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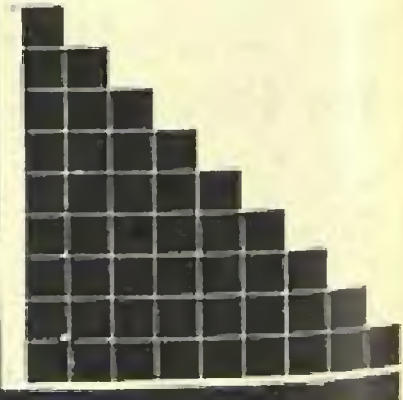
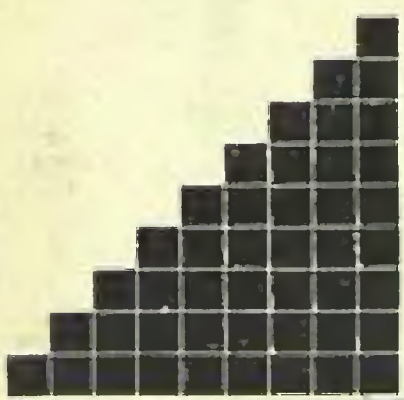
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AMATEUR DEMAND OFF 50%

Show Business Leaders Cold To Proposed Industrial Code

WASHINGTON, Dec. 12.—Greeted with mild interest and little enthusiasm, the second open forum conference of the Council for Industrial Progress closed its two-day meeting here yesterday with amusement biz represented only thru film industry, and there scantily. Ignored almost entirely by producing concerns, confab had Gouverneur Miller sitting in for trade as emissary of Hays' office.

In company with virtually all fields, film trade showed slight interest in breaking the ice, the Co-Ordinator for Industrial Co-Operation Berry had sent out persistent invites to six people. Stage had even been set for special meet on specific problems of flicker folk, with Sullivan W. Jones, Berry assistant, scheduled to preside at special conference to be held in Mayflower Hotel instead of Willard, forum headquarters. Private party was canceled, however, when it became apparent that room would look rather empty.

Altho industry is interested in government-sponsored round table on trade

practices and labor questions looking to revival of NRA film code, stayaways were occasioned principally by conviction that Berry parley was not quite kosher, being given the chill by other federal agencies, Department of Commerce in particular, which did its snubbing thru Secretary Roper. Viewing session as unimportant prolix, celluloiders decided to pass, along with numerous other big industries, but keeping eye peeled for something having more appearance of definite administration-approved move toward re-establishment of blue eagle in some form.

N. Y. World's Fair Bond Sale To Open in Amusement Biz

NEW YORK, Dec. 12.—Delegates representing theater managers, artists, technicians and dramatists met Thursday (10) in the offices of the League of New York Theaters here to organize the sale of New York World's Fair debentures thruout the general amusement field. Marcus Helman and Brock Pemberton presided as co-chairmen in the absence of Max Gordon, who was recently appointed chairman of the General Amusement Division of the New York World's Fair Bond Sales Committee.

A strictly volunteer group of amusement men is being formed as one of approximately 70 similar committees representing trades, industries and the professions thruout the city to sell the

Theater Bank Nights and Dull Radio Programs Killing Field

Eastern circuits drop shows—but theaters are still using more than radio — Bowes and Allen programs prove down trend—night spots absorb some

NEW YORK, Dec. 12.—Amateurs are suffering a partial eclipse, according to a survey of leading bookers. Many are heading for the hills again, having gotten no nearer the fringe of show business than a honeyed conversation with Major Bowes. Others, managing to keep off the files of the Salvation Army and Actors' Fund, are spasmodically trading their wares for cakes and ale at the smaller niteries. Bowes, who once shunted 16 amateur winner units around to theaters, now handles between four and six and no longer holds a Sunday night spot on the radio. Fred Allen also canned his amateurs, beginning December 9, in *Town Hall Tonight*, program which had been using them for two years.

With the exception of David Stern, amateur booker, local agents say amateur nights have decreased 50 per cent since the corresponding period last year. Reasons for this are varied, some stating the reaction is natural, others claiming the adoption of money nights in theaters was responsible for the greatest blow. While some circuits are definitely clamping down on amateur talent, notably Consolidated, Loew's, Century, RKO and various independents, others, including Warners, have lately shown a trend toward upping the amateur allotment.

Stern, who claims his business is up 10 per cent since last year, opines that amateurs, while monotonous over the radio, are never or rarely so in theaters. In other words, they must be seen to be properly laughed at and for that reason are holding on much better than the microphones. Still Stern has found it necessary or perhaps advisable to bolster his amateur shows with special attractions such as community singing, the "inquiring reporter," etc. Another element in keeping stage amateur nights alive is the fact that exhibitors cannot

(See AMATEUR DEMAND on page 75)

Paris Managers Form Syndicate

PARIS, Dec. 5.—Managers of the majority of important theaters here have organized a syndicate in order to better cope with present difficulties, labor and taxes in particular. Elected officers are Max Maurey, honorary president; Robert Trebor, president; Benoit Leon Deutch and Maurice Lehmann, vice-presidents, and Victor Boucher, member of committee of directors.

Bitter Musicians' Local Campaign Ends This Week

New York musicians will elect first president Thursday — State tax commissioner to investigate charge his office used as political tool—officials cleared

NEW YORK, Dec. 14.—Members of Local 802, American Federation of Musicians, will elect for the first time their own president this Thursday (17). Under the grant of local autonomy two and a half years ago from the AFM all officers but president of the local were to be elected in 1934 and in 1936 all officers. There are three candidates in the field. Blue ticket, incumbent group, has Jacob Rosenberg, present secretary. Fusion ticket, a new party, has Selig Weiss as standard bearer, and Louis Weissman, once a political power in the local but swept out of

office two years ago, leads the Yellow ticket. Blue ticket is favored, casual checks show.

Ten days ago every officer, executive board and trial board member except present President Edward Canavan, who was named years ago to that office by Joe Weber, AFM president, and who (See BITTER MUSICIANS on page 75)

Rex Rosselli Set For Hipp Circus

NEW YORK, Dec. 12.—Rex de Rosselli, veteran circus routine producer, is expected in town Monday (14) to work with Allan K. Foster, New York dance director, in producing routine of Cole Bros.-Clyde Beatty Circus opening at the Hippodrome March 18. Show, to precede Ringling Bros. and Barnum & Bailey Circus in town by a couple of weeks, will be built around Beatty's wild animal act and will feature a num-

(See REX ROSSELLI on page 76)

\$27,829,500 issue of debentures. Committee organized Thursday will be responsible for distributing the 4 per cent debentures to all concerns in the amusement field with the exception of motion pictures, a parallel group having been organized in the screen industry under the supervision of Nicholas Schenck, president of Loew's, Inc., and of Metro-Goldwyn-Mayer.

So enthusiastically has the issue been received thus far that Richard Whitney, former president and current governor of the Stock Exchange and president of the General Fair Bond Sales Committee, has expressed the opinion that it may be oversubscribed, possibly necessitating an allotment on a pro rata basis among New York's trades and industries.

In addition to Helman and Pemberton, Warren P. Munsell, David B. Finestone and Milton R. Weinberger represented the theater managers at the meeting; Frank Gillmore, president of Actors' (See N. Y. WORLD'S on page 76)

"O, Say, Can You Sing?," Lavish WPA Revusical, Opens in Chi

CHICAGO, Dec. 12.—O, Say, Can You Sing?, which opened at the Great Northern Theater last night, is perhaps the most ambitious production undertaken by any Federal Theater unit since Uncle Sam went into the show business. In rehearsal almost six months, it boasts a cast of 250, which includes a 25-piece pit orchestra under the direction of Ed-

ward Wurtzbaach. The premiere performance ran almost three hours, but moved swiftly and smoothly. Authors Sid Kuller and Ray Golden and Composer Phil Chang can well be proud of their work. Dialog for the most part is bright, altho somewhat subtle for the average audience. At times the lines are better than the actors and occasionally the situation is reversed. Chang has two or three tunes that look like hits, particularly *I Want a Pretty Girl To Love Me*, *Grandma's Goin' to Town* and *Redden on Earth*.

Story of the show concerns the activities of Augustus Q. Hamfield, a ham (See O, SAY on page 76)

In This Issue

	Pages		Pages
Air Briefs	10	Minstrelsy	27
Broadway Beat, The	23	Motion Pictures	22
Burlesque-Tabloid	24-25	Music	15
Carnivals	46-53	New Acts-Bands-Reviews	19
Chicago Air Notes	10	Night Spots-Gardens	11-15
Chicago Chat	23	Notes From the Crossroads	55
Circus and Corral	36-39	Orchestra Notes	14
Classified Advertisements	56-57	Out in the Open	65
Coin Machines	66-90	Parks-Pools	40-41
Endurance Shows	25	Pipes	61-63
Fairs-Expositions	42-44	Possibilities	27
Feature News	3-5	Radio	6-10
Final Curtain	32 and 64	Repertoire-Stock	26
Forum, The	28	Rinks-Skaters	45
General Outdoor	64-65	Routes	33-35 and 76
Hartmann's Broadcast	55	Sponsored Events	54
Legitimate	20-21	Thru Sugar's Domino	23
Letter List	29-31	Vaudeville	16-18
Magic	27	Wholesale Merchandise	58-60

Ringling Will Is Probated

SARASOTA, Fla., Dec. 14.—The last will and testament of John Ringling, deceased, was probated Saturday afternoon before Judge Francis Dart, county judge of Sarasota. Mrs. Ida Ringling North, sister of the testator, and John Ringling North, his nephew, were appointed as joint executors.

The will, dated May 19, 1934, devises that the John and Mabel Ringling Museum of Art and the John Ringling (See RINGLING WILL on page 76)

WPA MASS MEETING RIOTS

Chair Hurtles After Formal End Of Confab To Protest Project Cut

Announcement comes thereafter from platform that strike will be called Thursday if dismissed workers are not reinstated — resolution urges projects be continued

NEW YORK, Dec. 12.—Monster mass meeting of 21 AFL theatrical unions, sponsored by allied theatrical crafts council, jammed the Manhattan Opera House this afternoon to protest the curtailment of the WPA arts projects and was followed by a near riot. Resolution was enthusiastically passed stating that, insofar as the revival of business had not as yet touched the theatrical field, and insofar as employment in these fields had decreased during the past year, the meeting was firmly opposed to any dismissals and urged Congress to continue the projects.

Principal speakers and representatives were James J. Brennan, chairman of the meeting and president of the stagehands' union, No. 1; Heywood Brown, president of American Newspaper Guild; Frank Ollimore, president of Actors' Equity; Lee Simonson, representing Scenic Artists' Local 829; Ralph Whitehead, executive secretary of American Federation of Actors; Dorothy Bryant, executive secretary of Chorus Equity; William Feinberg, vice-president of Local 832, American Federation of Musicians. Also represented were the Wardrobe Attendants' Union, Yiddish Writers' Union, Yiddish Actors' Union, Grand Opera Artists' Association, German White Rats and others.

John Howard Lawson, representing the Authors' League of America, a non-AFL union, stated his association was in full sympathy with the protest.

Chief points brought out by the speakers elaborated upon the resolution passed and upon the fact that the present crisis called for united action and burial of individual differences. Some of the speakers also urged that non-organized labor as well as union groups be supported.

After speakers had departed and lights were dimmed, indicating formal ending of the meeting, a near-riot resulted when milling mobs attempted and were subdued. (See WPA MASS on page 77)

New Sarasota Theater

SARASOTA, Fla., Dec. 12.—The Players, local legit group, will produce Gilbert and Sullivan's *The Sorcerer* as the first production to be housed in their new theater December 21 to 23. Doors of the edifice officially open tomorrow, a housewarming being planned for the occasion. Robert de Lany, director, will confer with those interested in obtaining tryouts.

Players will give special attention to experimental work and play readings. Membership is open to residents and winter visitors and entitles holders to participate in various forms of creative theater work. Board of directors includes Mrs. Warren P. Purdy, Mrs. John Burket, Mrs. W. H. Donaldson, Mrs. Lillian Thompson, Frank Evans and others.

Theater Chain Sued On Prize Night Test

CHICAGO, Dec. 12.—While theater managers and the Better Business Bureau are awaiting a decision from Corporation Counsel Hodes as to the legality of prize nights in accordance with city and State laws, a suit has been filed against the Balaban & Katz Corporation in the Superior Court here by Thomas J. McCormack, attorney.

He seeks to restrain Balaban & Katz from conducting prize nights in their Will Rogers Theater, claiming that prize nights are a violation of city and State lottery laws. This is said to be in the nature of a test case.

Jefferson Co.'s Big Bonuses

BEAUMONT, Tex., Dec. 12.—Bonuses of \$60 to \$1,219 each were given to 700 employees of the Jefferson Amusement Company, theater op of Southeast Texas, last week. Amounts paid depended upon service length and salary, with porters getting \$60 and a dozen theater managers receiving the top, J. C. Ciemmons, president, says.

Hepburn Play To Open Chicago Sked

CHICAGO, Dec. 12.—Katharine Hepburn will make her first appearance on a Chicago stage January 11 when she opens in the Theater Guild's production of *Jane Eyre* at the Erlanger Theater. (See HEPBURN PLAY on page 10)

Mass. Operators Kick at School

WORCESTER, Mass., Dec. 12.—Declaring the field is being overloaded with incompetent operators, delegates from 65 locals of the New England branch, International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators, voted at their semi-annual meeting here this week to file a protest with Commissioner of Education James O. Beardon against the State-operated school for motion picture operators. Its abolition is asked.

The next meeting will take place in Boston in June.

