit

DETROIT, Feb. 13.—Plans for the biggest carnival to come to Detroit in some years, aside from those at the State Fair, were being made this week by Veterans of Foreign Wars, Wayne County Council, Contract. It was said, would be given to the Goodman Wonder Shows, following strong sponsorship Lieutenant Lester Potter, Detroit police center.

The shows, according to plans, will come in for three weeks in May, moving to a different location each week. Special competitions on Sundays will make it a community affair, with participation by V. P. W. Wife and Bugle Corps and Bands.

New Jersey Body Starts Off With Vaude Program

CAMDEN, N. J., Feb. 13.—South Jersey organizations that have formed a protective body, Association for the Protection of Clubs and Organizations of South Jersey, include all volunteer firemen associations, political clubs, veteran poets and fraternal and nationalistic societies.

Officers are Harry Harold, Camden Post, Veterans of Foreign Wars, president; Peter McGuire, Fraternal Order of Eagles, vice-president; Harold Mengle, 11th Ward Republican Club, secretary; D. C. Bullock, Police and Firemen's Association, treasurer. Membership includes 27 organizations.

Planned as an annual affair, the new organization started its season with a Night of Clubs, more than 2,000 attending the inaugural celebration. On the program was a show of 10 vaudeville acts, with Walter Stanton as emcee. Joseph Fuhrman was in charge of musical features.

A CENTENNIAL celebration will be held in Farmer City, Ill., during the summer.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Detroit Shrine Circus Reaches All-Time Marks With SRO Sign

DETROIT, Feb. 13.—The 30th annual Detroit Shrine Circus in State Fair Coliseum approached an all-time record. Manager Tunis (Eddie) Stinson declared, when attendance thru Tuesday passed last year's two-week figure of 185,000, bringing the show 60 per cent ahead of that of 1936, with remaining performances practically sold out, he said. Circus played to 60,000 in two and a half days, Friday thru Saturday night, with additional seats in the track beneath the boxes being necessary most nights and many matinees after the first two days. An all-time record was set when SRO prevailed the first Wednesday night.

Mickey Barnett introduced a new clown number with his dog, Tippy Toy, that does a complete walk-around of the arena on hind legs, creating a sensation. Art Lind is working his first winter date with Barnett, playing as the team of Bobo and Jojo.

Visitors were numerous both weeks. Harry Bennett, service department, Ford Motor Company, present with a group of guests Tuesday night, invited the entire circus cast to luncheon at the Ford plant the next day. Other visitors included Eddie Arlington, Mr. and Mrs. Clyde Beatty, Ralph Clawson; Indianapolis Shrine committee, headed by Edward E. Temperley, potentate; Ben Groenwald, Toledo director of public safety, who produces a circus there; Allen King, George W. Smith, Howard Y. Bary, Miss Roberts (Bobbie) Warner, and these Grotto committeemen from Cleveland, William A. Williams, Harry Lathy, George P. Buehler, Harry Morre, William C. Schmidt, Fred B. Snyder, George F. Sofer, Eddie Brauner, Walter Schmid and Ray Hershberger. Practically entire clown alley moved to the Children's Hospital Tuesday morning for a special show for inmates.

Sunbury Plans Musical Festival

SUNBURY, Pa., Feb. 13.—Free acts, circus revue, parades, band concerts, beauty contests, automobile show and amateur contests will be among features of the Music Festival here this summer in conjunction with Fraternal Order of Eagles' State convention under Sunbury City Band sponsorship. There will be independent shows, rides and concessions.

Many new features and attractions have been planned and an extensive advertising campaign via radio, sound truck and plenty of paper has been launched. Committee includes W. P. Duke, J. Tobias, Melvin A. Sober, William Tobias Jr., L. C. Roth, F. P. Zettlemoyer, E. Hill, Claude Bloom and Charles Wolf.

Event, of six days' duration, will be in celebration of the band's 42d anniversary.

Police Pension Circus Clicks at Shelbyville

SHELBYVILLE, Ind., Feb. 13.—First annual Police Pension Benefit held here last week in National Guard Armory was highly successful both from an entertainment standpoint and financially. An excellent program, including dogs, ponies, clowns, Indians, acrobats, aerialists and trained horse and mule acts were furnished by Barker Bros.' Society Circus. Event was sponsored by Mayor L. W. Webb and police department.

Big Bill Blomberg presented his dog and pony act as one of the features and it worked with snap and precision. Other acts included three Cherokee Indians from an Oklahoma reservation in a bow and arrow and rifle shooting exhibition; Miss Kelley, aerialist; three tumblers and six tiny Shetland ponies performing in military fashion. Antics of a bucking and kicking mule concluded festivities. Mayor Webb gave a short talk at the opening and Police Chief Earl Trees spoke at close of the program.

Twenty Performances Are Slated for Frisco Shrine

SAN FRANCISCO, Feb. 13.—For Islam Shrine Circus to be held here, J. Ben Austin, in charge of program, has signed 24 Fauchon & Marco girls to do rolling globe and drum corps numbers; Roman Prosko, tiger act; Fearless Flyers; Hill's elephants, dogs and ponies; Tiny Kline; Kenneth Waite and his clowns; Clark riding act; Billetti Troupe, high wire, and Black Brothers. Other acts will be signed for the 20 displays, with a big grand entry.

Crafts Shows will furnish rides and concessions for the Joy Zone in two blocks to be closed to traffic in front of the Civic Auditorium. Two performances daily with special midnight show each Saturday will total 20 during the engagement.

Grangerville Reading For Border Days Event

GRANGERVILLE, Ida., Feb. 13.—Plans for 1937 Border Days Celebration scheduled here this summer are rapidly progressing, according to Al J. Wagner, secretary, Grangerville Border Days, Inc., subsidiary of the Chamber of Commerce. Event is under direction of L. E. Myers, G. E. Andrews and Walter Rape and has the following directors: J. D. Flanigan, president; A. N. Dyer, vice-president; Al J. Wagner, secretary, and S. F. Roberts, treasurer.

Many Acts Feature Miami Shrine Show

MIAMI, Feb. 13.—At the Morton-Hamid Shrine Circus of Miami Temple, opening here February 8, attendance was only fair, many young people attending. Show was put on in Charles Sparks' big top, a 120 with three 40-foot middle pieces, seating about 4,500. Paul Clarke had promotional charge for Bob Morton.

In the performance: Tournament; Madame Marce, dog and pony circus; Three Greggs, comedy acrobatic act; Merrill, slack wire, and Miss Ketrov, tight wire; Corinne Hodgini, muscle grind; Six De Cardos, European teeter board; Frank Sheppard, mid-air thriller; Downie's Liberty horse act; Corinne Hodgini, cloud swing; water-bottle gag, clown number; Merrill Bros., perch; Downie's elephants; William Morris and Bobby, comedy bicycle; Merrill Brothers and Sister, balancing; menage girl riders; Six American Eagles, high wire; prize fight, clown number; Rose Ellis and Company, barrel jumping; clown walk-around and Plying Sensations. Al Massey's Band worked like Trojans.

George A. Hamid was busy on the job, and Bob Morton did the announcing thru a mike. Among visitors were J. Frank Hatch, Mr. and Mrs. Harry Bennett, Mr. and Mrs. Max Linderman, Frank Foster, Phil Esser, Fred Beck, Edythe Segrist, Mrs. William Tucker, Doris Kenyon, Gene Roberts and many others identified with show business.

Circus Acts on Tulsa Bill

TULSA, Okla., Feb. 13.—Indoor circus held here on February 9 under Catholic Charities sponsorship featured acts from Sells-Sterling Circus. Sponsors reported good business at matinee and night performances. Included in acts were Nellie Schrader, trapeze, and Bebe Segrist, cloud swing. Fred Leonard was called in to help with the program when it was learned that it would be impossible for Charles Brent, director, to appear.

Annual for Terre Haute

TERRE HAUTE, Ind., Feb. 13.—Zornh Temple Shrine Circus held here last week was highly successful from every standpoint, with attendance increasing every day until the last one, when it was almost an impossibility to handle crowds. Event was of a week's duration, and, according to the committee, it will be an annual one.

Benefit Show Take \$15,000

LOS ANGELES, Feb. 13.—Benefit Flood Relief Show in Civic Auditorium here on February 4, under local Shrine sponsorship, was a rouser with the show grossing about \$15,000. Many motion picture, radio and vaudeville stars, together with Lamont's Cockatoos, all of whom offered their services free, were featured.

Shorts

FIESTA in Joplin, Mo., this spring will be extended from one to two days with parades each day, said the committee. Hennis Bros.' Shows will be brought in for a six-day engagement.

SPACE for the annual Better Homes and Electric Appliances Show, to be held in Market Auditorium, Wheeling, W. Va., soon, is already at a premium, according to Rawley Holcombe, director. An orchestra has been engaged and several vaudeville and radio acts will be booked as entertainment features.

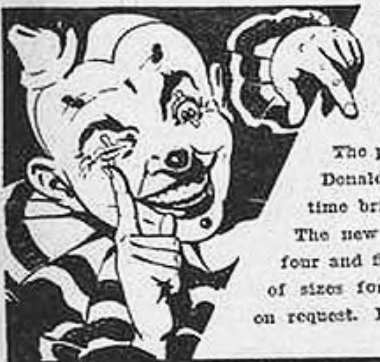
ALBERT SMITH has been named general chairman of a celebration to be held this summer in observance of the 100th anniversary of founding of Chippewa Falls, Wis. Other committee chairman will be named and dates will be set at a meeting to be held later this month.

FIESTA OF THE PLAINS

Big Days and Nights—5
MARCH 20 TO 27, INC.
Sponsored by the American Legion Big Fund. WANT Independent Shows and Rides. Good proposition for Octopus Rides. WANT Concessions of all kinds. WANT Men with Flags and Bunting to Decorate Town. Positively the Plain's Biggest Event This Year. Write or wire CHAIRMAN COMMITTEE, Box 366, Clevis, N. M.

VETERANS OF FOREIGN WARS

KEWANEE, ILL.
Would like to hear from Carroll relative to showing in Kewanee, Ill., July 5 to 10.
CARL STIVER, Chairman, 820 West Prospect St., Kewanee, Ill.



CLASSY INDOOR SHOWS RATE BIG TIME POSTERS

The public sizes up your show by the posters. Donaldson Posters and Cards have that big-time brilliance and flair that attract crowds. The new 1937 designs are lithographed in four and five radiant colors . . . full range of sizes for every use. Prices gladly sent on request. Immediate delivery.

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SHOWS RIDES CONCESSIONS
Portable Dance Hall. Good Aerial Act for
CENTENNIAL, June 21 to 26, 1937, inclusive
GEORGE SKILLEN, Chairman, Culmerville, Pa. R. F. D. No 2, Tarentum, Pa.

HELP This Department by Telling Committees About It.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Mdse. Awards Boost Machine Play

By CLETUS JUNK

The Billboard Fort Wayne Correspondent

Much has been said and written both for and against the use of merchandise awards for stimulating play on coin-operated amusement devices of various kinds, particularly pinball games. On the other hand, a great many operators have chosen to ignore the award problem altogether, seeming to be content with those profits accruing to them from the play generated thru the novelty and appeal of the game itself.

Recent developments, however, within the pin-game branch of the industry have made it increasingly important that serious consideration be given to the problem of awards if the operator is to enjoy maximum play. It's a far cry from the day when patrons gathered around and played the pin games just because of their sheer novelty to the present day when the first question asked when a new game is announced is "What do you win on it?" The wide-awake operator hasn't been slow to give the public what it wants, as is evidenced by the tremendous amount of increase in money spent by him for merchandise awards to be passed on to his customers in each of the past several years. It is difficult to arrive at even an approximate annual figure, but it would run into a good many millions of dollars. There has been a remarkable growth in the number of wholesale firms catering to this type of trade and today it is possible for operators in every section of the United States to consistently offer fresh, clean quality merchandise awards as play inducements.

An encouraging recent trend has been the swing to merchandise awards by those operators whose territories were closed on payout tables but who were permitted to offer merchandise and nov-

Advance in Electric Clocks Makes for Greater Sales

The great advance in the workmanship and design of electric clocks in making for greater sales. The new 1937 models, now in all wholesale merchandise displays, are truly works of art as compared to the same clocks of two and three years ago. Even last year's models do not compare in beauty of design and in superior craftsmanship to the models being featured this year.

There has been a definite swing to wood in the new models. It has been noted that burl walnut, mahogany and inland woods are predominant.

Leading electric clock manufacturers have also arranged for unusually attractive combinations featuring pens, electric lamps, ash trays, lighters, etc. These combination clock sets are among the best items selling at this time. Even in the cheaper class these items maintain the same modern design theory and are therefore capturing many sales where purchasers seek flash and big value for their money.

In addition to the wood models the new metal combinations are much more attractive than anything yet produced. The use of black enameled metal with chrome stripes in some of the new clocks is unusually handsome. This combination can also be had in many other shades and colors and the continuation of the chromium striping makes for a truly modernistic appeal.

The design of the clocks tends to greater simplicity. Numerals have been eliminated wherever possible in the new clocks and inlaid ivory on wood in rectangular shape instead of the numerals is being featured.

Among the clocks on display are some really fine bargains that have been creating great sales attention.

city premiums for high score on amusement pin games. In fact, in a great many cases community endorsement of merchandise awards has led to heavier play than ever. It has been the experience of these operators that the offering of goods having an established retail price, altho costing them much less, has as much or more appeal than a like amount of cash award, with the resultant profit to themselves.

But it seems that just being a wide-awake operator isn't enough when it comes to solving the award problem, for the matter of selecting the right merchandise is often far more difficult to answer than the question of whether or not to use merchandise prizes at all. A little time devoted to a common-sense study of each location will prove to be time well spent for those operators who have never given this serious thought. For instance, striking quality items that hit the fancy of the feminine trade in a particular location might fall utterly to stimulate feminine interest, in the operator's game in another location. Likewise there can be a tremendous difference in the appeal of a man's item in one location, let's say a beer tavern, and the drawing power of the same

Trade Retains Gain Over 1936

While retail trade throughout the country generally continued in larger volume than last year at this time the effects of the flood, both unfavorable and favorable, were becoming daily more apparent, the Department of Commerce reports in its weekly survey of 37 cities. A snapback in production in areas hit by floods and further signs of reviving vitality in heavy goods helped to strengthen the steel industry.

Retail trade in most sections clung stubbornly to its gain of 10 to 15 per cent over a year ago, while the volume of wholesale business was swelled by requests for rush shipments of food and clothing for immediate use and upward revisions of orders for spring needs.

Business observers, swinging sights ahead, state that rehabilitation work will place numerous orders for new business on the docket of companies in a wide variety of industries.

article in an exclusive men's club. All of which is to say that if most operators will give a more nearly correct share of their time and care to this matter of choosing the right merchandise award for the right location business might improve considerably.

For locations where the patronage is pretty evenly divided between men and (See MDSE. AWARDS on page 67)

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

JUDGING from what one hears in the New York market it seems that concessioners domiciled in the flood areas have not suffered much stock loss during the recent disaster. Stocks at this time of the year are generally small, which may have helped a little. Stores seem to have suffered more heavily. Arrangements are now made by manufacturers and wholesalers to help them in restocking. Help will take the form of extension of credits, special low prices and, in some cases, actual replacement at no cost whatever. Manufacturers of toilet goods, etc., believe that they can help their customers best by exchanging new merchandise for that damaged by the flood. Most of the stuff may only need relabeling. Operators who have suffered heavy stock losses will be well advised to communicate with their supply houses and manufacturers, stating their case and determining what can be done about it.

In view of previous experience the flood districts will make a fine market for automobile supplies, windshield wipers, defrosters, electric cigar lighters, radios and a great many other articles which will have to be replaced in automobiles and homes. It is surprising how large the demand for these articles always is, considering their comparative unimportance when so many real necessities seem to be needed.

However, not all is good news that comes from the flood country. The New York market for accessories has been rather spotty these days because Midwestern buyers are holding back. This year's flood has come very early. There is always a possibility of a return in spring in case heavy snow should fall in the mountains.

If you want a tip for handbags next spring and summer look over the mesh bags and buy the small sizes in preference to the larger ones. They will make the best sellers. Women's scarfs are doing well in the stripes and four-color effect variety. I would buy glassware now. Everything points to higher prices in this line. There is, however, a lot of imported stuff that can be used that costs less. Garterless men's socks make a novelty that is worth while looking into for fair promotions. They are a good talking article. This season will need a great deal of brainy buying. Prices are up in many lines, but there is enough merchandise around to take up the slack. It's just a matter of looking round and be ready to buy when the opportunity is handy.

Have been looking over the hurlesquers and find that they are doing a good merchandising job, altho it strikes me that there is room for improvement. Audiences are fairly satisfactory and buy well. Where is the man who can put that line upon a businesslike basis?

Most New York pitches seem to have gone home this first week of February. I don't know where they are hiding and want to find out. The few that were seen seemed to do a fair amount of business and the indoor places were doing well. My guess is that the boys have been making money and can stay at home when it gets too cold.

There is a great deal of talk of putting higher priced goods into the premium assortments, but the customers have become a little tired of the general run of displays. Some real novelties are wanted. One man suggests that the low-priced movie cameras, selling at below \$10, might make a desirable article. Midget radios, of course, are always good and there are many attractive models among them, both for alternating and direct current. Buying definitely becomes more difficult and the better concessioners certainly spend a great deal more time about their purchases than they have for a long time. This is the time to take a look at the market.

Dollars Now Buy More Than in '29

WASHINGTON, Feb. 13.—In spite of the increases in the cost of food and other necessities since the depression began, government figures, confirming those recently compiled by the American Retail Federation, show that every dollar will still buy more than it did in 1929.

Since the start of the depression, of course, the American farmer has had his income raised and factory and mill workers are now getting approximately 40 per cent more than they did then.

At the same time prices and living costs generally are lower than they were in the old days of so-called prosperity, and the federation now announces that, based on government figures, individuals with incomes amounting to 80 per cent of what they had in 1929 can now buy more goods with their present earnings than they could eight years ago.

As estimated by the Department of Commerce, the national income for 1936 was about 33.5 per cent greater than in 1933, which was just about the bottom of the depression.

According to the bureau of labor statistics, the weekly earnings of the individual factory worker averaged just a little over 39 per cent more and total factory pay rolls were some 68 per cent higher than they were in 1933.

Necessity Mdse. To Be Featured in Flood Area

The wholesale merchandise industry is preparing for a rush business this spring due to the damage created by the floods in many regions of the country.

The belief is that necessity merchandise, which has been overlooked in the demand for more and greater novelties, will be the leading feature. Many are therefore stocking up with pots and pans and dishes and other merchandise in this category. At present concessioners are having difficulty obtaining merchandise because of advance orders already placed by retailers and department stores in the flooded areas in anticipation of business in this direction.

Amusement men traveling this territory have already registered their prediction of a great season, for they claim that there will be a definite swing to amusements of economical nature by the victims of the flood areas and that necessity merchandise will be greatly in demand.

The general belief is that many of the amusement men will be able to somewhat lighten the burden of the disaster by their shows and will also create a favorable impression by featuring and generously giving away this type of merchandise thruout the territory.

Some of the advance orders already placed are of much greater volume than ever before recorded.

Merchandise Shows Call Many Buyers to Chicago

CHICAGO, Feb. 13.—With thousands of buyers here for the semi-annual meeting of the Interstate Merchants' Council and various merchandise shows, wholesale volume has increased sharply, according to the Chicago Association of Commerce. The association estimated that visiting buyers placed nearly \$9,000,000 in orders with local wholesalers. With the beginning of Lent here buyers are already purchasing for spring needs.

Business was helped in the past week by a recession in flood waters and a somewhat more optimistic outlook in labor conditions. Retail business was also slightly better.

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.

Moisture-Proof Shakers

With Pepsal, the new set of absolutely moisture-proof salt and pepper shaker, there is no further use for rice, corn-starch or other devices to induce salt to flow freely when the rain and mist invade the kitchen or dining room. It is a dual table salt and pepper shaker,

operating from the bottom by plungers on top—a white one for salt and a black one for pepper. Pepsal has been tested by several years of use under all possible weather conditions. Its low price makes it especially suitable for premium purposes. Made by Imperial Metal Manufacturing Corporation.

New X-Ray Pencil

With the new X-ray pencil just introduced by the Rite-Rite Manufacturing Company there is no more guessing as to when the lead in your pencil is about used up. Adopting the idea now used on some fountain pens, the barrel is transparent in crystal, amber, red, blue or green and lets you see right thru. The mechanism is the time-tested Rite-Rite type that holds the lead firmly, gripping securely and easily when there is need to refill, which isn't often, for the leads are four inches long. Its low price to the trade permits the widest use for prize and premium purposes. Company has already produced over 50,000,000 Rite-Rite pencils.

Hi-Speed Changer

J. L. Galef Company, distributor of the Hi-Speed Changer for making change quickly, has an article that has become almost necessary to the concession clerk, game operator and all branches of the amusement field, where the handling of small change rapidly is necessary. Concern has three models equipped to handle three, four and five denominations of coins.

Roller-Scooters

One of the unique developments for 1937 in the toy and sporting goods world, with special interest to premium and prize users on the one hand and thousands of youngsters on the other, is a roller-skate truck assembly by Richards-Boggs & King, Inc., from which the youngsters can build their own Roller Scooters. A simple layout and dimension drawing on the side of each attractively printed carton specifies the number and sizes of boxes and boards required and also gives directions for assembling the Scooter. The trucks are equipped with hard rubber bumper blocks to afford flexibility required for easy steering. The entire truck is nickel plated to prevent rusting and gives the boys an opportunity to "make things." The price in sets of two is extremely low so as to bring them within the widest range of premium and prize users.

Key Duplicating Machine

A new and revolutionary key duplicating and code machine has just been announced by the Belszer Manufacturing Company. The operator can dial and cut any key by code without separate discs or guide keys. There are no separate parts to get lost or misplaced or to be constantly changed. Another feature is that the operator can make front, side, sideward and upward cuts without once removing the bit key or blank from the clamp. The saving of so many adjustments makes the new machine much faster and more accurate than any other model to date.

Nu-Way Cleaner

G. & S. Sales Company is now marketing a new type cleaner for glasses and cups that should find ready buyers in all restaurants, taverns, drug stores, etc. The device is simple, compact and sturdy in construction and eminently efficient in its action. There are no movable parts to get out of order; consists of a central conical-shaped brush flanked with two hinged brushes. Any glass or cup regardless of size or shape can be thoroughly and rapidly cleaned. Operation is simplicity personified. With the device in the washing tank merely place glass or cup on the central brush and exert a half turn left and right. Constructed of high-grade materials, Nu-Way will withstand long and hard usage.

ST. PATRICK'S DAY NOVELTIES!

	Gross	Dozen
B33N15—St. Shamrock	50.00	
B33N21—Shamrock with Hat	25	
B33N20—Shamrock with Pipe	25	
B33N 3—Green Carnations	2.00	
B33N40—Irish Flag, 1 1/2 x 2 1/2 in., with Brass Pin	48	
B33N25—St. Patrick's Blowout	1.00	
B33N26—St. Patrick's Green Horn with Tassel	2.25	20
B33N27—St. Patrick's Green Hat	2.75	20
B33N28—St. Patrick's Metallic Hat	4.00	20



Just Look—only 1.50 each B1W7E

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$2.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

N. SHURE CO. Adams and Wells Sts., CHICAGO, ILL.



Model No. 101 EACH 69c
Case Metal. Assorted Colors. Soap or Time Pictures. Size 7 1/2 x 1 1/2 in. Ten for \$6.50. Read for Catalogue
ROHDE-SPENCER CO.
(Wholesale House)
223-25 W. Madison St. Chicago

French Boudoir Dolls A GORGEOUS BINGO PRIZE

\$24.00 Doz.
Advance Flipper Models.
Beautiful Dolls attract patronage. Each 32 in. high and elaborately dressed to the hilt and lace. It includes 40 prizes ever offered at this price. 25% with orders.
STANDARD DOLL CO. Inc.
11 E 12 St., N. Y. C.

THE MYSTIC • GENUINE KEY CHAIN • RABBIT FOOT



MYSTIC KEY CHAIN. The MYSTIC KEY CHAIN is a winning combination. AN UNUSUALLY FAST SELLER. Genuine Rabbit Foot, Key Chain and Horse Shoe. Novel—Useful—Intriguing. Pull shoe thru hole in key and key is secure. A Sensational item which lends itself to wide exploitation. Use it for Premiums, Souvenirs, Favors and Advertising Give-Aways.

IN BULK		ON INDIVIDUAL CARD (Cellophane Wrapped)	
MYSTIC KEY CHAIN	\$5.00	MYSTIC KEY CHAIN	\$6.00
Genuine Rabbit Feet, Key Chain and Horse Shoe.	per 100	Genuine Rabbit Foot, Key Chain and Horse Shoe.	per 100
LUCKY KEY CHAIN	\$5.00	LUCKY KEY CHAIN	\$6.00
Genuine Rabbit Foot and Key Chain.	per 100	Genuine Rabbit Foot and Key Chain.	per 100
DOUBLE HORSE SHOE KEY CHAIN	\$3.50	DOUBLE HORSE SHOE KEY CHAIN	\$4.50
genuine RABBIT FEET	\$30.00	genuine RABBIT FEET	\$35.00
(Without Key Chain), per 1,000		(Without Key Chain), per 1,000	

Your Own Name Or Ad On Cap As Give-Aways These Build Good Will and Greater Profits. Orders of \$5.00 or more NO EXTRA CHARGE. Samples 10c Made in America. 1/3 Deposit With Order. Balance C. O. D.

J. E. BREWER, 230 West 26th St., New York City

EXACT SIZE 5 3/4 x 10 3/4 x 7 1/4 Weight 9 lbs. LATEST STREAMLINE DUAL DIAL RADIO

- FIVE TUBES (1 METAL)
 - DYNAMIC SPEAKER
 - DUAL ILLUMINATED DIAL
 - HIGHLY ENGINEERED T.R.F.
 - MOVING REAR DIAL
 - SWEETEST SOUNDING SET MADE
 - MOVING COIL DYNAMIC SPEAKER
 - HAND RUBBED CABINET
 - MODERNISTIC GRILLE
 - UNBELIEVABLE SIZE
 - IDEAL FOR SALES BOARDS & PRIZES
 - SETS AND TUBES GUARANTEED
 - WORKS ON A.C. OR D.C.
 - 110-120 VOLTS ANY CYCLE
 - ORDER BEFORE PRICES ADVANCE
 - OTHER SETS FROM \$5.35 UP—
- Send for New Catalogue



MODEL 206 DD
\$6 25 \$6 95
each each
In lots of six samples
F. O. B., N. Y. 25% deposit

PLAYLAND SUPPLY COMPANY, 118 East 28th St., New York City

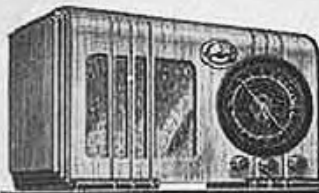
PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS THAT ARE SURE TO GET THE MONEY

<p>FLOROSCOPE B1384—Floroscope. Tube made of nickel-plated metal, brightly polished. Possesses high magnifying power. An excellent item for demonstrators. Complete with steel pipe that can be used for handling small insects. Per Dozen, \$ 2.10 Per Gross, 24.00</p>	<p>MINIATURE CHARMS B2310—Donkey Charms with Silk Cord. Per Gro., 75c B2320—Elephant Charms with Silk Cord. Per Gro., 80c</p>
<p>B1707—Czech 3-Blade Tooth-picks, Knives, Gross, \$1.35 B1709—Czech 5-Blade Tooth-picks, Knives, Gross, \$1.50 B3460—Keen-Edge Knife and Scissors Sharpener, Gross, \$11.00 B2450—Moveable Hand Wrist Watch, Individually Dbd. Gr., \$3.50</p>	<p>B2310—Donkey Charms with Silk Cord. Per Gro., 75c B2320—Elephant Charms with Silk Cord. Per Gro., 80c</p>

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

FREE SAMPLE CASE
Get Yours—Write for Details Today!
ROYAL KNIGHT BLUE BLADES
D. E. 20-5's—Cello., in Display Box — UNIFORM. QUALITY. **\$9.50**
Per 1000
25% Deposit on C. O. Ds.—Incl. Postage.

• Full Line at Lowest Prices for House-to-House Carvers, Wagon Salesmen, Appts., Pitchmen.
• **SIDELINE MERCHANDISE.**
Extra Special, Gross, 75c
• **SINGLE EDGE BLADES, Cello.,** 20 Pk., 5 in. Per Display Card, 65c
• **DOUBLE EDGE BLADES, Cello.,** 20 Pk., 5 in. Per Display Card, 40c
• 1037 CATALOG FREE — WRITE.
CHAMPION SPECIALTY CO., 814-A Central St., Kansas City, Mo.



Get Europe
on this 7-TUBE 3-BAND
RCA LIC. RADIO
\$17.94

ORDER SAMPLE TODAY ON
MONEY-BACK GUARANTEE
Rush \$2.00 deposit with order,
balance C. O. D. Purchase
price refunded if not 100%
satisfied.
ONE YEAR GUARANTEE.
Sold exclusively by
SILVER MFG. CO.

LOTS OF SIX . . \$17.54
GUARANTEED to get everything
on the air—11 home and abroad.
Magic "Key" tunes stations auto-
matically. 7" dial in 6 colors.
0.15" dyn. speaker. Size 16" x
10" x 7 1/2". Weighs 17 lbs. Beauti-
ful walnut cabinet. AC-DC.
60 cycles. 110 volts.
24 hr. Shipping Service.
612 N. MICHIGAN AVENUE,
Dept. 147, CHICAGO, ILL.

FREE!
NEW CATALOG
Plans, home and auto radios,
4 to 14 tubes, as low as
\$6.75. Send postcard.
GIVE AWAY RADIOS
FREE
The sweetest deal you ever
saw! Give away radio shown
FREE and make \$20.48 on
every deal. Send 10c for
sample push card and plan.



Reports show that drug and cosmetic
sales have been pushing upward remarka-
bly in the last six months thruout the
country. The sales curve turned sharply
higher in 1935 and showed steady gains
thruout most of the year. After flat-
tening out the first half of 1936 a new
upward swing got under way from July
on. The epidemic of colds and influenza
this winter has stimulated sales of
nationally prominent drug products.

Close Out! Low Prices!
TEN STRIKE RAZOR BLADES
Double Edge, Packed 41, 20 Packages to
Card, Manufactured by Gosal
Safety Razor Corp. Per Card... **77c**
HOOD AUTOSTROP BLADES
Fit All Autostrop Razors, 100... **55c**
INK—Large Size, Red, Dishes... 15c
DIXON PENCILS—No. 2, Gross... \$1.50
SINGLE EDGE RAZOR BLADES
—5 to Package, Per 100... **45c**
25% Deposit, Balance C. O. D.

BENGOR PRODUCTS CO.
676 BROADWAY, NEW YORK, N. Y.

Get Set for Life!
IN COUNTER CARD BUSINESS

MAKE up to \$65 Weekly
In new kind of wholesale
business, place orders like
5-to-the goods with stores.
Merchants grab our 100%
profits Deal Weeks a
week. Largest, best selling
About 200 daily necessities.
All packaged on new style
shrink-wraps, self-help
counter displays. Up to 140%
profits for you and merchant.
No investment to start. Plans
and big Catalog sent free.
World's Products Co.
Dept. 233-D, 866666, Ind.

*** SAVE MONEY ***

- 1-oz. Bottle of Perfume, Bosed, Doz... 36c
 - Powder & Perfume Combination, Gallo, Doz... 36c
 - Men's Goggles, 4 Lenses, Modern, Doz... 36c
 - Genuine Leather Auto Key Case, Doz... 36c
 - Enamelled Metal Ash Tray, Doz... 24c
 - Collar Holder and Tie \$2.50 Set, on Card, Doz... 15c
 - Shower Plated Collier Holders, Doz... 15c
 - Long Colored Cigarette Holders, Doz... 34c
 - American Made Pipe Cleaners, Gro... 15c
 - Security Card Holders, a Necessity, Doz... 36c
 - Men's Pocket Combs, in Case, Doz... 36c
 - Men's Fine Quality Ties, Silk, Doz... \$1.20
 - Men's Fine Quality Lisle Socks, Doz... \$1.20
 - Self-Filling Fountain Pen, with Case, \$1.20
 - Silk Comb and Mirror Set, Doz... 42c
 - Men's Handkerchiefs, Large Size, Red, Doz... 30c
 - Leatherette Book & Pencil, Federated, Doz... 40c
 - Novelty Pearl and Necklaces, Doz... 25c
 - Silk Covered Novelty Notebooks, Doz... 12c
 - Razor Blade Boxes, Doz... 25c
 - Wallet and Key Case \$5.00, Bosed, Doz... 1.50
- Write for Latest Price List 10,000 New Items
at the Lowest Prices. Nobody Undercuts Inter-
nal. 25% Deposit Required. Order Now.

IMPERIAL MERCHANDISE CO., Inc.
893 Broadway, New York City.



SALESBOARD OPERATORS
WANT A FAST DEAL? THEN YOU CAN'T AFFORD TO OVERLOOK
EDRO LIGHTER and PACK HOLDER

The EDRO has real "Doo-Orner" appeal—just what makes
a deal move fast. Slip neatly into a cigarette pack. SNAP—
and you have a FLAME. SNAK—and it's OUT. And ciga-
rettes are kept round and fresh.

HERE'S THE DEAL
25 Hole Salescard, 10 to 25c.
2 EDRO Lighters.
2 Wash Evergreen Pencils.
Four Awards in All, 5 to Win-
ners, 1 to Seller.
Min. Retail Value, \$12.50.
Deal Takes In... \$7.50
Your Cost... 4.00
Profit on Deal... \$3.50

Retails \$2.75
THE YEAR'S GREATEST PREMIUM
You'll sweep the stores with EDRO. Buy it without the Deal, if you
wish. All Chromium Plated. Packed in attractive Gift Box. And it's
Guaranteed.
25% Deposit with Order, Balance C. O. D., P. O. B. N. Y. C.
ADVANCE DISTRIBUTORS, Inc.
395 BROADWAY, (Dept. B-3) New York City

SALES OPERATORS—BUY DIRECT
Largest Mill Distributors in
South. Send \$1.00 for
Samples and Prices.
SILK HOSE
MERWYN PRODUCTS CO. 207 North 17th St.,
Birmingham, Alabama.

JOBBER'S ATTENTION! BUY
Princeton Blades Direct From Manufacturer
DOUBLE EDGE. Packed 20/5s to Counter Display Carton
SINGLE EDGE. Packed 20/5s to Counter Display Carton
PRINCETON TRADE MARK
REG. U.S. PAT. OFF. No. 321,802
MADE IN U.S.A.
\$5.50 per 1000 Blades
SPECIAL PRICES IN 5, 10, 25 THOUSAND BLADE LOTS
Princeton Blade Co., 110 West 40th St., New York, U.S.A.

NEW SNAPPY SELLER PHOTO TIE CLIPS
822,287—Cash in with this
hot selling Novelty. Polished
Nickel Tie Clips with French Art
View Miniature. Strong Lens
greatly magnifies and gives sharp
image. Price per \$1.90
Dozen \$18.00—Photo Pencils, As-
sorted Mottled Bar, \$2.50
rel. Dozen \$20.00
\$17.95—Photo Fountain
Pen, Assorted Colors \$3.25
Barrel, Dozen \$38.00
Shipped by Express Only.
25% Deposit on All C. O. D. Orders. Cat-
alog Free on Request. State Your Business.
JOSEPH HAGN CO.
"The World's Bargain House," Dept. 88,
223 W. Madison St., Chicago, Ill.

Levin's Always Offer Best Values in
ST. PATRICK'S DAY NOVELTIES
B1—Shamrocks (Plata), Per Gross \$0.50
B2—Shamrocks with Hat, Per Gross .75
B3—Shamrocks with Pipe, Per Gross .75
B4—St. Patrick's Bow Pin, Per Gross .75
B5—Irish Silk Flag, Per Gross... .75
Above prices do not include postage.
B50—Samples—1 Dozen Each of
Above Items, Postpaid, for... .50
LEVIN BROTHERS
TERRE HAUTE INDIANA

Every \$1.00 Gets you \$5.00
Yes, it's real profit. Goodrich
Home Workers always have
cash, and when you tell pro-
ducts Home 25¢ each, they buy
with cash—Home, Pitchmen, Win-
dow Workers, Dealers, write for free
copy, prices. Best reason about.
Sample 10c.
GOODRICH,
1500 West Madison,
Dept. 26-1 Chicago

ELGIN or WALTHAM \$1.95 Ea.
7-Jewel, 16 Size Watches, in New White Cases.
7-Jewel, 16 Size Elgin and Waltham, 12-73,
Each Carnival Watches that do not run, 50¢ 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.
Send your correspondence to advertisers by mail
through The Billboard.