WPA's Nigerian Opera Clicks; But Don't Take Junior

NEW YORK, Dec. 12.—With License Commissioner Paul Moss apparently nowhere in the Lafayette Theater last Tuesday, the Federal Theater's Manhattan and Bronx unit quickly and vigorously revealed its latest offering, *Bassa Moona*, as a Minsky "must." Two talented gentlemen, Momodu Johnson and Norman Coker, are responsible for this gorgeous African dance drama, whose scenes depict phases of life in Nigeria, such as marriage and coronation ceremonies, witchcraft, human sacrifice and the usual stand-bys. There is plenty of expert tom-tom business, loads of color and beautiful sets; but do not make the mistake of taking junior to see that line of 12 dusky maidens. They will drive him nuts.

Show is in three acts and seven scenes and is written in Nigerian dialect, but the bewitching gals make unnecessary the narrator who gives his spiel before each act. Cast is entirely colored and is led by James Adam in the comic role of King Alake. He is funny via the

Nigerian tongue, so it is safe to assume he gets his lines over.

Production and musical accompaniment are superb, the latter being done by Wen Talbert and Fred Ames. Johnson, who plays in the piece together with his co-author, Coker, also directed. Synchronization of the various elements in the presentation is so capably done that there is only one logical conclusion; the commercial theater needs more of the WPA influence. P. A.

PEORIA, Ill., Dec. 12.—Local Federal Theater group this week presented *The Vinegar Tree* at the Majestic Theater here as their fourth production of the season. *Help Yourself* opens for a week December 16, with *Uncle Tom's Cabin* slated for a week's run, beginning December 23. For the latter production regular cast will be augmented by a colored cast of 40. *The Bishop Misbehaves* is set for the week beginning December 30. Business holding up well, despite the Christmas shopping season.

AFM Grants 121 Licenses; But Cancels 15, Restores 10

NEW YORK, Dec. 12.—American Federation of Musicians has granted 121 new licenses in addition to ordering 15 additional cancellations and 18 reinstatements since September 1. Cancellations are Jack Hamilton, San Jose, Calif.; William J. Derwin, Waterbury, Conn.; Burton Theatrical Offices, Indianapolis; Hoosier Orchestra Service, Kokomo, Ind.; Louis E. Walters, Boston; Northwestern Amusement Company, St. Paul; Southland Orchestra Service, Kansas City, Mo.; Walter J. Gluck, Buffalo; Sive and

Acomb, Cincinnati; Stanley Warner, Columbus, O.; Barney Zeeman, Philadelphia; Miss Jayne Jarrell, Pittsburgh; Ellis Amusement Company, Pittsburgh; Alonzo J. Collins, Washington, D. C.; and Trianon Amusement Company, Greensboro, N. C.

Reinstatements are George Berkey's Orchestra and Booking Service, Atlanta, Ga.; Coe Booking Service, Sioux City, Ia.; Goldie Booking Agency, Minneapolis; Acme Booking Agency, American Civic Productions, Columbia Entertainment Bureau, King and King, Nevco Amusement Enterprises, Fred W. Nevins, Lew Price, Charles Rapp, Resort Entertainment Bureau, Louis Riccardo and Al Rock, all of New York City; Graham Orchestra Agency, Utica, N. Y.; William M. Conry, Marietta, O., and Mike Yoder, Harrisburg, Pa.

The following changes were made in the present listing: (See AFM GRANTS on page 63)

Xmas Slump Hits Legit

Grosses drop—niteries get fair week—Stem pix continue average—burly okch

NEW YORK, Dec. 12.—Legit definitely swings into its pre-Christmas slump this week, its four departing shows, scheduled to go off the boards tonight, being the saddest news in local show-biz. Those going into limbo are *Pre-Honeymoon*, 200 *Were Chosen*, *Heidi Gable* and *Leslie Howard's Hamlet*. Runs, in the order named, were 233 performances, 28, 32 and 39. *Hamlet* lasts until tomorrow, the extra day being given over to a benefit for the Actors' Fund, Chicago next stop.

Niteries experienced a fair week, the outstanding event being the sensational turn in the fortunes of the Bowman Room of the Jullimore Hotel, where Horace Heidt's *Ork* is now filling the coffers. Room is doing capably biz for the first time in years. Cotton Club is still Broadway's wonder spot; *Paradise* is faring okch, and Hollywood Restaurant is in a slump but expects to pull out with Belle Baker and a new show opening December 23. French Casino's new show, opening Christmas night, will have to go some to click as well as the last, which has had a very successful run since its opening in August.

Movie houses offered no smash hits during the week, Music Hall falling off on *More Than a Secretary*; Paramount scoring okch with *Pennies From Heaven* and *Stage* show led by Art Shaw and *ork*, and *Roxy* doing average with *Benjo on My Knee* and *Fashion & Marco* vaude presentation. State, with *Come and Get It* and Art Jarrett and Eleanor Holm leading the vaude bill, opened well yesterday. *Rivoli*, *Capitol* and *Strand* hold over *Rembrandt*, *Born To Dance* and *Three Men on a Horse*, respectively.

Burlesque around Times Square continues strong.

KAO Announces Dividend

NEW YORK, Dec. 12.—Directorial board of Keith-Albee-Orpheum last Thursday announced a dividend of \$7 per share on its 7 per cent cumulative convertible preferred stock for the four quarters ended June 30, 1936, payable December 21, 1936, to holders of record at close of business on December 14, 1936.

OLIVE and AMDUR (This Week's Cover Subjects)

OLIVE LIPP met Herzl Amdur in a Pittsburgh dance school, and they teamed after Miss Lipp won a bet from him that he could trip her. She was then 15; he 14. Previous to meeting Amdur, Miss Lipp had studied dancing for years and continued her studies while working for a woman's magazine, her activity at the time of the meeting. Amdur, too, had studied the dance for years, making his debut when he was 11 at the Pittsburgh Masque.

After gaining some experience and working together, Olive and Amdur decided to open a school. The new enterprise met with considerable success and its graduates include many noted performers, among them Diana Ward. One of the school's features was to teach acts routine exclusive with them. In 1935, using material created only by them, the team gave a concert in Pittsburgh. The reception and acclaim following this endeavor decided future activities, and after scrutinizing and commercializing some of the members, Olive and Amdur opened with their act, called "Polite Sinner," giving up the school. The act played the Nixen Cafe, the first local act to play that Pittsburgh spot; other local cafes, RKO time and New England theaters.

Olive and Amdur were recently awarded the New York School of Music gold medal as the foremost "exponents of satirical terpsichore."

REVIEWS

Of the Year

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Coast Fund Show Dips Deep in Red

HOLLYWOOD, Dec. 12.—Confidential figures on the receipts of the Actors' Fund benefit staged here last July 1 were revealed this week, with a check-up showing that the event went into the red for more than \$6,000. Receipts were in excess of \$42,000, but the expenditures were above \$48,000. An investigation of the show has been opened by Social Service Board of Los Angeles.

Total production expense was \$29,847. Among the major items of expenditures were Alexander Leftwich, salary, \$3,400; publicity and exploitation, \$4,500; advertising, \$2,000; scenery and props, \$7,800; program, \$3,600; auditorium rental, \$3,500; orchestra and music, \$2,900; labor, \$2,000; office salaries and expenses, \$3,500; chorus pay roll, \$1,900; wardrobe, \$1,600; electricians and painters, \$1,500; building materials, \$1,200; additional salaries, \$1,000; telegraph and telephone, \$1,000; professional services, \$1,700.

Learning of the shortage, Alexander Leftwich, who had charge of the staging but not the business end, returned his check of \$3,400 for 10 per cent of the gate. All outstanding bills, it was learned, will be honored by the Actors' Fund.

Hailed as the biggest benefit ever held, the affair drew 11,000 persons to see a cast of 2,300 performers. As a result of the financial failure of the show, Perrie R. Miller, who is handling the Social Service investigation, from which body permits must be obtained to stage benefit shows in Los Angeles, stated that all future benefits involving picture or theater personalities will be closely studied before permission is granted.

Scab Screen-Play Pact Readied

HOLLYWOOD, Dec. 12.—With articles of the proposed agreement between Screen Playwrights, Inc., and the Motion Picture Producers' Association expected to be completed late this week, draft of the agreement will be polished by the producers' attorney, Edwin Loeb, and presented for ratification to producer committeemen within the next few days. Oked stamp will be given the pact at a special meeting of Screen Playwrights immediately following the executive session.

Following approval of the producers' steering committee and board of governors of SP, the pact will be submitted to a membership vote, with the expectation of a speedy sealing of the agreement. Contract is expected to become effective January 1, covering a five-year period, and will take the place of the current Academy contract for nonmembers of that body.

Agreement will recognize the Playwrights as the representative of the film-writing craft and will cover about 100 scribes and 10 producing companies.

Increased M. P. Employment Seen

NEW YORK, Dec. 12.—According to statistics released by the Department of Commerce of the Bureau of Census at Washington, the number of persons employed in motion picture production in 1935 totaled 27,417, representing an increase of 44 per cent over 19,037 for 1933, the last preceding year for which the statistics were compiled. Compensation in 1935 was \$101,754,426 as compared to \$71,343,941 for 1933, representing a gain of 42.6 per cent. Total cost of work done in 1935 on finished and unfinished productions was \$188,469,560, or 57.9 per cent above the corresponding figure of \$120,842,865 reported for 1933. California, leading State in the industry, contributed 23,179 persons, or 84.6 per cent, to the total number of employees, and \$166,064,804, or 87.6 per cent, to the total cost of production.

This census takes into consideration all processes and activities connected with production of pictures, but does not include distribution of these pictures nor their projection in theaters. No data are included for establishments that reported less than \$5,000 as the cost of work done during the year.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

New Orleans Grosses Above Last Season

NEW ORLEANS, Dec. 12.—Increases of 10 to 30 per cent in box-office receipts for the New Orleans territory are reported by movie theater chain officials as compared with a year ago. Sharp increase in giveaways, better crop conditions and opinion that producers are putting better stuff out for screening are cited as reasons for the bigger intake. With few exceptions New Orleans downtown spots continue at price levels of 1935, tho all managers say that receipts are better than a year ago, with Loew's State leading the gain. Biggest gains, however, are in the neighborhood houses, where giveaways have been increased to almost every night in the week.

Big gains are reported in rural Louisiana, especially in the North, while Mississippi, Alabama and Northwest Florida houses, all generally served thru New Orleans distributors, report smaller improvements. Improvements and building of new theaters thruout the South touch the highest level since 1929, reports indicate.

ASCAP Considers Warner Rerating

NEW YORK, Dec. 12.—Protest of Warner music subside that the company is not being given due consideration in music availability ratings will be taken up at a special meeting of the board of directors of ASCAP January 5. However, now that rating of Harms, Inc., has been upped 20 per cent above other publishers it is possible that Warners will not press the issue any further.

ASCAP, thru availability ratings, decides upon almost 30 per cent of payments to music houses.

Morris Silver Goes East

CHICAGO, Dec. 12.—Morris E. Silver, general manager of the William Morris office here, left for New York early this week for about two weeks. He accompanied Mr. and Mrs. Abe Lastfogel.

Chicago Finishes Recreation Survey

CHICAGO, Dec. 12.—Northwestern University here, thru Dr. Arthur J. Todd, has just completed and made public figures obtained from a city-wide survey which shows that \$1,000,000,000 is invested in Chicago's recreational movements. This sum represents parks, playgrounds, libraries, schools and churches.

An additional \$100,000,000 is invested in theaters, pool and billiard halls, bowling alleys, ballrooms and baseball parks. It is said this is the largest survey of its kind ever attempted. Recreational facilities here draw an annual 35,000,000 people, which figure comprises 3,000,000 attendance at park beaches; 4,500,000 at the street beaches, with visitors to the Field Museum, Adler Planetarium and the Brookfield Zoo numbering over 5,000,000.

NVA Fund Transfer Is Expected Soon

NEW YORK, Dec. 12.—Deal whereby the Will Rogers Memorial Commission takes over the National Vaudeville Artists' Fund charity activities awaits approval by the Board of Welfare December 15 and by the Supreme Court. It is expected by NVA Fund officials that neither of these bodies will hold up the transaction, their oked being more or less routine.

Harold Rodner, Warner exec, will continue in charge of the present NVA Fund for the circuits when the transfer is made and says he will contribute his services gratis as in the past.

Final accounting for the drive last May is still to be released, but it is understood that there is plenty of money to keep the Fund activities functioning for another year. These include the hospital at Saranac, now housing 33, according to Henry Chesterfield, secretary of the NVA, Inc., and other items, such as medical aid, wards at French Hospital and burial services.

Lum and Abner Guests Of Cincy Variety Club

CINCINNATI, Dec. 14.—Lum and Abner, with Dick Huddleston and Ezra Buzzington and the Pine Ridge Silver Cornet Band, as well as Joe and Lou Selter, the Walkmire, the Five Wonder Girls and Vaughn Cornish, all current at the Shubert here, were guests of honor at the Variety Club in the Netherland Plaza here Saturday night. More than 200 people took in the regular weekly party.

Vaughn Richardson, Lum and Abner's manager, served as emcee for an impromptu entertainment program.

Friday morning Lum and Abner were hosts to local newspaper and radio men at a breakfast in the Variety Club headquarters.

Cleveland Stagehands Elect

CLEVELAND, Dec. 12.—Recent elections held by local theatrical stage employees' union ended in a defeat for the McManus-Caffery slate. William Pinegan beating Ray Donnelly for post of business representative by a poll of 16 to 14. Others coming under the wire were John B. Fitzgerald, stage manager of municipal auditorium, president; John Zitiello, vice-president, and Clarence Grigle, secretary-treasurer.

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Christmas Bonuses, Dividends Are General Thruout Industry

NEW YORK, Dec. 12.—A terrific rush of benevolence is being experienced by the motion picture industry, many of the leading companies declaring bonuses and dividends. Most recent ones to join the good-will lineup are Paramount and Technicolor, the former announcing on Thursday an initial dividend of \$13 a share on its first preferred stock and 60 cents a share on its second preferred. Amount, which will total \$3,400,000, clears up arrears on first preferred from January 1, 1935, and reduces arrears to 60 cents a share on second preferred. These are the first dividends set up by the recapitalization resulting from the reorganization of the firm more than a

year ago. Technicolor's board on Thursday declared a dividend of 50 cents a share on the 725,004 shares of common stock, payable December 25 to stock of record of December 18.

Companies announcing bonuses recently include Loew's, Inc., which on Wednesday declared it would give \$500,000 to its lower salaried workers, numbering 11,000, whose pay is \$50 a week or less; 20th Century-Fox is giving \$500,000 to its employees, and RKO Radio is coming across with a week's salary to all workers whose salary is under the \$40 a week bracket.

Also many regional exhibitor chains.

Screen Song Slides Return; Makers Ogling Commercials

NEW YORK, Dec. 12.—With song slides making a sensational comeback, owing largely to the popularity of theater and radio community singing, slide manufacturers are already thinking in terms of sponsored programs on the screen. National Studios, Inc., one of the biggest manufacturers, says it is looking forward to the time when it will be able to sell the sponsored slide idea to movie houses. It claims commercial films shorts have lacked entertainment value and that cleverly conceived slide shows, laid out like sponsored radio programs, are the next logical step.

The decline of vaude and the gradual comeback of organists who lead community singing are other factors in the rebirth of the song slide industry. Theater managers lately are also showing a greater inclination to their use. National Studios' plan is to eventually put on the market slide ideas, with advertising agencies supplying the special sales copy and layout work for commercial sponsors.

Possibilities of the sponsored screen program idea are obvious, not only thru the use of slides, but also regular shorts

or trailers. Thus far, however, the latter mediums have never entirely supplanted slides, which have proved economical and adaptable. Both mediums capably handled may open the way for new methods in commercial plugging, involving a tieup of slide and motion picture producers, advertising agencies and national advertisers.

Thus far slides have managed to make periodical comebacks, and have an edge over other screen advertising in that their use is not limited by heavy royalty payments. Usually old songs, already classed as public domain, are chosen, and are therefore not subject to publishers', authors' and composers' rights.

Stock Tickets
Rolls of 2,000.
1 Roll 5 .50
5 Rolls 2.00
10 Rolls 3.50
50 Rolls 12.50
Coupon Double Tickets Twice the Price Above. No Orders C. O. D.

WRITE US ABOUT CARNIVAL, THEATRE, RESERVED SEAT TICKETS CIRCUS, BASEBALL, FOOTBALL THE TOLEDO TICKET CO., TOLEDO, O. (IMMEDIATE ATTENTION TO INQUIRIES)

KING'S BROADCAST WOE

WCAU's Rebroadcast May Get Station in International Jam

CBS outlet used record of king's farewell, with BBC now to complain—other stations had same idea but changed plans—week unrivaled in radio history—record audience

NEW YORK, Dec. 12.—Use of a transcription of former King Edward VIII's farewell speech by WCAU, Philadelphia station, for an evening rebroadcast of the ex-monarch's regal valedictory is expected to bring forth an international protest from the British Broadcasting Corporation to the Federal Communications Commission. English officials in this country heard the program and while they, themselves, will not enter any complaint, information is that advice has already been forwarded to London and that action will be forthcoming shortly. WCAU's rebroadcast was not okayed by the BBC or the Canadian Broadcasting Corporation, which originated the program after its short-wave pickup, for many American stations.

Practically every major station in New York City wanted to use transcriptions made for the same purpose as done by WCAU, but permission was not forthcoming. Attitude of the British Broadcasting Corporation was that when the departing king did make his final speech it was being done for British subjects, and these subjects had ample time to listen in when the broadcast was made at 5 p.m. EST. Several stations in New York contacted the American representative for the BBC and asked for an okay. They say they were told that it was absolutely nixed, and any violation of the BBC regulations would be followed by protests.

David Windsor's speech yesterday afternoon capped the most hectic week radio stations and networks have ever gone thru in connection with a major news story, and it was the most important story radio has ever helped cover. By the middle of the week all limits had been thrown aside and coverage of the most dramatic story of the century found the air constantly flooded with bulletins, international broadcasts and straight news reports. Normal routine of business was upset.

Thursday, when formal announcement of abdication was made, every network and station in the city claimed beats on getting actual news on the air first. CBS had the flash on at 10:33 a.m., it said, with WOR getting its flash on at 10:46 a.m. NBC was on a minute later and WMCA a half-minute after NBC's two networks. WMCA was one of the stations changing plans as to a transcribed broadcast of the king's speech, canceling an announcement to this effect. Station later came out with a tribute to Press Radio Bureau's coverage of the entire affair. WNEW, thru a teup with The New York Evening Journal, said its announcement of the flash was finished and off the air before CBS had started its bulletin.

Estimates of the audience that heard the speech, made by "Prince Edward," according to announcement by Sir Joseph Reith, BBC head, varied. Lowest conservative figure given at 125,000,000, with trade men inclined to believe the figure actually ran to about 100,000,000. No audience has ever approximated such size before. In New York City everything stopped at 5 p.m., just as happened everywhere else, with department stores, etc., carrying loudspeaker relays all over their stores and every available radio jammed with listeners.

CBS got the nod as doing the best radio coverage job.

"Sour" Plugs Panned by Ickes

WASHINGTON, Dec. 12.—Sponsored by 18 national organizations interested in teaching by air, First National Conference on Educational Broadcasting concluded a three-day session here today. Resolutions outlawed, meeting was occupied with discussions of problems confronting radio in education.

In effort to make it a friendly smoking confab, Federal Communications Commission, abetted by United States Office of Education, marshaled lineup of speakers devoting themselves to sympathizing with aims of educators and their desire for increased station allotments, while pointing out difficulties from technical as well as practical standpoint. Chains popped up with exhibits to garner good will, likewise British Broadcasting Corporation.

Most of the speeches were of the milk and honey variety, except that of Secretary of Interior Harold Ickes, which contained some fireworks. Said Ickes: "No intelligent listener wants to have his Beethoven symphonies mixed with gasoline or to see his Bach fugue used as an inducement to switch from one sort of lipstick to another. Such things are utterly uncivilized, they annoy and irritate and they will continue to annoy and irritate until a sufficient number of people of taste shall have made it quite clear to the sponsors that that is the best way to lose their most valuable class of customers."

"Mary Marlin" Renewed

CHICAGO, Dec. 12.—Thru a contract renewal, effective December 28, The Story of Mary Marlin, a serial show now in its third year on the networks, will continue to be heard over the NBC-Red network for another year. Joan Blaine plays the leading role, and the show is sponsored by the International Cellulose Products Company for Kleenex.

England Objects to French Stations' Commercial Plugs

LONDON, Dec. 12.—England has raised a squawk against French radio stations which carry English sponsored programs. So far, there has been no lay-off-English-programs order in France, but, instead, one small station, Radio Lyons, recently announced it is "open for offers" from English sponsors.

On top of this attempt to control the purity of the English ether, Advertising World of London came out with a screed demanding that British publishers snap out of their daze and dig up 1,000,000 pounds to buy up French stations. Feet that all but 8.2 per cent of English fans listen to Continental and American programs is a sore-spot.

It is further charged that the BBC, which officially bans sponsored programs, is actually allowing commercial stuff on the air. Yelp is not so much against advertising as against free advertising.

There are, it is asserted, many commercial programs on BBC. Among them

Columbia Marches On

NEW YORK, Dec. 14.—CBS added a new station to the "world's largest network" yesterday. New CBS voice is WJNO, West Palm Beach, Fla.

Station is a 100-watter and will get its programs by way of WBT, Charlotte, N. C., owned and operated by CBS.

Frank Black To Conduct Contented Hour

CHICAGO, Dec. 12.—Morgan L. Eastman, who has conducted the Carnation Milk Contented Hour from the NBC studios here ever since it went on the air five years ago, will relinquish his baton to Frank Black, general music director of NBC, January 4. The hour will continue to be broadcast from local studios. Black will leave New York immediately after each Sunday's RCA Magic Key program and will be here each Monday and Tuesday for the Contented broadcast and for conferences and rehearsals in connection with the following week's broadcast. Eastman will rest and travel the next few months.

NBC's Coast Building Includes Tele Studio

LOS ANGELES, Dec. 12.—National Broadcasting Company will include a large television studio in its new Hollywood studios. An estimated \$500,000 is to be spent in an expansion move to double the size of the present NBC studios. Move is believed to be caused by recent Columbia and Mutual developments in the film center. Another reason is the expected flood of big radio shows to come from Hollywood.

CBS is spending about \$1,000,000 for its new radio depot.

Lum 'n' Abner Personals

CHICAGO, Dec. 12.—Lum 'n' Abner (Chet Lauck and Norris Goff) opened at the Shubert Theater, Cincinnati, yesterday for a week, and will play Palace Theater, Huntington, W. Va., December 19, and the Keane Theater, Charleston, December 20, before returning here for the Christmas holidays.

While in Cincinnati their daily comedy sketch will be broadcast over Station WLW. Other personal appearances are planned after the first of the year.

Atlantic Buys "Ma and Pa"

NEW YORK, Dec. 12.—Atlantic Refining Company has taken a New England serial as its choice to replace Ted Rusing doing football on CBS. Serial is called Ma and Pa and was a sustainer last year on the same network. Parker Fennelly and Margaret Dee handle the leads. Show will run three times a week, nightly, for 15 minutes.

Agency is N. W. Ayer & Son, New York.

Hearst in Capitol War

Publisher to go to bat with other dailies for Washington wavelength

WASHINGTON, Dec. 12.—Bringing to the fore a spirited fight among petitioners wishing to establish a new station locally on its old frequency, the Federal Communications Commission this week approved by divided vote the application of WOL, independently owned affiliate of Mutual chain, for permission to move its studios and transmitter and operate on 1,230 instead of 1,310 kilocycles with a power boost from 100 to 1,000 watts.

With Herald and Times, local Hearst rags, potential beneficiaries, Hearst Radio, Inc., has bid in for new outlet of 250 day and 100 night power sending on 1,310, representing latest move in long-term effort to set up in the capital. When Hearst was reported angling for existing stations in the past, other local publishers were understood ready to outbid if former's negotiations should reach cash offer stage. Eugene Meyer, owner of The Post, is apparently fighting alope this time.

Meyer has filed for permit on same basis as Hearst, with fireworks expected when matter comes up for hearing. At least two other applications are awaiting disposition. Plenty verbiage expected before one of four is given word, with possibility always remaining that all applications may be denied.

Rintoul To Leave World; Own Office

NEW YORK, Dec. 12.—Stephen Rintoul, head of the stations relations department of World Broadcasting System, resigned this week and will go into business for himself after the first of the year. Successor will be Bill Hoppes, formerly with Electrical Research Products, Inc. Rintoul will start a new organization for station service.

Rated as one of the top men in his field, Rintoul was with World six years, during which time he was largely instrumental in putting over the WBS program library service.

Kemp Set for Smokes With Bradley on for Oil

NEW YORK, Dec. 12.—Hal Kemp was definitely set this week to take over the Friday night Chesterfield cigaret program being vacated by Andre Kostelanetz at the first of the year. Ray Heatherlon leaves the program at the same time Kosty's Orchestra goes. Kemp will go on with his orchestra and the Kay Thompson chorus.

Meanwhile Kemp's spot on the Gulf Oil Sunday night show on Columbia will be filled by Oscar Bradley, a newcomer to the baton-swinging corps and formerly an arranger.

KYW's Artists' Bureau

PHILADELPHIA, Dec. 12.—For the first time since the AFM abrogated booking licenses for radio stations, KYW has established a radio artists' service to unearth any possible hidden talent suitable for programs. Ken Hoffman, who has been put in charge of the department, is conducting a special drive for personality acts.

WIP Joins Bonus List

PHILADELPHIA, Dec. 12.—Board of directors of the Pennsylvania Broadcasting Company, operating WIP, joins the parade of big industry in announcing a Christmas bonus for all employees, amounting to two per cent of their annual wages. Figures up to slightly over one week's salary.

REVIEWS

Of the Year

And Other Special Features

In the Holiday Greetings

Number of

The Billboard

OUT NEXT WEEK

Morton Gets Hedges' Job

Program dept. exec given station supervision post—trade surprised.

NEW YORK, Dec. 12.—In naming Alfred Morton to head the owned and operated stations department, the National Broadcasting Company went outside of that department for its new head. Morton, who previous to joining NBC had been active in the station management field for RCA and General Electric, has been in NBC's program department since joining the network. His post has been that of business manager of the program department. Morton succeeds William Hedges, resigned.

NBC is also changing its departmental setup effective with Morton's takeover of the department. Heretofore this department has been a part of the stations relations department, but is now to be separated into a unit all its own. NBC figures greater efficiency will result.

Trade, including many NBC people, were surprised when Morton was given Hedges' job, figuring that some other executive in the department would be upped.

Southern Stations Blocked by Mexico

NEW ORLEANS, Dec. 12.—Residents and radio officials of the Gulf Coast area enjoy such news as broke last week that the Mexican Government has ruled two of the sister republic's most powerful stations from the air, those owned by Dr. Brinkley, formerly of Milford, Kan. It means that two less channels may have a chance "to get thru."

As things now stand in the deep South few of the so-called cleared channels of American radio stations are discernible because of the harassing situation that is allowed to continue south of the Rio Grande and in Cuba. Conditions are even worse on the short wave bands, where recently cleared bands of European stations are now "choked up" with the rapid-fire Latin.

One of the largest local outlets, that of WWL, is often "choked out" within a couple of hundred miles of New Orleans, in spite of its 10,000-watt transmitter, when thrown into competition with two powerful watters just across the border.