Solomon Michelson, of the New York
Jobbers, wholesalers of watches for
premium distribution, states that he has
now in preparation a new catalog which
will shortly go to press. Mr. Michelson
is of the belief that the time is ripe
for the premium trade to go for a bet-
ter and higher priced grade of watches.
He feels that distributing a good watch
premium which will be of satisfactory
service to the recipient will have a
more satisfactory effect on the customer
and create a repeat business. New York
Jobbers in an old established concern
situated in the heart of the jewelry cen-
ter.

International Novelty Import Company
is a new entry into the rapidly accumu-
lating novelty mart centering in the
Union and Madison Square districts,
New York. Firm will feature chinaware,
toys, novelties, souvenirs and party goods.
Personnel consists of L. J. Saunders,
Bernie Nowack, Louis Hirsch and an of-
fice staff. All those in the firm have
been associated with other concerns
prominent in the lines they handle.

Karl Guggenheim, well-known con-
cession supply man of the firm bearing his
name, recently returned from a buying
expedition to Japan. Karl brought back
a ship's hull full of samples and he
states that from now on heavy shipments

of the numbers purchased will arrive.
Guggenheim states that he found the
Japanese manufacturers very alert to
our wants and promises that in the very
near future he will present to the trade
many surprises. The numbers he se-
lected consist of chinaware, imitation
ivory specialties, paper hats and a wide
range of lucky charms. In all, his busi-
ness trip consumed 10 weeks. Just now
Karl is working on a new catalog
illustrating his new novelties. The firm
he conducts is a pioneer in the field
and known from Coast to Coast.

J. E. Brewer is now offering another
advertising aid. It is enamel engraving
on the rabbit's foot cap. Advertising
slogans can now be engraved on the rab-
bit foot cap in any enamel color de-
sired. The enamel-engraved rabbit foot
should prove an exceptionally fine sales
promotion item.

General Wireless Laboratories is now
working on several new radio sets which
the manager claims, will prove to be
outstanding in the midget radio field.
They are being made up primarily for
salesboard and premium use, but will be
able to fit into any picture where a
small radio can be used. Without com-
mitting himself too far the manager
tells us that these radios will have ser-
(See SUPPLY HOUSES on page 66)

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.

REMINGTON
PENS • PENCILS • COMBOS
JOHN F. SULLIVAN
428 Broadway, NEW YORK CITY.

Save 80%
Buy your Spectacles, Specialties, Rugs, 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 SFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

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.
EMERALD, Free Catalogs
OLYMPIC BEAD & NOVELTY CO.,
507 5th Avenue, New York City.

AMBERINE UNBREAKABLE COMBS
SELL ON SIGHT
Send for Copy of Our 1937 CATALOG
VICTORY COMB AND NOVELTY COMPANY,
P. O. Box 145, Station A, Flushing, N. Y.

AGENTS
EASTER, BIRTHDAY AND CONVALESCENT GREETING CARDS.
In Boxed Assortments.
Very liberal commissions. Write for particulars.
DOROTHEA ANTEL
225 West 72d Street, New York, N. Y.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Retail Line. SUPERIOR SERVICE. Wholesale Catalog and Office Receipts. Free list upon request.
GENERAL PRODUCTS LABORATORIES
Mig. Pharmacists,
137 E. Spring Street, Columbus, O.

GENUINE DIAMOND RING
Solid Gold Mounting
Send for Catalog. Highest Bargain in Used Watches and Diamonds in the Country.
H. SPARBER & CO.,
100 North 7th Street, St. Louis, Mo. **2.95**

ATTENTION
Write and reproduce men, a new offer or vice versa for small pressings. The Lord's Prayer, the Ten Commandments on a Copper. Details at 5c, to you 1/10 each. They set on a paper easel.
Sample 10c.
DAVE MARKUS
600 Blue Island Ave., Chicago, Ill.

HAND STROPPERS
\$4.00 per Gross, Sample, 25c.
RAZOR STROPPERS, \$4.80 to \$72.00 per Gro.
WALLENBECK MOLLAND MFG. CO.,
Bardonia, Ill.

Introduce
Wm. A. Woodbury's POWDER AND PERFUME
Give 2 Pair Ladies' Free Silk Hair
Send \$1.10 for Sample Deal and Data
Merwyn Products Co.
207 N. 17th St. Birmingham, Ala.

Easy Money Here Again. Newest Biggest Money-Getter.
MED MEN—PITCH MEN
Follow my lead and CLEAN up with that amazing Sizzling Liquid Mineral, direct from Nature's Mineral Beds. Used external, internal and bath. Sell wholesale in 5-10-20-50-gallon kegs. Put up your own brand. New deal. It's different. Send \$1.00 for Sample Bottle, directions and full particulars, to
MISSISSIPPI MINERAL BEDS,
P. O. Box 162, Hickory, Miss.

SEND FOR OUR 80 Page 1937 Catalogue
Of Certified Plans and Formulas. \$5.00 worth of Minerals given free in Catalogue. Send 25c for your copy.
PREMIER SYSTEM CO.,
Lock Drawer 30, Hollywood, Calif.
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

THOMAS D. YATES . . . and the missus are operating a hotel and restaurant at Crossville, Tenn. Yates is preparing for a spring drive with perfume, powder and hose deal to be worked thru department stores.

TOM SIGOURNEY . . . ace sex-book worker, inks that he is safe and sound after having beat the flood water in three of the hardest hit sections. He made it out of Cincinnati, Louisville and Pittsburgh and arrived in Chicago in time to read newspaper accounts of the flood devastation. His show, which was left in Paducah after being shipped from Louisville, was destroyed, but, according to Tom, it is covered by insurance. He is now working in one of Chi's leading department stores before he springs his sex-book show, which will be revamped and enlarged. He plans to work it in stores and under canvas.

YOU CAN'T blame a town or city for demanding a prohibitive reader after they have heard a lobby-gow crack his take in box-car numbers.

GEORGE RABBITFOOT . . . who has been working Hodgenville, Ky., where a large contingent of flood sufferers are quartered and where much road work is in progress, reports a swell business with his tea-ball herb tonic. Carl Grey, of med note, is collecting the geedus working his tonic in Somerset, Ky.

CHIEF EVERETT . . . reports a good biz with the tonic from Winston-Salem, N. C.

REPORTS DRIFTING IN . . . indicate that Chief Hippiko continues to hold down Springfield, Tenn., after a full month there. His tonic is doing a swell repeat business.

TRIPPO OPININGS: Food for thought. One hand washes the other. You scratch my back and I'll scratch yours. You give me a good spot by shooting a pipe, and I'll retaliate, using the same method.

BILLY WESTPALL . . . writes from Pittsburgh that he is still holding down the chain store spot there with the tie-form demonstration to a good business.

JOE CLARK . . . of corn punk and serpentine garter fame, writes from Carbondale, Ill., that he just barely escaped a real soaking in Paducah, Ky., when the flood waters splashed over the banks at that point and adds that he is still among the living. Joe's letter is in answer to the request published in this column recently asking all who were in the flood areas to write in in an effort to relieve the anxiety of worried friends and relatives.

PERSONALITY is most essential to the successful pitchman. He who sets natural—sets best. Don't put on false airs—the bubble might burst.

FRANK L. JOINSON . . . is reported to have enjoyed some large turns with his gummy and cutter pitch

in Oklahoma and Arkansas recently. He is at present doing some real pitching in Alabama and Georgia.

DOC AND DINAH WARD . . . are resting on their farm in Pryor, Okla., where Doc is convalescing from a recent operation. Dinah, who claims the depression is over, cracks the following to back her statement. She says she was baking a chicken recently when a rabbit jumped thru a window which had been left open. She immediately took the chicken out of the oven and they had roast rabbit instead.

MONEY SPOTS: Indianapolis, King's Packing, a good noon pitch as well as a come-out. The corner at Missouri and Washington streets is a good Saturday spot. Get a permit from the owner of the building, and doorways are open to you. This is compulsory.

HAPPY AND IRENE BARNES . . . are wintering in Durant, Okla., and making sale days in Oklahoma and Texas.

RUD BECHTOLD . . . who is working his first season pitching balm with his sister and brother-in-law, Dr. and Mabel Beam, now in Rome, Ga., reports a good business with the item and adds that he will not be a 40-miler.

PITCH CONTINGENT . . . working chain stores in New York include Harry Roseblatt, George Figg, Tisha Budah, John Costello and Charlie Luder.

PRINCE YOGI . . . is reported to be clicking with the horoscopes in a Baltimore chain store.

PITCHMEN'S SAYINGS: "You got to have the flash."—Dr. Floyd B. Johnston.

BILL NEWMAN . . . continues to knock 'em dead with corn-punk demonstrations in chain stores.

LOS ANGELES TIMES . . . in a recent issue hangs a lot of favorable paper for the pitch contingent now working the City of the Angels.

BILL JACKSON . . . son of Mrs. J. Jackson and who underwent an appendicitis operation at the Army and Navy Hospital, Hot Springs, recently, is reported to be on the road to recovery.

HUSTLER'S TIP: You boys who desire to work tie-forms should have little difficulty in locating during the winter, when the item is at its best. Any chain, department, haberdashery or tie stores would gladly welcome a clean, neat tie-form demonstration, as it aids them in selling their own cravats. Many stores would be delighted to furnish a window if approached in the proper manner.

FRIENDS OF SHORTY ENNIS . . . of the Yale & Towne Lock Company, would like to see a pipe from him. Last heard of Ennis was working in the Keystone State.

JOE EDWARDS . . . is reported to be kicking the snowballs around in Kansas City this winter.

TOM AND ALETHA DEAN . . . are having the time of their lives trying to keep their eight-year-old son, Bobby, in school. Uncle Hubert Potter has made arrangements for them to leave Blytheville, Ark., for Florida this month. It's really too bad, as Bobby's report cards indicate that he is leading his class.

DOC TOM BUTLER . . . and the missus are reported to be in Hot Springs, visiting with Doc Tom and Nettie Smith.

DO YOU boys have your space arranged for at the food shows?

MAE LITHGOW . . . well known to Pitchdom as Madam Jewell, mentalist, played host at a dinner to visiting pitchmen in the Hotel McCoy, Milwaukee, recently in celebra-

NEW! SELLING BIG! EXPENSIVE LOOKING *CAMEO RING
No. 85.
\$18.00
Gross.
*Illustrated.
Send \$2.00 for Our Sample Lines of Best Selling Styles of 12 *Cameo Rings or 18 Whitestone Rings.
Write for 32-Page Catalog of Best Sellers in Jewelry and Novelty Items.

HARRY PAKULA & CO.,
Five N. Wabash Ave., Chicago, Ill.

PEARLS 24.00 PLUNGERS
Ink Gauge—Tells When to Refill—Fills Band—Streamline Design.
New Line of Pens, Pencils Combinations and Sets at Low Prices Now Ready.
SAMPLE ASSORTMENT **50c**
JACKWIN PEN COMPANY
50 W. 28th St., New York, N. Y.

"Crows" *PEARLS
Three Double and Single Strands. Indestructible. Cream and Silver Tones. Latest styles. 3 "Crows" 6 em. in. Construction Glass. Bracelets to match.
Also complete line of Crystal Jewelry, Rings, Bracelets, Charms, Earrings, Crochet, Brooch Pins, etc., East Sellers.
*Hyperbation
Send \$1.00 for Sample Pearl Line No. 71. Send \$2.00 for Complete Crystal and Novelty Jewelry Line.
LaMotte Bead & Novelty Company,
42 W. 33d St., N. Y. C.

PEN WORKERS!
CREAM OF THEM ALL!
Sensational New Gork Plunger Pen

DRAW THE CROWDS.
Write for Price List, Sample 20c.
BENSON PEN CO., Minneapolis, Minn.

SLIP-NOT TIES
Bilk-Lined—Jacquard Fig-ures—Stripes, Plaid, Solid Colors. \$2.50 per Dozen. Good 50¢ Seller. Send \$1.00 for Sample Doz. and be convinced. Money refunded.
M. LEVINE, Inc.,
13 N. 13th St., Phila., Pa.

LIVE WIRES
Make \$75 to \$100 a week
Something new in Question and Answer Budgets. You make profits 60 ways, from 1c to \$5.00. Send 25c for Quilt and Particulars.
PREMIER SYSTEM CO.,
Lock Drawer 30, Hollywood, Calif.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New! Great Flash Cover, Premier of Constitution. Everybody must have one. Will Rogers' Latest Jobs, 5c. Flashy Anniversary Day Closing Cards, 5c. Veterans' Magazine, Holiday Planets, 5c. Veterans' Jean Hoodie, 25c. Patriotic Calendar, 10c. Veterans' 5c. Souvenir, 10c. **VETERANS' SERVICE MAGAZINE, 15¢** Leonard Street, New York.

PITCHMEN -- LOOK
CHINESE RING, Ill. \$3.50 per Gross. THE GREAT HINDOO MYSTERY, 5 and 7. \$2.00 and \$3.50 per Gross. THE HINDOO PRAYER CHAIN, \$1.50 per Dozen. 50¢ Debut. C. O. D. Samples (All 3), 50c.
AL EDELSTEIN, 125 Canal Street, New York City.

tion of her 29th birthday anniversary. Guests at the party were Mr. and Mrs. Kenny; Princess Newmoon and son, Harry; Herman Gould, Mr. and Mrs. Knebel, Mae Gorman, Mrs. Minson and Lee Johnson.

LET'S HEAR from you fellows who are making the trade shows.

R. E. LANG . . . letters from Lexington, Ky., that Dick Clarkson and W. P. Danker were hard hit by the flood in Louisville. Clark-

FAIRS CONVENTIONS COMING EVENTS And Other LISTS
Will Appear in the Next Issue

con, according to Lang, is marooned downtown.

IN RETRY . . . to inquiries made at the pipes desk. Mrs. Teresa and Arlene Sidenberg left Louisville preceding the flood and are now safe and sound in St. Louis. Others of you in Pitchdom who were in the flood areas please write in and relieve the anxiety of your friends who are making inquiries concerning your safety.

HARRY HOWARD . . . and the misadventure of the med aggregation bearing that name, are making a plea to their tips after each show for aid for the flood sufferers. They have been instrumental in getting those attending the show to ship wearing apparel, bed clothing, etc., and to make cash donations to the Red Cross in Fayetteville, Tenn. Mrs. Howard pens that Doc Henderson has left the organization. She also informs that she met Guy Warner in Lawrenceburg, Ind., recently and he was doing a good business working the square there. She adds that Happy Tucker, who was with the show for the last 14 years as producer and entertainer, died in Memphis recently.

MEMORIES: When Harry and Charley Keobs lectured on snake oil. When competition was keen and clean. When a little argument or tussle was a bally which drew tips. Those were the good old days.

SAM J. SCHEIDLER . . . blasts from San Antonio that he will again have his pitch on the Cole Brothers-Clyde Beatty Circus the coming season.

UNDERWOOD



IF IT'S COMBOS—SEE GRODIN
The Grodin line is "Tops." Don't buy anything in Pens or Penells till you get one high quality, low price list of bargains. Write today.
GRODIN PEN CO., 308 E'way, New York, N. Y.

PITCHMEN PROMOTERS RECAMIER

Successor to the Business Conducted by
HARRIET HUBBARD AYER
During Year 1896-1937.

WANTS YOU TO CASH IN ON
Sensational 4-Piece Deal of 1937,
Perfume—Lipstick—Face Powder—Cold
Cream.

\$9.60 Gro. Pieces • \$33.40 Gro. Deals.
Not Connected with Business Conducted
Since 1907 by
HARRIET HUBBARD AYER.

Send 50c for Sample Deal, Postpaid,
25c Deposit With Orders.

C. & C. LABORATORIES,
134 West 32nd St., New York City.

Pitchdom Five Years Ago

Eugene Johnson, wire knife-guard man, was readying for the spring season in Canton, O. . . . Drs. Hammond, Foye and Varnell teamed up and started a med opry near Columbus, O. . . . Included in the battery of sheetwriters making Toledo were Howard Grundon, Micky Blett, Harry Tam, George O. Folber and T-Bone Brackett. . . . DeVore Manufacturing Company announced that it would do business in the future under the tag O-Hi-o Medicine Company, with H. T. Maloney in charge. . . . Leaf boys who turned out for the Western Stock Show, Denver, included Harry Tam, Pentio Bradley, Bert Beadle, Steve Forber, Red Myers, George Peck and Nick White. . . . Earle B. Wilson continued to go strong with the cleaner in Columbus, O. . . . Johnny Devlin, peeler man, found Nashville to be n. g., so he left that spot in favor of Chicago, despite the warnings of his henchmen that he had better equip himself with a steel vest and sheet-iron pants. . . . Calico Sam was accumulating a bank roll with flowers in Iowa. R. Jardieu was making the same spots and readying to hit the pike when the bluebirds begin their singing. . . . Roy L. Wood was spending the winter working to fair business in Yoakum, Tex. . . . William P. Anderson quit the leaf for the winter and opened a fruit store in Anniston, Ala. . . . Jimmy Osborne reported from Del Rio, Tex., that he had his car all greased and was patiently waiting for the bluebird's initial chirp. . . . Sighted at the third International Patent Exposition in Philadelphia were J. J. Donnelly, Harry Prall, M. Lewis and the misadventure, Ike Wolf and Bert Ibberson. . . . Workers on the roster of the NHA store in Newark, N. J., were all from New York and included Larry Velour, soap; Louie Weiss, seeds, and Al Leach, exercisers. . . . Sam Kramer, "gentleman pitchman," had just opened a store in Bridgeport, Conn. Silent Bob Brann and his ever-ready workers were playing to an okish business in New York. . . . Harry Maters was allowed the privilege of a wheel chair after spending 120 days on his back in Mount Sinai Hospital, New York. . . . That's all.

SUCCESSFUL DEMONSTRATORS adhere strictly to the following rules. Describe the article liberally. Extol its general use. Prove that it can be used, even so far as letting the prospect try it, and then give the price in unmistakable tones.

HARRY MATERS . . . and jam man "Mayor of Park Row" and jam man extraordinary, is now in Washington, where his pitch exploits have earned for him a front-page feature story in *The Washington Daily News*. The piece is accompanied by a two-column out depicting Harry at work. Writing from

REPORTS FROM business experts indicate that this year will be five per cent above normal. Make the most of it, fellows. No one is predicting what will happen in 1938.

the Capitol City under date of February 6, he says: "This has been the greatest week I ever had here. Attended the President's Ball last Saturday and met Jean Harlow and Robert Taylor. Have also arranged to broadcast over Station WJWV Tuesday night. Business has been swell and I have just traded my Packard in on a new one."

HARRY CORRY . . . of Pitchdom. He never fails to produce a b. r. when needed and seems to be blessed with being in the filthy lucre all the time. And speaking of bank rolls, Eddie St. Matthews used to tie \$100 bills in his coat and vest buttonholes for a bally. In those days Eddie was the poor man's friend.

FOR THE benefit of sucker-seekers: Ten legitimate passouts are worth much more than one huge passout calling for a hurried departure, which is oftentimes delayed for a long period by the powers-that-be and results in a closed town to all. More than once the wise guy has been the sucker after all.

"HERE I AM . . . in the land of the ice again after two and a half months in Florida," inks Jeff Burmer from Hickman, Ky. "Am down here at the danger spot of the flood area aiding in the prevention of disease among flood refugees. I have always been told that Florida was hostile to pitchmen, but I found that almost all the towns were open or could be opened if a person has or will buy Florida plates for his car. Otherwise it's no go. Worked St. Petersburg, Clearwater, Tarpon Springs, La Coochee and Quincy to fair business, and the climate is worth the difference. Would like to see some pipes from Bill Schuler, Doc Brummitt and Clark the Wire Man."

Most lobby-gows are not accidents—they are just blinks.

SOL BLOCH . . . after a long silence tells it from Chicago: "While in New York recently I happened into a 5-and-10-cent store and saw a well-known pitchman working an item and doing a rotten job of it. Cognizant of the fact that this veteran is conceded to be tops in his line, I was at a loss for the answer. Delving further into the matter, however, I noticed that a comparatively young fellow to the biz was making some wonderful turns just two counters away. The veteran was almost beside himself. In an attempt to break up his opponent's tip the veteran pulled out his bag of tricks and used every one at his command. Every time the vet began one of his phony stunts the youngster just smiled and advised his tip to 'have a look at the other fellow, enjoy a good laugh and then listen to me.' And it worked. To my mind the young fellow is just about the cleverest worker to come along in some time. He's tall, has a loud, clear voice, and his effusions with the King's English add no little in his success. Immediately after witnessing the feat I strolled into Doc Perry's store and told the gang there what I had seen. Much to my astonishment, they informed me that it wasn't the first time it had happened."

THOSE OF YOU who must use a gimmick on your outfit should remember that as soon as you tell just one person how it is worked it ceases to be a secret.

JIMMY WELLS . . . says they told him there would be days like these, but they apparently forgot to mention the weeks and the months.

DR. FRANKLIN STREETS . . . who underwent a major operation in Hot Springs recently, is reported to be doing well.

If you cannot buy *The Billboard* where you are, 15 cents in postage to *The Billboard, Cincinnati, O.*, will bring it to you.

SUPPLY HOUSES

(Continued from page 64)
oral attachments which will make the sets a sensation when announced.

Advance Distributors, Inc., announce that after working the Edro deal themselves they find it to be extremely profitable. Deal is worked from a 25-hole salescard and this, in combination with the appeal of the Edro Lighter and Pack Holder, makes the deal turn over very fast. Edro Lighter and Pack Holder

Pitchmen I Have Met

By SID SIDENBERG

For a minute I thought I had incited a riot. I happened to be working a county court town in Kentucky recently and noticed a set of tripods and keisters in the courthouse yard. A look on the other side of the lawn and a similar sight confronted me. A little farther down was a baby putting up a flash that one sees on a fair-grounds only. For a person like me who is out in the sticks for months at a time it was a grand and glorious sight. Boys, it really set my blood to tingling, for right then I knew that I had run into a gang which actually spoke my language.

I thought I'd break in on the picture kind of easylike, so I approached a dude who has "King LaMar" painted all over his joint. Pictures of half-men and horses, goats, lions, a lady holding a feather, a crab, a hard-looking old bug with a ferocious stinger, a couple of young punks hooked together, a big hard-looking bull ready to upset the courthouse, a couple of fish, a dude upsetting a can of water, a ram and a pair of scales drawn all over the place and hanging on some very pretty drapery set up on gas-pipe supports. All in all, it was a real outfit with which to gather in a wad of that filthy lucre.

So I ups and takes a slant at the guy who's gonna work the joint. He's a swell-looking dude who makes one of those talks to a court-day tip that keeps all the people on the lawn and out of the courtroom, where a murder case, which attracted the attention and brought most of the boozes to town, is in session. I kinda think that made the judge sorta jealous of this guy, who has a Van Dyke beard and looks more dignified than the judge himself.

So I takes the lion right by the beard and says, "Say, you, have you got a license to sell your product here? All the while putting it on like I'm the county judge, who is made jealous because he is getting all the tip, and like I'm real mad. Scaredlike, he answers, "Yes, mister, here it is." So then I ups and tells him who I am. Right then he scowls like the lion on his joint and acts like he is ready to put up both dukes. So I gets set and ready to go into a clinch. But what chance has an honest guy got with these kinda dudes who call themselves pitchmen. Just when it sure enough looks like there is gonna be a fight, up steps a dude named Bunny Carroll on one side and another one named Jake Branholtz on the other side. Now I am asking you what chance would I have had with three husky boozes like that ready to throw a slug on a man just because he asks a simple question like "Is youse guys got a reader?"

Well, after a few fast words we ended up around the table of a joint near by for the inevitable cup of coffee. This dude identifies himself and he is none other than King LaMar, one of the best and cleverest astrology workers whoever talked the 12 houses of the Zodiac. King works stores and auditoriums mostly and was getting some real fast side money the day I lapped him. He is 47 years old and New York City is his home. His sons, John and James, attend school there.

NEW DATE BOOKS

**FOR 1937
NOW ON SALE**
Arranged Especially for Your Needs
Dated From January 1, 1937, to
January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

**PLENTY OF SPACE FOR BOOKINGS,
ROUTES AND SPECIAL NOTATIONS**
For sale at all offices of *The Billboard*. Mailed to any part of the world for 25c each.

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ALL MAIL ORDERS SHOULD BE SENT TO
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25 Opera Place, Cincinnati, O.



Name in gold letters on covers, 15c extra for each line.

slips neatly into a cigaret pack, protects the cigarets from bruising, keeps them fresh and delivers a sure light when wanted. The Edro is all chromium plated, light in weight and fits comfortably in pocket or purse. Advance Distributors are offering the deal nationally and report a fine response to their first announcement.

Al Edelstein is busily at work these days creating new mystifiers for pitchmen. He is featuring at present the Chinese Ring Illusion, the Great Hindu Mystery (five and seven folds) and the Hindu Prayer Chain.

Child Appeal Premiums Expand Mdse. Volume

About a year ago *The Billboard* reported on the rapid strides previously made in the popularity of child-appeal premiums and prizes. Since that time, however, the rate of gain has been at a greatly accelerated pace. There has not been introduced a wealth of new merchandise, but a wide scope of trade development plans have been evolved calling for the distribution of child-appeal merchandise awards.

This division of the merchandise industry, altho comparatively new, is already accounting for a good portion of the industry's total. A few of the more popular plans thru which millions of dollars' worth of juvenile merchandise is being placed annually in the hands of kiddies include circulation-building programs for newspapers, magazines and other periodicals; sales stimulators for cereals and food products, as well as miscellaneous lines of merchandise, and awards for services in such capacities as distributing circulars and collecting names of prospective purchasers.

The trend toward child novelties patterned after comic, screen and radio characters is more pronounced than ever, with such favorites as Popeye, Little Orphan Annie, Donald Duck, Shirley Temple and the Dionne Quins making their appearance on numerous new items. Another notable recent development has been the comeback of books as premiums and prizes, with the old favorites like *Daniel Boone*, *Robinson Crusoe* and others popular with the kiddies. Other child-appeal articles getting a good play include bubble pipes in beetleware, pencil boxes, savings banks, miniature flashlights, child silverware, toy rubber balloons, Mickey Mouse watches, wire and string puzzles, ball and toss game, globe and atlas and many others.

MDSE. AWARDS

(Continued from page 62)

women operators report that clocks, lamps, cocktail shakers, pen and pencil combos, glass and decanter are found to be productive of the best response. The class of goods which the customers at a location with female patronage usually want and will play for includes perfumes, costume jewelry, compacts, lipstick, decorative household accessories, lingerie, hosiery, gloves, handbags and the like. On locations with a male patronage cigar cases and lighters, flashlights, comb and brush sets, radios, watches, billfolds, sportswear and sports equipment are about tops.

The matter of displaying the merchandise as a usual rule is a simple one, particularly for pin-game operators, but the importance of checking up regularly on the display of the merchandise on the location and keeping it neat and fresh cannot be overemphasized. Such procedure is bound to make more customers for the machines. Operators are particularly fortunate in having access to so many lines of novelty merchandise

My Trunk

Thru life I am wand'ring, sad and alone. An old trouper's trunk is all that I own; It's filled with relics of bygone days. When I trowped with "flash acts" and famous plays.

There are wigs, hats, a costume or two, A picture of my own troupe and crew; Some letters, billings, scripts and "props," A few souvenirs of the "big tops."

Writeups, snapshots and photos of friends, Crepe hair and makeup, some odds and ends

I gathered trouping from time to time; In cash the whole thing's not worth a dime.

But they mean more than mere cash to me, In each thing some place or friend I see; They help me face life's struggle and care, And make my lot easier to bear.

They're all I have of the life that's past And I'll treasure them until the last. Often alone when the day is done, I read the old programs, one by one; My eyes grow dim holding back the tears As I read of friends of yesteryear, And the one I loved in the long ago, When we trowped with the "World's Greatest Show."

Always that old trunk's trowped with me Thru the days when life was free, When I answered the call of the road And my shoulders easily bore the load Of one-night stands and cold early trains,

Damp theaters and chilled winter rains. Oh, yes, I know I have aged quite a bit, But I am able, willing and fit.

Fit to play most any kind of part And put in it a real trouper's heart. While I'm not guilty of any wrong, Secretly the word is passed along, And I've been condemned and turned away

For committing the crime of "Gay Broadway."

By living for things greater than gold, Being human and becoming old.

—John (Jack) O'Brien.

long before they are offered to the public thru any other channels. This enables them to consistently capitalize on the powerful appeal of "the newest and latest" in quality merchandise, which the public is always willing to pay and play for.

Another pleasing development is the fact that the number of operators who buy merchandise to be distributed as high-score prizes strictly on the basis of price is gradually growing fewer. Time was when operators could get by occasionally with a "piece of trash" for an award, but that time is definitely passe, for the practice has proved absolutely detrimental to the operator's business. Quality items with a substantial reputation or made by reputable firms are always to be desired, even if they do cost a little more, as every successful operator will tell you. The result is assurance of steady and repeat play over a considerably longer period of time than in the old days.

With general conditions and national income on their highest plane in eight years, good displays of modern merchandise should be productive of excellent results thruout the year. A little more thought in this matter may mean a lot of difference when it comes to closing the ledger for the year 1937.

Pagel's Circus Slated For South African Tour

JOHANNESBURG, South Africa, Jan. 10.—Pagel's Circus closed here January 9 after six weeks of good business and is headed for the mining camps, where it will play about two weeks. Then planned to play 10 days in Pretoria, the capital of South Africa.

A Northern tour is being seriously considered that would route the circus thru Rhodesia, Kenya, Tanganyika and Nyasaland, but the details as yet have not been worked out. An alternative tour would be south to Cape Province as far as Capetown, thru the grape and citrus country. The Northern trip would take in a recently opened gold and copper country that is reported to be booming.

Everyone with the show is greatly improved in health after several were

PRICE LEADERS OF AMERICA

DOUBLE-EDGE BLADES 5's, Extra First Quality, Per 100...	\$.29	PERFUME & FLOWER Combinations, in Travel Box, Dist. Sets	\$.84
MILLS BLADES, Double-Edge, in Display Carton, 100 Blades...	.40	PERFUME with SILK H A N D-KERCHIEF, Imported, Dist. Sets...	.80
SINGLE-EDGE BLADES, 5's, First Quality, Per 100...	.48	SHOE LACES, 27", Black and Brown, Imported, Dist. Sets...	.29
DEAL SHAVING CREAM, 10 Blades, Slop, & More, Collo, Deal Special Value, Gross...	10 1/2	SEWING THREAD in 5 Dozen Cans, 100 Yds. Each, Dist. Sets...	.11
RAZOR BLADE HONES, Curved, Special Value, Gross...	.23	POCKET COMBS with Cases, First Quality, Dozen	.33
ADHESIVE TAPE, 1 in. by 1 Yd. Click Spool, Gross...	3.00	MEN'S HANKERCHIEFS, Regular Size, Dozen	.22
GAUZE BANDAGE, Boxed, 1 in. Size, Dozen	.20	MEN'S HOSE, Fancy Patterns, Dozen	.72
ALKALINE EFFERVESCENT TAB., 20 on Display Card, Card, Soap, French Milled, Regular Size Cases, Gross...	.16 1.40	D E N T A L Cream, Imported Brands, Large Size, Dist. Sets...	.40

25% DEPOSIT WITH ORDER, BALANCE C. O. D.
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No. 05 SILK SHAMROCKS with Clay 75c
No. 08 SILK SHAMROCKS with Clay 75c
No. 10 METAL SHAMROCK PINS with 2-Piece Green Ribbon, Gross... \$3.00
No. 13 BUTTON SHAMROCK BADGE with 50-Piece Cell, Buttons and 2-Pc. Green Ribbon Badge, Gr. \$3.25
No. 101 LUCKY RABBIT FEET CHARMS with Metal Cap, 100 \$3.00
No. 104 LUCKY R A B B I T FEET CHARMS with Metal Beaded Key Chain, Ea. on Display Card, Card, 100 \$6.00
No. 304 TONGUE AND TAIL RABBITS with Whistle, New Fresh Stock, Beautiful Cases, Gross... \$3.25
No. 720 "THE WINNER" New Mechanical Shamrock Head Rabbit Toy with Clock-Like Movement, Guaranteed Quality, 8 in. High, Copied from our Famous Clock Santa Toy, Doz. 60c; Gr. \$9.60
No. 307 MECHANICAL POOCH RABBIT, White Fur Body, Dozen \$1.50
No. 803 Large Size Fur JUMPING RABBIT with Ball, 60c; Gross... \$7.50
SEND 50c FOR SAMPLES PREPAID.
1/3 DEPOSIT ALL ORDERS, BALANCE C. O. D.
SAME DAY SHIPMENTS
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MAJIK MYSTERY OF MYSTERIES
A Plot of Fun
A New Item for the Streetman, Agent, Novelist and Novelty Store.
A Million Laughs in Every Set.
\$1.80 Per Dozen, Prepaid.
1.50 Per Dozen, Prepaid.
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Sample Prepaid, 25c.
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Our Pivoting Pens Are Today's Biggest Sellers and Money-Makers.
See the New "National" Line. Samples 2 Leading Sellers, 50c. postpaid. Write for lowest wholesale prices. Dependable Service. **NATIONAL PEN CO., Dept. A, 210 West 8th, Kansas City, Mo.**
U WANNA MAKE MONEY?? THEN READ ON.
We have just finished a new Retail Catalogue containing over 600 NEW HOT items. Send them to your customers and the orders roll in. **U CARRY NO STOCK... WE SHIP UNDER YOUR LABEL** and allow you 50% of the gross. Which means you keep HALF and send us half and we will send your Customer the Merchandise. This is not a Get-Rich-Quick Scheme, but an opportunity to add to your income at no 610 OUTLAY or EFFORT. Send 10c for Sample Catalogue and FULL DETAILS.
T. R. PAYNE, 23 Cardinal Place, New York.

Happy Jack Eckert Hurt In Truck Accident

FLOMATON, Ala., Feb. 13.—Happy Jack Eckert, fat man, who suffered head injuries and broken ribs in a truck accident while on route to Mobile last Sunday, is under treatment at the Century Hospital here. C. C. McClung, of McClung's traveling zoo, visited him today and reports that the truck was hit by a moving van and destroyed, but drivers were not injured. Doctors state that altho Eckert is suffering painfully he will recover.

SALES OPERATORS!

Cash in with Ladies' Hose Deal. We carry full line Cosmetics, Woodbury Soaps and Pure Silk Charmions the Home Deal. Every pair Hose collection soap; 12-24 Wm. Woodbury Powder, Perfumes, Cold Creams and Lotions Deal. Sample, 50c. Gross Lots 24c per Doz. Dist. 30 Woodbury Powder and Perfumes and 2 pairs 280 Needle Ladies' Hose, each collection wrapped. Sample, 50c. Gross Lots, 50c. Write for lowest wholesale price on any combination you use.
WILLIAMS SALES CO., Dept. D, 210 West 8th St., Kansas City, Mo.

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THE secretary of a prominent fair in the Far West feels that the greatest need in the outdoor amusement field is for comedy and that there is a dearth of good comedy platform and field acts. He bases his opinion on personal experiences.

"All of the clowns worthy of the name who can make a success of outdoor clowning can be counted on the fingers of one hand," he says. "There are something like 500 fairs held annually in America, in addition to hundreds of other events the majority of which could and would use good comedy acts and good clowns if they were available, and such performers could get comparatively good pay for their services."

That there is a great need for good comedy at fairs there is not the least

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SHAVING & DENTAL CREAMS—Special, Gross	4.20
7-GRAN WONDER SOAP ASSORTMENT, Box	.09
SOAP—Miles, Bulk, Assorted, Gross	1.44
LOTIONS & CREAMS—Special, Gross	.54
SHOE LACES—27 in. Black, Paired, Braid, Gross	.28
ARMY & NAVY NEEDLE BOOKS—in 200 Envelopes, Gross	1.10
VANILLA EXTRACT—10 Ounce, Fine Quality, Dozen	.84

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A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

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doubt, but we are not so sure about there being a dearth of such acts and clowns. By that we do not mean to say that such a condition does not exist in the territory concerned—we have the whole country in mind and that is the way we interpret the fair secretary's remarks. In saying there are something like 500 fairs held annually in America he has been misinformed, as there are about 2,000 of these. If other fair secretaries have had the same experiences as the one in question we are inclined to believe that it is because of their geographical location or an insufficient number of fairs where long jumps are necessary to pay the price called for by good comedy acts and clowns. But we will let the secretary continue:

"It would seem that if this condition is properly and persistently brought to the attention of performers there could be developed an adequate supply of high-class comedy acts of one kind or another. As we all know, the supply of vaudeville, acrobatic and other types of acts exceeds the demand. Perhaps comedians 'are born and not made,' and no doubt a large number of performers specializing in other lines of entertainment could not qualify as comedians. Nevertheless, if it were possible to impress upon these performers, or on others, the opportunities for profitable employment that awaits high-class comedians and clowns an increasing amount of this type of entertainment should be developed."

"The circus has always been the chief employer of clowns, but the clown today has a minor part in our circuses. This may in part account for the comparatively few good clowns developed. Also, the pay may be inadequate. Moreover, no matter how capable and experienced the circus clown may be, he does not seem to adapt himself readily to successful outdoor clowning."

"Perhaps the needs of our fair are fairly typical. We would like to have one or more good producing clowns work on our platform or infield in front of the grand stand afternoons and evenings for half an hour before our regular performance begins. On the day when we have big crowds our large grand stand will be half full at least half an hour before the regular performance begins and will continue to fill rapidly. We would be glad to pay liberally for clowning that would keep this gathering crowd entertained and in a happy humor. During the regular performance the clowns can fill in at intervals with some comedy, but we feel a greater need for such comedy entertainment prior to the opening of the regular program. I anticipate that many fairs and hundreds of outdoor shows or celebrations have needs similar to ours and would be glad to engage qualified clowns for a similar purpose."

"Of the 8 or 10 free acts that we engage annually we would like two or three to be primarily comedy acts. Where are such to be obtained? We find them almost nonexistent."

"It is my thought that a campaign by The Billboard in behalf of the development of comedians and clowns might be effective in calling attention to the dearth of entertainment of this kind and result in the development of more performers of this type. If this could be accomplished it would be helpful to a large number of entertainers and would result in adding to the pleasure and enjoyment of millions of our people every year. Not only children but adults appreciate most types of entertainment which include plenty of comedy and which will make them laugh. If we go to a show, either outdoor or indoor, where there is lots of comedy and many laughs we always find a happy, well-entertained and well-pleased crowd."

The subject is open for discussion in these columns in the hope that the problem facing the fair secretary concerned

Show Train

That big yellow show train keeps thundering thru my dreams.
The Horns roar, aerialists soar and the trained monkey screams:
Cowboys and Indians, Buffalo Bill
Come down from the heavens like Jack and Jill;
Wild shots in the shooting gallery ring out,
Prize winners grin wide, while the losers pout,
Speed on thund'rous show train of real life a part,
Drive fast thru dreamland down tracks of my heart!

—Dr. Edward James Irvine.

St. John, N. B.

SAINT JOHN, N. B. Can., Feb. 13.—Reconditioning of Frank Elliott's Shows at Amherst, Bill Lynch Shows at Halifax and Walker Shows at Dartmouth, N. S., is now in progress. . . . W. H. Whitebone, of St. John, veteran carnival concessioner, revue producer, magician and former operator of a small carnival on tour in the maritime provinces and Maine, has sold his billposting business in St. John to the E. L. Kuddy Company. He is now on the billposting staff of the firm at its St. John branch. . . . Banned from the nightly house in his "salon" in St. John, Bill Stern has turned to "Cardo" parties at 25 cents admission every week night. . . . The city council imposed the ban on all houses, bingo and beano parties open to the public. Only those run by churches and church organizations with all profits going for church or charity purposes are allowed. . . . Olga Rogers may not know it, but she is being represented in St. John by a candlepin bowling team whose roster includes Mitchell Franklin, manager of the Mayfield Theater, and Bill Steen, manager of the Regent Theater. Franklin is the only son of Joseph M. Franklin, now in Miami Beach, Fla., and head of the Franklin-Herschorn theater circuit, which consists of two houses in St. John, two in Halifax, one in Dartmouth, N. S., and one in Ottawa, Ont. . . . Ray W. Rogers, owner and manager of Barnett Bros. Circus, with base at York, S. C., is a native of New Glasgow, N. S., and started his promotional career there as a baseball, boxing and wrestling promoter, graduating into the carnival field as a concessioner and the organizer and head of the Rogers' Exposition Shows for several seasons.

Pickups From Europe

PARIS, Feb. 8.—Guglielmo's Palace Circus is at the street fair in Narbonne. The Two Albertinis, perch and tumbling; Frank Pichel, clown; Two Hotleys, acrobats, and Bayer's monkeys are at the Casino Municipal in Cannes. Marek and his lions are at the Cinema Beaux Arts in Monte Carlo. Miss Soly, trapezist, and the Five Bayonnais, tumblers, are at the Casino Municipal in Nice. Barbara La May, contortionist, is at the Pathe Palace in Marseille. The Heritts, wire walkers, and the Zonigas, jugglers, are at the Moulin Rouge in Strasbourg.

The Wolthings, trapeze; Malsy and Brach, bicycle act, and Paul Sandor's dogs are at the Empire in Brussels. The Fratellini trio of clowns and Adriana and Charlot, bounding trampoline, are at the Corso in Zurich. Manning and Glass, American wire walkers, are at the Arena in Rotterdam. The Four Macks, American roller skaters, are at the Wintergarten in Nurnberg.

The annual report of the Societe du Cirque d'Hiver, owners of the Cirque d'Hiver buildings, shows profits of 100,315 francs (\$6,687) during 1935.

Berlin Circus Lot Scene of Plane Crash

BERLIN, Feb. 13.—A lot on which there was a small traveling circus was the scene of the crash of the German air liner that claimed six lives.
Crash occurred in a busy section of North Berlin and the roars of 15 caged lions added to the resultant scene of panic and pandemonium as the wrecked plane burst into flames.

will be partly if not wholly solved. We would like to receive the viewpoints of high-class comedy acts, clowns, booking offices and other fair men.

The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, Okla., Feb. 13.—Next month will see the opening of Cole Bros. Circus and Clyde Beatty's Tremendous Trained Wild Animal Exhibition with Ken Maynard's Wild West and Congress of Cowboys, Cowgirls, American Indians and—quick, get me a Scotch and soda! But wait, I wish to scan you title again. Ah, 'tis as I feared. The title is terrific. Bring the Scotch, but forget the soda. If my lungs collapse while trying to get the title out in one breath, what will happen to Johnnie Q. Public?

Two years ago printers of circus advertising matter swooned because they had no presses large enough nor type in such abundance to print the title. Newspapers went into bankruptcy at nearly every stand because the title showed all paid advertising off their pages and had it not been for a political campaign and Mr. Roosevelt's generosity it is doubtful if there would be any such thing as a newspaper extant. All this to the credit of Jess Adkins and Zack Terrell, owners of the show. And now, 'tis just as I said in this column of truth and information in the two years gone by, "Them guys are circus men. Watch them progress!" They believe in the true showman spirit to make their circus title "bigger, better and longer than ever before," hence the addition of the Ken Maynard name.

On March 10 the two long circus trains of the circus will leave the quaint little city of Rochester, Ind. Little O-N-U York is the objective and if the natives of that city do not all commit suicide while trying to matriculate the title the show treasury should do well.

Well, after a fast trip via air (I ain't no coward even if airplanes have been falling right fast) I lit in Rochester for a visit with Jess and Zack. Their wives said they could take me to their homes and did they take me! They did and I reposed in a bed large enough and big enough (they are showmen and believe in the massive, stupendous and tremendous in all things), but next morning they had to send a 24-hour man to guide me out of the thing and to the breakfast table. Then they hid me to winter quarters in a luxurious motor (this contraption was gigantic, colossal and amazing in magnitude proportions) and what a winter quarters!

When I first saw the buildings two years ago I wondered if the new circus could fill one of its buildings—to say nothing of the four brick and steel structures. Have they filled all buildings? They have. They have filled them to bursting. Nay, bursting is the word. They have so much equipment, ring stock, wild animals, elephants, that the sides of the buildings have been busted wide open and where a brick wall once reposed a 20-foot lean-to addition has been built. Every department is humming with activity and no work of any nature is done outside. Why, enough heat is going up the two vast furnace smokestacks to heat the winter quarters of every circus in America.

Two colored men vie with each other to determine who can shovel the most coal into the gaping jaws of the furnaces. Whatever needs to be fed in Cole Bros. Circus winter quarters is done with a shovel. The lions, tigers, elephants, ring and baggage stock fairly bulge in their wild orgy of meat and hay and what's more, its good meat and hay. And if you do not think well-fed and groomed animals pay, ask any circus fan.

Jess and Zack have told you that they owned 200-foot buildings, 300-foot buildings and a 500-foot building and an office building of brick and steel, and now they permitted me to view the new railroad repair building in which three and four circus railroad cars are repaired and painted at a lick. Then they drove me to their new brick and frame building (purchased last month) where more colored men shoveled furnace boilers with massive shovels. Here I housed the seat, pole and wardrobe departments with electric powered machinery by the score. It was a revelation even to an old press agent. I've been a-hearin' of them things on paper, but this is the first time I ever was a-see'n 'em. Do not worry about Jess Adkins or Zack Terrell and if you know of anybody who has some Cole Bros. stock for sale and wishes to get out of the circus stockholders' ownership, route them to me. I'm a sucker for that outfit.

Out in the Open



Roger Littleford Jr.

Clean-Up Campaign

AS ANNOUNCED in this pillar several months ago, all outdoor shows, from the Big One down to the smallest gilly, will be under the scrutiny of the Federal Department of Public Health this year. Last fall government officials announced their intention to concentrate a sanitation drive on traveling shows of all types. In their opinion a field that has unfortunately failed to keep pace with general progress in sanitation practices.

Now comes word that the health service will conduct an intensive reform movement among circus and carnival operators in an attempt to clean up the business from that standpoint. Campaign will demand the installation of suitable latrines, substitution of paper drinking cups for the common tin cup, disinfection of eating and drinking utensils and thorough examination of food handlers for communicable diseases.

Just how stringent the demands will be remains to be seen, but we can rest assured that there is trouble in store for the show that goes out sans improved sanitation arrangements.

Florida Fair in '42

WORD emanates from the Southland that the city fathers of Miami and Miami Beach are fostering the ambition to throw the Florida winter resorts into the world's fair melee. Evidently within the year we will hear of definite plans for a winter exposition to be held in 1942, four and a half centuries after Christopher Columbus' arrival on the sun-soaked shores of nearby Bahama Islands.—And speaking of large-order expositions, the announcement that Billy Rose will produce two attractions at Cleveland's Great Lakes Exposition this year indicates more emphatically than ever that the diminutive showman is making a future for himself in that particular line of business. Almon R. Shaffer, director of amuse-

ments and concessions at Cleveland, and Frank D. Sheep, his right-hand man, spent the week in New York lining up possible attractions for the 1937 edition. Shaffer departed for the West Coast on Wednesday, but "Doc" remained until the end of the week to continue interviews. He info that the amusement division of the expo is far ahead of its schedule of preparation and that they are expecting an attendance of 6,000,000 this year, 2,000,000 more than passed thru the 'tles in '36. A real goal to shoot at, and here's hoping they do it.

Cashing In

DODGEM Corporation's move to exhibit at the National Sportsmen's Show in New York next week marks a new trend (we hope it's a trend) in amusement device exploitation. Cognizant of the fact that '37 will be a big one for all outdoor show business, Cy Bond and Fred Markey, the two marine-minded execs of the Dodgem company, are attempting to interest the layman in their product. It's probably a smart move on the part of Bond and Markey, inasmuch as it's obvious '37 will see many new faces in the device-operating game.

Last week in New York: Rubin Gruber, Rubin & Cherry mogul, paying the boys a brief visit.—Norman Bartlett, who is building the new ride in Palisades (N. J.) Park for Maurice Plesien, George Hamid and the Rosenthal brothers, in enthusiastic conversation with R. S. Uzzell, of the Uzzell Corporation.—Ross Manning, recently engaged by

Explains Minn. Truck Tax Law

HOT SPRINGS, Ark., Feb. 13.—In response to numerous requests from friends in show business Hubert E. Sater, Minnesota animal breeder, spending the winter here, contacted the department of highways of his home State for information as regards current laws governing transportation of show equipment in trucks, trailers, etc. The following is a resume of the results of Sater's correspondence:

Minnesota law provides for the registration of vehicles used in the transportation of equipment, provisions or supplies for any type of show troupe in either one of two classes:

Class X demands a tax of 3.4 of the factory price of the vehicle (depreciating 15 per cent the first year and 10 per cent thereafter), provided the dates to be played are within a radius of 35 miles from a designated center situs. Troupes anticipating such a restricted itinerary must furnish the highway patrol with the name of the objective situs on entering the State.

Class Y provides for the registration of vehicles not confined to any specific territory as in the case of Class X and the amount of tax is based on the gross loaded weight of vehicle. Registration of weights is taken on oath, and the penalty for perjury in Minnesota is sufficient to discourage equivocation. The Class Y tax is \$25 on each vehicle up to but not inclusive of 7,000 pounds

Summary of Business Trends

BUSINESS activity was affected adversely last week by the continuation of the floods and important labor disputes, altho the latter situation was cleared to some extent by the tentative agreements reached in the maritime dispute on the West Coast. These agreements, if ratified this week, will end the shipping tussle on the Pacific Coast and permit the resumption of a normal freight movement. Seasonally corrected indexes of industrial production and freight-car loadings declined in January after advancing sharply in December.

High waters in the Ohio Valley reduced the national average of steel-plant production. Steel production elsewhere held steady and the stock market received the 1936 earnings statements of the steel corporations by marking up steel shares sharply. Allegheny, Bethlehem, Republic, Sharon and United States Steel shares were among the 46 stocks listed on the New York Stock Exchange which established new highs last week for the past year or longer, while the market as a whole showed little net change.

Automobile production was further reduced during the past week as General Motors assemblies declined; that corporation resumed the production of parts in a number of plants previously closed. Textile-mill reports were not so optimistic as formerly; currently there is no indication of a change in the high level of textile production. Lumber production, which is still curtailed, is expected to be helped by the clearing of the West Coast labor situation, since production has been considerably below the volume of new orders during the period of the maritime dispute. Manufacture of machinery, and particularly of machine tools, has been adversely affected by reason of the large number of plants in the flood area and the difficulty of shifting production to other regions. The decline in coal production due to the floods has reduced freight traffic, but miscellaneous and *l. c. l.* loadings have also declined.—SURVEY OF CURRENT BUSINESS (Feb. 4, 1937).

Oscar C. Buck to handle 24-hour duties on the Buck show, commenting on the activity in winter quarters.—Eddie Vaughan, of the Ringling legal department; Mickey Graves, head prop man on the same show; Frank C. Miller, circus privilege impresario, and Fred DeWolfe, formerly of the Ringling show and now manager of the Hippodrome, discussing the recent circus transactions in the Hipp offices.—Legmen for several dailies and periodicals making the rounds in the quest of dope on the sawdust season. There will be plenty of feature articles appearing hereabouts from now until the canvas goes up.

Line o' Two of News

LAWRENCEBURG, Ind., Feb. 13.—It was revealed here this week that among the needy as the result recent disastrous flood is Lydia Burns (Edwards) and four children. Mrs. Burns was formerly in the carnival business, well known and liked. She is temporarily quartered in this city at her sister's home.

CLEARWATER, Fla., Feb. 13.—The Fair at Home, Inc., owned and operated by George W. Traver, of New York, opened here this week in the business district with rides and concessions. Traver and family are making their home in St. Petersburg at present.

SAN ANTONIO, Feb. 13.—Doc H. D. Hartwick, well-known independent show operator, has signed with Beckmann &

gross weight (fully loaded). From 7,000 pounds to 21,000 pounds the tax is \$25 plus \$15 per ton or major part in excess of 6,000 pounds. A higher scale is provided for weights in excess of 21,000 pounds.

If vehicles registered in either Class X or Class Y are registered after June 30 the tax is one-half of the annual tax, and if registered after September 30 the tax is one-fourth of the annual tax.

In commenting on the registration classes, Sater said: "Y plates are the better as you can go where you please. On X plates you have to report route, day and date, and each time you change your situs or zone pay 53 cents on each truck besides the trouble. The minute a show hits the State line the patrol is with it until trucks are put on scales and taxed paid."

"If any showman in Minnesota last year comes in this year he will have to buy full-year plates, and if he lands in May or June he will have fines to pay for not getting tags on or before February 15. I don't think a lot of show people realize this."

It was also pointed out by the Minnesota Department of Highways that the State Legislature is in session and that regulations and registration requirements as described above may be changed at any time until it adjourns.

Gerety. He is now on route from Tampa and on arrival here will commence work on the production of a Spanish and Mexican revue, which will be one of the features with the "World's Largest Carnival."

Miami

MIAMI, Feb. 13.—Jimmy Beach, of Robbins' Bros' Circus, is in town for a short stay. . . Mr. and Mrs. McKnight, number one circus fans, are spending their vacation here. . . Polite de Nutt, presented by Mike Special, under canvas here, closed February 6 in the red. . . Mike himself is in the hospital recovering from an appendix operation. . . Jacobs Concession Company had the concession contract with the Polite de Nutt Company. . . General Motors Exposition closed February 6 after a very big week. . . Mrs. Al Wagner, of Indian Lake, Russell's Point, O., where she and her husband operate a park, is here convalescing from a serious illness. Al will arrive later. . . Mr. and Mrs. Mike Roman, of Paterson, N. J., arrived for a vacation, Mike at one time was a concession big shot. . . The Ekke' Fair and Exposition, in Ft. Lauderdale, where the Royal Palm Shows were booked for the week ending February 6, closed after a very poor week. Bad weather and many other difficulties beset them from the opening day. . . Sally Rand her unit are breaking records thru Florida. . . Max Linderman, of the World of Mirrh Shows, was here for a few days. . . Phil Iser arrived. . . Frank Bergen and wife are at Miami Beach. . . Starr De Belle, scribe, seen rambling around Funland. . . Phil Hamburg was reported in town. . . George Hamid was at the Hotel McAllister for a few days, and to attend the opening of the Mahl Temple Circus. . . Mike Camella, formerly concessioner with the Johnny J. Jones Exposition, here for a protracted stay. . . A number of attractions from Funland have been engaged to complete a midway at the Mahl Temple Circus; Leo Carroll's monkeyland, a Loop-o-Plane, miniature carousel, candy floss and quite a number of other stands. . . The bottom has fallen out of Funland but the Endy boys and Tucker are taking the drop without a murmur. . . Dave Endy and Bill Tucker are in Havana prospecting before taking their show over there. . . Eph Gettman, hotel operator of Miami and former caterer on carnivals, underwent a serious operation in the Riverside Hospital here on February 9. . . Mrs. Gettman advises that Eph's condition is serious and that he is being kept alive by oxygen. . . Carver's Diving Heroes are playing a return engagement at Funland. . . Irving Udowitz is out after serious illness. He has gained 18 pounds. . . Reported that the "Believe It or Not" attraction did \$8,000 one week, but that there is quite a slump now. . . Mrs. Bertha Melville is visiting at Tampa. . . Large crowds were thrilled daily at the North Miami Zoo by Gertrude Davies Lint's great ape and the monster black gorilla, Buddha. . . Arthur E. Campbell left for New York. . . Ted Lewis was the big feature at the Biscayne dog track. It seems today that nothing can be sold unless some show feature is attached to it. . . Charlie H. Duffield, of the Theatre-Duffield fireworks outfit, vacationing here. . . Pat Delaney, slide-show operator, is in from Havana. . . Eddie Brenner has the corn game with the Royal Palm Shows. . . Sammy Lawrence was around town. . . Frank Zambrino, of the Ripley show, has completely recovered from his recent illness and is now back on the job. . . Mr. and Mrs. Joe Rowan are frequently seen in Funland. . . Pauline Birk is a high-diveress with the Bench Bentum act at Funland. . . Elmer Velare has one of the most complete house trailers ever constructed. . . Claude Bell, the sand artist, says that he will have three spaces at the Cleveland Exposition.

C. W. Cracraft Visits His "Old Kentucky" Home

CINCINNATI, Feb. 13.—C. W. Cracraft, general representative of the Ideal Exposition Shows, arrived here this week from their Eastern headquarters on business in connection with his home interests, due to the ravages of the flood in Corington, Ky.

In a call at The Billboard offices Mr. and Mrs. Cracraft stated that their home was threatened by the backwash of the flood and about isolated the property, coming but a couple of blocks on two sides. However, no damage was done, aside from the inconveniences suffered by Mrs. Cracraft in not being able to drift very far from her door step. She took care of several refugees during the height of the disaster and was still giving shelter to an unfortunate one whose plight she deeply regretted.

Concessions, built comforts and conveniences you wouldn't dream possible in so compact a space—equipment and construction features offered exclusively by Auto-Cruiser—its attractive economy that's a surprising even to veterans of show-business. C. C. C. Finance plan. Special designs for concessions.

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Box 125-H,

Old-Time Showmen

By CHARLES BERNARD

Today's Circus Fans, the few remaining circus trouper...

Walter L. Main was at the Trumbull, O., farm, organizing the wagon show which was to introduce him to the public as an owner...

Death of Minnie Marks

Minnie Marks, equestrienne, wife of Charles Robinson, of the John Robinson Circus, died in Cincinnati on January 16, 1886...

Robbins Added Equipment

Col. Burr Robbins, the Jacksonville showman, added considerable equipment to his outfit—two railroad cars, two new tableau wagons...

ing the tour, which was to include California. W. H. Harris, proprietor of the Nickel-Plate Circus...

Los Angeles

LOS ANGELES, Feb. 13.—Siebrand Bros.' Piccadilly Circus opened its season at Indio, Calif.

Roy Ludington, manager of Crafts' Shows, has returned from a trip. Crafts' unit, under management of J. G. Ragland...

Archle Clark is busy at winter quarters reading Clark's Greater Shows, while Al Fisher, general agent...

Bill Rice is handling the promotion end of the American Legion-sponsored Water Carnival...

Leo J. Haggerty has recovered from a recent illness and is handling the receipts of the Federal Theater projects.

Frank Murphy leaves shortly to join Foley & Burk Shows.

Frank Foley, who is confined in Southern Methodist Hospital, was given a blood transfusion February 8...

Jack Vanderberg is confined to Veterans' Hospital, Sawtelle, Calif.

Charley Walpert and Duke Hall are presenting a Derby Show under Disabled Veterans' sponsorship...

Carl Sonitz is in town for a short visit after handling the Phoenix, Ariz., promotion for Pollack Bros.' Circus.

Harry Sussman, after a long absence, returned from the Orient for a short visit.

Cal Lipps has the No. 2 Copenhagen Flea Circus on the Pier at Long Beach, Calif.

Hugh Wier is handling promotions in the Long Beach district.

Zack Hargis is making personal appearances.

Jack Buzzell, in town for a short business visit, will again be interested in amusements at Long Beach.

L. J. Heth Shows Announce Opening Date and Free Acts

BIRMINGHAM, Feb. 13.—L. J. Heth and Joe J. Fontana, of the L. J. Heth Shows, have returned to quarters...

Contracts have been let by the shows to P. H. Cushing, of El Paso, Tex., to furnish the free attractions—high fire dive, single trapeze...

Big Turnout, Biz in Toronto

Ontario meeting perks up for attractions men—Marshall assures support

TORONTO, Feb. 13.—The 39th Convention of Ontario Association of Agricultural Societies in the King Edward Hotel here on February 10-12 was the largest in many years.

Hon. Duncan Marshall, Minister of Agriculture, said that while he was loath to offer advice, an agricultural society should pay its way and that if a society repeatedly went into debt it was a sure sign that its fair was not needed in the community and should be abandoned.

Annual banquet was attended by more than 450 in the Crystal Ballroom Thursday night, principal speaker being Mr. Marshall, who spoke on the success of country fairs and their importance to the community.

Vaudeville Exchange was a variety show that was outstanding, opening with an attractive chorus, followed by Adelle Sisters, dance team; Rex and Slocumbe, talkative tricksters; Mexicanos, hand balancers; Bill Harding, imitations; Marquette and Lynda, interpretative dance team; Edith Lee, popular singer; Turpe Tessera Harmony Four; Dunn and Lytle, comedy; Jan and Florence, adagio dancers, and Carr Brothers, European musical clowns.

Joe Hughes, of George A. Hamid, Inc., reporting business better than in previous years, closed grand-stand attractions for fairs in London, Ottawa, Kingston, Peterboro, Lindsay, Belleville, Leamington and others.

Others represented were Gray's Greater Shows, Queen City Attractions, LaSalle Attractions, Hazelwood Attractions, Affiliated Theatrical, Phil Wirth, McClure Attractions, and W. C. (Bill) Fleming, H. William Pollak Poster Print.

NOTICE: DAISY AND VIOLET HILTON by their Manager—Have written you two letters to The Billboard which have not been called for...

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

SAM LAWRENCE SHOWS WANT Shows, Rides and Concessions for season 1937. Opening April 3d. Route will include industrial and coal-mining towns and cities in Kentucky and West Virginia...

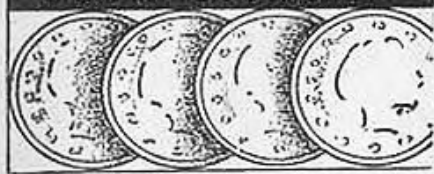
HELLER'S ACME SHOWS, INC. 20TH—ANNUAL TOUR—20TH. TEN BIG DAYS AND NIGHTS PLAINFIELD, N. J., APRIL 15 TO 20, INCLUDING SUNDAY.

K. F. BROWNIE SMITH, General Manager. HARRY RAMISH, Business Manager. SMITH'S GREATER ATLANTIC SHOWS CAN PLACE SHOWS OF ALL KINDS. WILL FURNISH COMPLETE OUTFITS FOR SAME.

L. J. HETH SHOWS, Inc. LAST CALL WANTED—On account of disappointment, Organized Minstrel Show, sassy and percentage; Congress of Fat People, Monkey Circus or Speedway or any other high-class attraction...

Great Sutton Shows AMERICA'S CLEANEST CARNIVAL. Will sell exclusive on Corn Game and Custard Machine. Will furnish Tents and Panel Prints for Shows. Want to hear from Johnnie and Billy Hecce, who to hear from Page's Family Band. WANT Colored Musicians. Will open April 30. F. M. SUTTON, Excelsa, Ark.

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Those Pin Machines

(Reprinted from *New Britain (Conn.) Herald*)

Pin machines are legal. A man's conscience and his pocketbook are his guides when standing in front of any of the shiny enticing contraptions. Some of our best citizens play the pins. The machines have been a godsend to many a tradesman who has needed more money than the profits from other more prosaic things to keep going. Thus one finds the contraptions all over the city; also round and about it. Verily, the manufacture of these contraptions during the depression must have been the liveliest industry in the country.

The ball-flickers are considered games of skill. How much skill makes no difference. A fellow can, by practicing long enough, manipulate the plunger just barely enough to improve his scores. But most customers do not care much about that. They want the fun of trying one shot after another.

Those who computed recently that the horse-racing racket scooped up too much coin in this town can wear out a few pencils trying to figure the weekly take of the local pin machines. Of course, local tradesmen get a part of the swag. Some of them couldn't do without it.

The pin machines seem to be satisfying to the generality of citizens except those who might be termed super moralists. The things seem to furnish mild excitement and amusement for thousands. The other day we saw two clergymen having a good time shooting the balls in one of the contraptions. From the glow in their eyes and their smiles and ejaculations we were convinced that they were enjoying the recreation.

And do not forget the designers of the many types of machines. These men have brains. Imagination. Resourcefulness. They provide one surprise after another. And, of course, all addicts must try all models.

This editorial from The New Britain Herald was reprinted in The Ansonia (Conn.) Sentinel January 20, 1937. Connecticut was one of the first Eastern States to witness an adverse movement against coin-operated amusement machines, a movement which spread to other States about three years ago. Hence it is interesting to notice this liberal expression of opinion on amusement games in Connecticut newspapers.—Editor.

Beg Your Pardon

In *The Billboard* of January 16, page 58, there appeared the following news note under the heading of Canadian notes:

"ST. JOHN, N. B., Jan. 9.—Re-elected to the Tuxis Boys' Parliament of the maritime provinces at recent mall elections was Arthur Covey, of West St. John. He is 20 and the son of A. W. Covey, a veteran distributor and operator of vending and pin-game machines, with base in St. John. Covey has been handling machines the last 25 years and distributes thruout the maritime provinces."

We have received the following complaint from A. W. Covey, superintendent International Correspondence Schools Canadian, Ltd., St. John, N. B.:

"I presume a publication of your standing has no intention of publishing items that are not facts and in that connection I want to draw your attention to an item published in your issue of January 16, on page 58 of same. I attach herewith the item.

"I don't know who your correspondent here is or where he gets his information, but I want you to know that the part of this item pertaining to myself is absolutely false. For over 29 years I have represented the International Correspondence Schools, of Scranton, Pa., here and have never been a distributor or in any way connected with vending or pin-game machines.

"Will you kindly correct this in a future issue?"

We publish Mr. Covey's letter, with our sincere apologies for the misinformation contained in the original news item.

New York Jobbers Put Life in MJA

NEW YORK, Feb. 13.—Coin machine jobbers of New York convened at the Imperial Hotel Tuesday night and made arrangements to carry on the Metropolitan Jobbers' Association. The MJA has been inactive of late and the jobbers thought it would be to their benefit to revive the organization.

Quoting one of the newly elected officers: "The two most important functions of this organization shall be to co-operate with manufacturers and distributors and to put a halt to chiseling and price cutting."

The MJA will meet at the Imperial Hotel every Wednesday evening. Officers elected temporarily are Charles Lichtman, president; Herman Budin, treasurer, and H. A. Fabricant, secretary.

Pittsburgh Assn. Makes Big Drive

PITTSBURGH, Feb. 13.—Pittsburgh Merchandising and Skill Game Association, during its mass meeting held at the Mayfair Hotel last Friday, officially opened the most extensive membership drive in its history.

Fully aware that 100 per cent co-operation on the part of all operators and jobbers is sorely needed to continue to do a successful business, the active members of the association are canvassing this area to enlist every operator into the organization. Secretary Meyer Ableson points out that the benefits derived by joining the group amply repay the required dues.

New operators are being urged to join the association as soon as they invade the coin machine business. Because they are not informed of the rules and regulations governing this industry newcomers, thru their ignorance, frequently cause annoyances to their fellow business men.

Meetings will be held at regular inter-

Chicago Council Hunting Revenue

CHICAGO, Feb. 13.—Faced with a need of revenue from every possible source, Chicago, "the coin machine capital of the world," is weighing the possibilities in an increase of the city licensing powers. In the background are also questions about the possibility of licensing certain types of coin-operated machines. A bill has been drawn for possible presentation to the Legislature, Corporation Counsel Hodges announced this week, to give the city unusually broad licensing powers, so broad that it could demand a license of any type of business.

It is part of the plan, Hodges explained, to obtain \$3,000,000 additional revenue for salary restoration and as much more revenue as possible to reduce the general property tax. The demand for the 1930 salary level was dramatized carefully for the citizens generally by the "strike" the city electricians staged two weeks ago under the baton of "Umbrella Mike" Boyle, which resulted in the appointment of a subcommittee of the city council finance committee, under Alderman Roger J. Kiley (37th), to devise new sources of revenue.

Hodges said the bill had been drawn for Kiley's group, which will meet next week to determine whether to present it to the Legislature. The decision will be based on whether a private survey of the Legislature indicates that the bill stands a chance of passage. If it cannot be put thru it was considered likely that the subcommittee would ask the legislature for power to tax specific businesses, such as tobacco, trucking and the like.

Meanwhile research staffs under both Hodges and Kiley have been surveying the licensing situation and its revenue possibilities both in Chicago and in other cities.

Hodges' men, he said, have found that the city can now demand licenses of 383 types of business and that to get one of each of these licenses would require 563 approvals from various city departments.

A night club license, for instance, requires at least five approvals—from the board of health (which also includes plumbing, waiters, etc.), the building commissioner, the mayor, the liquor license board and the police department.

The board of health has the greatest power: it must approve 168 of the 383 types of license; the mayor has authority over 100.

These licenses provide annually some \$18,000,000, or about a third of the city's total revenue. If the Kiley subcommittee should decide on the broad licensing bill and if the Legislature passes it this sum will be increased tremendously; just how much is still to be determined.

Philly Playgoers See Coin Machines on Stage

PHILADELPHIA, Feb. 13.—Local theatergoers viewing the premiere of *Glory for All* at the Erlanger this week were no little surprised to see a bagatelle game being utilized as an integral part of the stage setting.

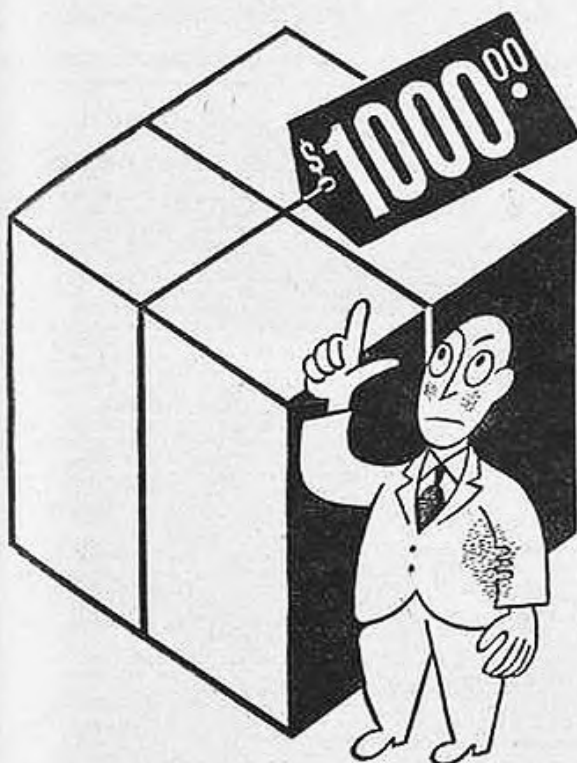
Action of the play is laid in a political social club, curtain raising disclosing members of the cast playing the machine. Thruout the entire play actors are intent upon getting the red marble in the double-the-score pocket.

A slot machine makes for another piece of stage furniture, punch line of the entire play being when one of the members hits the jackpot.

vals at the Mayfair Hotel until the successful drive is concluded. Initial attempts to enlist new members have met with encouraging results.

Other coin machine associations functioning here are the Cigarette Operators' Association and the Phonograph Operators' Association.

\$1000.00



Too Much Money....?

Is \$1000.00 too much to pay for a machine? Then how about \$500.00? Is that too much? Of course it all depends. But remember this: at \$500.00 per machine, twenty would require ten thousand dollars of your money. And, the machine would have to take in \$20,000 before you started to break even. In other words, four hundred thousand nickels would have to pass through the coin chutes before you caught a glimpse of daylight, 400,000 nickels!

● Pacific has been giving a lot of thought to this problem, and believes it has the answer —has it in the form of what would ordinarily be a five hundred dollar article, but gives it to you at a price that's way below par. A price that goes easy on your pocketbook. Very easy. And the product itself . . . ? Well, it's a sweetheart. And it will surprise you. The nearest thing to it on the market today would stand you . . . but the news is too good for public print at the moment. If you are interested, if you would like to know more, write for advance information to Pacific today!

PACIFIC
 ● AMUSEMENT MFG. COMPANY
 4223 LAKE STREET
 CHICAGO, ILLINOIS

IT'S A PACIFIC YEAR

Fines Held Up in Bank Night Case

CHICAGO, Feb. 13.—Another chapter in the lengthy court contest on Bank Nights in Chicago movie houses was added this week when the 31 theaters of the Balaban & Katz chain were found guilty of operating prize nights in violation of the city amusement ordinance.

Judge Sonstebj set a motion for a new trial May 3, by which time the Illinois Supreme Court is expected to rule on a decision made January 12 in

Superior Court here. Latter court held prize drawings in movie theaters to be illegal and appeal to the Supreme Court was taken.