In two important rulings made early this year, the FCC decided against removing of programs from American points lying near the border, following the halting into the court at Laredo, Tex., of Norman Baker, former physician of Muscatine, Ia., for alleged infringement of American radio laws.

Hearst, Shepard Tieup

NEW YORK, Dec. 12.—William R. Hearst's New York State network and John Shepard's Colonial network have started on a two-way exploitation deal to plug each other's wares. First way is the exchange of shows to plug both networks and markets covered. No definite schedule has been set up, each network taking when possible.

Two organizations are also uniting on a newspaper space-buying campaign, splitting the costs.

Texas Daily Swaps Time

LONGVIEW, Dec. 12.—KPRO has arranged a tieup with The Longview Daily News and Journal for news and publicity. Daily is furnishing station with Associated News and United Press releases and giving KPRO four inches of news and 10 inches for programs in preferred position daily. The sheet is receiving eight five-minute news broadcasts daily. Up to now paper had banned mention of radio station in its columns. KPRO will begin operation with 250 watts after the first of the year.

NILES, FIELD & ASSOCIATES, New York, have been named station representatives for WABJ, Bangor, Me. Station is now using a new transmitter with high fidelity equipment.

Don't Tell Mussolini

NASHVILLE, Dec. 12.—State Teachers' College of Kentucky had a broadcast on WSM plugging Nathan B. Stubblefield of that State as the "inventor" of "wireless telephone" and as such the inventor of radio, with Kentucky the birthplace of radio. WSM is aiding and abetting the college, starting a campaign yesterday for a national park at Stubblefield's birthplace at Murray, Ky. Claim is that Stubblefield invented the process in 1902, but when he couldn't finance it retired to live as a recluse. Looks like a Kentucky feud in the makin', boys.

CBS Cuts Melon; NBC Talks Bonus

NEW YORK, Dec. 12.—Officials of the National Broadcasting Company were reported conferring this week on a method of scaling a bonus for employees. Problem involved concerns those with the company for long periods and commensurate return to them, in the way of a bonus, as compared to those newer with the network. Meanwhile the Columbia Broadcasting System board of directors met Thursday and, when the cigar smoke had cleared, announced payment of the regular 50-cent stock dividend, plus a melon of \$1.50 on each share of A and B stock (unlisted). CBS directors are also said to have approved the two-week bonus for employees previously reported.

NBC officials were supposed to have started talking in earnest about the possible bonus during the middle of this week.

WHN, New York, is expected to declare a bonus for its employees on the strength of announcement by Loew's, Inc., owning the station, of two weeks' salary to Loew workers. WHN is not figured as getting out of the red this past year, altho station's income has hopped plenty.

Peters Continues Research Work for Joint Committee

NEW YORK, Dec. 12.—Altho Paul Peters' contract with the Joint Committee, representing advertisers, agencies and radio stations, expired the first of this month, Peters is continuing his chores for that group. Committee consists of representatives of the American Association of Advertisers, Association of National Advertisers and National Association of Broadcasters.

Peters was assigned to the task of evaluating various methods now used in radio research as applied to circulation, set ownership and similar figures. Peters said yesterday that he expects to make his report on his studies to a meeting of the committee to be called soon. Report, meantime, is being kept confidential.

AT&T's One Timer

NEW YORK, Dec. 12.—American Telephone and Telegraph Company will go to town on its yearly Christmas Eve stunt when Leopold Stokowski, Edwin C. Hill and other name and stunt talent will be picked up from various spots thruout the country. Program will be carried by nearly 100 CBS stations. Batten, Barton, Durstine & Osborn, Inc., handle the account.

New Indie Penna. Group Seen Answer to Recent Quaker Net

HARRISBURG, Dec. 12.—The Pennsylvania Independent Broadcasting Association, which was formed here recently, is now dickering with several program offers to serve the All-State network, which will consist of nearly 20 independent Pennsylvania stations.

The Quaker State network, of Philadelphia, and the Pan-American Sales organization, of New York, have placed their bids, and a decision will be made after the first of the year, when the new Association of Rural Broadcasters is more strongly organized.

C. G. Moss, manager of WKBO, Harrisburg, is temporary chairman and executive secretary of the new association, which is not yet ready to release a list of its members. Moss says that shortly

Don Lee Signs Five New Stations; Beats NBC, CBS

Coast network, in signing new Western outlets, steals march on other chains — gives Mutual total of 39 when it goes national December 29

LOS ANGELES, Dec. 12.—Following out its plan to increase coverage in California, the Don Lee Broadcasting System, thru Owens Dresden, vice-president and manager of KIJ, has signed five new stations in the State, each to five-year pacts. Contracts become operative when the Lee web swings to Mutual December 29. Stations are KPMC, Bakersfield; KODM, Stockton; KDON, Monterey-Del Monte; KPXM, San Bernardino, and KVOE, Santa Ana. This gives the California system nine transmitters in the State and 39 over the continent with Mutual. Stations already controlled by Don Lee, and previously set to join Mutual, are KIJ, Los Angeles; KPRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara.

Radio Gains Top All Other Media

WASHINGTON, D. C., Dec. 12.—Radio advertising for the 1936 third quarter advanced an advance of 32.7 per cent over the same 1935 period. Total time sales for the first nine months of 1936 were 18.2 per cent ahead of the same 1935 period. All branches of radio showed gains in both the third quarter and the first nine months' period of 1936 over 1935.

Non-network sponsoring for the third quarter, according to NAB, jumped 33.2 per cent over the 1935 period. All types of stations in all parts of the country showed gains. Biggest increases were in regional and local groups and in South Atlantic-South Central area.

Live talent, announcements and et's increased about one third over last year. In the national non-network field, announcements and record business showed the greatest advances with transcriptions and live talent taking the lead in local territory.

Automobile, beverage, confectionery, financial, soap and kitchen supplies, radio sets and tobacco sponsors showed the greatest increases in radio use; all types of sponsorship showed gains over the 1935 third quarter. The retail radio advertising gain was 25.3 per cent over 1935 same period. The total gross time sales for the third quarter were \$17,155,250 in 1936—in 1935 it was \$22,708,118.

Radio showed higher gains than other media for the third quarter. Radio advanced 32.7 per cent, whereas national magazine advertising only rose 15.4 per cent, national farm papers 25.3 per cent and newspapers 12.9 per cent.

Lowell Daily Seeks Station

LAWRENCE, Mass., Dec. 12.—Hildreth & Rogers Company, publisher of The Lawrence Eagle and Tribune, is seeking a construction permit from the Federal Communications Commission to operate a daytime radio station in Lawrence. A. H. Rogers, publisher, and J. A. O'Hearn, city editor, appeared in behalf of the petition. Nearest radio station in this textile center of New England is WJLH, Lowell, Yankee Network affiliate, and John Shepard III's Northeastern Massachusetts web outlet.

DR. HERMAN S. HETTINGER has resigned as economic consultant for the National Association of Broadcasters. He is writing a book on radio advertising.

Hub Network Starts Dog Track Expose

BOSTON, Dec. 12.—With bombshell abruptness the self-satisfied complacency of Massachusetts kennel keepers was shattered Tuesday when the Yankee network, John Shepard III outfit, went to bat for Mr. and Mrs. Public and exposed some of the shady finances of Wonderland Park, Boston's dog oval.

Leland Bickford, fire-eating editor-in-chief of the Yankee and Colonial networks News Services, the spearhead of the attack, appeared today before the Special Recesse Commission on Taxation and Expenditures with the charge that the Old Harbor Kennel Club, operators of the Wonderland Park dog racing track at Revere, Mass., about five miles north of Boston, had deliberately minimized its gross income report by some \$200,000.

Bickford's appearance before the commission, headed by Senator William A. Davenport, of Greenfield, came as a climax of a drive by the Yankee and Colonial networks, thru daily editorials broadcast on the stations of the networks, in an effort to keep the State racing and legalized betting clean.

Editor Bickford, branding the Old Harbor report as "A deliberate attempt to lend the commission astray," charged that the gross income of the club reported as \$1,020,720 should really be \$1,077,800 as reported by the State Racing Commission. With concessions, admissions and other items added, the gross would be shown to be \$300,000 more than the amount reported by the Old Harbor Club.

Replying to Senator Davenport's statement that "The commission was satisfied that the financial statement was padded, but that the State received all that it was entitled to from the track," Bickford expressed amazement at the commission's accepting such a statement, knowing it to be false.

"That is why I am here today," said Bickford. "Racing was legalized by the people of Massachusetts. Are we now to (See HUB NETWORK on page 9)

OSWALD ★★★
OH YEAH!!!
 Featured COMEDIAN WITH
KEN MURRAY'S
 Rinso and Lifebuoy Programs.

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

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

 Musical Director
 ROXY THEATRE, N. Y.

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

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

ROY GOBEY
 Dramatic Baritone
 YOUR STATIONS BEST
 BET ON YOUR NEXT
 PROGRAM

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

JAYSNOFF SISTERS
 IRIS and JUNE
 The Leading International Duo Pianists
 Radio • Concert • Stage

Stations and People

Address All Communications to the New York Office

EARL R. STRANDBERG, known as **EARL RODELL** when on the air, is now program director of **KTAT**, Ft. Worth, Tex. Formerly with **KMOX** and **CBS**. . . . **"Traffic Squad,"** new **KOIL**, Omaha, program, has backing of safety groups of that city. . . . **RONALD DAWSON**, of **WOL**, Washington, D. C., celebrates his eighth anniversary as drama director Christmas Day. He has produced almost 700 shows. . . . **JUANITA MASSEY** is new station secretary and **JOAN THOMPSON** financial secretary of **KFRO**, Longview, Tex. . . . **BOB WILBUR** has joined **WSUN**, St. Petersburg, Fla., as announcer. Formerly with **WCAD** and **WIBX**, New York.

BOB EATON has replaced **BOB BLAYLOCK SR.** on the **Barnsdall Oil Air-Show** on **WHO**, Des Moines. . . . **CAP MALLEY**, baritone, is starting the **Sunshine Club** on **KRNT**, Des Moines, for shut-ins. Child talent discovered at homes, sanitariums and orphanages will be introduced. . . . **Citizen Broadcasting Company**, Asheville, N. C., has been dissolved. Assets of **WWNC** became property of Asheville **Citizen-Times Company**. No change in station setup. **WKRC**, Cincinnati, testing its new 5,000-watt transmitter. Engineer **FRANK DIERINGER** in charge.

DUANE GAITHER, **KOIL**, Omaha announcer, also traffic director for **Central States Broadcasting System**, including **KOIL**, **KFAB** and **KFOR**. . . . **WWNC**, Asheville, N. C., has just finished a field survey and is putting out a brochure, prepared by the sales promotion specialist, **A. J. FLANTER**. . . . **KOYL**, Salt Lake City, has a new one, especially slanted for men, sponsored by a local men's store. Various celebrities of interest to men will be interviewed. . . . **PERCY ZEIGLER**, **KOIL**, Omaha, engineer in charge of new recording plant. . . . **DICK TEELA**, of the Iowa network, opened the pheasant season by bagging

two pigeons on a neighboring farmer's property. (They cost him \$10). . . . **LENARD FINGER** is the new announcer-publicity man at **KTAT**, Ft. Worth, Tex. . . . **KFRO**, Longview, Tex., furnishes all advertisers with price markers. Markers are of various sizes and are printed: "As advertised on **KFRO**," with plenty of space for prices.

KTSA, San Antonio, will be operated by students of local high school on December 18. Regular staff will supervise youngsters, who will run the entire station except the engineering department. Station made arrangements with local educators for tieup. . . . **KDYL**, Salt Lake City, has installed a "Sing-Meter" in the **Capital Theater** for use on its **Community Sing** program. Each week the readings are announced—the idea being to make more noise each week. **LYNNE LORAY** now director of the daily woman's program, **Let's Compare Notes**, on **KNOX**.

LEE KIRBY, **WBT**, Charlotte, N. C., announcer, has just started a new program called "Sidewalk Sideshow. **KIRBY** and **CLAIR SHADWELL** will describe people and their probable thoughts and work as they go by. . . . **WBIG**, Greensboro, N. C., has just ended its **Jefferson Standard Life Insurance Company** contest. A prize was offered for the best program idea suitable for the insurance account. Winner suggested a musical program with a symphony orchestra and short talks by the oldest policyholder and oldest employee of the company. Program goes on in January. . . . **KOIL**, Omaha, Neb., has a new juve program. It's "Kids' Court." Youngsters are interviewed and talk about their hobbies and lives. Kids are lectured by the station; then candid camera shots are taken of them before mike. Each youngster receives a framed picture of himself. Idea is that family will dis-

West Coast Notes; Audition Filmed To Show Program East

LOS ANGELES, Dec. 12. — George Jessel, who used to be an actor himself and is now a film producer for Universal as well as the busiest "guest artist" of the networks, is finally going to head his own program. Jessel and a female comic, possibly Patsy Kelly, will be teamed in a new show being planned by Bill Lewis, CBS program director. Campbell's Soup will most likely buy the act to follow Burns and Allen. Meanwhile Lewis and his aids from the New York office are also hearing auditions of Lionel Barrymore and the Marx Brothers, with potential sponsors in mind.

Transamerican and **KFWB** have been putting much hope in the station's novelty program, **So You Want To Be an Actor**, and incidentally have gone to much expense trying to sell it commercially. Some interest in the program's basic idea has been expressed in the East and a filmed audition of the broadcast goes to New York for the approval of agency reps, who will sit in at the audition at **Transamerican's** quarters there.

Deanna Durbin, child singer of **Eddie Cantor** programs, who made her bow recently as a **Universal Pictures** contractee in **Three Smart Girls**, will be plugged in publicity and advertising as America's sweetheart. How about it, **Miss Pickford**?

When **Nelson Eddy** goes on his concert tour next month, **Thomas Froebairn Smith**, **KNX** announcer, will go along for 11 weeks to announce and produce the programs from the road. Show is handled locally by **Ashmead Scott**, of the **Wessel** agency.

NBC, which has obtained the exclusive broadcast rights again to the **Rose Bowl** game **New Year's Day**, is starting its buildup to arouse greater listener interest by a series of 15-minute and half-hour programs. Periods devoted to the annual classic will be spotted from time to time, and the morning of the game will be devoted to a description of the **Parade of Roses**.

Brett Wood, vaude and picture comic, is being auditioned by **J. Walter Thompson** agency for a spot in an **NBC** series. . . . **Fox Case** has joined **CBS** here to handle special events. . . . **Walter Kane**, of the **Zeppo Marx** agency, has planned east on radio business. . . . **Kenny**

Baker, of the **Jello** broadcast, will sing in **Warner Brothers' King and the Chorus Girl**.

San Francisco

SAN FRANCISCO, Dec. 12.—*House of Melody*, featuring **Meredith Willson's** all-string orchestra, with **John Nesbitt**, commentator, and sponsored by **Bank of America** over **KPO** and **KFI**, the **NBC-Pacific Blue** outlets, since inauguration of the program some months ago, switches to a more elaborate setup **January 4**. New network will include **KGO**, **San Francisco**; **KECA**, **Los Angeles**; **KFSD**, **San Diego**, and the four **McClatchy Newspaper** stations—**KFBK**, **Sacramento**; **KWO**, **Stockton**; **KMJ**, **Fresno**, and **KERN**, **Bakersfield**. **McClatchy** stations, now affiliated with **CBS**, join **NBC** **December 29**.

Nesbitt, by the way, is also commentator on the **Sunday night Passing Parade**, bank-rolled by **Duart Sales Company, Ltd.**, over seven **NBC-Pacific Red** stations. Sponsor plans to send the series transcontinental after **January 1**. **Nesbitt** is credited for the heavy increase in sales of **Crema of Milk** facial cream on the Coast, and sponsor believes he'll do the same kind of a job for them in the East. Youth is the highest paid commentator in these parts and under five-year contract with **Duart**. **Nesbitt** was screen-tested in **Hollywood** by **Warner Bros.** this past week, and if he clicks a contract will follow. It won't interfere with his **Duart** or **Bank of America** broadcasts.

Beth Love, who's the telephone gal in **KFRC's Baker Hotel**, sponsored by **C. H. Baker Shoe Company**, and also heard in a weekly **KYA** skit, is another to take a **Warner** screen test. She's been signed by **Larry Allen**, of **NBC's Artists' Bureau**, and goes to **Hollywood** after her **KFRC** broadcast tomorrow.

Malcolm Grayson, who was the September winner of **Budda's Amateur Hour** over **KFRC**, for which he received a plane trip to **New York** and a **CBS** tryout and then came home and was one of the winners in the **California Hour** salute to **San Mateo County**, is headlining the new **Mark Hopkins Hotel** floor show, singing with **Oriff Williams** orchestra. He's heard nightly over **NBC**.

play the enlargement, thus developing good will and keeping the name of the station alive in the home, with the sentimental tieup.

JOHN CLARK, program director at **WPIL**, Philadelphia, has just written the final curtain on a four-act play, **L'Emperur**, based on the life of **Napoleon**, and is submitting the piece for legitimate production. . . . **WBAL**, Baltimore, aircasting the **Empty Stocking** ceremonies, a civic event. . . . **ELIZABETH BATES** shifted from the music copyright department at **WIP**, Philadelphia, to head the newly enlarged continuity department. . . . **ALBERT A. CORMIER**, vice-pres. and general manager of **WIP**, Philadelphia, heading for a Florida vacation for Christmas week. . . . After an absence of 18 months, **TOMMY ROTI** rejoins the **S. S. Fun** for **AM** troupe at **WDAS**, Philadelphia, on program's 2,500th broadcast. . . . Only 21 years of age, **ART JACKSON** celebrates his 10th year in Philadelphia radio over **WHAT**. . . . **EWING C. JULSTEDT** joins the engineering staff of **WPIL**, Philadelphia, returning from an expedition with the **American Museum of Natural History**. . . . **DAVID B. ARNDT**, treasurer of the **John Falkner Arndt** ad agency in Philadelphia, attending the annual hotel men's sales promotion convention at **White Sulphur Springs**, W. Va.

DICK REDMOND, who handles publicity for **WHP**, Harrisburg, Pa., is conducting a half-page section in **The Harrisburg Telegraph** entitled "Waits on the Air."

LEW FROST, assistant to **DON E. OILMAN**, **NBC** Western division vice-president in **San Francisco**, is in the hospital recovering from a minor operation. . . . **LAURA WILLIAMS**, who is one of the **Williams Sisters**, **NBC** harmony trio in **San Francisco**, is in **St. Luke's Hospital**, that city, recovering from an appendicitis operation. **Ethelyn**, contralto leader of the trio, is appearing as soloist on the network during **Laura's** absence, which permits **Alice**, the third sister, to remain at the hospital to cheer the patient. . . . With **DAVID VAILE** resigning to join **KYA** in **San Francisco**, **KGGC** in that city has added **NED BURMAN** to its staff as announcer. He was formerly with **KROW** in **Oakland**. **VAILE** succeeds **HARRY DE LAZAUX** at **KYA**. . . . **KGGC** is installing a new 100-250-watt **RCA** de luxe transmitter. **ANDREW MITCHELL**, chief engineer, is supervising the job. . . . **FRED McPHERSON** has joined **KRE** in **Berkeley** as announcer-producer. He was formerly with the **McClatchy Newspaper** station, **KFBK**, in **Sacramento**. **RAY BAKER** is new to the sales staff of **KFRC** in **San Francisco**, coming from the **Pacific Railway Advertising Company** in **Oakland, Calif.**

ROY CHAPMAN has been promoted to program director of **KTSM**, to succeed **RAYMOND TAYLOR**, in **New York** for a job with **Community Concert Association**. **JIMMY FAUST** has been added to the staff an announcer.

ELMER FELDHIM, singer of **WWL**, **New Orleans**, has been named announcer and stage artist of **KALB**, **Alexandria, La.**, where **Ken White**, announcer, has been raised to program director, and **WOODROW HATTIC**, formerly **KWKL**, **Shreveport**, added to staff. . . . **LIONEL RICAU**, former artist of station, has been named full-time announcer for **WWL**, **New Orleans**, replacing **AL GODWIN**. . . . **WCOA**, **Pensacola, Fla.**, **CBS** link, has a new manager in **HENRY G. WELLS JR.**, former paper official, who replaces **GEORGE BOSE**, resigned. Other changes in staff of **WCOA** bring in **JAMES HENDRIX** as program director to replace **FRED KING**, resigned to go to **WATL** at **Atlanta**, and **RUSSEL WIRSCH** as announcer. . . . **DAVID COBB**, formerly with **KSD**, **St. Louis**, and **KXYZ**, **Houston**, has been added to announcer staff of **WMC** and **WNBB**, **Commercial-Appal** stations at **Memphis**. **COBB** replaces **HOWARD CARRAWAY**, departed for **WBIX**, **Springfield, Tenn.**

CHARLIE ROE joined **WCAE**, **Pittsburgh**, as announcer, succeeding **Bob Short**. . . . **TED YARSLEY** joined **KDKA**, **Pittsburgh**, as staff singer. . . . **ELOISE BOFFO**, radio artist, moved from **WWVA**, **Wheeling, W. Va.**, to **KQV** in **Pittsburgh**. . . . **STEPHANIE DIAMOND** is pinch-hitting for **LILLIAN MALONE** on **WCAE**, **Pittsburgh**, while the latter is recuperating at a **Smoky City** hospital.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for **The Billboard**.

End year correspondence to advertisers by mentioning **The Billboard**.

Program Reviews

EST Unless Otherwise Indicated

"Bowman Fireside Theater"

Reviewed Wednesday, 9:30-10 p.m. Style—Music and vocalists. Sponsor—Bowman Dairy Company. Station—WGN, Chicago.

Premiere broadcast of this local weekly program was impressive and gave the series a very good start. Sponsors intend to vary the style each week, using music, then a dramatic program, a variety show and combination layouts. Next week the Goodman Theater Players will present *The Other Man*, a new two-act drama by Arch Oboler, radio writer.

First program opened with an orchestra, under the direction of Louis Adrian, playing *La Bomba*. An unidentified character known as "The Man in the Front Row" acted as commentator and introduced Wilfred A. Engleman, baritone, who sang *The Good Green Acres of Home* before the appearance of the Notre Dame Glee Club, 70 voices, who rendered *Ave Maria* and a medley of college songs. Margery Maxwell, soprano, beautifully sang *Love in Springtime*, and the finale was several selections by the orchestra and the combined voices of Maxwell, Engleman and the glee club in *You Are Free from Apple Blossoms*.

Adrian proved a musical director of ability and the advertising plugs were well done, first as a straight announcement and later with a short dramatic sketch. F. L. M.

"Campus Capers"

Reviewed Saturday, 1:30-2 p.m. Style—Musical varieties. Sustaining on KYW, Philadelphia (NBC red).

Only reference to Cayuga waters is in the theme played by the studio band. From then on the collegiate tag is only an excuse to bring in some of the sock staff entertainers. Jan Saritt batons the crew of 16 for some peppery potions of rhythmicity; Carlisle and London add their pianolistic twosome; Arthur Hinett swings out on the organ with hot choruses, and the refreshing pipes of Emily Weyman, whose rendition of pops is distinguished by clarity and pleasingness. All participants are network caliber, but if the *Campus Capers* identification is necessary, announcer might give out a couple of college cheers just for the devilment of it. ORO.

"The Sacred Flame"

Reviewed Monday, 6:30-6:45 p.m. Style—Dramatic serial. Sponsor—Keebler Baking Company. Station—WCAU (Philadelphia).

Lynn Adair hits upon a sociological concept which gives promise of hitting a responsive chord on its tri-weekly trips. Initial stanza reveals that the dramatization concerns the clash in cultures between native-born children and their foreign-born parents, a rare theme at every social science conclave. Story involves Julie Tomaso, a beautiful young Latin-American girl, who threatens to break the family laws and make a date with a young interne, and her little brother, Joe, who intends to study law.

Miss Adair's writing and the acting of the small cast rattled along at a good pace. Once the groundwork of story is laid more attention should be placed in building up suspense to bring 'em back for the next edition. Sponsor rates a prize, advertising interpolation limited to only a mention of name. ORO.

Adela Rogers St. Johns

Reviewed Monday, 9:45-9:55 a.m. Style—Commentator. Sustaining on WEAF (NBC network).

Adela Rogers St. Johns, popular writer, possesses a pleasant radio personality and, as to be expected, has good material to work with. She comments on front-page news of particular interest to the fem audience and picks out the tidbits that will appeal to women fans.

In show caught she commented on the Pope's recent illness, child's attitude toward religion, Wallis Simpson and the King and Queen Mary. In describing a nearly fatal experience she went thru in an airplane she showed herself the

possessor of quick, vivid phrases without resorting to the melodramatic. Human-interest feature that should build a following.

"Historic Pittsburgh"

Reviewed Tuesday, 10-10:30 p.m. Style—Dramatizations. Sustaining on KDKA (Pittsburgh).

Pittsburgh Advertising Club, in co-operation with KDKA, started a new series of weekly broadcasts to exploit the Smoky City. The community's historic past is dug up and the highlights dramatized. What makes such a program interesting, principally, is an effective script of noteworthy incidents. Opening program lacked a solid script and the cast was not particularly outstanding. A number of the players have been recruited from little theaters and some of their actions during the broadcast gave away their inexperience on the airwaves.

The opening incidents went back to the discovery of the community, the invasion of the first white man dispatched by Governor Fletcher and the introduction of George Washington as a youth, who was sent to scout the warring activities of the French. Stephanie Diamond stood out in the brief role of an Indian girl. Louis Isaacs, Smoky City director, is the program's guide. William Bines announced the purpose of the series with opening and closing messages. S. M.

Jack Arthur Revue

Reviewed Monday, 8:30-9 p.m. Style—Orchestra and vocalists. Sponsor—Vim Electric Company. Station—WOR.

A pleasant, enjoyable show partly spoiled by the constant, nagging interruptions of the plugs. Harold Stern's Orchestra and Jack Arthur and Minor Sherry, singers, supply the entertainment. Feature of the program is announcing names of winners of radio, with names drawn from a hat during the program. But the constant interruptions of the names and straight plugs mar the entire show.

Arthur's rendering of *A Treat for the Eyes* and *When Did You Leave Heaven?* and Miss Sherry's singing of *Let's Face the Music and I've Got You Under My Skin* were vocal highlights of the show.

"Jazz Nocturne"

Reviewed Wednesday, 9:30-10 p.m. Style—Orchestra, vocalists and narrator. Sustaining on WOR (MBS network).

Before this particular program was heard, specifically for review purposes, *Jazz Nocturne* had been caught a number of times previously by this reviewer, and each time the impression was the same; that it was a superior program in every respect and one which, without bombast, delivered a thoroughly enjoyable half hour. Program moves with pace, color and charm; the talent is above average in all its divisions, and the selection of numbers, continuity and production show much thought. Net result is a half hour added to the must list.

Talent involved has Connie Miles, a newspaper man, as narrator; Nat Brustloff, with a brass and woodwind orchestral group; the Key Men, quartet;

Heleen Daniels, soprano, and Bela Rosa, organist. Theme is that known jazzically as "a blue note," not meaning either sad or off-color numbers, just for the record. Entire group works together admirably. Miles has a voice that comes out of his boots, with a definite rasp. On any other program it would be out of place; here it fits like a cell in a beehive. His introductions of each number add considerable color, and the blending of the various musical parts bring the proper effect to the original premise. If there's one more thing needed on the show, it's a male chorus of about 12 voices. J. P.