Coinmen in Chicago have watched the developments in the Bank Night prize issue with a great deal of interest, hoping that the theaters would win a decision favorable to the Bank Night idea. Theaters have contended that it is not illegal to award cash prizes when the patron is not charged an extra fee for his admission.

Payment of fines by the Balaban & Katz theaters will be held up pending the Illinois Supreme Court ruling.

Sportland Concessions Booked for 14 Fairs

DETROIT, Feb. 13.—Joseph Frederick, who operates penny arcades with two carnivals during the summer, is hibernating this winter in a Detroit suburb and working in the meantime at Dodge Brothers auto plant. He is equipping his sportlands with new machines for next season, buying a number from the Lemke Coin Machine Company, Detroit, and disposing of his older equipment. Advertising recently in *The Billboard* to sell the equipment, he reported nearly 100 replies to the ad.

Frederick also does a whip-cracking act and is operating a new educational Prison Show, devoted to the thesis that "Crime Doesn't Pay," using his own act as a bally, while Mrs. Frederick handles the arcades. The sportlands have already been booked independently for 14 Michigan and Ohio fairs, mostly recent dates.

Lumber Orders Pile Up

NEW YORK, Feb. 13.—According to *The New York Journal of Commerce*, the lumber industry during the week ended January 30 stood at 46 per cent of the 1929 weekly average of production and 58 per cent of 1929 shipments. Production continued low, partly due to high water and adverse weather. Shipments made some gain in this, the last full week of the maritime strike.

New orders for the third consecutive

Lane Continues Drive on Tester

NEW YORK, Feb. 13.—Bert Lane, handling sales of the Jiffy Tester repair kit for the George Ponsler Company, reports that sales of the kit are climbing daily, with repeat orders indicating that operators find the kit a real service in their work.

"We are receiving orders from all sections of the country," Lane stated, "and production has been increased to take care of the increasing demand. I never believed we would have any product to surpass the orders we had for Bank Roll, but the Jiffy Tester device is bringing in a marvelous response. We introduced the Jiffy Tester at the Chicago convention and received a lot of business there. Repeat orders from the first customers show that the repair kit is giving full satisfaction."

George Ponsler, just before leaving for Miami, said that with sales for the Jiffy Tester booming to new high levels and with Bert Lane responsible for this fine business, he feels that he can take it easy in Florida while Bert is creating new records at the office.

week were over 40 per cent above output and continued at the high levels of the past two months.

National production reported during the week by 6 per cent fewer mills was 1 1/2 per cent below output of the previous week, shipments 8 per cent above and new orders 2 per cent higher, according to the National Lumber Manufacturers' Association.

Reported new business during the week was 46 per cent in excess of production; shipments were 23 per cent above output. Reported new business of the previous week was 42 per cent above production; shipments were 12 per cent above output. Production was given as 13 per cent below the corresponding week of 1936, shipments 10 per cent, with new orders up 10 per cent.



LOUIS ROSENBERG, Rozy Novelty Company, Toronto, reports American games more popular than ever in Canada. He is shown playing a bumper novelty game by Bally Manufacturing Company, heavy shipments of which are said to be crossing the border regularly.

LOWER PRICES

FIRST CLASS MACHINES

BIG SHOT	\$15.00
JUMBO	15.00
PEERLESS	20.00
ALAMO	20.00
CHALLENGER	30.00
MULTIPLE	25.00
DOUBLE UP	10.00
RODEO	10.00
NATURAL	30.00
BONUS	15.00
ALL STARS	35.00

Prompt Delivery.

All shipments F.O.B. San Antonio, Tex.

STAR NOVELTY CO.

Press & Nueva Streets
 SAN ANTONIO TEXAS

B THIS WEEK'S SPECIALS B

Guaranteed — Ready to Operate.

LINO
 FIFTY-FIFTY
 NEIGHBORS
 FINANCE
 PAR GOLF
 PIPPIN
 SCORE A LIFE
 CHEER LEADER
 QUE, JR.
 FIVE & TEN
 KINGS
 RAPID TRANSIT
 WINOLITE
 BALL FAN

\$5.00
 EACH

One-Third Deposit.
 Balance C. O. D.

Send For Price List Number 220.
BESSER NOVELTY CO.
 2020 OLIVE ST., ST. LOUIS, MO.

THE FOLLOWING MACHINES MUST BE SOLD AT ONCE

Latest Machines of Mills and Watings Double Jackpot Gold Award 5c and 1c. Collapsible stand. The latest one-bill payout game; up-to-date novelty Pin Games. For full particulars write:
EASTERN SMALLWARE & STATIONERY CO.
 290 McDermott Ave., Winnipeg, Can.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
336 WRIGHTWOOD AVE.

Did the floods affect your business? We are prepared to give you immediate shipment of new, dependable games, and to enable you to take advantage of our Extended Credit Plan. No carrying charge. Let us explain it to you! YOU CAN'T GO WRONG!

WRITE FOR CREDIT!
Lee D. Jones

P. S.—Al Martin, of "Uncle Tom's Cabin" fame, writes!

Bumper Bows in Two New Models

CHICAGO, Feb. 13.—"A Bumper game for every type of location," say Bally Manufacturing Company officials, originators of the Bumper novelty game. Their promise is backed up with the announcement of two automatic payout models of the Bumper type machine.

The official announcement says that both games, Skipper and Carom, feature the giant coil springs made popular by the Bumper novelty number, the pin-less, pocketless play field and the so-called growing-score totalizer by which the player sees the score increase as the game progresses, with every bump or hit flashed by a clever stereopticon device. Skipper has the same play principle as Bumper and is adjustable for any number of balls from one to five. But, in addition to the magic lantern totalizer, there is a magic lantern free game register, and at a certain score, adjustable by the operator, free games are registered concurrently with the recording of the score. At the end of the game player receives payout as indicated on the free game register.

"However," points out Jim Buckley, Bally's general sales manager, "Skipper must not be confused with the ordinary payout machine. Skipper lets the player decide for himself just how he'll take his award. If he decides on free games the chute operates without coins until all free games are used up. If he wants a payout he presses a button and out comes the coins or tokens. He can even take his award partly in free games and partly in actual payout.

"But that's not all. The entire payout section can be removed in five minutes and put back on just as quick. When on, awards are player's choice, as I've already outlined. When off, awards are in automatic free games only, and all payout atmosphere is completely removed from the machine. Should the merchant be called on to redeem some of the free games he presses a button and thus automatically makes a permanent record of all free games redeemed.

"Carom combines Bumper action with one-shot play appeal and also includes such popular features as electric kicker and changing odds. A novel odd-or-even idea is incorporated in the scoring system, which is said to result in unusual suspense."

While stating that volume production is already well under way, Jim Buckley warned that unprecedented demands for the original Bumper would put some limitations on Skipper and Carom production. Altho Skipper and Carom were on display only during the last 15 minutes of the recent Coin Machine Show, orders booked them more than consumed the firm's first week's production.



MAX HURVICH, president and one of the "Gold Dust Twins" of the Birmingham Vending Company, Birmingham, Ala. He is now traveling thruout the Southern territory.

Gerber & Glass Organize G Men

CHICAGO, Feb. 13.—Paul (Potash) Gerber, of Gerber & Glass, is telling operators how to become "G men" as customers of the Gerber & Glass firm. According to Paul, he and Max Glass are "G men" by virtue of their names, and now a plan is being promulgated whereby others may also attain the rank.

Paul explains that all that is necessary for an operator to join the great organization of G men is to make at least one "G note" a month, that is, \$1,000 per month. "We have the solution to this problem," Gerber claims. "All one has to do is to buy some of the games that we feature, especially the new Tri-O-Pack counter game, and we guarantee him that within a month's time he will be eligible for membership in the G men."

"Not only have we decided to make this a club in itself, but we believe that this is one club that everyone wants to belong to and that's why we are prepared to help operators enter and also keep them in the \$1,000-per-month class." Gerber & Glass G men will have a regular insignia button of their own. The button can only be obtained after the operator can show that he is a regular \$1,000-per-month depositor in his bank. Since we are willing to show operators how to get up to that class we believe there will be a rush for membership in the organization."

FINAL CLOSE-OUTS TO MAKE ROOM FOR BALLY'S SENSATIONAL BUMPER

Have Plenty Bumpers for Immediate Delivery

10 Rotary Merchandisers \$165.00

BOWLING GAMES
BALLY ROLLS, \$85.00; BANK ROLLS, BOWLETTES, ROCK-O-BALLS WITH NEW MECHANISM, \$100.00; ROLA SCORES, \$75.00.

AUTOMATICS
PARI MUTUELS, ALL STARS, DERBIES, PEERLESS, HIALEAHNS, STOP AND GO'S, 25c RELIANCES, your choice, \$39.50; BALLY'S SKY HIGH, \$25.00.

NOVELTY GAMES
BOLOS, \$25.00; EXCELS, LIGHTS OUT, \$20.00; MAD CAPS, with electropaks, \$15.00. STONER'S HOLD EMS, new and in original cartons, \$37.50.

COUNTER GAMES
DAVAL'S REEL 21 and RACES, \$9.00.

DIGGERS
3 ELECTRO HOISTS, \$39.50 — 3 BUCKLEY DIGGERS, \$49.50

RUSH ONE-THIRD DEPOSIT! ORDERS FILLED IN ROTATION! GET ON OUR MAILING LIST FOR BARGAINS!

AUTOMATIC SALES CO.
191 SECOND AVE., North NASHVILLE, TENN.

A SQUARE DEAL TO ALL

Bally Challenger	\$40.00	High Card	\$75.00	Bally Roll	\$40.00
Bally Hialeah	30.00	College Football	75.00	Policy	52.50
Bally Belmont	60.00	Sunshine Baseball	40.00	Center Smash	65.00
Bally Snappy	60.00	Diamond Mine	35.00	One Better	60.00
Bally Prospector	17.50	Turf Champ	62.50	Double Score	70.00
Bally Junco	23.00	Pamco Palooka, Jr.	30.00	Alamo	20.00
Pamco Saratoga	45.00	Pamco Chase	27.50	Sunshine Derby	27.50
Bally Ace	15.00	Pamco Ballot	37.50	Queen Mary	47.50
Western Races (Myl)	27.50	Ten Grand	24.50	Pamco Parlay	27.50
Western Races (Mull)	27.50	Daily Races	25.00	Daily Limits, Late Mod.	35.50
Flicker	60.00	Top 'Em	70.00	Daily Limits	25.00
Red Balls	20.00	Top Rew	20.00	Big Jay	57.50
Multi-Play	25.00	Wheel of Fortune	25.00	Put & Take	5.00
Trojan	12.50	Rapid Fire	10.00	Bally Blue Bird	65.00
Grand Slam	20.00	Ball Ball	13.50		

NOVELTY GAMES

Hold 'Em	\$32.50	Wheel	\$25.00	Trap Shot	\$22.50
Short Sox (Batters)	20.50	Scotty	12.50	Twister	10.00
Short Sox (Electric)	22.50	80 Grand	12.50	Teletalk Register	10.00
Mad Cap	10.50	Roly Pely	8.50	Ditto	2.00
Top Hat	12.50	Country Club	20.00	Happy Days	35.00
Double Night	12.50	Harvest Moon	10.00	Handicap	20.00
Draw Ball	20.00	Fair Play	10.00	Big Five, Jr.	20.00

COUNTER GAMES

Reel 21	\$10.00	Wagon Wheel	\$ 5.00	Three Cards	\$ 5.00
Reel Races	0.00	Daval Races	10.00		

We Have These New Games in Stock! Fairground, Rover, Carrom, Bumper, Hi Da No, Mist America, Spot Lite, Roll Over, Ten Spots. Write for Prices. We Take Trade In. 25% Deposit

VEECH SCALE CO. DECATUR, ILL.

YOU CAN'T BEAT AVONI

IMMEDIATE DELIVERY

SPOT-LITE

VARIED CHANCE BUMPER-TYPE PAYOUT

The biggest sensation in recent years. Brings top earnings in any location. Order today.

Service That Merits Sales

AVONI NOVELTY SALES CO., Inc.

5907 Euclid Ave., Cleveland, Ohio.

\$137.50 With Famous Gottlieb Features.

SPECIALS!

Flying High (Tick)	\$49.50	Challenger	\$37.50	Junco	\$24.50
Multi-Play (Tick)	34.50	All Star	37.50	Bulle Ball	7.50
Belmont	60.00	Peerless Multiple	37.50	De Luxe 46	0.00
Daily Derby	37.50	Ten Grand	32.50	Sharpshooter	9.00
Tycoon	29.50	Reliance Sc	39.50	Redo	9.90
Peerless	27.50	Reliance 250	39.50	Red Arrow	4.50
Daily Races	27.50	Trojan	17.50	Hollywood	17.50
Round Up (Ticket)	35.00	Big Shot	17.50	Daily Limit (New Style)	25.00
Bally Bonus	27.50	Turf Champ (Tick)	57.50	Rockets	5.00
Bally Ace	12.50	Marmoth	9.50	Sunshine Derby	10.50
Daily Race (Ticket)	34.50	Repeater	25.00	Daval Reel 21	6.50
Fence Buster	29.50	Fortune	12.50	Billy Roll	60.50
Natural	49.00				

ONE-THIRD DEPOSIT WITH ORDER. BALANCE C. O. D. 522 N. W. THIRD ST., OKLAHOMA CITY, OKLA.

Failure To Pay License Causes Flurry in Miami

MIAMI, Feb. 13.—Efforts to operate slot machines without license, when a State law specifically provides for such, is creating a rumpus here.

"It is said that there are over 5,000 machines operating here on which licenses have not been secured. While this is probably an exaggeration, still there is no doubt that many have been placed that have not paid the State, county and city tax.

There is still a great buck-passing contest between State officials and the city attorney relative to what the law actually means in relation to slot machines. Each one says it is up to the other to interpret the law and to do the enforcing.

Real bone of contention is the roulette and dice slots operating in the Royal Palm Club. The devices paid a license of \$1,000 each, but one of the State officials said that the machines could operate for a license fee of \$50, the same as slots. Some of the boys tried to do this and operate, but the city officials put an end to it, pronto.

Maiden-Roll in First Showing

NEWARK, Feb. 13.—This week marked a big event in the history of Roll-o-Matic, Inc., when for the first time Maiden-Roll, firm's new game, was put before the public. Members of the firm were pleased with the favorable comment.

In the inner office certain distributors were permitted to view confidential reports prepared by Dave Braun, showing the juicy profits from test locations.

"By gad, it's got pay-table earnings," remarked Dave, "and it's legal everywhere."

Archie Kass and Julie Braun, who head the destinies of Roll-o-Matic, Inc., were so delighted they sent out for drinks. (P. S.—The drinks never came.)

companies, serving the Eastern two-thirds of the United States, are said to be members of the organization at the present time.

The organization is patterned on the lines of the National Trailways System, the organization of independent bus lines—that was perfected last summer and which now has member companies operating from Coast to Coast. The bus alliance has had for its backbone a number of leading railroad-owned bus lines, and while the new trucking system has no railroad-owned truck systems at the present time, plans are being made to secure some.

Truckmen Form National System To Cover East

CHICAGO, Feb. 13.—Truckmen, carriers of large quantities of coin-operated machines, took steps here this week to form a new national freight system. Organization of the National Freightways System, an association of independent trucking companies operating over principal routes between key cities thruout the country, was announced. Fourteen

R. B. McGold, pioneer Chicago truckman who was for three years manager of the Consolidated Motor Freight Terminal in Chicago, is the organizer of the association and is serving as its president.

Shaver Board Is Fast Sales Item

CHICAGO, Feb. 13.—Early sales following the announcement of Tigerman's new Slick Shaver salesboard setup indicate the deal has been accorded immediate public acceptance. According to Joe Tigerman, president of J. T. Tigerman, Inc., the Slick Shaver boards have resulted, in most cases, in a complete sellout for merchants the very first day they have been on display.

"This establishes the fact that people have become electric-shaver conscious," Tigerman says, "and that they'll spend small amounts to obtain one which would ordinarily cost them from \$10 to \$15 via the direct purchase route. The Slick Shaver is said to operate with lightninglike shaving speed of 7,200 vibrations per minute. As the razor is drawn across the skin it moves with a scining action that cuts the toughest of hair and beards cleanly, safely and quickly. A particular advantage is observed in the use of conventional-type razor blades, which insures the user of a sharp cutting edge at all times."

Tigerman's special introductory offer on the deal includes one Slick Shaver free with the purchase of three. Thus the operator and merchant will have an opportunity to test the efficiency of the shaver; to own one free of cost. In addition to three electric shavers on each board, which would sell for \$10 apiece thru stores, the board sells 88 packages of cigarets. It is said the popular shaver and cigaret angle carries double appeal to both customers and merchants.

Already numerous jobbers, both salesboard and in the coin-machine field, where Tigerman is well known for his creative genius, have indicated their desire to handle the Tigerman line exclusively in their respective territories. "A good salesboard in many cases will give the fastest money-making machine a run for it," says Joe in commenting upon his new merchandising deal. He advances the further assertion that salesboards may be operated in conjunction with games and in countless cases in places where amusement games are not accepted.

Big Spring Biz Expected

CHICAGO, Feb. 13.—With industrial conditions thruout the country continuing a steady improvement, officials of Rock-Ola Manufacturing Corporation state that they look forward to big spring business in their varied products.

The number of operators visiting the plant and placing orders increases week by week, they say, and the biggest spring and winter trade in years is expected. The firm's radio rifles, 1937 phonographs and Rock-o-Ball are all in continuous production, and they state that operators are amazed at the huge production lines.

Hi-De-Ho Setting Pace at Factory

CHICAGO, Feb. 13.—"It's one thing to have a splendid game like Hi-De-Ho, but it's another to supply the demand," is Fred McClellan's way of commenting upon the splendid reception accorded Pacific's new game. Company is reported to have gone into day and night production and to have moved in complete assembly crews formerly connected with its Los Angeles branch to satisfy urgent calls from operators and distributors.

With production of Hi-De-Ho centralized in Pacific's Chicago plant, it is said to have taxed the company's production facilities to the fullest. But it's not new to McClellan, who turned out Contact games at the rate of 500 a day at a time when that popular number awakened the entire country to the appeal incorporated in electrically actuated pin tables. Among the principles included in Hi-De-Ho is the popular idea of matching lights which advance from the center to the right and left side of the light-up board to play both sides against the middle. The play field is loaded with the live coil springs, which react instantly to any impact made by balls as they bound back and forth on their way down thru the field. The game is reported to be full of animation from the ball rebound spring to the bottom of the board.

Paul Bennett, general sales manager of the company, who has seen hundreds of ideas of every nature, exclaims that Hi-De-Ho is the last word in player appeal. He reports operators writing in daily for the purpose of complimenting Pacific on the better money-making principles included in Hi-De-Ho and that reorders are hitting his desk by wire, letter and phone at a dizzy pace. "It's a Pacific year," says Paul, and with Hi-De-Ho helping to bear out his words there is every reason to believe that there's much meaning in those four little words.

Pacific Bases Price on Costs

CHICAGO, Feb. 13.—What Price Glory? was a most popular play in the eyes of Fred McClellan, who witnessed its enactment some years back and which depicted the sacrifices made by the men in the front-line trenches, where Fred himself did his own turns. He could tell a word or two about it if he would.

According to McClellan, you could paraphrase the same saying today with "what price games?" Thruout his years as one of the leading manufacturers of amusement games, McClellan is reported to have studied all costs carefully in building up games that operators could buy at reasonable prices. In setting his prices on Pacific games it is said to be axiomatic with McClellan to base all prices accurately and consistently on the actual cost of production up to the point where they leave the factory and become the Pacific operators' investment.

Having been an operator himself before engaging in the manufacturing business, McClellan is said to have owned and managed a route extending all along the Pacific Coast from the State of Washington to the lower reaches of California. Naturally he has come to know the operators' problems, and as a direct consequence of his own operating experience has been self-influenced to give operators the "breaks" they need in prices. According to McClellan, they could many times have asked a premium for immediate deliveries on Contact. He avers they could do likewise today on Hi-De-Ho.

But in the interests of operators, to whom his business virtually belongs, as McClellan puts it, price schedules on

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The ONLY High Score ACTION Target gun that is getting the BIGGEST PROFITS in History With or Without Prizes in 1c or 5c Play ON EVERY LOCATION! MODERN! BEAUTIFUL! ATTRACTIVE! THE BIGGEST, STEADIEST Money-Maker YOU CAN BUY. RUSH YOUR ORDER NOW!!

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Lowest price, quality game—the biggest attraction in every location. Write or wire your order today!

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1634 Hennepin Ave., Minneapolis, Minn.

\$137.50
With Famous Gottlieb Features.

REAL BARGAINS --- WIRE TODAY

ALL STARS	\$21.50	PEERLESS	\$19.50
CHASE	20.00	PINCH HITTER	24.50
BALLY DERBY	27.50	RED SAILS	24.50
BIG SHOT	17.50	REPEATER	16.50
CHALLENGER	32.50	SUNSHINE DERBY	19.50
DAILY LIMIT	17.50	TURF CHAMPS	47.50
DAILY RACES (Mystery)	40.00	PALOOKA JR.	30.00
GALLOPING PLUGS	26.50	PALOOKA SR.	47.50
JUMBO	15.00	SARATOGA	47.50
LEATHERNICK	24.50	MULTIPLE	27.50
PARLAY	24.50		

Will trade these games for Bowties and Skee Balls at right price. All games guaranteed in good condition. Ten dollars deposit on each game. Shipment made same day order received.

COIN MACHINE SALES CO.
310 M. & M. BLDG., HOUSTON, TEXAS
209 CONGRESS ST., AUSTIN, TEXAS

RECONDITIONED PAYOUT TABLES

KEENEY STOP-N-GO	\$25.00
ROCK-OLA CREDIT	\$17.50
BALLY ROUNDUP	\$35.00
JENNINGS FLICKER	\$39.50
PAMCO BELLS	\$29.50
PAMCO SARATOGA	\$39.50
EXHIBIT ELECTRIC EYE	\$37.50
A.B.T. GRUB STAKE	\$49.50

1/3 DEPOSIT, BALANCE C. O. D.

STATE AMUSEMENT COMPANY

106-108 South 11th St., MINNEAPOLIS, MINN.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

Greenstein Plays In Western Sun

CHICAGO, Feb. 13.—Hy Greenstein, head of the Hy-G Games Company, Minneapolis, is spending a much-needed vacation on the Pacific Coast. Before leaving for the Coast he spent considerable time at the Gottlieb factory in Chicago making arrangements for uninterrupted delivery of Gottlieb products. Hy is Gottlieb's leading as well as one of its most enthusiastic distributors in the Northwest.

"Hy expressed great satisfaction with business conditions in the Northwest," said Mr. Gottlieb, "and upon his arrival on the Coast congratulated our company because Gottlieb games are dominating locations even out there. Hy looks forward to a bigger year than ever before and is getting himself in shape to take care of the rush of business."

Comedy Feature Appealing

CHICAGO, Feb. 13.—The School Days moniker for the new Rock-Ola radio rifle and its comedy features are making the new machine especially popular, the makers state.

Instead of shooting at the usual bird or animal the game embraces the novelty of shooting at a bull's-eye contained in a tomato can. When the bull's-eye is contacted the tomato can jumps in the air and comes down with a resounding smack. The makers say that operators report that the game's novelty is quite appealing.

Pacific products are based low on the cost necessary to produce them. And talking in the same vein, Pacific's executive promises something big in the not far distant future which ordinarily would sell up in the \$500 bracket, but which operators will be agreeably surprised to find within a reasonable price range.

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SUNSHINE DERBY	\$22.50
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DAILY RACES MULTIPLE (Gottlieb)	25.00
DAILY LIMIT	15.00
BALLY BONUS	20.00
SKILLROLL (Gottlieb)	32.50
WESTERN RACES MULTIPLE	22.50
WESTERN RACE MYSTERY	32.50
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Prices F. O. B. Dallas. One-Third Cash with order.

National Sales & Distributing Co.
3128 San Jacinto Street, Dallas, Texas

Thank You for Mentioning The Billboard.

Developments in Location Field Show Chicago Area Making Gains

CHICAGO, Feb. 13.—Reports on retail locations by government and trade association agencies during the past week reveal that the Chicago area led in retail trade gains during January.

An authoritative report also shows that chain stores lost some of their advantages over independent stores during the period from 1933 to 1935. Independent stores have been much more favorable as locations for coin-operated machines of all kinds. All reports on retail locations emphasize department stores as barometers of retail trade. However, department stores have never accepted coin machines on a very large scale.

Chicago and seventh district department stores surpassed all other sections of the country in improvement of their January sales, the Federal Reserve Board of Governors' preliminary report revealed. The board's seasonally adjusted index held at 92, the same level as in December, it also disclosed.

Seventy-one stores in 33 cities in the Chicago Federal Reserve district reported a 20 per cent gain in January sales over 1935, the report showed. This follows a 20 per cent improvement in December, 1935, sales over the preceding year.

Smallest increases over 1935 volume were reported for combination grocery and meat stores with a 7 per cent increase and grocery stores with only 3 per cent.

Of the 292 establishments 241, or 82.5 per cent, reported increases over 1935; 40, or 13.7 per cent, showed declines, and 11, or 3.8 per cent, registered changes of less than 1 per cent.

In the State as a whole motor vehicle dealers again had the largest sales gain, 31 per cent. Lumber and building material dealers were second, 27 per cent.

Evanston reported the greatest gain in total sales, with an increase of 29 per cent.

U. S. Gain Is 11 Per Cent

For the country as a whole 509 reporting stores in 256 cities showed a 11 per cent increase in January sales, the Federal Reserve Board reported. In December the stores had reported a 15 per cent increase and for all of 1935 a 12 per cent gain had been shown.

The seasonally adjusted index of department-store sales at 92 compared with 93 in November, 90 in October and 79 in January last year. In January, 1935, the index reached a low of 61. The unadjusted index dropped to 72 in January from 161 in December, 1935.

The South again was prominent in the improvement of its sales. The Atlanta district stores reported a 16 per cent improvement in January sales compared with a 19 per cent increase in December. The Dallas district, which was in the fore on the December report, dropped to fourth place, but nevertheless reported a 12 per cent gain over last year. Cleveland moved into third place with a 13 per cent increase.

The only other district above the national average in improvement of January sales was Boston, up 12 per cent. Districts which failed to match the 11 per cent national increase were New York, Minneapolis and Kansas City, up 7 per cent; Philadelphia, Richmond and San Francisco, up 9 per cent, and St. Louis, up 10 per cent.

Chain Store Report

Chain-store systems lost between 1933 and 1935 some of the advantage they

gained over the independent stores during the depression years, a report from the Bureau of the Census on types of operation in the retail field shows. While chains accounted for 25.4 per cent of the total retail volume in 1933, a gain from their 20 per cent share in 1929, they sold only 23.8 per cent of the total distributed at retail in 1935.

A reduction in the number of stores operated by chain-store systems explains the loss in the share of business to an appreciable extent. Thus chain-store systems increased their sales by nearly 10 per cent from 1933 to 1935, although their number of stores declined by 10 per cent.

Chain-store sales in 1935 amounted to 76.8 per cent of their 1929 volumes. Independent stores, on the other hand, did only 63.7 per cent of their 1929 volumes in 1935. Independent stores had, of course, lost more of their 1929 volumes during the depression than did the chains. As a result they would be expected to record sharper gains during the recovery.

The census data shows that such is the case. Independent stores reported in 1935 a volume some 38 per cent above the 1933 level, partly as a result of an increase of 9 per cent in the number of independent stores.

Data on sales per store are quite revealing in showing how chain systems have weathered the increased competitive efforts of the independents as typified by the chain-store taxes, the Patman Act and the resale price maintenance laws. Chains increased their sales per store by 31 per cent from 1933 to 1935. Independents, on the other hand, increased their sales per store by only 24 per cent. The average sales per independent store in 1935 was \$18,450, while for chains the average was \$39,200.

Kinds of Business

While the chains' share of the total volume declined for the country as a whole, in certain lines of business the chain systems continued to gain at the expense of the independent retailer. Thus shoe chains scored a sharp gain over their 1933 showing and in 1935 were doing 50 per cent of the total shoe business.

Chain radio stores also registered a sharp increase in the volume of business done, as did chain units in the department store, women's ready-to-wear, tobacco and jewelry fields. Drug chains just about held their own with their 1933 showing.

On the other hand, in the grocery, filling station, variety, men's clothing and restaurant fields, chain units' share of the total volume of business declined from 1933. The decline in the filling station field is ascribed, of course, to the action of major oil companies in disposing of their retail outlets.

Chains are most prominent in the variety, shoe and grocery fields. In the former they do 90.8 per cent of the total volume, in the shoe they sell 50 per cent of the total and in the grocery field they do 39.1 per cent of the total, according to the census data.

Other types of retail operation generally show gains in their share of the total volume of business. House-to-house selling gained sharply over 1933, which in turn was distinctly larger than in 1929. Direct selling accounted for 4 per cent of the total retail volume in 1935 compared to 2 per cent in 1929.

Mail-order selling (excluding stores operated by mail-order houses) likewise gained sharply, accounting for 1.3 per cent of the total in 1935, compared with 1.0 in 1933.

Historic List Of Bally Games

The Billboard published a "buyers' directory" in the 1937 convention issue, January 16, 1937, listing machines actively on the market. Bally Manufacturing Company, Chicago, also submitted a complete list of machines made by the firm since 1932. The list has historic interest and we are publishing it herewith. We will be glad to receive such lists from other manufacturers for

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All Machines in A-1 Condition Ready to Operate.

HUT 'N TAKE	\$5.00
DIAMOND FIRE	
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JUMBO	
DAILY LIMIT	15.00
DIAMOND MINNEAPOLIS	
GRAND SLAM	
ROUND-UP	
ALL STAR CREDIT	20.00
MILE A H	
PAMCO PARLAY	22.50
PINCH HITTER	
LEATHERNECK	
BALLY DERBY	27.50
SARATOGA	
MAJESTIC	
CHALLENGER	30.00
PAMCO PALOOKA	
(8 Bits)	
PAMCO PALOOKA JR.	
ELECTRIC EYE	
TURF CHAMPS	47.50
FLICKER	
DAILY RACES, Mystery	
GALLOPING PLUGS	\$17.50
RED SAILS	25.50
FLYING HIGH	40.50
VELVET	42.50

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SEEBURG SELECTOPHONES \$50.00
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All orders \$10.00 or less, full cash; Orders over \$10.00, 50% deposit, balance C. O. D.

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Mad Cap	\$14.50	High Stakes	\$5.00
Turf Ticket	\$2.50	Electric Eye	\$7.50
Torpedo	\$5.50	Multiple	\$9.00
Country Club	\$4.50	McCoy	\$7.50
Whirlpool	\$11.00		

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117-119 W. Center St., Milwaukee, Wis.

WILL BUY PENNY ARCADE MACHINES

New or Used Equipment in good condition. No Marble Games or Gambling Machines. Write what you have, stating condition and price, to

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1404-6 Farmers Bank Building, Pittsburgh, Pa.

our files and also for their historic value. The Bally list is as follows:

1932—Ballyhoo, Ballyround, Throting Circus, Screw, Goofy, Bally, President, Monarch, Jack and Jill.

1933—Arway, Skipper (counter), Rambler (counter), Crusader, Rocket, Blue Ribbon, Pennant, Cub, Docket, Boss, Fatima, Ticker, Mike and Ike.

1934—Streamline, Spark Plug, Fleet Jr., Fleet Sr., Champion, Signal Jr., Signal Sr., Red Arrow, National (counter), Action Jr., Action Sr., Skyscraper.

1935—C. O. D., Rockelite, Prisky, Skill Circle, Traffic, Ranger, Planetollus, Silver Streak, Ace, Three-in-Line, Banker, Long Star, Prospector, Centennial, High Hand, Match-the-Dial, 6-6-6, Main Street, Battle, Scrimmage, Smack-Em, Jumbo, Teaser, Golden Harvest, Harvest Moon, Bally Derby.

1936—Bally Donus, Peerless, Rambler, Part-Mutuel, All-Stars, Halesh, Sky-High, Multiple, Natural, Airline, Challenger, Round-Up, Lights-Out, Bally Baby, Ray's Track, Reliance, Bally-Boll, Blue Bird, Belmont, Snappy, Peakness, Bally's Eagle Eye, Pockets, Bumper.

1937—Fair Grounds, Carom, Skipper, Rover.

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RECONDITIONED PAYOUT GAMES

COTTLIEB'S DERBY	
DAY	
COTTLIEB'S COLLEGE	\$59.50
FOOTBALL	
COTTLIEB'S HIGH CARD	
These Games Very Slightly Used.	
COTTLIEB RACES, MYSTERY	\$37.50
COTTLIEB FENCE BUSTER, MYSTERY	
PAMCO SARATOGA	\$42.50
PAMCO BELLS	\$29.50
BALLY DERBY	
RED SAILS	\$32.50
BALLY'S ROUND UP	
BALLY'S BLUE BIRD	\$44.50
BALLY ALL-STARS	\$22.50
BALLY JUMBO	\$22.50
SUNSHINE DERBY	\$22.50
DAILY LIMIT (Jennings)	\$16.50
EXHIBIT ELECTRIC EYE	\$29.50
PAMCO PARLAY	\$27.50
PINCH HITTER	
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.	

CENTER FOR BARGAINS

RECONDITIONED AUTOMATIC PAYOUT TABLES

PAMCO BELLS	\$39.50
LEATHERNECK	\$35.00
SUNSHINE BASEBALL	\$35.00
McCoy	\$22.50
PEERLESS	\$29.50
TYCOON (with Power Facts)	\$27.50
SUNSHINE DERBY	\$25.00
ACES	\$14.00
BAFFLE BALL	\$14.00
GOLD RUSH	\$9.00
PUT 'N TAKE	\$5.00

1/3 Deposit, Balance C. O. D.
P. O. B. Milwaukee
NEW GAMES—Get Our Prices!

MILWAUKEE COIN MACHINE CO.

3725 W. Center St., Milwaukee, Wis.

CORRECTION

Due to Typographical Error the Incorrect Price Appeared in Our DUCK SOUP ADV. Feb. 6 issue. The Correct Sample Price is \$1.90.

To protect the interests of the thousands who already purchased this game at this price and to prevent misleading the hundreds who might be interested, we publish this advertisement.

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Exclusive Wisconsin Distributors

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3725 W. Center St., Milwaukee, Wis.



\$137.50
With Famous Gaudin Features.

Exhibit Distributors Report Big Sales

CHICAGO, Feb. 13.—From every part of the country congratulations on Chuck-a-Lette and Jockey Club have been pouring in to Exhibit Supply Company, according to Leo J. Kelly, Exhibit sales manager. "Typical comments on these proven winners come from such representative coinmen as 'Silent Bill' Cohen, of the Silent Sales Company, Minneapolis; A. H. Bechtol, of the Florida Coin Machine Exchange; the Platt boys, of Atlas Novelty Company, Boston, and Al Johnson, of the National Premium Company, Omaha," Kelly says.

"Here are just a few of the messages we have received from operators over the country," said Kelly. "Nathan Newcomb from down in Kentucky writes: 'Chuck-a-Lette cleared \$400 in three weeks.'"

"Carl Hoelzel, of Kansas City, predicts Chuck-a-Lette the biggest hit for 1937. A. H. Bechtol, in Florida, reports: 'Chuck-a-Lette is a positive success. Fleeces player, merchant, operator and service man.' Electro Ball in Texas writes to say: 'We now share your enthusiasm for Chuck-a-Lette. Earnings continued us.'"

Kelly explained the success of Chuck-a-Lette as follows: "Where territory is open for this type of equipment the operator simply must get the maximum possible collections from every location. Chuck-a-Lette has proved its ability to get the heaviest possible locations. Its whirlwind seven-coin play takes 35 cents every 15 seconds and pays out just the right amount to induce continuous repeat play."

Kelly reports that more than a thousand Chuck-a-Lettes were on location for wide-awake operators before the 1937 show. "At the show the game was a center of attraction," Kelly announces. "Reorders and new business at the show and a steady volume since the show have definitely stamped Chuck-a-Lette and Jockey Club as established successes. We look for an ever-increasing volume on these games for many months to come. There is no letup in sight and we know that operators are just now awakening to the wider possibilities with these popular machines."

Adolph A. Caille Passes

DETROIT, Feb. 13.—Adolph A. Caille, 72, manufacturer and inventor and one of the best known figures in the coin-machine world for many years, died February 9 at his home in Detroit.