Vera Cruze and Eddie Weaver

Reviewed Wednesday, 11:45-12 a.m. Style—Songs and organ. Sponsor—Kressel & Wolfe. Station—WELI (New Haven).

Eddie Weaver, for many years at the console of the Paramount Theater in New Haven, opens with the theme song *Lovely Lady*, followed by Jimmy Milne, who does the introductions. Milne, who is the manager of WELI, is an ace announcer and his clowning with Miss Cruze helps to put the program across. Miss Cruze has a dandy voice, her numbers on this program being *South Sea Island Magic* and *I've Got Rhythm*. Weaver played *Cheri-bi-bi-bi* and accompanied Miss Cruze.

Milne makes the commercials appear entertaining, being interrupted by Miss Cruze just before he is thru each time. Program is given three times weekly direct from the Hotel Taft Grill in New Haven. It is sponsored by Kressel & Wolfe Company, furriers. S. L.

"Junior G Men"

Reviewed Wednesday, 6:30-6:45 p.m. Style—Juvenile sketch. Sponsor—Fischer Baking Company. Station—WOR.

Now the youngsters have a chance to do the thrilling work of G men, via the ether waves. Show caught opened with a gent on the floor, apparently knocked out by a mysterious thug. Juvenile hero spotted a piece of cloth in the knocked-outee's mitt, and when he saw a family visitor with a piece ripped off his clothes which were of the same material, he put two and two together. Then kid heard Egyptian servant talking to another mysterious stranger about giving him the prized Ruby Eye.

Sketch caught was not as overly melodramatic as it might seem from review and is undoubtedly less harmful to kids than a lot of thriller-tripe that has been on the air. It is simple for youngsters to project themselves as the hero in a sketch of this type, with the big, brave man being a kid himself, which makes for effective programming.

Closed with a sign-off, "Calling All G Men" to tune for next broadcast. Also has a tie-up with feature in *Newark Ledger*. On three evenings weekly.

"Fire Alarms"

Reviewed Monday, 8:45-9 p.m. PST. Style—Fire dramas. Sustaining over KFAC, Los Angeles.

First of a weekly series of 15-minute sketches, dramatized from the files of the Los Angeles Fire Department, program got off to a poor start due mainly to slow continuity and weak characterizations by a cast of minor local radio players. Idea is a takeoff on Don Lee web's *Calling All Cars*, dealing as it does in fire department stories rather than police. Initial story was well selected, but too skimpy in adaptation. Like the Don Lee police series, city official, in

this case, Fire Chief Ralph Scott, started program on its way.

Purpose of series, according to the announcer, is to acquaint the public with internal workings of the fire department and impressing on them the necessity of co-operation from citizens. Idea is not new, but with better production could gather a nice following. Carolyn Caro producer. S. P.

"Roving Reporter"

Reviewed Thursday, 8:30-8:45 p.m. Style—Interview. Sustaining on WJCA (New York).

Martin Starr, WMCA roving reporter, on program caught introduced a man who was attacked by hoodlums when he refused to pay them for "watching" his car. This beating led to front-page stories and an attempt to wipe out the "watch yer car, mister" evil. Consequently, there was a good deal of interest in the man who had the guts to hold out on the rats.

Unfortunately, he spoke with an accent. Starr questioned him about himself, his attitude toward car watchers and his suggestions for solving the problem. The guest lacked audience-holding ability, but Starr carried the interview thru in a natural, unforced manner and showed admirable lack of artificiality or paternal attitude which some interviewers with such a subject might adopt.

Program should be successful if its other interviewees have the same news value as did this bird.

"Personal Column"

Reviewed Wednesday, 2:45-3 p.m. Style—"Public notices." Sponsor—Procter & Gamble Company. Station—WEAF (NBC network).

Some people like olives and some people like peaches and a lot of people apparently like this program. Thus, in regard to the last phrase, is the usefulness of radio criticism shown, since this reviewer guarantees never to listen to *Personal Column of the Air* again and simultaneously admits its punch and value as a radio program. That is, with but one exception. The exception is the apparently quaint idea that radio is primarily, as used in this country, a medium for either enjoyment or education. The morbid woes of many unfortunate members of the citizenry, as exploited in this agony column show, and other programs, some better known, just don't fit into my idea of radio programming. But, as was admitted, it's easy to understand why a lot of listeners will like it. Morbidity, in one form or another, has always been mass circulation stuff.

Actors read letters sent in by those seeking lost friends, sweethearts, parents or children. An organ plays the expected mournful background and tear-drops glisten as the stenogs listen. *Personal Column of the Air* definitely does answer a need. The need should be filled in a manner that takes the exploitation angle out of it, and minus any attempts at commercial gain.

Chips, soap flakes, get the benefit of the plugs, which sound as tho one of the letter writers had done them. J. P.

HUB NETWORK

(Continued from page 7)

give one gang control over the millions of dollars racing earns? On this statement should depend the future of dog racing in Massachusetts. Can't we do something to clean up this situation? Taking advantage of the occasion, Blackford attacked the commission for rejecting a proposal to summon the records of dog tracks for examination by auditors. Frequently drowned out by verbal spats between commission members, Blackford hurled the charge that several members of the commission were working in the interests of the dog tracks and offered documentary proof that Representative Martin Hays, of Brighton, a commission member, is a director of the Wonderland Amusement Company, owners of Wonderland Park.

Following the hearing Blackford warned: "It is now up to the commission to rectify the situation. Our organization is prepared and intends to push the matter to the limit and believe me we have plenty with which to push it."

By "plenty" Blackford means the 11 stations within the New England boundaries that reach all the metropol and hinterland of this part of the country.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figures in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, December 4, to Thursday, December 10, both dates inclusive.

I've Got You Under My Skin (17)...	26	Did You Mean It? (21).....	18
Fennies From Heaven (14).....	25	Talking Thru My Heart.....	17
It's De-Lovely (25).....	24	The Way You Look Tonight (18)...	17
Chapel in the Moonlight (24).....	24	You Do the Darndest Things (12)...	17
I'll Sing You a Thousand Love Songs (24).....	22	Midnight Blue (11).....	11
I'm in a Dancing Mood (20).....	21	There's Something in the Air (11)....	10

SHEET MUSIC BEST SELLERS will be found on page 15.

Air Briefs

By JERRY FRANKEN

RADIO gang in New York is tickled that the British affair came to an end last week, saying this without meaning any reflection as to the story's importance or the excitement of covering it. But it caused plenty of headaches.

EDDIE CANTOR'S hour-long ad lib speech a week or so ago in Boston before the Harvard Business School students has the trade talking. Cantor spared neither radio nor the newspaper publishing industries in his criticisms of what he thought were their shortcomings. His comment on the newspaper attitude toward radio was a comparison of a man standing on the 20th Century Express tracks and saying "Go away, I was here first." Which may explain the lack of publicity given the address.

CHEVROLET renewed Rubinoff's CBS contract Thursday, bringing it up to April by the 13-week pickup. Meanwhile Rubinoff stays on the transcribed series until the end of January while his successor is selected. Chevy recently cut about 50 stations from its lists of 395 getting the platters, as well as cutting down on the time on some of the stations retaining the program, those cut getting the show once a week instead of three times. When Rubinoff's successor is selected further cuts may be made in the station list. Labor trouble, holding up car delivery, is one of the reasons.

TOMMY DORSEY went out to Detroit last week. Prophets claim he is set to succeed Fred Waring on one of the Ford shows, putting two and two together. The other two is Dorsey's regular job for Ford this past summer. . . . MBS has a new co-ordinator in Chicago. He is Don Pontius. . . . Mildred Holmes, formerly with Blackman, and Albert Leffingwell, of Lord & Thomas, are now with Denton & Bowles. . . . Jesse H.

Martin, who used to be WHN's artists' bureau head and before that was with the Morris Agency in California, is back on the Coast as an agent. . . . Reinald Werrenrath Jr. is now on NBC's guest relations staff in New York City.

O. E. DUNLAP JR., of The New York Times, has just finished another book, this one on Marconi. Macmillan publishing. . . . Philip Morris diggles start a new series on CBS February 15, with Charlie Martin producing and directing, as well as writing the crime sketches to be done, instead of the thrill sketches done on the NBC series. Leo Reisman will probably get the orchestra assignment. . . . New show will be a half-hour Saturday night project. . . . Colgate-Palmolive-Peet has reserved the Thursday evening half-hour spot on Columbia being vacated by Sears-Roebuck. . . . Herman Bernie is on the Coast for a couple of weeks, while Dan Danker, of the Hollywood office of J. Walter Thompson, is in New York. . . . Martin Block, of WNEW, got himself a network job, doing the emcee on the Kreuger beer show. . . . Best talent received notices, all except Ferde Grofe. . . . Mrs. Al Goodman is throwing a card party December 19 for the benefit of Dorothea Antell. . . . Scrappy Lambert, the singer, has joined Jimmy Saphier's organization to sell Saphier's list of acts. Latter says Lambert is now on the right side of the mike. . . . Lyle Van caused the Vox Pop boys to miss out on questions about Mrs. Simpson last week. He was not advised that they had been given the network's approval. . . . Dal' Calkins has rejoined the Scamps, with the original trio together again and leaving soon for Florida night clubs. . . . Graham Harris will lead the orchestra for the production numbers on the new Frank Parker-Shep Fields Woodbury series. Fields will conduct his own orchestra on that show for his "rippling rhythm" numbers.

Chi Air Notes

By F. LANGDON MORGAN

YEAR'S of stage training served Joan Blaine uncommonly well last Sunday when Willard Farnum, one of her co-players in a Tale of Today, fainted as he began the lines of a scene with Lauriatte Filibrandt. Seeing that Farnum was ill, Miss Blaine motioned for Don Mihan, sound-effects man, and actress Isabel Randolph to assist Farnum to a chair. Motioning to the audience to be quiet, she began transposing Farnum's lines as if she had been present all the time and carried out the whole love scene of two pages in the third person. Miss Filibrandt, taking her cue from Miss Blaine, answered in the same vein, ad libbing as necessary. So smoothly did the scene work out that nobody outside of the studio knew anything was wrong. Farnum's doctor said that he had been overworking and had extremely low metabolism. In addition to his radio work Farnum holds a full-time job with an air transport company.

CARLTON KELSEY, who has been musical director of the Sears Then and Now program, will probably be bestoning for Warner Bros. in Hollywood shortly after the first of the year but figures on leaving his appendix here before training westward. . . . Art Linick, WJJD vice-president, left last week-end for the West Coast for a month's stay. . . . Sally Smith, one of the leads in WGN's sketch, We Are Four, departs for Hollywood about January 1 for a screen test, and Sally Jo Nelson, of the same studio, has gone to New York for a Warner Bros.' screen test. . . . Bill Hedges, who has been chosen vice-president of the Crosley Radio Corporation of Cincinnati, was one-time radio editor of The Chicago Daily News and later manager of WMAQ and an executive with the NBC Chicago office. . . . George Dunning, arranger for Kay Kyser's Rhythm Football Series, and Dorothy Hutchins, air-line stewardess, will be married December 23 at Kansas City. . . . Hugh Cowham, CBS New York traffic manager, visited WBBM last week en route to the Pacific Coast. . . . Boske Carter is headquarters and broadcasting

from local Columbia studios while making a lecture tour in this territory. . . . The Sinclair Minstrels, one of the oldest features from Chicago studios, goes off the air on January 4. . . . Last Sunday afternoon, for the second time in three weeks, line troubles developed between WMAQ and the Pacific Coast during Marion Talley's program, cutting her broadcast short for listeners of that station. . . . Sylvia Clark, NBC singer and comedy monologist, launches her own weekly noontime program beginning December 15. . . . Rene Gekiere, who has been an assistant in the production department, has been placed on the NBC announcing staff.

ARTHUR C. PAOE and John Baker, of WLS, went to Washington to attend the first National Conference of Educational Broadcasting. . . . Bob Brown is now emcee of the NBC Breakfast Club. . . . Alexander McQueen, the "Nothing But the Truth" man, has added a 15-minute program to his schedule over WGN every Sunday afternoon. . . . Employees of Station WIND will be given a full week's pay as their Christmas present from President Ralph Atlas. . . . Andrew Stanton, formerly of WLW, WCAU and WMCA, is a new mike man at WJJD. . . . El Frow, WIND announcer, is confined to his sick bed. . . . Willow Valley is a new rural serial being heard over the ABC network. . . . Marie Truitt developed laryngitis the day before her scheduled appearance on the Bowman Fireside Theater program and was replaced by Margery Maxwell. . . . Mr. and Mrs. Doyne Wilson, he plays the guitar with the WLS Hilltoppers, are stock-casting. . . . The Nickelodeon show returned to the NBC Blue network December 12. . . . Jack Holden, WLS announcer, was formerly a Bedford, Mich., minister.

PARIS, Dec. 7.—The 10th convention of the Societe Universelle du Theater, international organization of all branches of the theater, will be held June 4 to 10 at the Paris International Exposition of 1937.

Atlanta Daily Gets 2d Station

ATLANTA, Dec. 12.—Deal between Norman Winston, president of Liberty Broadcasting Company, owning WTPI, Athens, Ga., and The Atlanta Journal, owner of WSB here, was closed this week, giving the daily what is understood to be a major interest in the Athens outlet. WTPI, under a recent grant, is to move soon to this city, at which time The Journal will start operating it.

John Brice, vice-president and general manager of the daily, is president of the new company, while Harold LaFont, a member of the old Federal Radio Commission, will be vice-president. Lambdin Kay, general manager of WSB, will act in a similar capacity for WTPI, which will probably get new call letters of WAGA. Latter station will devote itself primarily to the city, as against WSB's Statewide service.

HEPBURN PLAY

(Continued from page 4)

here previous to New York presentation.

Several other openings have been announced for the holidays. Alla Nazimova will precede Hepburn at the Erlanger, opening December 28 for a two-week stay. First week will be a revival of Hedda Gabler, with the second week devoted to Ghosts.

Two premieres are scheduled for Christmas night, when Jane Cowt opens at the Harris Theater in First Lady, and the Studebaker Theater, which has been closed since the departure of Dead End several weeks ago, will be relighted with James Kirkwood in Mulatto. The Ziegfeld Follies, originally booked to open at the Grand Opera House the last of November, will definitely begin its run here January 4.

Another possibility, if the producers can obtain a house, is the play written by Fritz Block and Willie Howard as The House of Chance and since renamed Sweepstakes, which will star Gus Van.

Hawks Here From Coast

NEW YORK, Dec. 12.—William Hawks, brother of Howard Hawks, film director and a partner in the Hawks-Volck Corporation, a Hollywood agency, arrived here yesterday from the Coast to do business for his clients. Among the show people Hawks represents are Robert Montgomery, Herbert Marshall, Jane Wyatt, Howard Hawks, Gloria Swanson, Constance Bennett, Victor Fleming, George Fitzmaurice, King Vidor, Clifford Odets, James Stewart, James Oleson and others. Expects to remain in town a week or 10 days.

Penn Censors Like Pix

HARRISBURG, Pa., Dec. 12.—L. Howell Davis, chairman of the Pennsylvania Board of Censors, Department of Public Instruction, has announced that recent films reviewed by the board have been found to be very satisfactory. The great majority of the pictures required no eliminations. Of 130 subjects reviewed, which included shorter features as well as full length pictures, all but 15 passed without alteration.

With the general improvement of the quality of motion picture features, Chairman Davis said, there has been noted a comparative decrease of violations of the Motion Picture Code on the part of operators and managers of theaters. The field inspectors of the board viewed more than 3,000 reels and visited some 300 theaters during a recent four-week period.

Gilbert Moves Up

HOLLYWOOD, Dec. 12.—L. Wolfe Gilbert has been moved up from second to first vice-president of the Songwriters' Protective Association, succeeding Irving Berlin, resigned. Berlin, with Jerome Kern and Sigmund Romberg, will form an advisory committee to pass on questions coming before the local body of SPA which need immediate settlement.

Columbia Declares Dividend

NEW YORK, Dec. 12.—Columbia Pictures, at a board meeting last week, announced a quarterly dividend of 25 cents per share on its common stock, payable January 2, 1937, to holders of common stock and voting trust certificates of record at the close of business December 18.

Want Healthy Office Gals

NEW YORK, Dec. 12.—Columbia Pictures is experimenting with physical culture. Impressed by the fact that high-powered stars usually go in for gym workouts, Columbia has arranged with Philadelphia Jack O'Brien's Physical Culture Institute to put its gym facilities at the disposal of its 50 office girls. Now, one night a week, the office gals flock to the gym for boxing, bike riding, bar cleaning and other robust activities. Columbia executives claim the gals are more efficient and perhaps a bit slenderer, too.

Theater Remodeling Continues in Chi

CHICAGO, Dec. 12.—During the last several months thousands of dollars have been expended on the building of new theaters and the remodeling of scores of others in Chicago, the latest being the Cinema, which has started work on a \$10,000 enlargement program which will provide 150 additional seats. Sobel & Drietsma, theater architects, announce that many other changes are in line, including an entire new front.

Terminal Theater, owned by Balaban & Katz, is expending \$35,000 in a refurbishing program, which includes new front, an enlarged lobby and a club lounge. Work will be completed by Christmas.

Guild-Society Subscriptions In Hub Break All Records

BOSTON, Dec. 12.—Rebekah Hobbs, manager of the Theater Guild and the American Theater Society, announced last week that subscriptions for the list of six plays to be presented in Boston this season have grossed the record-breaking number of 10,000 subscribers.

The first play, Call It a Day, was presented at the Shubert Theater several weeks ago, with Philip Merivale and Gladys Cooper. Other plays during the 1936-37 season will be Idiot's Delight, with Alfred Lunt and Lynn Fontanne; Katharine Hepburn in Jane Eyre, Pride and Prejudice, Lady Precious Stream and an unannounced play.

De Forest Bankruptcy

LOS ANGELES, Dec. 12.—Dr. Lee de Forest, radio pioneer, filed a bankruptcy petition in the federal courts here last Thursday. Liabilities totaled \$103,943 as against \$390 assets. Inventor's Hollywood laboratory, which he recently used for television experiments, was declared exempt, and money in a Hollywood bank was claimed by his wife, Mrs. Marie Mosquini de Forest. Chief creditor is Railroad Co-Operative Building and Loan Company of New York, claiming \$50,000. A New York real estate firm is suing for \$10,000 back rent.

Chi Theater Building Boom

CHICAGO, Dec. 12.—Another motion picture house was added to the current theater building boom being experienced in the Chicago area with the announcement last week that a 900-seat theater would be built on the southwest corner of Belmont and Keating avenues. Building, which will cost approximately \$125,000, will be of brick and stone construction, with exterior of block granite and terra cotta, and has been leased for a term of 20 years to Balaban & Katz.

Aid Jobless Musicians

NEW YORK, Dec. 12.—Musicians' Emergency Fund, in its five years of existence, reports it has helped more than 2,700 musicians to earn more than \$250,000 and has given over 1,400 concerts in the public schools. The organization says it concerns itself only with talented but penniless artists.

Authors' League Raps WPA

NEW YORK, Dec. 12.—Marc Connelly, president of the Authors' League, in a letter sent last week to Henry C. Albright, director of the Federal Writers' Project, expresses his organization's "acute dissatisfaction" with the project. Further adds that the Authors' League will not co-operate with the WPA in the formation of a sponsoring committee for the publication of the New York City guide book until alleged abuses are corrected.

AGENCY LICENSE HELD UP

Booker Pinched; Labor Law Angle

Haverhill labor department claims Boston agents book young girls into cafes

HAVERHILL, Mass., Dec. 12.—Bringing to a head the transportation of girls of illegal age to perform at local dine and dances, Benjamin Abrams, of 237 Shirley street, Winthrop, Mass., known to the trade as Ben Ford, head of the Ben Ford Enterprises, Boston, and owner and publisher of Boston *Nite Life*, tab theatrical sheet, was arraigned before Judge Daniel J. Caran here Wednesday on a charge of violating the labor laws by employing minors.

Inspector James Kelly, of the State Department of Labor and Industries, also disclosed that other agents in Boston have been sending girls of illegal age here to "professionally" entertain in cafes.

Abrams pleaded not guilty and was held in bail of \$200 without surety when his case was continued December 16 for trial.

According to Inspector Kelly, his department investigated the employment of young girls as entertainers in local cafes after receiving complaints that some of the girls were only 16 or 17 years of age.

Inspector Kelly explained that the law provides it is illegal to employ girls or boys under 18 in any liquor-dispensing establishment, and that girls under 21 cannot work after 10 p.m.

Kelly says: "It has been the practice for some cafe operators to hire girl entertainers thru Boston agencies and that it has been the cafe owners' contention that they were led to believe that the girls were over 21."

Pennsy Governor Agin Sunday Cafes

HARRISBURG, Pa., Dec. 12.—Possibility that the new Legislature, at its regular session in January, would amend the State's Blue Laws to permit drinking and dancing on Sunday, received a jolt when Governor Earle announced that he would balk any such turn in events.

State now has Sunday movies and baseball games. However, a fight will be carried on by the newly organized liquor dealers' association and the Philadelphia Cafe Owners' Protective Association to permit dispensing of bitters after midnight Sundays.

Boston Circuit Plans

BOSTON, Dec. 12.—Ben Ford says he has closed a deal with Jack Kenny, Hollywood agent, to build a night club circuit. He says negotiations are pending with agents in Syracuse, Philadelphia, Newark and other cities. Negotiations in New York are being completed with Al Allen, associated with the William Morris Agency.

Associated with Ford are Jack Ford, Richard Mulhern, George Faye, Irving Spector and Harry Tucker.

Restaurateur Pans Night Clubs as "Peacockery"

WASHINGTON, Dec. 12.—National Restaurant Association, at its convention here Thursday, launched a blast against "peacockery" eateries (night clubs to you) where people, particularly femmes, go to be seen rather than to eat.

Among the other topics broached were some to the effect that women were not cooks at heart, but were forced into it by civilization, and that women carry their emotions into the kitchen.

Paul Henkel, president of the Society of Restaurateurs of New York City, also bewailed the lack of young people ready to think seriously of becoming waiters.

Two More New Clubs in Philly

PHILADELPHIA, Dec. 12.—Club Cadix, town's smartest spot during the heyday era when Eddie Davis, of Leon and Eddie, was major domo, opens once again December 16. Unshutters as the Kit Kat Club with a Harlemaesque flavor. Al Brown and Ben Rasch at the helm. Tiny Bradshaw comes in to take over the band stand, with the floor offering Pauline Bryant, Marcia Marquez, Whyte's Lindy Hoppers, Five Bon Bons, Noodle and Nockum, Pats Smith, Alethisa Purdie and a chorus.

Following week, on Christmas night, will find the old Piccadilly reopened by Ben Fogelman as his new Benny the Bum's haunt. Al Sallinger has the music assignment. Cross and Dunn heading initial floor show.

Stone Booking 21 Clubs

ROCHESTER, N. Y., Dec. 12.—Harry Stone Vaudeville Exchange of this city now books the Seneca Terrace, Triangle Grill, Dalley's Restaurant, Redmans Hall, Hollywood Restaurant, Jefferson Grill, Blue Front, Tommy Jenks, Ping Restaurant, Lake Avenue Grill, Edgerton Grill, Rhythm Club and the Eastman Hotel, all of Rochester; Havana Casino and Savarin Restaurant in Buffalo; Eagle Grill and Whitey's Grill in Elmira; Dutch Mill in Binghamton; Option House, Bradford, Pa.; St. James Hotel, Wayland, N. Y., and the Jamestown in Jamestown.

New Pitts Actors' Group

PITTSBURGH, Dec. 12.—Local performers will attempt to form an organization of their own during a general meeting to be held at the Century Building tomorrow (Sunday). New plans call for an organization independent of the American Federation of Actors, which has a local chapter, and will be similar to the independent actors' organization active in Philadelphia.

Pittsburgh Salaries Increase

PITTSBURGH, Dec. 12.—Prices for acts here are going to be sky high during the holidays, advance demands indicate. An average act during a single appearance on New Year's Eve can earn as high as \$25. Due to the scarcity of talent most acts will make as many as five spots during the New Year's celebration.

Des Moines Agents Build New Record-Making Machine

DES MOINES, Dec. 12.—Bob Eaton, local band leader, and Wes Sparling, his partner in the United Artists' Bureau here, have built a new recording device.

The difference between this machine and the old-style home-recording type, according to Eaton, is in the records used. The old ones used a record already grooved, with sound vibrations only into the bottom of the groove cut with a needle which sat at a 85-degree angle and then played with a needle at

N. Y. License Dept. Demands Agent First Clear Wage Claim

Action comes after protest by AFA in behalf of member act booked by Nugold office into cafe and not paid—agent has one week to settle—artist rep angle

NEW YORK, Dec. 12.—The License Department is holding up granting of a license to a local agency pending settlement of a salary claim against it by the American Federation of Actors. This is believed to be the first time that the License Department here has taken such action. It comes after many complaints by performers and by the AFA that agents and bookers involved in salary disputes are able to take out licenses without much trouble. What has always made legal prosecution of agencies so difficult is the fact that they usually claim they are merely artists' representatives working for a commission. Performers, therefore, are compelled to sue the cabaret owners, and this, in most cases, is useless because of the fly-by-night nature of most smaller cafes.

Cleveland Casino Sold for \$6,500

CLEVELAND, Dec. 12.—The Mayfair Casino went on the block Monday morning and was purchased by Nate Weissenberg and associates in a syndicate known as the Euclid Casino, Inc. Assets of the defunct night spot brought \$6,500 in the court of Carl D. Frisobolin, referee in bankruptcy. Price paid represents actual value of food and liquor on hand when place closed the night before.

The new owners assume the \$75,000 in valid liens against the Casino. This, of course, means \$25,000, since Weissenberg has the \$50,000 mortgage. Place closes this week and remains dark until the holidays. It is planned to reopen for the Christmas trade.

Golden Plans Circuit

BOSTON, Dec. 12.—Formation of an Eastern circuit to handle night club reruns is the result of a visit to New York by Lou Golden, of the Golden Amusement Agency here. Golden, it is reported, will be able to tie up standard acts with 20 weeks of unit time. Circuit is to start next month. Origination point will be Boston, with units following a route thru New England and the Middle Atlantic States.

Florida Bookings Continue Heavy

NEW YORK, Dec. 12.—Local agents report latest bookings into Florida spots as follows: The Ken Later office has Peggy Peera going into the Hollywood Country Club and Eddie Garr to the Hollywood Yacht Club, Hollywood, both opening January 16.

Jack Bertell has booked Estell and Leroy, Milton Douglas and Cardinal at the Colony Club, Miami, for two weeks, beginning January 27, to be followed by Dwight Fiske and Serge Flash.

Miriam Grahame, placed by Sam Salvin, goes into the Colony, Miami, for 10 weeks, beginning February 12.

Evalyn Tyner drops out of the Radio City Rainbow Room in February to open at the Club Madrid, Palm Beach, for one month. Returns to R. C. in March.

Harry Richman and Xavier Gugat's Orchestra open at the Hollywood Country Club January 13.

The AFA has for a long time been pressing for stricter regulation of talent agencies and is understood now planning to have another agency bill presented in the State Legislature next month.