Caille was engaged in the manufacturing business for nearly 50 years. He organized the Caille Bros. Manufacturing Company and the Caille Motor Company, manufacturers of coin-operated amusement machines and marine outboard motors, respectively. He operated the companies for many years with his brother, the late Arthur Caille, retiring from active participation in the business in 1932. Two years ago he returned actively to the coin-machine field, founding the A. C. Novelty Company, which has been developing a new type of amusement machine, in partnership with his son, Arthur J. Caille, who will carry on the business here.

He is survived by his widow, son and a daughter, Mrs. Harry E. Knapp. Burial was in Mount Olivet Cemetery here.

Payouts Hold in Novelty Spurge

CHICAGO, Feb. 13.—Despite the current boom on novelty games, automatic payout games continue to maintain their popularity, according to Ray Mowbray, president of Bally Manufacturing Company.

"It's a daily struggle," Ray stated, "to keep up with the demand for our Fair Grounds one-shot. Some very remarkable earning figures are being received, indicating that the Fair Ground four-nickels-at-a-time coin chute is getting all four nickels at least eight out of 10 plays. The new legless console cabinet introduced in Fair Grounds is also proving a popular feature, opening the doors to many high-class locations which have not welcomed ordinary pin games."

"In the single-coin class our Rover one-shot is steadily gaining popularity. Its 'guaranteed-two-selections' feature and unusually juicy-looking array of odds evidently have the right appeal to get a consistently strong play. From every indication to date Rover will have



THE SMILING FACE belongs to Bob Dillon, of the Rock-Ola Manufacturing Corporation's phonograph department. Bob is well known to the many operators who visit the Rock-Ola plant and is well liked.

Aluminum Firm Mentions Daval

CHICAGO, Feb. 13.—Counter devices made by Daval Manufacturing Company are illustrated as examples of streamlined design in a booklet recently issued by the Aluminum Institute published here. The booklet stresses the fact that wherever possible the Daval firm has made use of aluminum metal in its games. "Thereby Daval Manufacturing Company has been giving its customers games with greater strength and less weight," the booklet says. "Of course, the manufacturer has gone to greater expense in presenting the games in such fine streamlined design, but there is a surety that the purchasers approve these machines, for they must realize they are getting the finest equipment for their money."

The Daval firm is also complimented on the great change made in the design of its products. One picture shows a "before and after" theme, wherein an old Daval counter game is presented, prior to the adoption of modernistic design, and then one of the newer games is shown. The idea of the pictures is to impress on aluminum users the flexibility of this metal in design work and also the great difference that modern design will make in a product.

The bulletin states: "There is no doubt that the customers and the players will greatly appreciate the modernly designed games of the firm as compared to the older models."

New Converter Is Introduced

NEW YORK, Feb. 13.—Ed Brothers, of Reliable Amusement Machine Company, has introduced a new converter for use in pin tables. After testing the A. T. R. converter for several months on location Brothers has undertaken to distribute the item on a national scale for the American Television and Radio Company.

Brothers says: "The A. T. R. converter, which is small enough to fit into any machine, is simply plugged into the machine."

"In addition to proving it is mechanically perfect the A. T. R. DC converter is quite inexpensive, and operators who are running on DC current will find this device invaluable to them."

a run rivaled only by the Preakness game.

"Incidentally Preakness continues to hold first place in the affection of Bally one-shot operators. Introduced early last fall, it is still in big demand. Operators tell us that many Preakness machines on location for the last four months are still earning new-game profits, and accordingly they are still adding Preakness to their routes."

Uncle Sam Tests Coins at Mints

WASHINGTON, Feb. 13.—While the coin machine industry wages a perpetual battle to develop a device that will eliminate good coins from bad, many coinmen are not aware of the vigilance which the federal government maintains to insure perfectly good coins at the source of manufacture. According to a United Press story, Uncle Sam maintains both a scientific check on the coins at the mints and also an old customary watch.

On February 10 this year the government's special pyx committee doffed its toppers and its sables and looked for wooden nickels.

The pyxes were appointed by President Roosevelt in full accordance with the law. Then they entrained for Philadelphia to conduct an annual ceremony which began in George Washington's time, when many a silver doubloon was mostly pester and a golden dollar brass.

The committeemen go to the mint and there take samples of nickels, dimes, quarters, halves and dollars and test 'em to see whether they're real, tho they frankly admit they don't know much about it.

A two-bit piece might be made of antimony or tin from a tomato can and they'd never know the difference. That's all right in this day of efficiency, because experts from the Bureau of Standards and the Treasury do the actual work. The committeemen get no pay, no traveling expenses—nothing except a parchment commission with the President's autograph, which they can frame and hang on the dining room wall.

The test of the coinage has been made yearly since the mint was established in 1792. Even then the custom in England was an old one and the coins to be tested by the goldsmiths' guild were placed in the pyx box. Today the money also is placed in the pyx box and that's how the ceremony gets its name.

Dr. F. S. Holbrook, the Bureau of Standards scientist, and James S. Buford, chief assayer from New York, do the testing. They take more than 300 coins from the various mints and roll 'em thru a kind of clothes wringer, which flattens a 50-cent piece into a silvery pancake.

The experts clip a small chunk from each piece with a pair of scissors and drop the pieces into a pot of acid. That shows how much silver is in each coin. If it's any more than 3/1,000 too much or too little somebody gets fired. This never has happened.

Fitzgibbons To Have Frat Tepee

NEW YORK, Feb. 13.—John A. Fitzgibbons, president of Fitzgibbons, Inc., Eastern factory representative for Bally Manufacturing Company, Chicago, announced this week that an Eastern wigwam for the O'Toole Tribe of Indians is now ready to receive applicants for membership at the New York and Newark, N. J., offices of his firm. The O'Toole Tribe of Indians is a fraternal group for operators sponsored by Bally Manufacturing Company.

According to Fitzgibbons, operators wishing to join the O'Toole Indians may do so by registering their applications at either the New York or Newark offices of the Fitzgibbons firm. Firm's field representatives, Lew Wolf and Herman Pollock, will also be happy to accommodate any operator seeking his O'Toole Indian badge and ritual.

"The main O'Toole Indian wigwam is at the Bally factory in Chicago. All applications are sent there for approval. After they are approved they are then sent back to the Eastern wigwam, where the operator is initiated into the organization."

"The Eastern wigwam is being equipped with a real Indian tepee and Indian pictures and relics. Western friends of John A. Fitzgibbons have arranged for shipment for such Indian regalia to him. A chief's feather headdress will also be found at the Eastern wigwam of the O'Tooles very shortly."

"Enthusiasm among the Eastern operators for the organization is very apparent. Many who were at the Chicago convention are stimulating further interest."

BANG

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Used Games

BAFFLE BALL	
DE LUXE 40	\$15.00
REPEATER, 1 Ball	
REPEATER, Free Game	
RAINBOW	Your Choice
CARIOCA	
PAMCO PARLAY	
TYCOON	\$29.50
ROUNDUP	
HARMONY BELLS	
BIG RICHARD	Your Choice
CHALLENGER	
FALOOKA SR., Like New.....	\$59.00
POT 'N TAKE	\$7.50
STAMPEDES	
100 Used Slot Machines, \$15.00 and up.	
200 Novelty Games, Each.....	\$5.00

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BARGAINS COUNTER GAMES.

Cent-A-Pack	\$ 7.00
Real 21	8.00
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Peritan	5.00
Punchette	5.00
Draw	2.50
MARBLE TABLES.	
Mad Cap	\$15.00
Excel	17.50
Fair Play	10.00
Crist O'ous	4.00
Pocket (Baffle)	40.00
YUSE CHAMPS (Automatic)	5.00
(Ticket)	\$5.00
Slot Machines, Sr. 25¢ Res. L. P.	10.00

1/3 Deposit, Balance C. O. D.
C. CHARLE & CO., Springfield, Mo.

FINAL LOWEST PRICES Ever Quoted On Electro-Ball HIGHEST QUALITY Reconditioned Pin Games

... their perfected condition makes them worth \$5 to \$10 more than ordinary games!

Alamo	\$14.50
Bally Derby	27.50
Big Shot	19.50
Blue Bird	49.50
Challenger	32.50
Daily Limit	14.50
Galloping Plugs	29.50
Grand Slam	19.50
Pamco Speedway	29.50
Pamco Parlay, Sr.	24.50
Peerless	24.50
Pinch Hitter	24.50
Prospector	14.50
Preakness	84.50
Sunshine Derby	19.50
Red Sails	24.50
Velvet	39.50

Many others! F. O. B. Dallas.
1/2 Cash (Bank Exchange or Money Order) With Order, Balance C. O. D.

Electro-Ball Co., Inc.
1200 Camp Dallas

GUARANTEED USED MACHINES

Immediate Delivery

PAMCO MARKSMAN (with stand)	\$125.00
PAMCO FLYING DUCK (two stand)	100.00
WURLITZER Photo Photograph	75.00
CAPEHART Model B Photograph	75.00
PAMCO BEE JAY	75.00
EXHIBIT Novelty Merchandise Model 808 to M2000	50.00
SARATOGA	50.00
PAMCO FASCINATION	50.00
DAILY RACES—Mystery	50.00
PAMCO PALOOKA SR.	45.00
BALLY CHALLENGER	35.00
PAMCO PALOOKA JR.	25.00
BALLY ALL STARS	25.00
PAMCO HALLOT	30.00
PAMCO RED SAILS	25.00
PAMCO PARLAY	25.00
PAMCO LEATHERNECK	25.00
PAMCO CHASE	20.00
SUNSHINE DERBY	20.00
GALLOPING PLUGS	20.00
PINCH HITTER	20.00
PEERLESS	20.00
BIG SHOT	17.50
JUMBO	17.50
TEN GRAND	17.50
PROSPECTOR	12.50
RAINBOW	12.50
REPEATER	12.50
DOUBLE SCORE	12.50
ROCKO	10.00
PAY DAY	7.50
STEWART & McGUIRE Gum Machines	7.50

One-third Deposit Required on All Orders.

SOUTH COAST AMUSEMENT CO.
M & M BLDG., HOUSTON, TEX.

BARGAINS

14 FL. KEENEY BOWLETTE	\$ 75.00
PACES RACES Bally Cabinet	125.00
25¢ BILLIARD DICE, Like New	49.50
BOLO (Used One Week)	20.00
ARKY HIGH	25.00
GOLDER HARVEST	25.00
DE LUKE 40	15.00
TROJAN	15.00
JUMBO	25.00
PROSPECTOR	15.00

SOUTHERN AMUSEMENT CO.,
425 Madison Ave., Memphis, Tenn.

Clothing for Ops Gay as Machines

WASHINGTON, Feb. 13.—The riot of color combinations in men's clothing, as presented at the designers' show of the Merchant Tailor Designers' Association here, indicates that it may be possible for the operator of table games to wear clothing somewhat in keeping with the color combinations of the playing board and cabinet of the games he features. Fancy the convenience to locations when the proprietor could tell the gayety of the games an operator offered by simply looking at his clothes.

Among the displays were a red sport coat, business suits of checks and plaids and "mixtures" predominantly brown, blue, gray and light green; one maroon evening outfit and another of lemon yellow were among the models displayed for spring and summer wear.

The maroon tuxedo, with black satin lapels, is already popular at Palm Beach, according to W. M. Webb, of Washington. The lemon yellow tuxedo, he said, was designed for summer evening wear.

The new trends in color and cut were discussed in detail in an address by Raymond G. Twyfelfort, president of the National Association of Merchant Tailors, who urged a "complete breaking with the Victorian tradition."

Brighter colors and "modernization" of men's dress in harmony with the reviving spirit of this post-depression time were predicted by Twyfelfort.

In general, judging by the models and forecasts, coats will be more closely fitted at the waistline and over the hips and be much fuller in the chest. Ways to "drape" the soft front of a coat so that it will "bend out" instead of "break" were demonstrated.

When Operator Turns Poetic

CHICAGO, Feb. 13.—When an operator turns poet that is news. Al Douglas, president of the Daval Manufacturing Company, says he received copy of a poem this week from an operator which shows how operators are reacting to Daval games. The poem follows:

When you're dead-tired and weary
And feel low-down and dreary;
Or your head's in a turmoil
Because you've lost your best girl.

When your boss acts too formal
And insists you're subnormal;
Or coming home from a hard day's work
You find you've been blessed with twins
by the stork.

Just say, "The deuce with it all,"
And get a lift from Doctor Daval!
Get a load of real satisfaction
With Red 'n' Blue's speedy action!

For Red 'n' Blue is a certain "cure-all"
For ailing operators—singular and plural.
It brings in the coin—the mazuma—the dough;
And there's nothing like cash, boys, to
drive away your woe!

New Orleans

NEW ORLEANS, Feb. 13.—Mardi Gras celebrating gave operators the biggest week in many months. Returns were gratifying in all sections of the city. Ops who rented out photographs also reaped nice rewards. Dancing in the streets was on the ops, as no less than a half dozen large machines filled Canal street with music from stem to stern.

Among music operators who treated the population to free music was F. P. (Buster) Ciesl, of the Great Southern Novelty Company. Buster had three of his largest Wurlitzers placed in heaviest thronged sections of downtown to entertain thousands of merry-makers. "It was plenty of fun for us as well and we intend to make it a yearly practice," Buster says.

Texas and Louisiana operators were saddened this week to learn of the death here of the mother of Burt Trammell, New Orleans manager for Electro Ball, and Mickey Trammell, popular Dallas op. Mrs. Trammell had been in ill health for some time. Following a major operation at a local hospital she died early Wednesday morning. Remains were shipped to Dallas for interment.

Arthur C. Hughes and Ed Stern have done it again. Yes, both found reasons to be in New Orleans at the same time. Hughes came in last Saturday and intends to spend a week to 10 days in the interest of Electro Ball, of which he is music department manager. Stern (call it an accident if you want) appeared on the scene immediately after, and now the two old pals are together once more in the Crescent City. What a Mardi Gras celebration!

Two fine meetings were held in New Orleans this week. Tuesday night more than two dozen ops met in the offices of the Dixie Novelty Company for the regular gathering of the New Orleans Coin Venders' Association, presided over, as usual, by the genial and lifetime president of the group, Julius Pace, who has now fully recovered from the flu contracted while attending the Chi convention. The other meeting, that of the United Music Operators' Association, was held Thursday with a score present to take part in some fine discussions. It was voted unanimously by the music ops to charge a minimum service fee monthly of \$3. In other words, to pay location's percentages only after \$3 or more has been gathered in a machine in a week. The meeting was presided over by President Jules H. Peres.

There is always something new under the sun and to prove it one of the steadiest players of the Sport Center here established some new kind of record last week when he played the Bumper, on location there, for 12 hours without a rest. Jack Sheehan believes that this is a record for one-time play, particularly as the player was not induced to stay and did so because, to use his own words, "he was so interested in the game that time just flew by before he realized it." He finished the day slightly ahead of the house.

S. W. Comeaux, New Orleans distributor for J. H. Kenney, says that Ten Strike is proving to be quite a boon to his business. "The new type of game

Slash OPERATING COSTS \$60 TO \$90 PER YEAR FOR EACH PIN GAME!

ELECTROPAK

Ends Expensive
and Undependable
Battery Replacements

Insist on the Genuine Electro Pak

ELECTRICAL PRODUCTS CO.
5527 Russell Avenue Detroit, Michigan

is attractive and business has improved considerably since locations have learned of its fine drawing power." Comeaux says.

Ed Kramer and Sam Gentilich, who opened a new office in Mobile, Ala., recently to take over the Gottlieb and Pamco lines in that territory, report a fine business already closed there. "All of the largest operators in Mobile have been in to see us and most of them have since bought new Gottlieb equipment," Kramer reports.

Burglar Alarm Gets Real Test

NEWARK, N. J., Feb. 13.—A prominent operator here reports a case which demonstrates the effectiveness of the burglar alarm cash box on the Red 'n' Blue table games made by the Daval Manufacturing Company, Chicago. It seems that thieves attempted to open the cash box of a game while the store-keeper was in the rear, and when the bell went off the location owner dashed out to the front, caught one of the thieves and did a very workable job of manhandling him.

The location owner claimed that this was the first time he had caught one of these men. He claimed that his cash box has been rifled before. "But," he told the operator, "the new burglar alarm attachment on the Red 'n' Blue game was responsible for making the thief black and blue."

Lichtman Hails A. B. T. Targets

NEW YORK, Feb. 13.—Charles Lichtman, of the New York Distributing Company, says that his firm is featuring the new target skill game made by the A. B. T. Manufacturing Company, Chicago.

"The target counter game has definitely proved itself to be one of the steadiest money makers in the industry," Lichtman says. "The new, modernistically designed model, featured at the show in Chicago for the first time, commanded a great deal of attention from operators. The scoring feature has been acclaimed by all as one of the best competitive angles ever used in target action."

"The game is of a small convenient size, allowing for it to be placed in spots where other games would not get as much action. It can be used with or without stand and comes in penny and nickel play. We are starting an elaborate promotional campaign for the A. B. T. target skill and believe it will be one of the best sellers in this territory."



JIM BUCKLEY, SALES MANAGER OF BALLY MANUFACTURING COMPANY, poses with Joe Mahoney (left) and Roy McGinnis (right), Rez Novelty Company, Chicago, during a merry mood at a recent powwow of the Tribe of O'Toole Indians, coinmen's fraternity sponsored by Bally.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Billiard Demand Surprises Maker

PAYETTEVILLE, N. C., Feb. 13.—"We never expected anything like this," Joe Calcutt, president of the Vending Machine Company, stated as he surveyed the first responses to his announcement of the 1937 model of the coin-operated billiard table called the Aristocrat.

"We knew that it was a game to last a lifetime," he continued, "and we also know what profits it has been bringing to us over a period of 10 years, but we felt that for some reason or other the operators were not aware of the fact. The boys have certainly fooled us. We now believe that the reason we haven't been getting national attention for the Aristocrat billiard table before this is because we haven't been telling the industry what a remarkable amusement device this really is and what profits it has been earning over a long period of time."

"The firm is not only deluged with orders but is rushing the machines out as fast as they come off the production line. We have been at work on the Aristocrat billiard table for many months in preparation for the presentation of the new 1937 model. The present model cannot be eclipsed for beauty and for perfect mechanism."

"Operators throughout the country have given this type of machine their approval by the tremendous interest shown in it."

Plan for Making Bowling Popular

CHICAGO, Feb. 13.—Immense possibilities in promoting popular interest in bowling is indicated by a promotional plan recently adopted by Brunswick-Balke-Collender Company. In a test campaign five retail stores in the city are offering real Mineralite bowling balls, manufactured by the Brunswick firm, to the public on an installment sale plan.

While there are many thousands of bowlers in Chicago, in common with other parts of the country, the vast majority operate on a purely amateur basis, belonging to no leagues and boasting no trappings which would help improve their game.

After studying this market Brunswick-Balke-Collender decided that an installment plan might stimulate interest in possession of individual balls, "bored to fit your hand." Negotiations with the jeweler followed, the result being the offer of a ball at \$18.95, with weekly payments of 50 cents.

If results are satisfactory the company will extend the idea to other cities next year, starting in August, when bowlers begin to think about their favorite game. The season at present has only a month to go, discouraging immediate purchase of new equipment.

A Chicago distributor who operates automatic bowling games as a "backlog"

says the Brunswick plan to stimulate popular interest in bowling should be very successful. "The coin-operated bowling games," he says, "are still more useful in appealing to the amateur and to the public at large which has not yet become acquainted with bowling."

Montreal Suburb Insists on Tax

MONTREAL, Feb. 13.—A brighter outlook for coin-machine distributors in the province of Quebec has resulted from this week's decision of the Verdun City Council to refuse any support of a move suggested by Kitchener, Ont., to abolish slot machines.

Taxation of such machines in Verdun, Montreal's major suburb, brings the municipality an annual income of \$2,200, it was explained.

In shelving the Kitchener proposition the council decided to keep the principle of taxation.

"Verdun was the first Quebec municipality to tax the machines," Mayor Herve Perland explained, "and most will realize that a source of revenue is lost by failure to tax not only coin machines but bookies and sweepstakes."

It is anticipated that the decision of the Verdun council to allow coin machines, providing the required tax is paid, will have far-reaching effect on future provincial legislation dealing with this business. Although machines are tolerated in outlying municipalities, distributors and location owners are frequently disturbed over permit technicalities.

In all probability uniform legislation with regard to the operation of coin machines in this province will be introduced during the course of the present session of the Quebec Legislature. A well-organized lobby, it is learned, is now campaigning along these lines.

Meanwhile distributors and operators are optimistic as to the future of the business in Quebec.

Gottlieb Secy. Honored in Play

CHICAGO, Feb. 13.—When your private secretary picks a part to play in a theatrical performance, what role will she select? Nate Gottlieb, of D. Gottlieb & Company, found out. Louise Otto, Nate's private secretary in real life, was a member of the cast in a recent play given at the Reese Park Auditorium. The play was *Attorney for the Defense*, and Miss Otto's part was, of all things, private secretary to the defense attorney.

The entire Gottlieb office force and many of the factory employees attended the performance and they liked Miss Otto's part so well that Elihu Ray, Gottlieb purchasing agent, surprised her with a beautiful bouquet amid the congratulations of her fellow workers.



ZEPHYR
CIGARETTE VENDER

A Salute to 1937 is this smartly streamlined ZEPHYR Cigarette Ball Gum Vender, whose smoothly flowing lines reflect the Modern Style Trend. Groetchen Engineers designed an entirely new Mechanism for it. As a result, reels spin much faster, completely without noise, and are brought to a positive stop from which they cannot be shaken to any different combinations. Ball Gum Vender, with visible Display. Large Cigarette Symbols, several kinds of reward cards to fit various retail prices of cigarettes. Takes only 5" x 5" counter-space. Weighs 15 lbs.

GROETCHEN TOOL COMPANY
130 North Union St. CHICAGO, U. S. A.

\$18.75 TAX PAID

TRY OUR TIME PAYMENT PLAN PAY AS YOU EARN

We will sell you all machines manufactured by all leading manufacturers.

- | | |
|---------------------------------|-----------------------------|
| GOTTLIEB all makes | KEENEYS targetto |
| BALLYS marksman gun | WESTERN all makes |
| PACIFIC combinations | SEEBURG |
| BUCKLEYS shoot-a-lite | STONERS |
| EXHIBIT | CHICAGO COIN |

ALL THESE MACHINES ARE READY TO BE SHIPPED TO YOU ON TIME PAYMENT PLAN AT NO EXTRA COST TO YOU.



369 University Ave.

St. Paul, Minn.

Write for information on our used equipment.

BARGAINS IN NEW AND USED GAMES

COUNTER GAMES	ELECTRIC EYE 50¢ off \$50.00	NEIGHBORS \$ 7.50
REEL 21 \$10.00	PALOOKA SR. 85.00	CHICAGO L 5.00
MONIES 2.00	NOVELTY GAMES	THRILLER 7.50
REEL DIGE 12.50	BIG BANK NITE \$15.00	HARVEST MOON 7.50
REEL RACES 10.00	BIG SHOT 7.50	MAD CAP 17.50
RHYTHMIC 7.50	EXCEL 25.00	BOWLING GAMES
PICK 'N SHAKE 7.00	SURE SHOT 7.50	BALLY ROLL \$100.00
GOLD RUSH 3.50	HIT ME 3.50	BANK ROLL 100.00
FORTUNE TELLER 3.50	BIG GAME 7.50	BOWLETTE 100.00
TIT YAT TOE 7.50	TRAP SHOT 40.00	ROCK-O-BALL 100.00
21 VENDER 5.00	SCOTTY 15.00	SLOT MACHINES
PAYOFF GAMES	BALANCE 5.00	MILLS O.T. 1c \$20.00
STOP & GO (New) \$85.00	PANAMA 10.00	MILLS O.T. 3c 20.00
FLYING HIGH 85.00	STRATOSPHERE 20.00	LITTLE DUKE 20.00
SEE JAY 85.00	DOUBLE HEADER 7.50	JENNINGS SINGLE 20.00
BLUEBIRD Ticket and Payout Combination 65.00	SCREAM 7.50	J. P. 5c 5.00
FORTUNE 20.00	FAIR PLAY 7.50	AD-LEE X-CAVATOR 60.00
1 BUCKLEY DIGGER 50.00		

H. G. PAYNE COMPANY

312-314 BROADWAY,

NASHVILLE, TENN.



FLORIDA OPERATORS REPORT GOOD PLAY on Chuck-a-Lette and Jockey Club games, according to Exhibit Supply Company, maker. Above is a scene around a Chuck-a-Lette in the Red Pig, Daytona Beach, Fla.

THE "GOLD DUST TWINS"—MAX and HARRY HURVICH WANT YOU TO BUY

TRI-O-PACK

FREE FOR 7 DAYS

Rush your Order NOW! Enclose 1/3 Deposit, Balance Shipped C. O. D. IF YOU DON'T THINK TRI-O-PACK is the BIGGEST MONEY MAKER you've Ever Had, return it in 7 Days and Get Your Money Back.

\$24⁷⁵

Tax Paid.

BIRMINGHAM VENDING CO.
2117 THIRD AVE., North BIRMINGHAM, ALA.



WE HAVE IN STOCK

and can make immediate delivery of Skippers (2 carloads of them), Freakniks, Bumper, Pale Grounds, Rover, Casino, Rockola's World Series, Globe Trotter, Rhythm King, both Senior and Junior Models, Pacific's Paces Races and Hi-De-Ho; Stoner's Bomber style game; Air Races; Gottlieb's Miss America, Derby Day, Double Feature, Sports Parade, Boat Race; Patent's Back 'Em Up, Bulls Novity, Best cash payout, Best ticket model; Daval's Double Score, Red 'N Blue, Totalizer; Mills Post Time; Krans' Band Tail, Galloping Dandies, Rocket, Jr.; Daval's Red 21; Keeney's Ten Strike, Paradise; Exhibit's Chuck-a-Little, Target; Paces Races, Universal Juggle Dodger Target machine; Western Equipment's Draw 21, Grand Prize and Match 'Em. Jobbers write or write for quantity prices for any of the above machines. We will make quickest possible delivery.



GROETCHEN ZEPHYR \$18.75
Jobbers write for quantity prices.



DAVAL'S TRI-O-PACK \$24.75
Jobbers write for quantity prices.

The following used machines have been reconditioned and are like new. All are offered subject to prior sale:

2	PANCO HANDICAPS	\$ 2.50
2	PANCO PARLAYS, cash payout	35.00
4	PANCO PALOOKA JR.	32.50
4	PANCO PALOOKA SR.	42.50
1	PANCO BELLS, cash payout	30.00
1	LEATHER NECK	35.00
3	DAILY LIMITS	16.50
2	BIG FIVE, 2 ball, cash payout	10.00
1	MULTIPLE, like new	30.00
5	PACES RACES, 20c play, cash payout, high serial from 2700 to 3700	225.00
18	24-RECORD GABLES	32.50
2	MILLS SELECTORS	22.50
2	ELECTRIC EYE, cash payout	25.00
2	ACE MACHINES	10.00
15	REEL 21	0.00
5	TURF CHAMPS	72.50
10	PRAK-KAT, cash payout	22.50
10	PRAK-KAT, cash and tickets	00.00
1	PACES RACES, 20c play check separator, high serial	250.00
1	HYTHM KING F. S.	225.00
5	ROCKOLA REGULAR MODEL F. S.	195.00
1	ROUND UP	30.00

1/3 Cash With Order, Balance C. O. D.



ABT PISTOL MACHINE
Operators and jobbers write for prices.

MOSELEY VENDING MACHINE EX., Inc., 00 BROAD ST., Richmond, Va.,

DAY PHONE: 3-4511, 3-4512, NIGHT AND SUNDAY, 5-5328.
Write and ask us to put you on our mailing list.

SELLING FOR BALANCE DUE
NO TRADES—NO CREDIT AT THESE LOW PRICES

We have been selling Automatic Paytables on deferred terms with the guarantee that our customers may return them for credit for balance due at any time territory conditions change. Hundreds of good late model paytables are being returned and are offered at a fraction of their real value. Plenty of stock of all kinds and a few samples are listed below. Write for complete list.

BALLY BONUS	\$17.50	JUMBOS	\$17.50
BIG SHOT	12.50	MULTIPLES	29.50
BELMONT	59.50	RAINBOWS	22.50
DOUBLE SCORES	17.50	ROUND UPS	27.50
HIALLEANS	22.50	VELVETS	33.50

Write For Closeout Prices on Late Model Slot Machines and New Paytables.
TERMS: \$10.00 Deposit Each Table, Balance C. O. D.

AUTOMATIC AMUSEMENT COMPANY
628 MADISON AVE., MEMPHIS, TENN.

MEN MACHINES

Rene Godin, publisher of the French coin machine trade paper, is probably now somewhere on the Atlantic after a visit of several weeks covering all sections of the United States. On his last day in Chicago I asked him a question that I knew he had been asked a thousand times on his trip here.

"Will France and Germany get into another war soon?" I asked.

"Neither country has money to fight on. As long as the present conditions exist there is not much danger of war. It is mostly American newspaper talk. The war in Spain is a war between Russia and Germany. Which do I think will win? I do not think I should say."

Coinciding with Godin's view, Walter Mills, better informed than most historians as to how and why wars start, writes in his latest book, *Victory Without Alarm: Europe Today*, that it is even possible there may be no war in Europe. There is so much uncertainty, Mills states, as to how each nation will take sides that all are afraid to start anything serious.

It is interesting to note that the German coin machine trade paper *Der Automat* prints departments in French and English and boasts of being the "only international organ of the automatic trade." The French and English trade buy quantities of merchandising machines from Germany.

To visitors who have not yet seen the big changes in the front office and display rooms of the Pacific Amusement Manufacturing Company, Chicago, there is a real treat coming. Added to the attractiveness of the front office is also evidence of big expansion in business. The air-conditioning devices now being made by Pacific are getting their best response from foreign fields, even from far-away Australia.

To add to the cordiality of the Pacific welcome is the friendly presence and smile of Alice Gibbons. To coinmen who have not yet had the experience, it is worth a trip to Pacific to feel her smile.

A traveler back from the West says: "Everywhere I went I saw a certain novelty pin game, and regardless of how many other games were around it the novelty game was getting the play. The secret? The player easily understands the novelty game as soon as he shoots the first ball; on other games the player must read the directions, and in many cases he walks away without reading."

From sources considered to be reliable, the report comes that a novelty game now prominent on the market has reached a high production point of over 700 games per day.

For the public at large it would seem that novelty pinball is by far and large the game to appeal to the general public. When legal hazards are not in the way the public will always patronize new and novel pinball adaptations. The payout tables are for the habitual players and more exclusive spots. The player has to understand 'em.

A little peep at Canada comes this week in news from Montreal. Our reporter ventures the guess that Canadian trade in amusement games is due for a pickup during the year. Some Canadian districts appreciate the revenue that the games may bring in.

Of all the reflections on the coin machine trade, the worst must be that of trying to skip the license fee when a State or city has passed a license law. Of course, some of the license laws impose such excessive fees that bootlegging is to be expected. But the trade should try to secure full compliance when a license plan is anywhere within reason.

Back of the Seeburg line of phonographs is Helen L. Bindel, pinch hitting since Ed Johnson started his big vend-

ing machine business. Miss Bindel has personality, ability, a fine sense of humor and is destined to make her mark in the business world. Her heart interest is in the romance of business and you should get her views on the many interesting things that come and go in what many of us would call the "daily monotony of life." But don't get too close, gentlemen, for the girl in the modern business world sees too much of men, she says, to be thrilled by their palaver. One of her most recent experiences was the privilege to extend the sympathy and help of the Seeburg firm to operators who lost their phonographs in the floods of the Ohio Valley.

Max Glass, Chicago, is back from a three-week trip to Miami, tanned and already willing to go back to Miami if Potash would give his consent. Florida is the only country, Max says, and living will be much cheaper there from now on. He reported seeing a number of the coin machine fraternity enjoying the Florida sun. Only one distributor in Florida was really making money, he said, but it would not be permissible to mention his name.

Tony Gasparro will not cross the ocean to attend the British coin machine show the latter part of February, or at least he had not decided to do so when last seen talking to Max Glass about the fun to be had playing in the sand at Miami Beach.

Bill (Little Napoleon) Blatt, Brooklyn, says it is the extra panel attachment of the Red 'N Blue game (Daval) that zooms the sales of this novelty game. It really means two games in one, he says.

Paul (Potash) Gerber and Max (Perlmutter) Glass sorrowfully report to all operators who requested parties that they are now without such apparatus. A batch of newer and better ones is being planned for a celebration Gerber & Glass will stage at a later time.

You've probably met Plesen (Coney Island). He's the original skee-roll alley man and now has a new game called Leoptit. It is primarily an amusement device for parks and carnivals, but no doubt will find its way into other types of spots.

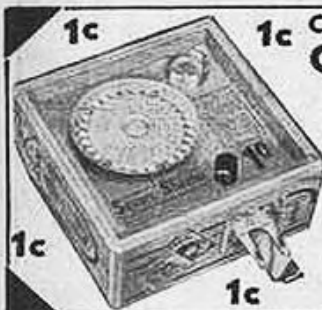
Atlas Big Seller Of Used Machines

CHICAGO, Feb. 13.—Morrie Ginsburg reports that Atlas Novelty Corporation sold more used games during the week of the 1937 convention than in any week in the history of the firm. "Old and new customers from all over the country visited the Atlas showrooms," he says, "and literally cleared the floor of used games. Since the show, however, the Atlas Company has replenished its stock and today has plenty of late rebuilt games."

While Eddie and Morrie attended to their booth at the convention headquarters Irving Ovitiz and Al Stern worked like Trojans taking care of the hordes of customers that came in, but managed to satisfy everyone in their usual efficient manner.

Altho Atlas does a tremendous business in new games, Morrie says that used games are an integral and important part of their business, and as a result Atlas carries from 200 to 300 rebuilt games on its floors at all times. This large stock is turned over approximately every 10 days.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



1c CIGARETTE GAME
1c GUARANTEES
\$7.00 FIRST WEEK OR YOUR MONEY BACK

Operator: No lie or bait about this. Game is a sensation, otherwise we would be rockers to make this offer.

SQUARE SHOOTER

Watch The Magic Balls Perform

Takes the play away from 3-reel Cigarette Games. Write for 5-cent price.

1250
F. O. B.
K. O.
Tax Paid.

STAR SALES CO., 3901 Wayne Ave.
Dept. 222, Kansas City, Mo.

Slug Visible Slotted Coin Counter
The Operator's Friend. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample.

\$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.
ACCURATE COIN COUNTER CO.



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c sizes.
Write for Big 20¢ Prices.
PATTON, PENNSYLVANIA



N. Y. Firm Will Sell Masterdrink

CHICAGO, Feb. 13.—The Advertising Age reports that the Fro-Vend Corporation, a newly formed organization with headquarters in New York, will distribute nationally a soft drink and ice cream vending machine made by the J. P. Seeburg Corporation, of Chicago. The soft-drink machine was exhibited in the Seeburg display during the 1937 show.

The Masterdrink dispenser, as it is called, combines a refrigerating and carbonating unit and operates automatically on the insertion of a nickel. It is 72 inches tall, 31 inches wide and 21 inches deep.

Masterdrink is said to measure the exact amount of syrup and carbonated water at constant temperatures that are

recommended by the makers and is thus adapted for Canada Dry, Coca-Cola, Moxie or any similar drink, according to its sponsors.

Five seconds from the time the nickel is placed in the slot the drink is poured into a paper cup, ready for the customer. The equipment is designed to reject slugs and patent counterfeit.

Seek New Markets

Despite its claimed advantages, Masterdrink will not be offered as a replacement of soda clerks, but rather as a means of tapping new markets in department stores, factories, clubs, railroad terminals, hospitals, office buildings, subways and theaters, it was said. Possibility of profit to owners of these enterprises is stressed, together with convenience to patrons.

Units are leased on five-year basis, with 10-year renewals. The paper cups are supplied by the Seeburg firm, while the other supplies, syrup and carbonated water are to be obtained from licensed local sources meeting specified grade and quality standards.

During the past six months Masterdrink has been tested in California with favorable results, according to officials. Movie studios, clubs, schools and theaters were used as proving grounds.

Initial advertising will be centered in trade publications, probably on a co-operative basis with licensees. No agency has yet been named.

Put Venders in Theaters

PHILADELPHIA, Feb. 13.—Berlo Vending Company announces recent installation of candy vending machines in the following theaters: Savor, in Camden, and the President, Terminal, Reuel and Mayfair, Philadelphia.

Big Response on Marshall Vender

CHICAGO, Feb. 13.—Marshall Manufacturing Company reports that the first announcement of its Hershey bar vending machine thoroly covered the merchandise vender field. "We received orders from all parts of America and from many other countries," a Marshall exec stated.

"We attribute part of this success to the pulling power of *The Billboard*," the official continued, "but we also think that much of it is due to the popularity of our new and economical vending machine itself and to the popularity of the Hershey bars it vends."

"Our machine really sells the candy and that, of course, is why operators buy them. It is substantially made and attractively colored. Its automobile-body steel construction assures durability; its coin mechanism provides protection to the operator, and the demand and taste for Hershey bars creates unlimited profit possibilities."

Operators are again reminded by the Marshall Manufacturing Company to "be the first in your territory."

Pittsburgh

PITTSBURGH, Feb. 13.—Morris Gieser closed his Coin-o-Matic Corporation on Fifth avenue here before leaving for Cleveland to join the American Novelty Company as manager. His chief mechanic, B. L. Nelson, has turned operator and is serving a number of locations in this area with merchandising machines.

Four location owners arrested for possessing pinball games without licenses were acquitted when it was pointed out by Attorney T. Robert Brennan that licenses had been obtained but were not attached to the machines.

Sam Shapiro, manager of the Shappy Novelty Company and prominent operator here, lost his father this week.

Eddie Murray, former operator, returned from his vacation in Florida and headed immediately for Cleveland, where he will operate a concession during the Shrine Circus opening Monday.

Kathleen Logue is the new attractive stenographer employed by the American Cigaret Machine Company.

Local night clubs, among them the Plaza Cafe, Two-Eleven Club, Hotel Henry and the Musicians' Club, are proving highly profitable locations for modern coin-operated bowling games and rifle ranges. Night spot customers are attracted by the sport and fun furnished by the devices.

Some 50 record people from Western Pennsylvania attended the dinner given by Hamburg Brothers, local Victor-Blue Bird record distributors, at the William Penn Hotel. Notable visitors were Wally Early and George Ewald, respectively, assistant manager of recording and record sales and district superintendent at the Victor home office in Camden, N. J.

Operators have been getting a kick out of *You Only Live Once*, movie now showing at Loew's Penn, in which a cigaret machine is instrumental in the capture of an escaped prisoner.

Charles Feldman, manager of the local Victor office, is back from New York.

B. M. Proy, of the Automatic Cigaret Service Company, has bought the entire equipment of S. H. Gramm, who left the coin-machine business. Proy recently purchased 25 additional cigaret machines for his locations.

Jerry Kokala, of the Keystone Vending Company, went out of business recently.

J. D. Lazar, manager of Lazar's Philadelphia office, made a brief appearance at local headquarters before continuing on his trip to Chicago. He will make a similar stopover on his return trip.

John Peters, local operator, has increased his route to nearly 100 locations.

Thomas Berk, veteran operator in the employ of James Comisky, president of the Pittsburgh Merchandising and Skill Game Association, is on the job again after a two-week illness.

Margaret Kardosh, bookkeeper at the B. D. Lazar Company here, is leaving with her mother for Atlantic City today for a rest of several weeks.



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.

UNUSUAL VALUES THOROUGHLY RECONDITIONED

7 FLICKERS	\$49.50
3 TYCOONS	20.00
1 FREAKNESS	90.00
8 BLUE BIRDS	65.00
9 WESTERN MYSTERY RACES	37.50
1 PAMCO BELLS	35.00
1 PAMCO PLUGS	27.50
1 GRAND SLAM	25.00
1 SUNSHINE DERBY	17.50
1 BIG RICHARD (EXHIBIT)	25.00
1 BALLY BONUS	17.50
1 BIG CASINO	15.00
1 BIG SHOT	15.00
1 DE LUXE '46'	12.50
1 CENTER SMASH	65.00
1 PAMCO PARLAY	25.00
4 JUMBOS	20.00
1 PEERLESS	20.00
1 PAMCO SPEEDWAY	22.50
1 ELECTRIC EYE (EXHIBIT)	27.50

20 JENNINGS CHIEF VENDERS (Slightly used, serials 117-12100) 69.50

9 SEEBURG SELECTOPHONE (Square Top) 70.00

6 SEEBURG SELECTOPHONE (De Luxe Model) 90.00

ALL GAMES GUARANTEED TO BE MECHANICALLY O. K. CLEAN AND FIRST-CLASS CONDITION.

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D., F. O. B. DALLAS.

FISHER BROWN
2712 ROSS AVENUE, DALLAS, TEXAS

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 yet ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where valuable machines are barred. Don't miss Tom Thumb with any ordinary cheaper imitator. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletins and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

FIELDING MANUFACTURING CO.
Dept. 7, JACKSON, MICH.

ROCK-OLA MULTI-SELECTORS, Reg.	\$125.00
SECURIG SELECTOPHONE, perfect	80.00
SEEBURG "B" SYMPHONOLAS, 1936	165.00
HILLS DANCE MASTERS, 1935	115.00
GABLES, 1936, 12 rec. mol. m.	148.00
1 HALEN, elec. ca. sep.	30.00
1 PALOOKA, JR., ca. sep.	30.00
1 WESTERN WHEEL OF FORTUNE	27.50
1 TYCOON	22.50
1 VELVET, elec. ca. sep.	40.00
MAJOR LEAGUE, Senior	10.00
LUCKY STARS & GOLD MEDAL	7.50
MILLS GARDNER FIRE	8.00
GENCO CHAMPS, new	9.00
ZIFTY GRAND	9.00
MILLS BALANCE, new	7.50
BALLY SCRIMPAGE	8.00
HOP SCOTCH	6.00
SARATOGA SWEEPSTAKES	9.00
SLOT STANDS, locking	7.00

E. O. LIKENS
524 Fifth St., N. W., Washington, D. C.

Canadian Wheat Exports Up

OTTAWA, Can.—Canada's wheat exports during 1936 totaled 243,041,530 bushels valued at \$226,913,763, compared with 165,672,671 bushels worth \$137,152,807 in 1935, an increase of 77,268,859 bushels and 89,760,956. The average export price during the year was 93 cents per bushel, which was about 10 cents higher than in 1935.

Canada supplies about half the world's import requirements of wheat and produces this crop mainly in the provinces of Manitoba, Saskatchewan and Alberta. As these provinces contain the principal Canadian prairie areas they are commonly referred to as the "prairie provinces," although actually large parts of them are covered with forest. Manitoba was the first of these provinces to be settled and wheat growing was an important industry there by 1890, although even by 1901 the total wheat production of all Canada was only 55,000,000 bushels. Saskatchewan and Alberta came under rapid development in the early years of the present century and the production of wheat was also stimulated by the great demand for it during the war. In 1916 the Canadian wheat crop amounted to 262,000,000 bushels and 12 years later it reached a total of 558,000,000.

CRANE BARGAINS

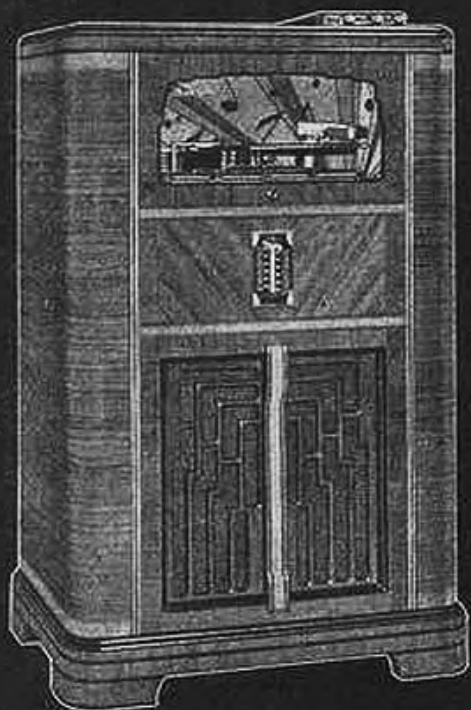
- 8 1936 Electro Hoists, Tamper-proof Roll Chute \$ 55.00
 - 6 Flat Tops, Tamper-proof Roll Chute 45.00
 - 6 Dome Tops 65.00
 - 4 Streamline Jumbo 120.00
 - 10 Hold 'Ems (never uncrated) 29.50
 - 1/3 Deposit, Balance C. O. D.
- Many Other Bargains.

Send for List.
THE MARKEPP CO.
3328 Carnegie Ave., Cleveland, O.

SANTONE SPECIALS

- BELMONT \$55.00
 - KEENEY GRAND SLAM 20.00
 - EXHIBIT BIG SHOT 12.50
 - GOTTIEB'S SUNSHINE BASEBALL 25.00
 - BALLY JUMBO 19.50
 - BALLY MULTIPLE 27.50
 - BALLY BONUS 15.00
 - BALLY PERLESS 17.50
 - KEENEY DOUBLE SCORE 12.50
 - BALLY HALEN (Mystery Pay) 25.00
 - CABEL, JR., PHONOGRAPHS 49.50
 - BALLY CHALLENGER 30.00
 - BALLY ALL-STARS 35.00
 - BALLY DERBY 35.00
 - RAY'S TRACK (Latest Model) 175.00
- TERMS: 1/3 With Order, Balance C. O. D.
SANTONE COIN MACHINE CO.
1524 Main Avenue, San Antonio, Tex.

10 best records and all other records for operators advantages



belong to Rock-Ola's
PROFITABLE RECORD-BREAKING PHONOGRAPHS!

★ Rock-Ola's beautiful new 1937 "RHYTHM MASTER" is a fitting companion for the proud leader of them all—the 1937 "RHYTHM KING" . . . "RHYTHM MASTER" lives up to the Rock-Ola reputation for better tone, simpler mechanism and beautiful cabinet design. Popular medium size—to please all locations, small or large . . . You are entitled to the BEST in phonographs, so—why be satisfied with less? . . . Operators everywhere proclaim THESE NEW ROCK-OLA PHONOGRAPHS to be "THE SWEETEST THING IN MUSIC" . . . AVAILABLE WITH 12-RECORD OR 16-RECORD CHASSIS . . . Rock-Ola Manufacturing Corporation, 800 N. Kedzie Ave., Chicago, Ill.



★ R H Y T H M M A S T E R

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 Needles for 1937 Phonographs

PERMO PRODUCTS Corp.
4311 RAVENSWOOD AVE. CHICAGO

Ten Best Records for Week Ended Feb. 15

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B665—"Goodnight, My Love" and "One Never Knows—Does One?" Shep Fields and orchestra.	7512—"This Year's Kisses" and "You're Laughing at Me." Hal Kemp and orchestra.	25515—"I'm Sorry I Made You Cry" and "Havin' a Ball." Fats Waller and orchestra.	3431—"I've Got My Love To Keep 'Me Warm" and "One Never Knows." Billie Holiday and orchestra.
2	B666—"When Is a Kiss Not a Kiss?" and "When My Dream Boat Comes Home." Shep Fields and orchestra.	7520—"My Sugar Takes Me With a Grain of Salt" and "Casing at a Blazing Fire." Ian Carbor and orchestra.	25461—"Goodnight, My Love" and "Tain't No Use." Benny Goodman and orchestra.	3432—"This Year's Kisses" and "He Ain't Got Rhythm." Henry (Red) Allen and orchestra.
3	B675—"This Year's Kisses" and "The Girl on the Police Gazette." Shep Fields and orchestra.	7819—"I Can't Lose That Longing for You" and "Floating on a Bubble." Kay Kyser and orchestra.	25510—"I Want to Be Happy" and "Rosetta." Benny Goodman and orchestra.	3430—"Jolly Bean" and "Nobody." Phil Harris and orchestra.
4	B6796—"What Will I Tell My Heart?" and "I Can't Break the Habit of You." Dolly Dawn and orchestra.	7813—"I've Got My Love To Keep Me Warm" and "Slamming on Park Avenue." Red Norvo and orchestra.	25499—"Who's Afraid of Love?" and "One in a Million." Fats Waller and orchestra.	3402—"I Haven't Got a Pat To Cook In" and "Hurry, Johnny, Hurry." Sweet Violet Boys.
5	B6758—"Slamming on Park Avenue" and "He Ain't Got Rhythm." Tempo King and orchestra.	7816—"Tea for Two" and "I'll See You in My Dreams." Teddy Wilson and orchestra.	25498—"Please Keep Me in Your Dreams" and "Nero." Fats Waller and orchestra.	3422—"Let's Put Our Heads Together" and "I Adore You." Henry (Red) Allen and orchestra.
6	B6769—"I've Got My Love To Keep 'Me Warm" and "You're Laughing at Me." Shep Fields and orchestra.	7818—"Top of the Town" and "Blame It on the Rhumba." Vocal—Carrido Niessen—orchestra under direction of Cy Feuer.	25514—"Moonlight and Shadows" and "Love Is Good for Anything That Ails You." Eddie Duchin and orchestra.	3419—"Where the Lazy River Goes By" and "You Can Tell She Comes from Dixie." Phil Harris and orchestra.
7	B6759—"Rippling Rhythms" and "Basin Street Blues." Shep Fields and orchestra.	7769—"All's Fair in Love and War" and "With Plenty of Money and You." Hal Kemp and orchestra.	25435—"Rainbow on the River" and "When My Dream Boat Comes Home." Guy Lombardo and orchestra.	3434—"Take Me Back to Reno Valley" and "Sunny South by the Sea." The Chuck Wagon Gang.
8	B6802—"One Kiss in a Million" and "The Whistling Boy." George Hall and orchestra.	7814—"Boo Hoo" and "If My Heart Could Only Talk." Music in Russ Morgan Manner.	25505—"This Year's Kisses" and "He Ain't Got Rhythm." Benny Goodman and orchestra.	3388—"The Goose Hangs High" and "Mr. Ghost Goes to Town." Louis Prima and New Orleans Gang.
9	B6770—"My Last Affair" and "Cool But You're Sweet." Tempo King and orchestra.	7783—"Goodnight, My Love" and "One Never Knows." Hal Kemp and orchestra.	25458—"Let's Put Our Heads Together" and "With Plenty of Money and You." George Hamilton and orchestra.	3433—"I Have Found a Honey" and "My Buddy." The Light Crust Doughboys.
10	B6768—"There's a Ranch in the Sky" and "Moonlight on the Prairie, Mary." Tempo King and orchestra.	7808—"Please Keep Me in Your Dreams" and "Trust in Me." Music in Russ Morgan Manner.	25508—"If My Heart Could Only Talk" and "The Goons Go." Tommy Dorsey and orchestra.	3435—"Now Jelly Roll Blues" and "Honky Tunk Blues." Al Dexter—vocals with guitars and string bass.

EXTRA SPECIAL

1 Roll-a-Ball, 14 ft. \$ 75.00
15 Skee-Rolls (Original, Still the Best). Each. 85.00
2 Wurlitzer Skee-Balls. Each. 149.50

WURLITZER PHONOGRAPHS

P30s . . . \$119.50 | P12s . . . \$125.00
412s, 312s, P400s—Prices on Request.
P30s, P12s, Equipped with New Light-
ing Back Reflectors.

All Machines Shipped Subject to Inspection. If Not 100% Satisfied, Money Will Be Refunded.

HANKIN MUSIC CO.

225 Pryor Street, S. W., Atlanta, Ga.

It Helps You, the Paper and Advertisers to Mention The Billboard.

Weekly MUSIC Notes

Wide Survey on Seeburg Phonos

CHICAGO, Feb. 13.—"From a wayside tavern somewhere in California to an ultra-smart restaurant in New York, on thousands of locations, dancing couples away to the scintillating music of America's finest dance bands reproduced by Seeburg's 1937 line of automatic phonographs." Thus spoke N. Marshall Seeburg, of the J. P. Seeburg Corporation, after surveying the trade response to the Seeburg phonographs since January 1. "Countless patrons all over the country," he continued, "repeating selection

after selection is undeniable evidence of the nation-wide popularity of the multi-selector Melody King and Symphonola phonographs.

"A location patron enjoying the high fidelity tonal reproduction of a new Seeburg phonograph cannot possibly realize the careful consideration that has been given to its introduction on the location. Our firm recognizes that the operator's problem is to always give the public only the finest in musical entertainment. Laying production plans with no concrete knowledge of existing location conditions is almost like shooting in the dark. So for their mutual protection the J. P. Seeburg Corporation took definite steps to work hand in hand with



"IT JUST GOES TO SHOW," says H. D. Lazar, "the remarkable amount of abuse a Rock-Ola Multi-Selector will stand." The machine pictured fell from a moving truck, but aside from the cabinet being damaged there was nothing wrong with the machine and it played as if nothing had happened, according to Lazar.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WAF (NBC) and WABC (CBS) from Friday, February 5, thru Thursday, February 11. Ratings are based on the number of combined network plugs for each song.

Also listed under Independent Plugs is the combined plugs for each song on WOR, WNIW, WMCA and WHN for the same period.

The symbol "(F)" after the title of a song denotes it originated in a film; symbol "(M)" indicates derivation from a musical production.

This census is collected and compiled by The Billboard staff from data supplied exclusively to The Billboard by the Accurate Reporting Service. Rating of tunes is based on actual and systematic listening, whereas other compilations extant are made from station logs, which cannot possibly be as accurate for this purpose. This difference in method makes The Billboard census the only one of its kind.

Position	Title	Publisher	Net. Plugs	Ind. Plugs
1.	There's Something in the Air (F)	Robbins	35	25
2.	This Year's Kisses	Berlin	29	17
3.	Night Is Young and You're So Beautiful (M)	Words & Music	25	16
4.	With Plenty of Money and You	Harms	24	33
5.	Goodnight, My Love (F)	Robbins	23	26
6.	On a Little Bamboo Bridge	Morris	23	2
7.	Love and Learn (F)	Chappell	21	18
8.	May I Have the Next Romance With You?	Feist	21	18
9.	Coc, But You're Sweet (F)	Remick	21	24
10.	I'm in a Dancing Mood (M)	Crawford	18	17
11.	I've Got My Love To Keep Me Warm	Berlin	18	12
12.	Pennies From Heaven (F)	Select	17	25
13.	Too Hot	Shapiro, Bernstein	17	14
14.	If My Heart Could Only Talk	Shorman Clay	17	13
15.	When My Dream Boat Comes Home	Witmark	17	13
16.	I Can't Lose That Longing for You	Donaldson	17	9
17.	Trust in Me	Ager, Yellen	16	21
18.	When the Poppies Bloom Again	Shapiro, Bernstein	16	12
19.	One in a Million (F)	Hollywood	16	6
20.	The Mood That I'm In	Select	16	2
21.	Oh, Say, Can You Swing?	Marks	15	13
22.	Swing High, Swing Low	Famous	15	7
23.	Summer Night (F)	Remick	14	21
24.	Serenade in the Night	Mills	14	20
25.	In the Chapel in the Moonlight	Shapiro, Bernstein	14	10
26.	Please Keep Me in Your Dreams	Famous	14	10
27.	Rainbow on the River	Feist	14	9
28.	You Do the Darndest Things, Baby (F)	Movietone	13	16
29.	You're Laughing at Me	Berlin	13	16
30.	Twinkle, Twinkle, Little Star (F)	Popeltr	13	12
31.	Stumming on Park Avenue	Berlin	13	10
32.	Smoke Dreams (F)	Robbins	13	10
33.	He Ain't Got Rhythm	Berlin	13	8
34.	Little Old Lady (M)	Chappell	12	19
35.	Mr. Ghost Goes to Town	Exclusive	12	16
36.	I've Got You Under My Skin (F)	Chappell	12	13
37.	Floating on a Bubble (F)	Santly-Joy	12	9
38.	So Do I (F)	Select	12	9
39.	One, Two, Button Your Shoe (F)	Select	11	13
40.	I Adore You (F)	Famous	11	12
41.	There's Frost on the Moon	Berlin	11	11
42.	Kid in the Three-Cornered Pants, The	Words & Music	11	4
43.	Cafe Continental (F)	Harms	11	3
44.	Now (M)	Chappell	11	13
45.	Organ Grinder's Swing	Exclusive	10	13
46.	You're Here, I'm There, You're Everywhere	Mario	10	1
47.	It's De-Lovely (M)	Chappell	9	12
48.	Easy To Love (F)	Chappell	9	11
49.	I'm Riding High	Select	9	10
50.	Moonlight and Shadows (F)	Popular	9	8
51.	Timber	Shapiro, Bernstein	8	6
52.	What Will I Tell My Heart?	Crawford	8	6
53.	Head Over Heels in Love (F)	Feist	8	4
54.	Trouble Don't Like Music	Harms	8	4
55.	Under Your Spell (F)	Movietone	8	3
56.	Goons Go, The	Crawford	7	25
57.	Gazing at a Blazing Fire	Marks	7	10
58.	Where the Lazy River Goes By (F)	Robbins	7	3
59.	Who's That Knocking at My Heart? (F)	Famous	7	8
60.	One Never Knows, Does One? (F)	Robbins	6	8
61.	An Apple a Day (M)	Words & Music	6	7
62.	Goose Hangs High, The	Donaldson	6	4
63.	Home on the Range	Select	6	4
64.	Let's Put Our Heads Together (F)	Harms	6	4
65.	12 o'Clock at Night	Superior	6	2
66.	My Midnight Star	Select	6	0

the operator in solving his problems.

"At great expense contact men were sent to various locations to make an exhaustive survey of the general present-day needs of all types of locations. Their reports were studied by a staff of skilled engineers who spent many months of research in developing the marvelous features of these models. As a result the multi-selector Melody King and Symphonola automatic phonographs repre-

sent the highest achievement in this field.

"Body by Fisher means the height of beauty, modernity and distinction in the automobile industry and equally so outstanding in the automatic phonograph field is the phrase, 'Cabinet by Seeburg.' To operators all over the country the J. P. Seeburg Corporation's new cabinet designs stand for the finest (See WIDE SURVEY on next page)

J. P. SEEBURG CORP.

1510 DAYTON ST. * CHICAGO, ILL.

RECREATES THE TRUE TONAL VALUE!

MODEL "J"

THE SEEBURG Multi-Selector SYMPHONOLA

THE SEEBURG FRANCHISE IS MORE VALUABLE!

OPERATORS

5,000,000,000 PENNIES SPENT
FOR PENNY CANDY IN U. S. A.

LEGAL!

No Salesmen To Hire!
No Store Lease To Assume!
No Big Overhead and Investment!

ECONOMICAL!

Direct Factory Price
For Quantity Purchases Is

\$6.95

F. O. B. Chicago. Terms: 1/3 Cash With Order, Bal. C. O. D.

REGULAR PRICE \$8.95

Cost of Candy 65c per box of 120, less 2%, making net cost about 1/2c per bar. Candy purchased direct through Chocolate Sales Corp., Hertshey, Pa., freight prepaid on 3 shipping cartons or more.

PROFITABLE

The following conservative figures are based on a route of 100 vendors that empty only 3 times a week.

Gross Receipts \$168.00

Pay Location
15% \$25.20

Cost of Chocolate
Bars \$89.18

Net Earning Per Week \$ 53.62

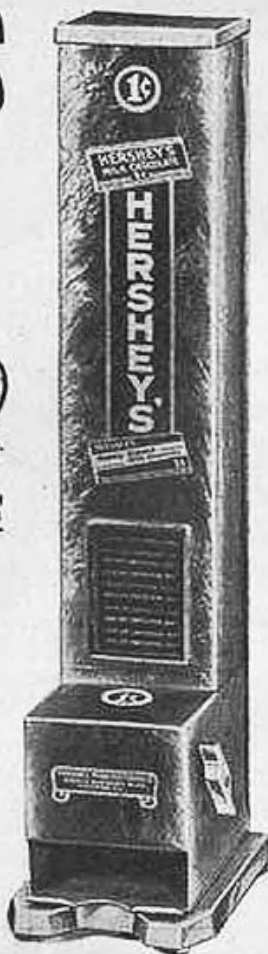
This means an actual cash annual income of \$2,788.24 assured.

DISTRIBUTORS WANTED

Be First in Your Territory—

MARSHALL MANUFACTURING CO.,

2007 MARSHALL BLVD., CHICAGO



put on a coin-operated phonograph and gives back maybe 100 times as much for its additional expense. It has the power for being turned up to the performance of a 100-piece orchestra and yet when turned down to the softest degree of volume performs in a magically human way that can be matched only by a living human being.

"The harmonics surrounding the cycles of tone give the musical quality of any musical instrument, and when high tones are cut by the amplifier—as is necessary in other phonographs which have a limit of 5,000 cycles—most of the high sound alike. But Mills Studio hears 12,000 cycles, which is as high as any human ear can hear and which introduces to the listener's appreciation a whole new world of musical quality never before delivered by a phonograph!

"It's the same way with the lows. This instrument can go down to 60 cycles and even to 30 if desired, but the human ear cannot hear below 50 cycles, so the Studio is capable of giving the widest possible range of bass notes so much needed for public dancing.

The Seeing Panel

"On the left side of the Studio front, under glass, is the panel that gives it the title 'Music that you can see.' Here we see three intriguing lights: one green—the expansion expessor; another red—the 'treble balancer,' and another blue—the 'bass balancer.'

"Only the operator has access to this panel and sets it when he installs the phonograph in the location. On installation he adjusts the green, red and blue lights to flash the color of the music as the record plays. In another location he might set the panel in an altogether different way and yet by adjusting it to the acoustics of the room the Studio would give the same superb music. The operator locks the panel on setting the instrument. If afterwards the location wants to secure different degrees of volume he may turn 'down' the volume control at the back of the instrument without in any way affecting the marvelous expression of the Studio.

"It took our engineering and designing departments over a year to perfect and complete all these remarkable things."

WIDE SURVEY—

(Continued from page 83)
in beauty and workmanship.

"So simple is the illuminated multi-selector device that even a child can make a desired record selection easily and quickly. The patron merely pushes a convenient red button and then makes his record choice by pressing one of the illuminated amber buttons. Two super dynamic speakers combine to give the greatest possible full frequency range, assuring perfect tonal quality regardless of volume. The Seeburg exclusive parallel tone arm keeps the needle tracking perfectly parallel with the record groove and gives much greater life to the needle than ever before. These are among the many outstanding innovations of the new 1937 Seeburg phonographs.

"This remarkable combination of cabinet beauty, incomparable tonal quality and mechanical reliability provides the operator with the utmost in location performance and income."

Automatic Phonos Popularize Music

You may have wondered what influences radio batonners to program certain songs and discard others. No doubt you know several reasons. But what you may not know is that some numbers have been hits of the phonographs of the nation for months before they attained air popularity. This success on the disks often causes a radio maestro to sit up and take notice. Such favorites as *Moonlight*, *Tormented*, *Stardust*, *Serenade in the Night* and the more recent *These Foolish Things* and *Organ Grinder's Swing* were winners "on the wax" prior to their airings.

Will Hudson, popular composer and co-director of the Hudson-De Lange Orchestra, emphasizes the importance of "canned music" in molding the taste of the public. "More than 4,000,000 reproductions are sold annually to operators of 100,000 nickel-a-tune machines," says Will. "Last year's receipts from this source, according to Department of Commerce figures, reached the staggering sum of \$10,000,000. This bit of arithmetic means that songs were heard 200,000,000 times thru this medium. So

Sheet-Music Leaders

(Week ending February 13)

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

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

1. When My Dream Boat Comes Home (Witzmark) (2)
2. Goodnight, My Love (Robbins) (3)
3. In the Chapel in the Moonlight (Shapiro) (1)
4. Pennies From Heaven (Select) (4)
5. With Plenty of Money and You (Harma) (5)
6. Rainbow on the River (Feist) (9)
7. Trust in Me (Ager) (7)
8. Moonlight and Shadows (Poplar) (8)
9. The Night Is Young (Words and Music) (6)
10. Serenade in the Night (Mills) (10)
11. This Year's Kisses (Berlin)
12. There's Something in the Air (Robbins) (13)
13. It's De-Lovely (Chappell) (11)
14. May I Have the Next Romance With You (Feist)
15. One, Two, Button Your Shoe (Select) (12)

ROUTES—

(Continued from page 37)

Mazine & Firestone; Stock Yards Station, Ft. Worth, Tex., 15-20.
Hillock's Show; Neville, Ga., 15-17; Elisebe 15-20.

CIRCUS AND WILD WEST

Polsak Bros.; Sacramento, Calif., 15-20.
W. P. A.; (New Star Casino, 107th St. & Park Ave.) New York City 19-22 and 25-28.

REPERTOIRE

Blythe Players; Frankford, Del., 15-20.
Harvey Players; Dyerburg, Tenn., 15-20.
Hayworth; Heabro; Players; (Avon) Lenox, N. C., 15-20.
Loebboy Comedians; Livingston, S. C., 11-20.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-Texas; Aransas Pass, Tex., 21-March 6.
Alamo; Graham, Ga.; Alston 22-27.
Barfield's Compadro; Lakeland, Fla.
Campbell's United; Webster, Fla.
Crafts; San Bernardino, Calif., 15-27.
Davis; Leesburg, Ga.
Dixie Expo, No. 1; Washington & State st., Mobile, Ala.; No. 2, N. Royal st., Mobile.
Dyer's Greater; Weir, Miss.
Evangeline; Boardman, Ark.
Florida Expo.; Spa Beach Park, St. Petersburg, Fla.

(See ROUTES on page 86)



NEW FLASH EASTER NOVELTIES

Featuring a Clever Line of Comic Costumed Fur Rabbits and Easter Novelties

for PREMIUMS — SPECIALS — SALESBOARDS.

Get Started Now—For that Easter Rush. Catalog Free—State Business When Writing.

WISCONSIN DELUXE CORP
1902 NORTH THIRD ST., MILWAUKEE, WIS.

Visible Sound Is Scientific Attraction in Mills Studios

CHICAGO, Feb. 13.—Displayed at the 1937 Coin Machine Show as a masterpiece in phonograph construction, the Mills Studio phonograph is being heralded by its makers as "the music that you can see and hear." With the latest scientific feature of "visible sound" to attract attention, the phonograph is described by officials of the Mills Novelty Company, maker, as the utmost in phonograph building.

"But we are not emphasizing the Mills Studio simply for its grandeur," says Vince Shay, of the Mills firm. "We want to impress upon operators the possibilities in the machine to make money, because it offers everything that a location could ask for.

"The location wants the best music that can be had," Shay continued, "and only the operator who has Studios is able to supply this brand of music. In the past when people judged the quality of coin-operated phonographs it was customary for some to think this was best and others to think that was best. But 100 out of 100 who hear the Studio play immediately and authoritatively say: 'The Studio is the best—by far!'

"Whenever comes this unanimous approval, this unblemished endorsement of the playing public, of operator and of location? Music that you can see and hear just didn't happen. It's the result of new musical design, of years of painstaking research, of the desire to make the best, backed up by the necessary ability and experience.

"In the Studio is found a type of ex-

pression altogether new in mechanical musical instruments: it's now even in radio, and in radio in the next year or two you may see a development something like what you now have today in Mills Studio. What the Studio is a glorified band capable of the entire range of musical performance from highs to lows, from loudness to softness, every note and tone rendered naturally.

"Heretofore when a record was made in the recording studio the original orchestra's performance had to be modified in the process of recording in order to keep the record practical for use on the phonograph. For if the range of tones were attempted on the record as the orchestra rendered them in person the needle in accepting the strain of the higher or lower notes would break the walls of the groove in which it was running and 'jump the track.'

"Mills Studio is called Studio just because it does on location exactly what the original orchestra does in the studio! It doesn't call for a different record—it uses standard records from the most inexpensive to the best—but by a new amplifying circuit mathematically puts back into the record that part of the original orchestra's expression which had to be sacrificed in recording. This new circuit requires seven tubes in the amplification system, three in the expression system and three in the visual system to give 'the music that you can see and hear.'

"This new amplification costs four times as much as anything ever before

Used Games Sold By Avon Novelty

CLEVELAND, Feb. 13.—According to Art Nagel, Avon Novelty Sales Company, each day a greater number of operators are looking to Avon, not only for the purchase of the greatest values in popular coin machines but also for the fine service and reliability of the organization. "Consistent with our motto, 'Service That Merits Sales,' strict adherence to this policy has gained the confidence and respect of every active operator in our entire territory," Nagel says.

"We place our long experience in the automatic field at the disposal of operators. We take a personal interest in their problems, frequently visiting their locations. We make a thorough study of actual playing conditions and after careful consideration of the special requirements of each location recommend the best type of machine. Operators all over the State of Ohio have expressed their deep appreciation of the invaluable aid given them in boosting their profits."

"Avon Novelty Sales Company has become well known for its amazing values in reconditioned machines. A staff of skilled engineers thoroughly check and re-purate every machine sold, and an operator is assured of the same reliability and trouble-free location performance consistent with a new machine."

BIRTHS

(Continued from page 34)
In Los Angeles February 10. Father is MGM director.

To Mr. and Mrs. Al Stell a nine-pound daughter February 10 in Los Angeles. Father in Columbia Pictures cutter.

Late Deaths

(The following items were received at press time. More details in the next issue.)

DAVIDOW—Edward I., artists' representative, February 14 in his sleep at the Hotel Edison, New York.

GETTMAN—William O. (Eph), 59, at Riverside Hospital, Miami, February 11. He was a caterer with leading carnivals for many years.

POSSIBILITIES

(Continued from page 3)
clubs, was boosted for vaude and was snatched up by the Metropolitan Opera Ballet. Nadine Gae was spotted in the lineup at the Roxy Theater and now is featured both in vaude and night clubs. Ray Noble and his band and Larry Blake both made their mark in vaudeville as suggested and went on to show in pictures as well. Other vaude clickers include Ruth and Billy Ambrose, Don Bestor Band, the Charloters, Gilly Feindt, The Daily News Harvest Moon Contest Winners, Letitia Hill, Kazanova and her Trizagans, Kingsley and Case, Andre Kostelanets and band, Peg La Centra, Clyde Lucas Band, Irene Pappas, Burton Pierce, Art Shaw Orchestra and Judy Starr.

Radio claimed 15 prospects, only one of whom was recommended for another field. Edgar Bergen, recommended for musicals or revues, skipped a step and went into radio first. Freddy Bartholomew, Eddie Green, Ann Greenway, Sam Harris, Hildegard, Lloyd Huntley, the Jaynoff Sisters, Leon Lafell, Fred McMurray, Polly Moran, Mullin Sisters, Eleanor Sherry, Robert Weede and Henny Youngman complete the list.

The night clubs double-crossed us badly. Of the six who found their way into this field following recommendation, Rufe Davis, who was singled out from a trio as a potential solo and is now doing very well in cabarets, and Bob Dupont, who recently worked the Venettes, were the only two who did it directly. Bill Bailey, colored hooper, who recently replaced Bill Robinson at the Cotton Club, was recommended for musicals; Olympe Bradna was originally boosted for musicals. Don Cummings was sent after the talkies, but boosted his stock phenomenally in the better night spots. Ada Leonard, too, was recommended for the screen, but right now is the current attraction of the Hollywood Restaurant.

The drama had four clickers, Barbara Brown, John Harding, John Most and Mena Conrad.

Musicals were disappointing with five entrants. Mita Green was recommended for the dramatic stage but was signed for a musical instead. Cass Daley; the Hartmans, currently appearing in

Red Hot and Blue; Melissa Mason, appearing with White Horse Inn, and Marvin Lawlor, caught in a burly house and later signed for the Ziegfeld Follies, complete the roster.

"BRING BACK"

(Continued from page 3)
out attempts at trick effects such as spelling and shouting.

Musicians picketers are getting 50 cents an hour, and it is possible that 802 will permit picketing to continue indefinitely, as this serves the double purpose of continuing the campaign and also helping jobless musicians.

Hopes of inspiring enough other locals to duplicate the local campaign so that it becomes a national proposition have simmered down. Outside of supporting the drive "morally," the parent body, American Federation of Musicians, has failed to help spread the drive nationally.

DODSONS WIN

(Continued from page 3)
other flat cars which the World's Fair Shows were offered provided they repair them properly. It was pointed out that the six flats were not in use by the Warren firm and the carnival was given them with the understanding that they were not to pay any rental on them. The jury's verdict agreed with the latter point.

Attorney Leonard L. Ewing, of Reed & Ewing, Beaver Falls, represented the World's Fair Shows. Witnesses for the carnival included Mel and Guy Dodson; Clarence E. Sherman, assistant manager of the World's Fair Shows; Wallace A. Cubb, formerly trainmaster for the carnival, and Miles H. Stark. The figure awarded the show represented an estimated total of money which was spent due to the loss of the six flats.

An appeal, if one is made, will go direct to the State Supreme Court in Harrisburg, due to the large sum of money involved.

Following the trial all representatives of the show returned to Savannah, Ga.

PHILLY MAYOR

(Continued from page 3)
if produced would lead to racial outbreaks.

Jack Linder, producer, labeled the decision as arbitrary and is understood to be attempting to obtain an injunction restraining interference by the mayor and police.

Those muttering against the sudden wave of morality pointed out the show was originally produced by Martin Jones, who also produced New Faces, the only other play attacked by hiszoner. Occasion marked the second time Mayor Wilson received a hot wire from the National Council on Freedom From Censorship, an affiliate of the American Civil Liberties Union, urging that the ban be rescinded.

Occasion of the ban was also two in a row for the village constables, who previous evening stopped ticket buying at the Arena, where an ice carnival was being exhibited. Despite the Sabbath, show went on for those who had bought their duets in advance.

PRESS AGENTS

(Continued from page 3)
has a small membership of company managers and press agents.

Conservative element in theatrical press agency, known as Theatrical Press Representatives of America, strongly oppose an AFL tieup for p. a.'s. Aroused from its dormant state by the recent trend of the field toward trade unionism, TPRA has become active and will hold a meeting February 21 at the Hotel Algonquin.

Impetus which created so much concern was the meeting last Tuesday of the theatrical unit of the American Advertising Guild, during which Morris Novick, Emanuel Eisenberg, Albert Maltz, Merrit Crawford and others discussed on problems affecting legit, motion picture and other categories of theatrical publicity.

NATIONAL THEATER

(Continued from page 3)
to select and operate a theater on the Stern itself to be called the World's Fair Repertory Playhouse. In this theater, during the fair, see plays and players would be presented.

Advisory committee for the contest consists of Katharine Cornell, Lynn Fontanne, Alfred Lunt, Otis Skinner, Maxwell Anderson, Sidney Howard, Robert Sherwood, Arthur Hopkins, Guthrie McClintic, Robert Edmond Jones, Jo Mielziner, Lee Simonson and Frank Gilmore.

THE ONLY AMUSEMENT GAME WITH A TEN YEAR RECORD OF CONSISTENT PROFIT THAT IS . . .

ABSOLUTELY LEGAL EVERYWHERE

BUY the New 1937 Calcutt De Luxe "Aristocrat" Billiard Table with the same feeling as if you were buying INCOME INSURANCE for years and years to come! You're NOT buying PRICE! You're buying the ONLY ABSOLUTELY LEGAL Amusement Device with a PROVEN TEN-YEAR RECORD for BIG, STEADY PROFITS! In fact, the ONLY amusement game that will STAY PUT on ANY LOCATION for YEARS and YEARS to come! The New 1937 Calcutt De Luxe "Aristocrat" Billiard Table will continue to bring you BIG, CONSISTENT EARNING when ALL your present games are forgotten! YOU OWE IT TO YOURSELF TO RUSH YOUR ORDER TODAY! (If you need further information write for circular and complete details.)

PRICED COMPLETE WITH ALL ACCESSORIES—Only—

\$237.50
4 FT. BY 8 FT. TABLE

\$262.50
4 1/2 FT. BY 9 FT. TABLE

TERMS: \$75.00 Certified Deposit with Order. Shipment freight collect, right draft against bill of lading from Fayetteville, N. C., for balance.

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

BRIGGS BALLOON SHOWS

I WANT TEN BALLOON AND PARACHUTE DROPS

Also Comedy and Novelty Thrill Acts for Grand Stand Features and Parades.

BRIGGS BROADWAY BALLOONS

Ernest Briggs, Manager.

Times Building, New York, N. Y.

Opening May 1st PONTIAC, MICH. JOYLAND SHOWS Opening May 1st PONTIAC, MICH. auspices V. F. W. auspices V. F. W.

LANSING, MICH., to follow under V. F. W. THREE of the BEST LOTS in DETROIT under V. F. W.

WANT—Legitimate Concessions of all kinds. Cookhouse, Eric Diggers (Lee Moss, write), American Palmistry, Ball Games, Weighing Scales. Will sell exclusive on Penny Pitch. Let's hear what you have.

Side Show People write. Want man to take charge of Motordrome. Must have own cycles. Sammy Lowrie, write.

Want capable Minstrel Show Manager. Must have small band. We have A-1 outfit, newly painted, good canvas, 50-ft. panel front, all ready to put in the air.

BILL BAHNSON, WRITE, have an exceptionally good offer for you.

Can use any show that does not conflict. Want to Buy 2,000-Ft. Super Service Electric Cable. Can use good Electrician and Ride Foremen. Also Want Billposter, Art O'Hara, write. Harry Millh Wants Telephone Essener Men.

JOYLAND SHOWS

ROSCOE T. WADE, Mgr., 917 Hunt St., ADRIAN, MICH.

WANT IMMEDIATELY CIRCUS PERFORMERS

All kinds, Clowns, Dog, Pony, Menage and High School Horse Acts, Musicians or Organized Seven-Piece Band, useful Circus People, Ladder Girls with wardrobe. Long season, money sure. Opening March 1. Write or wire

KING BROS. CIRCUS, Brownsville, Texas



Pleasing more and more of the operators all of the time

PENNY PACK

ONLY \$17.50 TAX PAID — REGISTER \$2 EXTRA



Get Busy . . . Rush Your Order Today!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

PAYOUTS PRICED FOR QUICK SALE

Bally Natural	\$39.50
Double Header	\$2.50
Bally Bonus	\$7.50
Becker's Tip	\$4.50
Captain Kidd (3 ball)	\$9.50
Cocktail Hour	
Double Nugget (7 ball)	\$2.50
Hells Bells (10 ball)	\$1.50
Galloping Plugs	\$5.00
Jennings Grand Prize	\$7.50
Grand Slam	\$1.50

Mecopoles	\$20.00
Repeater	\$1.50
Peerless	\$2.50
Rainbow	\$9.50
Red Man (5 ball)	\$2.50
Round Up	\$5.00
Transpacific	\$2.00
Tycoon (1st Model)	\$2.50
Tycoon (Late Model)	\$3.50
Top Row	\$2.50

DIGGERS

AT CLOSE OUT PRICES
Bowling Alley Special
KEENEY BOWLETTES
\$100.00
(14 FL. Sigs. Like New,
\$10.00 Extra If Crated.)
Rotary Merchandisers, like new, \$140.00
Electro Molds \$7.50
Merchandise, Flip
China Model \$5.00
Exhibit's Electro
Eye, comb. Unit
and payout \$9.50

TERMS: 1/3 Certified Deposit With All Orders, Bal. C. O. D., F. O. D. Cleveland, O. WRITE NOW FOR NEW February "BIG BAIN LIST" on Counter Games, Slots and Novelty Games!

AMERICAN NOVELTY COMPANY
2540 PROSPECT AVE. (Tel. Main 8844) CLEVELAND, O.

WEST'S WORLD'S WONDER SHOWS

15 FAIRS AND CELEBRATIONS 15

Including Cumberland, Md.; Durham, Rocky Mount, Williamston, North Wilkes-Boro, Lumberton, New Bern, Scotland County Fair, Henderson, all North Carolina, and Western Pennsylvania Firemen's Convention, Meyersdale, Pa., and others.

NOW BOOKING FOR SEASON 1937

Showmen with ideas, and people to back up your ideas, we will finance you. Will furnish complete outfit for Ten-in-One. Will book and furnish Wagons for Skooter, Ride-O, Till-a-Whirl, Drive-It-Yourself Auto Speedway or any new flat ride.

Help Wanted—Ride Men and Foremen, also capable, sober and reliable Electrician. Free Acts—must be sensational.

Kay Wells Wants Girls for Revue, Hawaiian and Posing Show. Write her care Winter Quarters. All Concessions Open.

All others—address your communications to
FRANK WEST, Gen. Mgr., P. O. BOX 125, NORFOLK, VA.

Toys for Venders Proves Good Biz

NEWARK, N. J., Feb. 13.—Eastern Machine Exchange has entered the business of supplying toys for vending machines in a big way. Frank Hart, of the firm, has arranged a combination of toys that is well adapted for sale in the small confection venders. Hart says that operators using the combination have found it to be very profitable.

In addition to supplying operators with these novelties, Hart also advises operators on the best candies and gums to use in their machines. He has had a long experience in the field and knows the best sources of supply. Due to the increase in business Eastern has employed additional help in both the toy department and in the mechanical department.

ROUTES

(Continued from page 84)

Florida Sun: Punta Gorda, Fla.; Wauchula, March 1-6.
Golden Gate: Los Angeles, Calif.
Greater United: Laredo, Tex., 14-27.
Green's, Doc: United: Cameron, S. C.
Hilchbrand's United: Trarwood, Calif., 20-23.
Krauss: Greater: Sarasota, Fla.; Ft. Lauderdale 22-27.
Large & Lane: Collins, Miss., 22-27.
Lawrence, Sam: New Smyrna, Fla.
Lucky Strike: Galveston, Fla.
Reid: Greater: Jacksonville Beach, Fla.
Royal American: Orlando, Fla.
Royal Palm: Sebring, Fla.; Redlands 22-27.
Stebrand Bros.: El Centro, Calif.
State Fair: (Hodori) Tucson, Ariz., 15-23.

Additional Routes

(Received too late for classification)

Cannon Show: Danville, Ga., 13-20.
Daniel, Maxian: Benton, Ky., 15; Dresden, Tenn., 19; McKenzie 20; Huntington 22; Trenton 23; Humboldt 24.
Gilbert Comedians: Bluffton, S. C., 13-20.
McNally Show: Dagsboro, Del., 15-23.
Rippel, Jack Splash: Bluffton, S. C., 15-20.

The Mills to Florida

DETROIT, Feb. 15.—Jack Mills, banner solicitor for Cole Bros.' Circus, and his bride, the former Tillie Wolfe, of Windsor, Ont., will spend their honeymoon in Florida and then will report for duty in New York, where the Cole show opens its season on March 18.

The wedding was solemnized at 8 p.m. February 14 at the Sahnair Hashomayn Synagogue in Windsor and following there was a big reception at the home of the bride's parents in Windsor. Several friends were present from the Shrine Circus, Detroit.

Jack is one bannerman that has always kept a secret. On the invitation it reads, Morris L. Mills, of Cleveland. Everyone in the circus business wishes Jack as much success in married life as he has enjoyed in the advertising end.

WANTED

El Wheel foreman, Merry-Go-Round foreman, Whip foreman, foreman for two other new rides. Do not answer this ad unless you are fully qualified for these positions. Will pay good salaries. ALSO WANT THREE OR FOUR GOOD SHOWS.

CHAS. OLIVER

1417 Crafton St., ST. LOUIS, MO.

WANTED Clean Concessions

Bingo open. Also booking Rides, Shows and Concessions to open April 10, South Carolina. No racket. Want two High Acts and Billposter for season. Twelve Fairs North and South Carolina booked. Wauchula, Fla., Washington Celebration week February 22; Sarasota Colored Fair follows.

This week Punta Gorda, Fla. FLORIDA FUN SHOWS.

OWING TO DISAPPOINTMENT

WANTED First-Class Pictorial and Seattle Artist.

DODSON'S WORLD'S FAIR SHOWS

Box 549, SAVANNAH, GA.

ROGERS & POWELL WANT

For the 1937 Season, for one of the best routes a show ever had, beginning in Mississippi, any time that does not conflict, except Ferris Wheel and Organ Plates. Give Merry-Go-Round with Organ good proposition. Organized Minstrel and Shows of all kinds and Concessions. WANT an Agent that can really get contacts to work for an interest in show. Wheel and Chair-Plane Operators, Bill Post and Red please report at once. Yonon City, Miss.

HARRIS CARNIVAL COMPANY

WANTS Shows and Concessions that work for Stock. Pisto Gallery and Circus room. Tom Walker, Vern La Vern, J. C. (Nobby) Masserang (same name), Will open in April. Write or wire ROXIE HARRIS, 803 Clinton Court, Findlay, O., or GEO. CRIN, 316 Virginia, Indianapolis, Ind. WANT to hear from organized Minstrel Show with Band.

W. A. GIBBS SHOWS

WANT Organized Minstrel Show, also Hill Billy Show. WILL BOOK Till-a-Whirl or Octopus and furnish transportation. WANT First Man on Wheel, two Second Men for other Rides. WANT Girl Shows with or without Tops. WILL BOOK live Peeters. Hold contracts for two big July 4 Celebrations, one on each, one on 31st, also seven Fairs. Address W. A. GIBBS, Erie, Kan.

SPECIAL

BINGO CARDS
100 Cards, with 25¢ 500 Cards, per 100, \$80; 1,000 Cards, per Hundred, 750; 5,000 Cards, per Hundred, 700; 10,000 Cards or Over, per Hundred, 650. Goods shipped same day order received. This cards also used in theaters.
ACME CARD CO., Lake Worth, Fla.
P. O. Box 644.

WANTED

JAPANESE, CHINESE OR ORIENTAL TROUPE For Haaz Bros. Circus, owing to disappointment. Communicate at once.

ROY HAAG

General Manager, Lafayette, Tenn.

NOTICE! FIRST CALL NOTICE! THE MILLER AMUSEMENT CO.

OPENING MARCH 1 NEAR BATON ROUGE, LA., IN THE HEART OF THE VEGETABLE SECTION, WITH LOUISIANA STRAWBERRY RELY TO FOLLOW. WANT HIDDEN PAID NO POKERDOME, AND ONE TO TAKE CHARGE OF BATH, CAN PLACE CAPABLE SHOW PEOPLE OF ALL KINDS; FURNISH FOR LOOP-LOO-LOOP, WHIP, CHAIR-PLANE AND FERRIS WHEEL. WANT RELIABLE CONCESSION AGENTS THAT CAN STAND PROSPERITY. Our Fairs start at Sparta, Ill., in July, and run continuously until Florida, La. each of October 15. ALL PEOPLE UNDER 18 CAN PLACE BIRTHDAY MARCH 1 AT WINTER-QUARTERS, NOW OPEN AT HILLERVILLE, LA. ALL INFORMATION
RALPH R. MILLER, Manager, Durham Springs, La.

KAUS UNITED SHOWS, INC.

WANTS for Long Season: Octopus, Double Loop-o-Plans, U-Drive-It Atter, Rides and Loop-the-Loops.
SHOWS: Minstrel, Athletic, Illusion, Fun House, Walk-Thru, Sex, small WM West, and any other Single Hit Attraction.
WANT Manager and Operator for Motorcrosse, or will book a good Drome.
CONCESSIONS: All legitimate Concessions open except Bingo. Will sell exclusive for Novelties and American Palms.
Want to hear from Arizona Red. CAN PLACE Ride Help in all departments. All address 12 NATIONAL AVENUE, NEW BERN, N. C.

STARK STRAWBERRY FESTIVAL

STARK, FLA., MARCH 1 TO 6.
WANTS Rides and Concessions. No rackets. Location on the Main Street, Block from Post Office. Also for GAINESVILLE, FLA. week of February 22. Possessive Location, Starting Opening South Georgia, March 8. Concessions all open. Will give good Shows with own outfits 20% rate. Will furnish outfits if necessary to good shows. WANT Return Prize Act to open March 8. Notice especially. WANT Merry-Go-Round, Loop and Kiddie Ride for opening March 8. Address TOM TERRILL or ERIC S. HYDE, Gainesville, Fla.

LAST CALL HAPPY DAYS SHOWS

OPENING SATURDAY, FEBRUARY 27 TO MARCH 6, MONTGOMERY, ALA.
Guarantee Twenty-Two Bona Fide Fairs and Cream Still Dates.
Want Shows and Rides not conflicting with ours. Merchandise Concessions only and one more Free Act. Attractive opening for Octopus, Ride-O, Caterpillar, Motorcrosse, Penny Arcade, Animal Show, etc. Have complete outfits for Girls Revue and Colored Minstrel. All replies T. L. DEDRICK, Mgr., Montgomery, Ala.



PARADISE

*"The Gold Mine
of all
Coin Games"*

**TAKES FROM 5¢
UP TO \$1.25 ON
A SINGLE PLAY**

Player (or players) has a choice of 5 different "Field" or "Point" bets on which he (or they) can play from 5c to 25c on each choice—or with all possible bets covered, taking up to \$1.25 on a single play. Payouts range from 10c to \$1.50 for every nickel played. Highest possible payout \$8.50. Sold on exclusive franchise basis where order justifies. Console Cabinet 50" high, 34" wide and 29" deep, overall.

**ALSO IN
TICKET MODEL**

**Producing Higher
Earnings than any
Coin Game Ever
Introduced**

IMMEDIATE DELIVERIES

Direct or thru KEENEY Distributors

J. H. KEENEY & CO.

2001 CALUMET AVE. CHICAGO, ILL.



1 BALL ODDS-CHANGING PAYOUT GAME

*Also in 2, 5 or 10 Ball
Models... Easily Converted
back to 1 Ball Model*

As simple as A-B-C for the player to figure out. Half of the spiral-spring posts on the playing field have a red cap, and the other posts have a green cap.

As the ball rolls down the board, hits against red or green posts are respectively registered on red and green dials on backboard.

If, when the ball lands in the single Out Hole at the bottom of the board, a pair of 1's, 2's, 3's or 4's is showing on the dials, then the player is awarded according to the odds as indicated for that pair on that play.

Odds run from 2 to 1 up to 40 to 1 and are changed with each nickel play.

Flash! Simplicity of play principle! Prolonged play thrill! And a record-breaker in earnings as shown by location tests.



51 in. x 24 in.
Cabinet
•
6-Coin
Escalator
Coin Chute
•
Powerpak
•
No Shuffle
Board

TEN STRIKE

*Outselling all
Payout Tables Combined:*

2-BALL ODDS-CHANGING

*Payout Table Employing Miniature
Ten Pins Instead of Payout Holes*

Payouts are made by balls striking miniature ten pins with each such hit being registered on light-up backboard and as per odds indicated with each new play—payouts ranging from 5c to \$2.00, the latter when "Mystery Strike" is secured in hitting Head Pin at proper time.



51 in. x 24 in.
Cabinet
•
6-Coin
Escalator
Coin Chute
•
No Shuffle
Board

WAIT FOR THE NEW KEENEY SPIRAL SPRING NOVELTY GAME!

whoa!
**DON'T PASS
THIS BUY!**



If
**YOU KNOW WHAT'S
GOOD FOR YOUR
—BANK ROLL!**



DE LUXE SIZE
24" X 60"

WESTERN'S

**GRAND
PRIZE**

**THE AUTOMATIC
PAYOUT JACKPOT
TABLE**

• Add a great automatic payout table to a sensational JACKPOT feature and you've really got something! . . . no player with an ounce of red blood in his veins can resist the big odds, payout possibilities of GRAND PRIZE . . . the reason why operators are not just seeing double profits but actually taking it in!

\$159.50 **\$169.50**

Power Pack or Ticket Model Batteries Optional. No Charge for Check Receptor.

IMMEDIATE DELIVERIES

Constant Power

By A. B. CHERETON

The history of the amusement industry is marked by amazing progress in the development of perfection of coin machine games. Out of the dark ages of uncertain performance into the "electrical age" of constant power and un-failing efficiency has come the amusement machine industry. Invaluable aid has been the invention and perfection by the Electrical Products Company of such ingenious power-saving devices as Electropak.

No longer need the coin machine operator worry about his profits being dissipated thru constant battery replacements. No longer can one see attractive coin machine games standing idle on location waiting for a battery to be repaired. The invention of Electropak has allowed the operator to save approximately \$60 to \$90 a year on each machine and battery replacement expense. The Electropak is a power converter, converting alternating current into direct current on which games operate, insuring a constant supply of electricity at all times.

On locations using either an alternating or direct current outlet the operator can look to Adaptapak, another of the Electrical Products Company's inventions, to solve his power problem for him. This profit-saving device requires no special installation and can be connected by merely plugging it into a direct current outlet and plugging the Electropak cord into the Adaptapak.

Coin machine games that could be cheated and operated when not under electrical power prevented the operator's investment in coin machines from producing the maximum profit. But the development of Electropak gave the operators a positive and mechanical prevention against sales loss in revenue.

Today the sports-minded American public demands a greater variety of coin-operated games and so the Electrical Rifle Range machines came into being, employing the principle of the photo-electric cell. Again the Electrical Products Company took up the baton, shouldered the responsibility inherently theirs in the electrical coin machine field and invented the Photopak. This highly developed mechanism permits the player to aim a beam of light at a target and register a hit in many ways but yet is so simple that the operator can handle the equipment very easily.

Because of the heavy play on many electrically operated coin machines fuses became a major factor in operating costs. The Epo Fuse Eliminator saved the operator the loss of a great deal of money for machines standing idle because of fuse trouble.

As standard equipment on the vast majority of electrically operated coin machines in use the Electrical Products Company's ingenious devices have stamped out forever expensive upkeep costs to the operator.

Chicago Coin's Home Run Stars

CHICAGO, Feb. 13.—The good word is going the rounds wherever active operators meet that Chicago Coin Corporation's new games are fulfilling the hopes of operators by actual use on location, according to Sam Wohlberg, of the firm. The Home Run game seems to be one of the big reasons for it all.

"To the rabid baseball fan," Wohlberg says, "restless with the dull monotony of hot-stove league chatter, the new game of Home Run gives full play to his pent-up baseball enthusiasm. No mere novelty table with a few changes in style is the Chicago Coin Corporation's attractive new game. But it is an entirely different five-ball baseball game with several startling features. The fascinating playing design does not employ the use of any hole on the playing field. Five 1½-inch steel balls, bouncing from spring to spring and recording the hits of the light-up rack, give the player an unsurpassed thrill in coin machine play.

"Operators' profits on the Chicago Coin Corporation's 1937 line of winners are greatly increased with the immense popularity of Bump-a-Lite. The beautiful payout table holds great attraction for the coin machine player with its varicolored springs and mirror-trimmed light-up rack. If the ball falls into the free play hole the player gets the second shot, and all springs contacted on the

second play count in addition to those made on the first shot.

The coin machine operator noting the tremendous play these machines are receiving on locations all over the country has made immediate plans to add more of the Chicago Coin Corporation's 1937 line of popular new coin machine games to his present supply on location."

Roll Over Sales Growing in East

NEW YORK, Feb. 13.—George Ponsler Company, with offices in New York and Newark, reports a rushing business on the Genco Roll Over game with the rebound type of springs. I. K. Morris, of the Newark office, states there was such a lineup of operators waiting when the first shipment of Roll Overs arrived, the operators didn't even wait to have their games checked, but immediately placed them in their cars and contentedly rode away.

One of the Newark operators, Ernest Kruter, manager of the Acme Vending Company, explains that upon placing Roll Over in one of his locations the game created so great a sensation that it was necessary to confine each player to no more than two games so that everyone would have the opportunity of playing the game.

"Nickels sure came in fast," Kruter stated. "In fact, faster than in any pin game that I have been privileged to operate in the last few years. That certain spinning, twisting and zig-zagging that the ball takes going over the playing field, hitting or missing the 'electric nerves,' give Roll Over the playing appeal that is needed to classify it as a real money-making game.

"Orders have piled up so rapidly that Ponsler has instructed Genco to build, build and build some more," he concluded.

PHILCO TELE

(Continued from page 8)

Philco. Called upon the press to help foment public opinion so that the Federal Communications Commission will restrict the 42 to 90 megacycle band for commercial television only and keep outsiders from breaking in. Skinner blamed the FCC for lagging behind in the demands for a good television channel to meet the progress being made by the RMA. "It's like having a good auto without roads to travel on," he said. The "outsiders," alluded to by Skinner, were revealed as being government agencies, principally the army, navy, aviation and agriculture. Altho the RMA has promised to extend full co-operation to government agencies in both times of peace and war, negotiations between the two forces have already reached a stone wall, since the government's need for television involves military secrets that cannot be revealed. Altho Skinner believes that the public viewpoint is favorable to commercial television, he believes there is a great need for public enlightenment thru the press to bring that pressure upon the FCC.

In increasing scanning lines from 345 to 441 Philco demonstrated its tele as a high fidelity system, affording the highest picture definition obtainable at present. Throw-switches demonstrated the difference in visibility between 345 lines and 441, latter showing the line formation is no longer visible from the ordinary view, which is about five feet. Pictures were received on six receiving sets using independent television and sound receivers for flexibility. Picture tube was a cathode ray, 12 inches in diameter, giving white and black pictures approximately 7½ by 10 inches, transmitted in a horizontal direction at the rate of 30 frames per second, interlaced giving a field frequency of 60 per second.

Program

Program included stills of Glenda Farrell, film player; a ticking watch with seconds hand discernible; a dollar bill with the serial numbers readable; a newspaper; a two-way telephone conversation; several songs by Helen Hughes, vocalist; a motion picture newswreel and musical short, and a televised fashion show.

In discussing problems that confront television on a commercial basis, Ramsdell pointed out that: "Technical standards for television transmission will have to be approved by the FCC so that a receiver will receive from any transmitter within range. Further, the present limited range of television, averaging about 25 miles, will have to be increased. Key cities, such as New York, Philadelphia, San Francisco, Boston and Washington, will have television first. But

EXHIBIT'S CHUCK -A- LETTE

A SENSATION before the show
a SENSATION of the show
and always a sensational
money-getter . . . Exhibit's
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.

BEDROCK-PRICES-BEDROCK

4 CARIACAS
7 PUT & TAKE
14 REEL 21'S **\$5.95**

5 DE LUXE 40'S
6 TROJANS - - **\$9.95**

8 PEERLESS
12 JUMBOS
6 SUNSHINE DERBYS
3 KEENEY GRAND
SLAM
4 PAMCO PARLAY
3 PAMCO SPEEDWAY
2 WESTERN SNOOK-
ERS **\$15.95**

5 BALLY ROUND-UPS
7 CAL. BIG SHOTS
3 SUNSHINE BARE-
BALLS **\$19.50**

3 GALLOPING PLUGS
6 HIALEAH - - **\$22.50**

17 BALLY NATURALS
14 BALLY MULTIPLES - - **\$25**

16 CHALLENGERS
6 ALL STARS
4 PAMCO BALLOTTES **\$27.50**

5 DAILY RACES, Mystery . . . \$32.50
4 PALOOKA 21'S, 6 HITS . . . \$35.00

28-50
MILLS
BLUE FRONT
MYSTERY **\$57**

3 ART GRUB STAKES . . . \$75.50
25c PACE RACE, Black Cabinet . . . \$175.00
RAY'S TRACKS, Late Model . . . 175.00
WINE US QUICK FOR ONUCKALLETTS
JOCKEY CLUBS, DOMINES, BANGALTE.

No Orders Filled Without 1/3 Deposit.
Certified Check or Money Order.
United Amusement Co., 908 McCullough,
San Antonio, Tex.

the government will first have to issue commercial licenses suitable for television, that is in the 42-90 megacycle band. There will also have to be a reduction in the cost of television receivers. At present, in England, there is no great rush to buy sets now selling from \$500 to \$800."

As for program production, he continued: "A source of programs will have to be developed. In putting on a short sketch by television more is required in the way of costumes, rehearsal and stage properties than for any known entertainment field. Actors no longer can read their scripts. Both appearance and voice are necessary for the television star. The problem of giving the American people television programs 365 days of the year assumes staggering proportions as far as personal energy and finances are concerned."

While no reference was made as to how television would take sides with motion pictures and radio, Ramsdell limited his comparison to sound broadcasting. Television will never supersede sound broadcasting, he added. "Each has its own field and function and sound broadcasting will continue to occupy its important place in the home."

NIGHT CLUB

(Continued from page 12)
and conclude with a travesty on top dances originate.

Jean Mona, who might be termed a fem edition of Buddy Ebsen, who preceded her, kicks out complicated routines. Harvey Bell is an excellent tenor but falls short in his Jolson imitation and as master of ceremonies. George Duffy remains with his orchestra, and the Four Esquires, long favorites at the Hollenden Vogue Room, continue to do their stuff in the cocktail lounge.

H. B. Hoyt.

**WESTERN EQUIPMENT
& SUPPLY CO.**

925 W. North Ave. • Chicago, Ill.

THE BIGGEST HIT IN SALESBOARDS IN 10 YEARS

DESIGNED BY AN OPERATOR WITH MANY YEARS OF EXPERIENCE.

It's called

WHAT'S YOUR BID ?

This unit will make the operator the biggest money for the smallest investment that has ever been offered in the history of the industry. Earnings as high as \$50.00 a day per unit is possible with much less effort than the usual salesboard. It's easy to play, has plenty of appeal and good to look at and takes up small space.

GET IN ON THIS SENSATIONAL MONEY MAKER TODAY

Lots of 5—\$3.50 each.
Lots of 10—\$3.25 each.
Over 10—\$3.00 each.
F. O. B. Poplar Bluff, Mo. Shipping weight 5 pounds.

SAMPLE BOARD \$3.95

SHIPPED C. O. D. ON RECEIPT OF \$1.00 PER UNIT.

Wire or Air Mail Your Order Now Before Some Other Livewire Beats You To It.

PEACHY NOVELTY CO.

BOX 264
POPLAR BLUFF, MO.

Machine Plays Perfectly After Falling Off Truck

CHICAGO, Feb. 13.—B. D. Lazar, Pittsburgh Rock-Ola distributor, relates an occurrence which he says serves to show

the remarkable amount of abuse a Rock-Ola Multi-Selector phonograph will stand and still be "ready to go."

Says Lazar: "Recently we received a hurry-up call from a well-known bank for a phonograph to be placed in its lobby for use in promotion of a new business campaign. We were just finishing loading a large truck and the Rhythm King for the bank was the last piece loaded. In our haste we apparently failed to securely fasten the door of the truck for when it arrived at the bank the Rhythm King was missing. There was nothing for the boys to do but retrace their route in search of the machine.

"Meanwhile an operator had found it and had driven several miles to deliver it to a Rock-Ola operator of his acquaintance, thinking it must have been lost by him. As the operator was not the loser he phoned us to tell of having the machine.

"It could be pictured in our minds as nothing but a wreck, because we knew the height it had fallen from. The men were sent after it, too, with instructions to bring it in so we could at least look it over. We did find the cabinet damaged, but apparently nothing had happened to the mechanism. Out of curiosity we plugged it in to see if it would play. It did and played the entire 12 records as unflatteringly as if nothing had happened.

"Thousands of Rock-Ola Multi-Selectors have passed thru our hands and we are pretty well acquainted with them, but the apparently perfect mechanical condition of this machine after what it had been thru amazed me."

Markepp Reports Bumper Sales Up

CLEVELAND, Feb. 13.—"When the public goes for a game it goes for it strong, and that is just the reception given to Bumper," says M. M. Marcus, general manager of the Markepp Company here.

"Every business day in the week sees a full truckload of Bumpers coming from Chicago for the four Ohio offices of the Markepp firm," Marcus continued. "Bumpers certainly started a new fad in games. It is going to have many developments, and I predict we are going

PROFITS ROLL IN WITH Roll-Over

The Amazing Game with the **ELECTRIC NERVES**



It's the SENSATION of the season—a real money maker! Roll Over's electric "nerves" make for hectic excitement. Each time the ball touches a "nerve" (the black contact rim around each hole), the lighted scoreboard registers 100 points. A skillful shot can actually score as high as 1,400 points.

SIZE 22" x 46"

A PROVEN SUCCESS!

- Electric Totalizer.
- Electropak Equipped.
- Veevor Counter Payout Recorder.
- Switch Regulator for 5-6 or 7-Ball Play.
- Attractively Decorated Playing Field and Cabinet.

\$59.50

F. O. B. CHICAGO

GENCO INC. 2621 N. ASHLAND AVE. CHICAGO

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

THE COIN MACHINE G MEN DETECT THE OUTSTANDING USED GAME BARGAINS

TURF CHAMPS TICKET	\$44.50	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
RAMBLER	27.50	RELiance 25c	42.50
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.	195.00
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.

QUICK SACRIFICE FOR CASH

5c and 25c Paces Races, serials 2500 to over 3000, price \$200.00. Tycoons, late models, with Power Packs, \$25.00. Big Richard, new model, with Gold Award, \$20.00. All machines in perfect mechanical condition and refinished in modern duco methods. Customary one-third deposit.

W. D. BARTLETT, 26-28-30 N. E. 54th St., Miami, Fla.

to see new high sales records set."

E. M. Marley, of the Markepp Company, also tells about Harry Turner, a West Virginia operator, who lost considerable equipment in the recent floods. "When the waters started going down," Marley relates, "Turner phoned to the Markepp Company the request for some new equipment to be rushed to him.

Turner's home and warehouse were flooded and he was forced to take refuge with his family in a hotel, where he was marooned for several days.

"Turner, whose jovial smile and stories made him many new friends at the coin machine show in Chicago, said: 'Well, I needed new equipment anyhow, so rush some along to me.'"

A REAL BARGAIN! ROWE DELUXE CIGARETTE MACHINES RECONDITIONED LIKE NEW

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ROWE DELUXE

15c Coin Slots—6 columns for cigarettes plus one extra column for 1c Box Matches. Capacity: 120 packs. Vends all popular brands. Sturdy construction. Glass windows below slots show last coins that were inserted. Dimensions: 13 in. deep, 18 in. wide, 28 in. high. Original Cost, \$79.00 Each.

ROWE DELUXE \$14.50 EACH

Can be set on counter. NOTE—Can be further or fastened to wall. Floor stand \$2.00 extra. YEHING: 1/3 Deposit. Checks or Money Order must accompany orders. Bal. C. O. D.

X. L. COIN MACHINE CO.
1351 Washington St. BOSTON, MASS.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

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. Feather-rub 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 1 1/2 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.

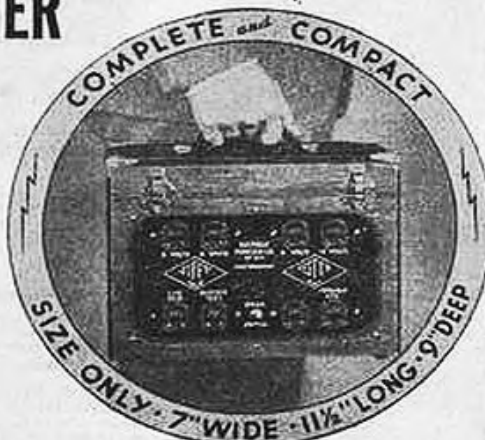
Instructions enclosed with each instrument so easy to follow you can make IMMEDIATE use of this remarkable time saver.

\$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.



Eddie Ginsburg Back From Trip

CHICAGO, Feb. 13.—Atlas Novelty Corporation recently welcomed Eddie Ginsburg upon his return from a cruise of two weeks to the West Indies. Tanned by long exposure to the tropical sun and bearing gifts from several of the islands visited, Eddie arrived in Chicago looking as fit as a finely trained fighter.

His interesting accounts of experiences on the islands of Haiti, Bermuda, Jamaica and Cuba held everyone spell-bound. Eddie says he will write a lengthy account of his trip and already has lined up a publisher so that the coin machine people may read it in book form.

Eddie invites all coin machine buyers to visit the Atlas offices and see the trophies and handwork he brought back from the islands.

Eddie's vacation ended the moment he set foot on terra firma in New York, where he was met by Phil Greenberg, manager of Atlas office in Pittsburgh. After paying their respects to New York distributors and jobbers Eddie continued on to Philadelphia, where he and Greenberg completed arrangements for distributing Stoner's new pay tables in the Quaker City.

Eddie plunged right into work at the home office and is now planning an extensive road trip thru the Middle West.

Keeney Announces New Lite-a-Pair

CHICAGO, Feb. 13.—In keeping with habit, the J. H. Keeney & Company springs a new surprise playing idea with its latest creation, Lite-a-Pair, a one-ball, odds-changing payout game. This time it is a clever playing feature known as "spiral-spring posts," a device that puts more action and zip into payout table play than it has ever had before.

Shipments of Lite-a-Pair to jobbers and distributors in territories all over the country will begin February 10, according to officials. This will enable operators to take full advantage of location placements in time for the activity of the coming season.

Lite-a-Pair is said to be a brilliant departure from all previous types of payout tables. It has a simple but fascinating playing design. When the ball is shot by the player it may hit the red-capped spiral-spring post on the playing field. If it does, a red light-up dial in the backboard advances to one. Then, if a ball should hit a green-capped post, the green dial in the backboard

Protect Your Route Without Delay
1c Skill Game

5 PENNIES ON DUCK
PARTIAL OF 1000000000

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 \$1.00
Lots of 6 \$1.40
Lots of 12 \$1.20
1c dip with order, bal. C.O.D.

STAR SALES CO.
2051-55 Wayne Ave.
Dept. B-21 Kansas City, Mo.

No Personal Checks, Please

TOM THUMB JAR GAMES

4 Big Winners in Every Jar—135 Small Ones.
No Sale. Profit \$10 to \$35. Price, express prepaid, \$3.50. Write for Details 33 Other Games.

TOM THUMB, Dept. 77, Newark, Ill.

also advances to one, and the player temporarily has a pair. But these dials may be advanced to paired twos, threes or fours, with ensuing hits as the ball rolls down the field into the single out holes at the bottom of the board. Then, if a pair is still showing, the player receives a hit according to the odds as indicated for that particular pair on that play.

Locations are as variable in their demands as are human beings, and sometimes a one-ball payout table does not pull the volume of play it should. To cope with this contingency, J. H. Keeney & Company have produced Lite-a-Pair in two, five or 10-ball models. These have an amazing flexibility, permitting their conversion back into a one-ball model for business and later resale purposes.

Characteristic with Keeney production is its well-known assurance to the operator of trouble-free and highly satisfactory location performance. J. H. Keeney & Company have never sacrificed mechanical reliability because of any unique or unusual playing design. The brilliancy of each creation goes hand in hand with the durability and perfection of the machine. Every Keeney innovation can be termed as not only a real surprise in playing design, but a plausible surprise in giving to the operator greater profits than he has ever enjoyed before.

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.

WE'LL GIVE YOU \$6.00 FOR ANY OLD DAVAL BUILT COUNTER GAME IN TRADE ALLOWANCE TOWARD THE PURCHASE OF TRI-O-PACK • • PLUS • • 7 DAYS FREE TRIAL MONEY BACK GUARANTEE

NO INCREASE IN PRICE!

TRI-O-PACK WILL ONLY COST YOU \$24.75 (TAX PAID) LESS \$6.00 ALLOWANCE FOR OLD GAME OR **\$18.75** TAX PAID

RUSH YOUR OLD GAME PLUS 1/3 DEPOSIT—BALANCE C.O.D., F.O.B. CHICAGO

SAVE MONEY-GET RID OF ALL YOUR OLD GAMES-EARN BIGGER, BETTER AND EASIER PROFITS AND KEEP YOUR LOCATIONS HAPPY WITH A NEW AND BETTER COUNTER GAME!

WE NEED YOUR OLD DAVAL COUNTER GAME TO FILL FOREIGN MARKET ORDERS! ONLY DAVAL-BUILT COUNTER GAMES ACCEPTED!



RUSH YOUR ORDER TO

Grand Prize Is Big Western Hit

CHICAGO, Feb. 13.—In the eight seconds that it takes you to read this sentence 5,450 people in all sections of the country will be dropping coins into machines made by Western Equipment and Supply Company, according to Jimmy Johnson, head of the firm. "This is one of the very interesting statistical facts recently gleaned from the sales records of our firm," Jimmy says. "There can be no greater proof of the earning power of Western machines than this evidence of their tremendous patronage."

"Grand Prize, Western's new automatic payout table with the exclusive jackpot feature, is one of the main reasons for this amazing nation-wide play. No other payout table has ever been able to offer players the combined thrill of an automatic payout with the registered jackpot, but the operation of

the new feature is comparatively simple. Ten cents of every \$1 inserted into the mystery coin chute automatically goes into the jackpot. A ball shot into the Daily Double pocket automatically empties when \$4.00 is collected. The last 10 cents of the next dollar awards \$5. After this big payout the jackpot visible immediately turns to zero. This possibility of big payout induces continual play after play and puts Grand Prize at the head of the profit-making class.

"Studded with many exciting new features, the playing field presents an amazing attraction for thrill seekers. Chief of its features is the 33 winning pockets. The playing field is divided into six races which carry big changing odds. When a coin is inserted any one of the four perpendicular rows of odd numbers light up. The pockets into which the ball drops shows the race and points to the odds. The player's excitement is kept at fever pitch by the ball, directed by bouncers and springs, darting around this highly colorful field before finally dropping into a pocket.

"Another amazingly new device is the mystery coin-chute light. As the coin is inserted from two to eight brilliantly colored pockets light up. When the ball drops into one of the pockets on the playing field and it matches a lighted number of the backboard the player is automatically awarded the indicated odds.

"Players of payout tables are constantly in search of more thrills. Satisfying their desires means highly satisfactory income to the coin machine operators. With the introduction of the Western Equipment and Supply Company's new game, Grand Prize, the operator can now furnish location patrons with the excitement they seek. That is why Western's games set the pace in nation-wide popularity."

RIOT OF FUN
SQUIDDING CIGARETTES.
When the SQUIDDER takes one, he gets a HANDFUL of WATER! This NEW Joke item sells like Hot Cakes. Best American made. Perfect Worker. \$2.50 Gross.

NO! NO! a 1000 Times NO! Joke Panties with Lock and Chain. Per Dozen, \$1.20; Gross \$13.50

DIRTY MATCHES (very funny). Doz., 20¢; Gross \$2.25. SURPRISE MYSTERY BOX . . . Put in a \$ Bill, the Victim opens . . . out pops a ENAMEL \$1.50 Doz. SPINX PUZZLE (rears 'em wester). Doz., 35¢. SAMPLES OF ABOVE are CATALOGUE OF 2,000 Fast Selling Tricks, Jokes and Puzzles, 50¢, separate.

STORKE KEENE'S . . . MAIL ORDER DEALERS.

Our NEW RETAIL Catalogue is ready . . . cover 600 items in 32 pages . . . BRINGS RESULTS.

With blank space for your imprint. \$2.00 a 100. Send Dime for it and see Wholesale Catalogue.

MAGNOTRIX NOV. CO., 136 Park Row, New York



THREE JACKPOTS!

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

Write for Broadsheet and Price List

GARDNER & CO.
2309 Archer Ave. Chicago, Ill.

NEW FUR COAT AND SCARF DEALS

NEW, SMASH COMPLETE SELL-OUT DEALS WITH FINE QUALITY, GENUINE MERCHANDISE WHICH GUARANTEES FAST ACTION AND BIG PROFITS.

No. 1.	Cost of Complete Deal	\$26.00	No. 2.	Cost of Complete Deal	\$20.00
1200 hole board, 5c play. Consists of Genuine Fur Coat; Silvered Fox Fur Scarf; 6 Fur Seattle Dog; 2 Cards of Rabbit Foot with key chain (18 on each card); 1 Beautiful Display Board.	Deal Taken In	\$60.00	1000 Hole board, 5c play. Consists of 2 Silvered Fox Fur Scarf; 6 Fur Seattle Dog; 2 Cards of Rabbit Foot with key chain (18 on each card); 1 Beautiful Display Board.	Deal Taken In	\$50.00
	Profit on Each Deal	\$34.00		Profit on Each Deal	\$30.00

SPECIAL DISCOUNTS ORDER NOW! With every half-dozen deals you order, take off 50¢ 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.

CHARLES BRAND, 208 W. 26th ST., NEW YORK, N. Y.

★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker . . . \$49.50	Yurf Champ, Late Comb. Models . . . \$59.50	Bally Jumbo . . . \$19.50
Bally Round Up . . . 27.50	Daily Limit 29.50	Bally Peasness . . . 79.50
Bally Challenge . . . 39.50	Golden Harvest . . . 10.50	Daily Blue Bird . . . 59.50
Bally Boston 22.50	Ten Grands 24.50	Bally Multistrike . . . 49.50
Bally Sky High 27.50	Daily Belmonts . . . 49.50	Pamco Ballist 29.50
Pamco Parlay Sr. . . . 29.50	Hills O'Gooy 32.50	Bally Propector . . . 12.50
Bally All Stars 29.50		Big Richard 14.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER. Reconditioned Ready For Immediate Delivery.

"THE GREATEST SUCCESS"

Is assured only with the best machines. We endorse no others.

Bills—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.

2546 N. 30th STREET MILWAUKEE, WIS. **BADGER** NOVELTY COMPANY

Thank You for Mentioning The Billboard.

Operators . . . CLEAN UP WITH THIS BRAND NEW MONEY MAKING SALESBOARD SCOOP!

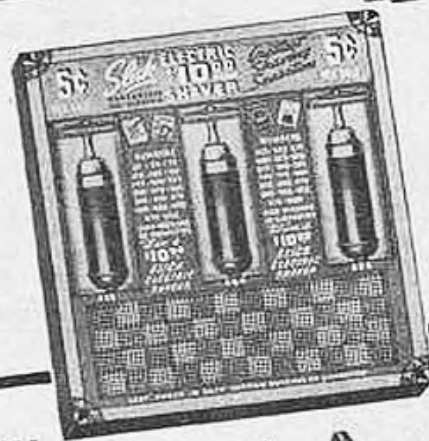
IMAGINE . . . 3 Genuine Slick All Electric Shavers . . .
Retail Value \$10.00 Each, Total Value \$30.00—Mounted
Complete on Attractive Salesboard at Special Combina-
tion Price of **\$8.90** for All Three. (In Lots of Six Boards.)

A Hit. A Knockout. A Winner. Enthusiastic operators are exclaiming over this great new proposition—this new shaving marvel—the Slick All-Electric Shaver. Millions need and want it. Millions will use it. Fastest operating, smoothest working shaver on the market. 7,200 strokes per minute. Massages as it shaves. Every shave slick, clean and fast. No fugging, no scraping, no "going-over" the same surface again and again. A joy to men and women both. A new deal in better shaving!

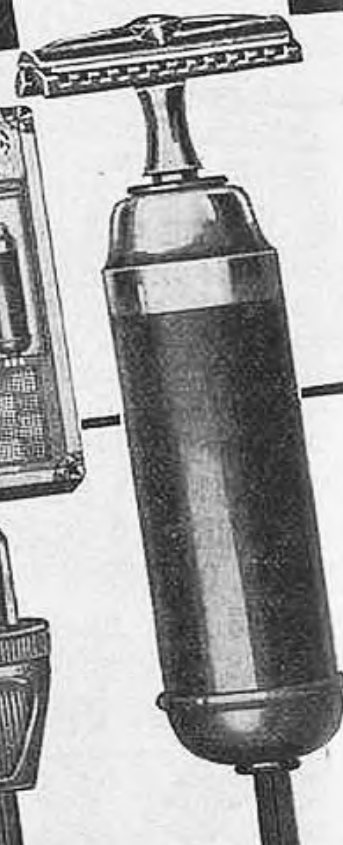
FREE FOR YOUR OWN USE—ONE SLICK ALL-ELECTRIC SHAVER

To convince you of the superior qualities and shaving comfort of this marvelous new Slick Electric Shaver we will give you one absolutely FREE for your personal use with your first order of three or more shavers. This special offer will positively apply on initial orders only and not on re-orders. Only one free Electric Shaver will be given to any customer regardless of quantities ordered.

J. H. TIGERMAN INCORPORATED
43 East Ohio Street, Chicago, Illinois
Exclusive Manufacturers of the Slick Electric Shaver



**POSITIVELY
GUARANTEED to
SHAVE SLICK,
CLEAN and FAST**



A NEW DEAL

for Operators . . .

Here is real profit for you:

1200 Sales. @ 5c	\$60.00
Payout—88 packages cigar-ettes. @ 15c	13.20
	\$46.80
Your cost (lots of six)	\$ 8.90
	\$37.90

Sample deal \$9.90. Lots of six boards or more \$8.90. Lots of three boards \$9.40.



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.

Keeney Warns Ops Must Be Prepared

CHICAGO, Feb. 13.—"Don't be caught napping," warns Ray Becker, sales manager of the J. H. Keeney & Company. "Operators who are not continually preparing for the coming season's amusement requirements will find themselves solidly behind the eight ball when their income takes the downward slide."

"Last fall J. H. Keeney & Company assured operators of a highly successful winter season with their perfected bowling game, Bowlette. Sky-high went the profits on this ever-popular bowling game and the smile on the Keeney game operator's face broadened to a completely satisfied grin. But the aggressive

operator today cannot afford to rest on his laurels. Spring and territorial changes impel the operator to freshen up his stock of games and make way for the new demands of the spring and summer seasons.

"No longer need the operator fear that his coin-operated machine investment will be jeopardized by the illegality of their operation, Bowlette enjoys a sound legal status with all legislative bodies. Operators in territories all over the country can be assured of the security of their investments in this outstanding bowling game.

"The 14-foot original Bowlette is the authentic bowling game of the amusement field. Its scientifically planned playing field proportions and greater alley pitch provide unequaled skill appeal. Its constant popularity over an extended period of time has proved to the operator that it stands high in playing appeal and profit making. Thousands of patrons derive keen enjoyment from the highly competitive play it induces and their continual patronage is resulting in more than satisfactory location income."

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.



S. M. CANEAUX, head of the C. & M. Specialty Company, is Louisiana distributor for J. H. Keeney & Company products. He likes hunting and also the Targette machines.

FOR QUICK SALE

Seeburg Ray-O-Lites \$165.00
Turf-Champs - - - 49.00
Perfect Condition. Look Like New.
Terms: 1/3 Cash with Order, Balance O. O. O.
Ohio Specialty Co., 129 W. Central Parkway, CINCINNATI, O.



4000 ITEMS FREE WHOLESALE CATALOG
Get off the porch. Show 4,000 world-wide specialties. 256 pages of Best Selection of Every Description and 15 Money Making Tricks. Catalog is FREE. Send for 1c today.
SPORS CO.
2-37 Erie St.,
La. Center, Minn.

"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, CHICAGO, ILL.

THE HORSE CAR

Was fast enough
for GRANDPA



But
MODERNS
find FASTER
THRILLS
in

The Game of the Year

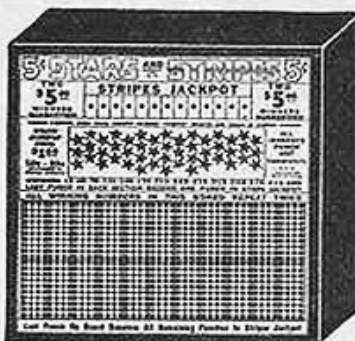
RICOCHET



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 Game! 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.



A BANNER
PROFIT-MAKER
STARS and STRIPES

No. 831. 880 Holes.
DEFINITE PAYOUT.

Takes In\$44.00
Definite Payout23.75

GROSS PROFIT\$20.25

PRICE, \$2.48 Plus 10% Tax. Price Includes East and Fraud-Proof Tickets.

Send for Our Latest Circular Describing 18 New Profit Makers.

A HARLICH JUMBO BOARD.

HARLICH MFG. CO. 1401-1417 W. JACKSON BLVD. CHICAGO, ILL.



FASTEST SELLING ONE SHOT BOARD EVER PRODUCED

A 250-Hole 5c Board with a \$5.00-\$4.00-\$2.00—and two \$1.00 Winners. Only one goes out.

Average Take-In\$6.30
Average Pay-Out2.65
Average Profit3.65

SAMPLE BOARD, 75c. Tax Paid. Five or More, 55c Each.

ORDER TODAY.

CLEAN UP WITH THIS DEAL

Five VIBRO SHAVERS on a Red Velvet Pad With a 2,000-Hole Board.

At 2c Deal
In\$40.00
Pay Out 10.50
Profit29.50
Deal Complete, \$12.15 Net.
Incl. U. S. Tax, 1/3 Deposit.
Bal. O. O. D.
Be First—Order Today.



THE MARKEPP CO., 3328 Carnegie, Cleveland, O.



BIG PROFITS-FAST PLAY

6 LARGE ASSORTED FISHING & HUNTING KNIVES
Plated Colored.
On 300-Hole Go Board, Pays Out \$2.10 in Cigarettes (14 Packages). Brings In \$16.00 NET TAKE, \$12.90.

No. B115—Sample, \$3.25. 12 Lots, Each \$3.00.

25% With Order, Balance O. O. D.
OPERATORS! Write Us for Prices on All the Latest Color Operated Counter Games.
Our New Colored Page Catalog Full of New 1-2-5c Amusements and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.

PRICES SLASHED ON USED MACHINES!
WAY DOWN TAKE ADVANTAGE! ORDER NOW!

BANK NITE	\$12.50	RED MAN (TICKET & CASH)	\$18.00	FIFTY GRAND HUNTER WALL ST. PANAMA TEE-UP EXHIBIT WHIRLPOOL (TICKET)	\$6.00
BOLO	20.00	ROUND & ROUND	17.50		
EXCEL	22.50	SKY HIGH (TICKET & CASH)	22.50		
GOLDEN HARVEST	22.50	TOTALITE	12.00		
HOLD 'EM	14.00	ZENITH	11.00		
MAD CAP	14.00	JUMBO (CASH)	27.50		
NECK & NECK	22.50	JUMBO (TICKET)	27.50		

1/3 Deposit, Balance O. O. D.
Send for Prices on Slightly Used Totalizer and Others.
Send for Circular Containing Slashed Prices on All Used Games.

ACME VENDING CO., 1121 ST. NICHOLAS AVENUE NEW YORK, N. Y.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
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KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Advertise in The Billboard—You'll Be Satisfied With Results.

STOP-READ AND YOU'LL AGREE THESE ARE TWO NEW GAMES THAT OPERATORS NEED!

HOME RUN — BUMP-A-LITE



A STARTLING NEW 5 BALL BASEBALL NOVELTY GAME! WITH BUMPER SPRINGS

A clever baseball game now—not later in the season when the enthusiasm is gone. Home Run is teeming with excitement—it's packed with genuine interest. Each time a ball contacts a bumper spring, a man is advanced one base on the diamond. Plays and score are registered on the back rack. If "extra run" springs are contacted, the player adds an extra run to the total score. Simple to play but absolutely captivating. Another Chicago Coin Novelty destined to go big!

IN PRODUCTION ORDER TODAY!

\$62⁵⁰

F. O. B. CHICAGO TAX PAID

1 BALL AUTOMATIC PAY-OUT DELUXE THAT PUTS BUMPER TYPE PAY TABLES IN THE WINNING CLASS!

Without a doubt the most beautiful pay table of its class... from its varied colored springs to the mirror trimmed lite-up rack. Every time the ball contacts a bumper spring it records on the lite rack. If the ball falls into the free-play hole the player gets a second shot and all springs contacted on the second play count in addition to those made on the first. Get it while it's really hot!

LITE RACK TOTALS SCORE... CLEVER NEW AWARD SYSTEM!

IN PRODUCTION ORDER TODAY!

and look at the price!

\$119⁵⁰



CHICAGO COIN

Corporation

1725 W. DIVERSEY BOULEVARD · CHICAGO, ILL.

ALL LIKE NEW » » » NOT A MISS

29 TURF CHAMPS (Ticket Model With Cash Payouts Included).....\$ 60.00
21 PREAKNESS..... 90.00
4 PACES RACES (Refinished and Reconditioned)..... 210.00
57 P-12 WURLITZERS (Guaranteed Perfect)..... 129.50
LARGE STOCK OF ALL THE ONE-SHOT TABLES ON THE MARKET, SOME VERY SLIGHTLY USED. GET OUR PRICES BEFORE YOU BUY. ANY TABLE YOU WANT WE HAVE.

UNITED AMUSEMENT CO.

3411-15 MAIN ST.,

KANSAS CITY, MO.

Superior
"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

We Sell To Operators.

Write For Superior's Scoops, The Operator's Paper.



PLUCK YOUR CHERRY

THREE \$10 WINNERS

Definite Pay Out.

2,500 HOLE — 50 SECTION — 50 BOARD
BABY MIDGEY HOLE — 50 to Square Inch.
A Beautiful Creation That Gets the Money.
Board Taken In.....\$125.00
Paid Out..... 55.55

YOUR PROFIT Balance.....\$ 69.45
CASES AND CELLULOID JACKPOT PROTECTION.

SUPERIOR PRODUCTS, Inc. Dept. B 14 N. PEORIA ST., Chicago

BEFORE YOU BUY ANY GAMES—READ THIS LIST FIRST—SAVE MONEY—GET OUR PRICE ON ALL THE LATEST USED GAMES!

PARANAS Sky High Runaround High Head Hold 'Em All Pin Games
Zentz Hold 'Em Top Hat B & 10 Trap Shot
Dark Nite Draw Ball Kings Battle Sinema
Bofo Short Sox System Battle "21"
Round & Round Mast Cap Sluport Dingo Tie Score
Neck & Neck Totalito Match the Dial Double Header Home Run
Excel Balance Line-O Ball Fan

\$3⁹⁵ and Up

SUPREME VENDING COMPANY, Inc.

64 Erasmus St., Brooklyn, N. Y. • 222 8th Ave., N. Y. C. • 1121 6th Avenue, N. Y. C.

A MONEY-SAVING FITZGIBBONS' CLOSEOUT OF BRAND NEW PAY TABLES

(EVERYONE A BRAND NEW BALLY PAY TABLE IN ORIGINAL CASE.)

2 Bally ROUND UP (CASH)—\$500 EACH
10 Bally ROUND UP (TICKET)—\$5500 EACH
10 Bally NATURAL (CASH)—\$5000 EACH

USED BALLY PAY TABLES

NATURAL.....\$40.00	ALL STARS (1kt.) \$45.00	ROUND UP (1kt.) \$35.00
PROSPECTOR (cash) 16.00	BALLY DERBY (ticket) 45.00	MULTIPLE (cash) 40.00
PROSPECTOR (ticket) 19.50	BALLY BONUS (ticket) 35.00	SKY HIGH (cash) 25.00
JUMBO (cash) 21.00		SKY HIGH (ticket) 28.50
JUMBO (ticket) 25.00		

Terms—1/3 Certified Deposit With All Orders, Bal. Shipped C. O. D., F. O. B. New York. WRITE NOW FOR COMPLETE USED GAME PRICE LIST!

JOHN A. FITZGIBBONS 453 West 47th St., NEW YORK, N. Y. Tel: Lackwana 4-9472.

• SACRIFICE • CLEARING FLOOR SAMPLES •

1 BALL AUTOMATIC (Brand New in Case), VELVET — STOP & GO — FLYING HIGH — AND OTHERS.....\$49.50
PACES RACES—50 PLAY.....\$225.00 250 PLAY.....\$235.00
BOWLETTER — 1st MODEL..... 75.00

MUSIC MACHINES WURLITZER P-12 \$149.50

1/3 DEPOSIT, BALANCE C. O. D. WRITE IMMEDIATELY.

BABE KAUFMAN, Inc. (CIRCLE 250 W. 54th St., N. Y. C. 6-1642)



SELL "VARIETY STORE"

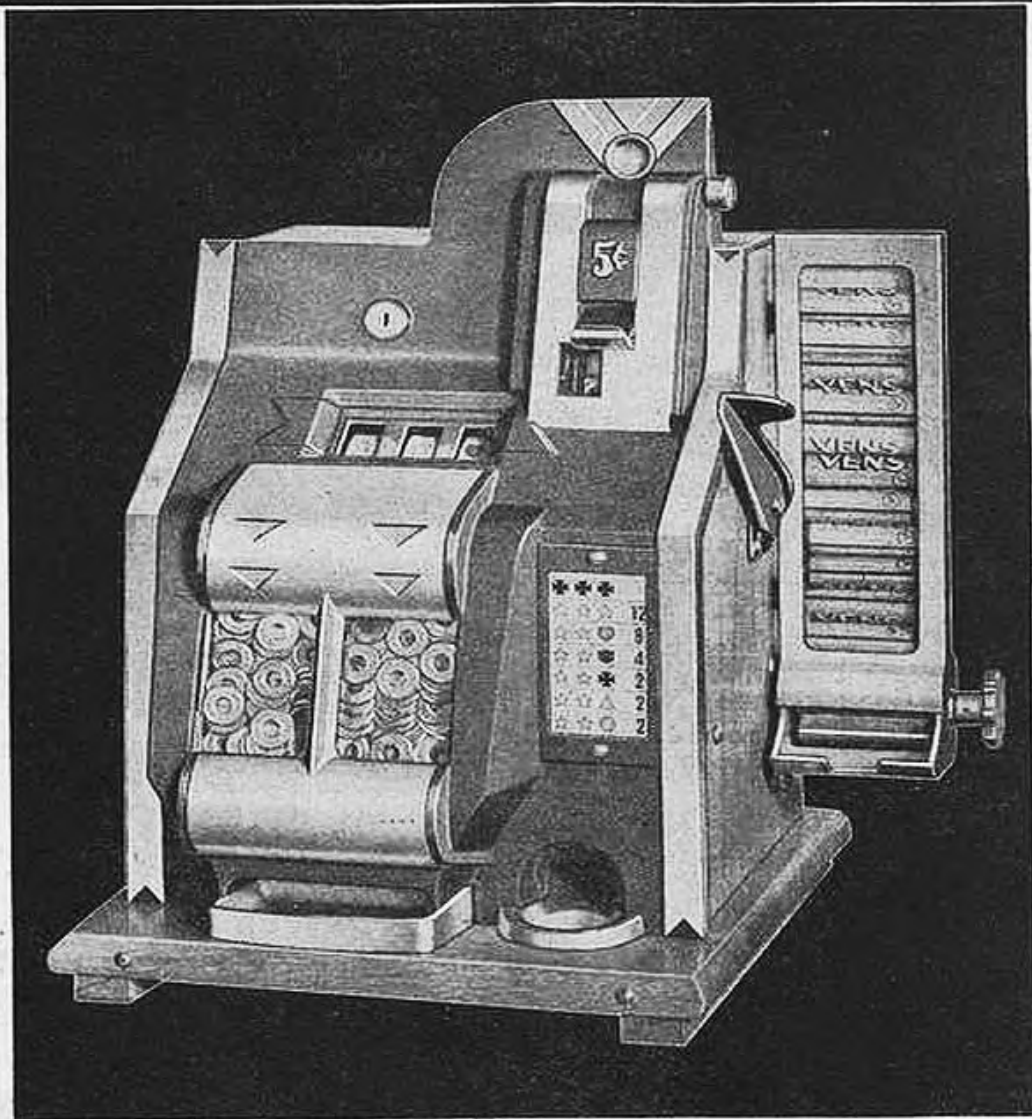
The large, flashy, multi-colored, attractive Merchandise Counter Display. NO BLANK. 129 Individually Beaded Items to select on reverse side. 100 per case. Takes in \$12.00. Make your own price to your customer. Closing out Floor Stock of 800 Cases at less than production cost. Price \$4.50 per case or more. Send substantial deposit. Give shipping instructions. Immediate shipment. These won't last long. CASH IN NOW. ORDER TODAY.

GORDON-HOWARD CO., 8th and Baltimore, KANSAS CITY, MO.

MILLS **Q.T.** "WORLD'S BEST SELLER"

See it at—

- Atlas Coin Machine Co.
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- Becker Manufacturing Co.
1922 Freeman St.
Cincinnati, Ohio
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BELLS

(Plus tax)

1c.....	\$47.50
5c.....	52.50
10c.....	54.50

Non-Convertible

VENDERS

(Check Model only)

1c.....	\$49.50
5c.....	57.50
10c.....	59.50

Combination

BELL AND VENDER

(Plus tax)

1c.....	\$49.50
5c.....	57.50
10c.....	59.50

Complete
Automatic
Payout

WEIGHS ONLY 35 POUNDS!

— set it aside when not in use

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois



PROFIT WITH PACIFIC!

Gentlemen, it's a Pacific year! No question about it. No getting away from it. Just look at the record. The first big drive in Pacific's 1937 campaign — **Hi-De-Ho** — is doing a beautiful job. Working day and night. And taking in sweet money. **Hi-De-Ho's** giant coil springs . . . its new two-way scoring feature . . . and its smooth, dependable operation makes it the blue-ribbon classic of the day. A sweetheart—no less! So, it is little wonder that **Hi-De-Ho** orders keep stepping-up every hour of the day. And out in the plant, day and night shifts are going at top speed. Yes, it's a Pacific year and smart operators are climbing on top of the bandwagon and profiting with Pacific. Why not write, wire or phone your shipping instructions today? **Immediately!**

NOVELTY - \$64.50 PAYOUT - \$119.50 TICKET - \$149.50

PACIFIC MFG. CORPORATION • 4223 W. LAKE ST. • CHICAGO, ILLINOIS

Los Angeles Office 1320 South Hope Street

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 game 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 Co. 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.



DAILY RACES Mystery \$49.00

Alamo . . . \$45.00
Monte Carlo. 45.00

NEW

TERMS: 1/3 Deposit, Bal. C. O. D. F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversy Blvd. Chicago, Ill.

First With the Latest New Games—Get Your Name on Our Mailing List.

BARGAINS IN RECONDITIONED MACHINES

PAYOUTS	PROSPECTOR	Golden Harvest
Rotary Merchandise (late model) \$160.00	Big Five Jr. . . . 14.00	Big Five Jr. . . . 14.00
Turf Charms . . . 99.00	Ball-Ball . . . 14.50	Ball-Ball . . . 14.50
Daily Races (Ticket) . . . 35.00	Stamps . . . 12.00	Stamps . . . 12.00
Plucker . . . 35.00	Gold Rush . . . 10.00	Gold Rush . . . 10.00
Challenger . . . 45.00	Calico . . . 9.00	Calico . . . 9.00
Vest (Tic.) . . . 45.00	PIN GAMES	Mad Cap (with Electropak) \$10.00
Penny Chase . . . 42.50	Ball Fan . . . 0.00	Ball Fan . . . 0.00
Multiple . . . 39.50	Neonack . . . 8.00	Neonack . . . 8.00
Banking (10 ball) . . . 39.00	Auto Flash (Ticket) . . . 8.00	Auto Flash (Ticket) . . . 8.00
Western Races (multiple) . . . 39.00	Action Jr. . . . 8.00	Action Jr. . . . 8.00
Air Lines . . . 37.50	COUNTER GAMES	Oral Race . . . \$10.00
Step & Go . . . 37.50	Reel 21 . . . 9.00	Reel 21 . . . 9.00
Bonus . . . 29.00	Sportland . . . 8.50	Sportland . . . 8.50
Jumbo . . . 27.50	Wagon Wheels . . . 8.50	Wagon Wheels . . . 8.50
Say High . . . 27.50	Bally Baby . . . 7.00	Bally Baby . . . 7.00
Alamo . . . 25.00	Select 'Em . . . 4.00	Select 'Em . . . 4.00
Sunshine Derby (Rocketa's) . . . 19.00	Horseshoes . . . 4.00	Horseshoes . . . 4.00

\$4.50 each

Cheer Leader
Angle Lite
Score-A-Lite
Scream
Shooting Star
Dancing
Auto Count
Through Line
Big Game
Rockette
Major League
Drop Kick
Tri-A-Lite
Flying Trap
Genco Baseball
Auto Bank
Bean Lite
Rebound
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Action Jr.
Gannon Fire Jr.

SALESCARD give away PACKARD OPERATORS AND CLEAN UP ON THE MOST SENSATIONAL DEAL OF TODAY!

Live Wire Operates Can Make Fast Money. Write at once for Sample 100 Hole Salecard and full particulars.



The Packard Elektro-Shaver is taking the country by storm. The manufacturers are spending thousands of dollars in Saturday Evening Post, Easyie, Commonwealth Literary Digest, Collier's, Time and Good Housekeeping magazines bringing the Elektro-Shaver to the attention of every person in the United States.

FRED MORR, Inc. 110 WEST 42nd ST. NEW YORK, N. Y.

BON VOYAGE

1,000 HOLES. THICK BOARD. FAST PLAY. DEFINITE PAYOUT. BIG PAY.

Takes In	\$50.00
Pays Out	24.90
Profit	\$25.10

Colorful and Attractive.

PRICE \$1.80 PLUS 10% TAX

GLOBE PRINTING CO.

1023-27 Race St. PHILADELPHIA, PA.

SEND FOR OUR NEW CATALOG



TARGET ROLL J R. \$90.00

9-FOOT BOWLING GAME SENSATION. USED — BUT NOT ABUSED. Each

1/3 Deposit, Balance C. O. D.

EASTERN—350 Mulberry St., NEWARK, N. J.

GO PLACES WITH GOTTLIEB!

CREATING A SENSATION!

SPOT-LITE

VARIED CHANCE BUMPER-TYPE PAYOUT

TOP EARNINGS! LOW PRICE!

This brand new idea in Payouts is capturing locations to such an extent that it has already become one of the most sensational Payouts ever devised. This tremendous success is due to its varied winning opportunities and snappy, flashy action! From start to finish SPOT-LITE is packed with excitement and suspense.

In Spot-Lite's flashy play, the Starter-Lite, Key-Lite and Payout Hole must be matched to receive award, while results are flashed in colors and numbers on the Tally Board. If they fail to match, there are additional possibilities for the ball to bump Starter-Lites

in the lower part of the field, at the same time increasing odds. Interest is keyed up so high players can't resist the desire to play again.

Pep up your locations—make them pay. SPOT-LITE will give them new thrills and bigger profits to you!

INCLUDES FAMOUS SUPER-FEATURES

Hammond Electric Clock • In-A-Drawer Mechanism • Awards Mechanically Adjustable • Illuminated Belt Type Escalator • Motor Driven Payout • Tripper-Type Bumpers



\$137⁵⁰

New A. B. T. No. 400 Slot. Electropak Equipped. D. O. Adapter, \$5 Extra. Check Separator, no extra charge. Ticket game, \$10 Extra.

Cabinet Size 52"x26".

YOU'RE IN THE MONEY WITH THESE FAVORITES!



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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.

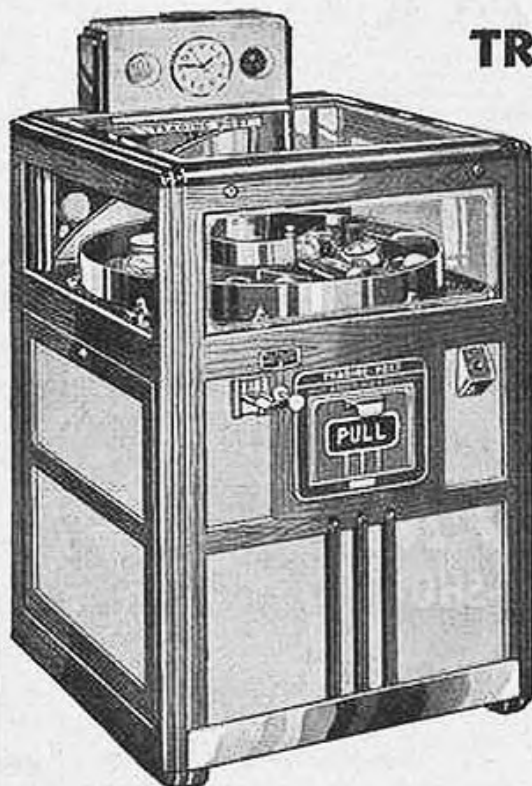
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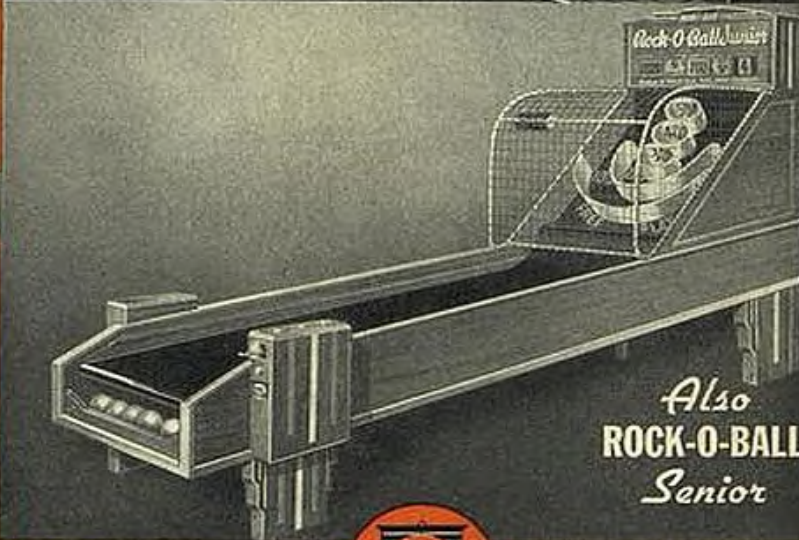
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