Ralph Whitehead, executive secretary, and William J. Rapp, attorney, respectively for the AFA, appeared in behalf of the act, St. Clair Trio, before License Commissioner Paul Moss Wednesday to protest granting of an application of a license to Nugold Productions, of 147 West 46th street. Whitehead testified that the act had been booked by Nugold to play a week at the Boulevard Tavern, Kilmurat, L. I., opening November 9. Act was canceled after the first night, and owner, it is alleged by the act, offered to pay prorata for one day. Act demanded full week's pay and then filed its claim with the AFA, after Nugold had washed his hands of the matter, by urging the act to get its salary from the cafe.

Eddie Gold, who, with Sam Gold, operates Nugold, appeared at the hearing and denied responsibility of the Boulevard Tavern jam. He also disclaimed responsibility in another fight with the AFA in September, when the AFA won and collected a judgment for a member, Lily Chambers, against the Barnes Tavern, Bronx, which Nugold had also booked. Moss then ruled that Nugold would have one week in which to settle the AFA's claim involving the Boulevard Tavern.

Sam Gold, in a statement to *The Billboard*, said: "We're only booking agents trying to make a living. We booked the act; it worked one day and was told it did not do the type of dancing wanted." Nugold cannot pay the act, he claims, but says: "We suggested that it sue the cafe." Gold says if he doesn't get a license he will operate as an artists' representative. He cites the decision of the Special Sessions Court in throwing out the License Department's case against William Shilling recently, Shilling's defense being that he was an artists' representative and not an employment agent.

In attacking Nugold at the hearing, Whitehead said Nugold agency has been operating three years without registering its trade name and urged that the license be withheld until the agency cleared its dispute with the AFA.

NEW YORK, Dec. 12.—The newest wrinkle devised by the New York police is the "dress suit" squad assigned to the night club sector. More than \$100,000 in gems and cash have been taken from night spot patrons in the last few weeks.

It will be the job of the new squad to mix with the patrons, to scrutinize all suspects and spot all women who "flash" expensive jewelry. They will follow (unnobled, they hope) both types, for better or for worse.

BOSTON, Dec. 12.—Current floor show at Club Bagdad, Providence, R. I., was staged by Lee Steele, Hub performer. Steele also has Levgg's Flamingo Room and the Hotel Essex French Casino here.

N. Y. Cops Guard Rich Cafe Patrons

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REVIEWS
Of the Year
And Other Special Features
in the
Holiday Greetings
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The Billboard
OUT NEXT WEEK

Night Club Reviews

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don
LOPER
beth
HAYES
"Intimidable
dance
stylists"



Currently
HOLLENDEN HOTEL
CLEVELAND, OHIO

Bowman Room, Biltmore Hotel, New York

Altho this has been a dead room these past few years, new life—and patronage—has been brought in by Horace Heidt and his Brigadiers Orchestra. Opened last Saturday, and the ending of the first week finds the room going capacity, which is something to rave about.

Heidt has been away from New York more than four years. Always a big stage attraction, he returns this time with a marvelous entertaining band that is just about tops. Whereas most entertaining bands fail to turn out first-rate dance music, Heidt's Orchestra is really an excellent dance outfit. Thus, Heidt combines the two big requisites for big-time success today.

The unit comprises an orchestra of 16 men, an eight-man glee club, a four-girl harmony group, a girl harpist-singer and a boy dancer. The band, in turn, can fall into four distinct groups: waltz, swing, rumba and old-time favorites. This enables the crew to provide a surprising variety of musical styles. Not only that, but by mixing his musical and vocal groups Heidt achieves new effects and builds up a sense of enormous versatility.

Right off the bat the band makes a solid impression. The 29 people are seated in four-tier formation, giving the appearance of a huge show, with Heidt leading. Heidt is a young and personable leader, and keeps the pace snappy, interspersing straight band numbers with comedy, vocal and novelty production effects. There is never a letdown, the program being arranged so that there's always entertainment. When the band is off the stand, the glee club, the harpist, the electrical guitarist of the girl quartet are on the job entertaining.

Lysbeth Hughes is the harpist-singer, and a good one, too. Larry Cotton is tenor soloist; Art Thorsen, bass player, doubles as character comedian; Charles Goodman provides pleasing crooning baritoneing. Bob McCoy's lusty bass leads the glee club, Jerry Bowne offers comedy singing when not trumpeting with the band, Alvin Rey plays tenderly on the electrical "singing guitar" and the Four King Sisters offer harmonic ditties in charming fashion. In addition, Alice and Yvonne step out of the siter combo to offer nice solos.

Only non-singer-dancer is Burton Pierce, young tap dancer, who looks like an up-and-coming star. He dances with leaping abandon, clicking out the taps beautifully.

Men in the band, not already mentioned, are: Norm Kingsley and Sidney Mear, trumpets; Walter Bradley, Frank De Vol, Paul Rosen and Bob Reidel, sax; Dick Morgan, guitar; Bernie Madison, drums; Gene Knotta, piano; Ernie Passago and Hal Himplies, trombones. Fabian Andre is the main arranger for the band.

A WOR-Mutual wire goes in here six nights a week. The remaining evening, Monday, the unit goes on the air for Stewart Motors over CBS. Paul Denis.

Marquette Club, Chicago

This popular South Side spot has been entirely redecorated within the past few months. People sitting at the bar in the adjoining room can now look into the main room and witness the show. An attractive color scheme has been worked out and leather-covered settees now line the walls. Current show is composed of all singles and is pleasing enough.

Show started with a fast tap routine to "Don't Glee Up the Ship" by the clever and personable Judy Davis, who appeared later with a rope-escaping number that was well done. Has loads of dancing talent and should go places.

Princessa Denis satisfied with two numbers, first an exotic modernistic dance. Closed the show with a colorful cymbal routine.

Eleanor Leonard, blond blues singer, now in her fourth month here, socked over her favorite tune, *Rhythm of Parce*, and encored with *Sing, Sing, Sing*, both done without benefit of a mike. Left to a resounding hand.

Chas. Chaney was on early with a song, during which he gave his im-

pressions of various characters in the Amos 'n' Andy radio sketch. Too long.

Buddy Lester, emcee, who works like Milton Berle, gave impressions of Harry Richman, Rockefeller and Hitler and sang and danced. Drew mixed reaction, playing mostly to one table of people at show caught.

Johnny Parker's five-piece band capably played the show and furnished the dance tunes. The Mair & Clark office books this spot.

F. Langdon Morgan.

Rainbow Room, Radio City, New York

The new show here is spotty. Altho Peggy Fears is considered the main attraction, the real entertainment comes from Edgar Bergen's amusing ventriloquial act and from the charming dancing of Estelle and LeRoy. And, of course, not forgetting the swell Ray Noble and Nacio Rodrigo orchestras.

Miss Fears, making her bow Wednesday before a social registerite crowd, proves to be a personality rather than an entertainer. Offering three popular numbers, her staging voice failed utterly to impress. However, her attractive appearance and her rather expressive way of trying to sing made up somewhat for her lack as a singer. In here at a reported \$1,500 a week.

Estelle and LeRoy, in this country only a year and already a popular team, are thoroly pleasing. A sweet-looking couple, they offered a couple of numbers, a gliding waltz embellished with fancy spins and lifts and a lively Brazilian Maxixe. Good dancers, they also know how to take advantage of their attractive appearance.

Bergen, who has become quite a big favorite here, had no trouble getting the icy lognette-holders to warm up and laugh and—believe it or not—even applaud. Bergen's ventriloquial work is smooth and his chatter is bright and amusing. The patrons loved him.

Evalyn Tyner, redhead, entertains with lively playing at the piano on the revolving floor and also does a couple of sessions at the Wurlitzer electric organ. Dr. Sidney Rose, working the tables, has become extremely popular. Does table sleight-of-hand tricks in addition to intriguing the women patrons with shrewd palm reading.

Ray Noble's 16-piece orchestra is still supplying the excellent dance music in addition to playing capably for the show. Noble incidentally turns actor when doing straight for Bergen and the dummy. He's good, too. Al Bowdly, sweet tenor, is vocalist for the Noble Band.

Nacio Rodrigo leads his eight men thru ingratiating tango and rumba rhythms and also comes thru with well-rendered American numbers.

Business in this room has perked up quite a bit. Dinner is still \$3.50, with a cover tacked on for supper, and service is excellent. Paul Denis.

Chatterbox, Hotel William Penn, Pittsburgh

The new show in the Chatterbox brings welcome variety and tops in dance and dinner music. Emerson Gill's outfit provides the tunes, delivered in a refreshing manner. The 16-piece orchestra opened an indefinite stay and promises to prove a big favorite. Vocalists are Johnny Drake, Jack Bliss and Marion Mann. Bliss delivered, among other tunes, *Just a Little Love—A Little Kiss*, and *Thru the Courtesy of Love*. Both sung in fair tenor. Marion, a diminutive beauty, has a throaty, haunting voice. Offered *Stardust* and *You Turned the Tables on Me*. Good hand.

Eleanor Eberle, one of the most personable tap dancers seen here in a long time, opens the bill with a splendid number. She does not overflow with personality, which makes her all the more likable, turning on enough facial radiance to go in step with her dance work. Her second turn is another honey and she winds up with a number of speedy spins. A hit.

Carl Simpson's Marionettes is one of the most novel acts of its type seen in this area, the customers seeing both the marionettes and the paraphernalia that makes them tick. The affair is pre-

sented as a vaudeville revue. A swell act.

Luella Ballantine and Paul Pierce, dance team, close the show. Offer three numbers, all marked with smoothness and originality. Team mixes song duets with its strutting. The opener, *Blue Prelude*, has Pierce warbling and Miss Ballantine executing a modern dance routine. The next is an airy rendition of *Let's Take a Walk Around the Block*, and the closing number, the best, is a hot rhythm concoction to the music of *Heat Wave*.

Dancing begins at 10, with the floor show on soon after midnight. Minimum week days is \$1.50 and Saturdays and holidays, \$2. Spot is one of the most heavily patronized in town.

Show is also given earlier in the evening at the hotel's Italian Room. Sam Honigberg.

Monkey Bar, Hotel Elysee, New York

Entertainment at this spot has simmered down to intimate pianology and vocals and those confined to the restricted area of the Monkey Bar.

This little room, with silver ceiling, blue walls and oerise leather upholstery, has found favor among the pre-dinner and pre-show aperitif snatchers who remain to the last minute to listen to Grace Morgan, who, with dulcet voice accompanying an infinite and widely divergent repertory of ivory tickling, attracts like a lodestone. This young lady wields her magic from 5:30 to 10:30 and makes every minute an interesting one.

For the after-theater habitue there is Johnny Faine, who carries on from where Miss Morgan leaves off with equal ardor and ability. He can, perhaps with the mellowing effects of the excellent drinks purveyed here, make you want to duplicate the simian antics so appropriately displayed on the walls. George Colson.

Saks Bar, Detroit

Centrally located in Detroit's uptown business and apartment district, Saks Bar has drawn the reputation as Woodward avenue's leading night spot. The combination of an informal lounge, affording an open view of the floor show from a distance, with the more intimate dining room adjoining, has made this a popular spot for drop-in trade as well as for scheduled evening parties. A warm but dignified atmosphere is enhanced by decorative schemes.

Floor show opens with the Florio, a well-matched dance team, in a suave dance poem moving with perfectly matched rhythm. They returned in a later number, *Modernistic Mania*, superbly synchronized and running the gamut of rhythmic eccentricities.

Jean Blue, attractive blonde in an all-white costume, followed with a conception of Duke Ellington's *Black and Tan Fantasy* done with a graceful abandon.

Lois Nixon, a petite and expressive contralto, gave several songs, being encored three times, the record of the evening. She was especially effective in *Did I Remember?* in a blues style and vivacious in *Dixieland Land*. Knows enough to get full dramatic effect.

Blue and Jaye, unique femme team, one blonde and one brunette, in black costumes with white ostrich feathers accentuating their height, have a fast individualized routine of unusual versatility, changing swiftly from tap to ballroom and from trucking to aesthetic. Encored.

Carlton Hauch and his Night-Hauchs give the music for both floor show and dancing, with Hauch functioning as emcee. Band, a large one for a Detroit night spot, is sweet. A xylophone impromptu was especially appreciated as a novelty.

Spot is under the capable management of Dave Saks, with shows booked by the Dalbridge & Correll office in Detroit. H. F. Reeves.

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DANCE of the
FORBIDDEN NECKLACE
("The Snake Dance")
New Appearing
KEMORE HOTEL,
Albany,
N. Y.

Additional Night Club Reviews
Appear on Page 19

Grace Morgan

MUSICAL SATIRES

Currently,
MON PARIS.

Club Chatter

New York City:

MARITA opened at the El Gaucho for indefinite run. Just signed by Paramount for an all-Spanish film. . . . LOS DE CASTROS AND GLORIA have been added at the Marta Restaurant. . . . JULIO AND SYLVIA are at the Don Julio Mexican Restaurant. . . . LOS TROPICALES, quartet, current at the Savoy Club. . . . AUNT JEMIMA (Tess Gardella) follows Connie Boswell at the New Yorker December 17. . . . MARIO AND FLORIA follow Veloz and Yolanda at the Waldorf. Open December 22. Booked thru MCA. . . . KITTI MONET is due on this side of the pond very shortly.

Like father, like son! Minnie the Moscher and the King of Sweden have nothing on the Prince of Sweden and Inga Berg, only Swedish fan dancer in America. The Prince has written to her, we are told, for a complete and detailed description of her dances.

Chicago:

EVELYN LEE, Kimm Kie and Kelya and Herte opened at the Bruns Palm Gardens December 11. . . . RITA MORGAN, Juan and Marita and Elana and Minet opened at Vine Gardens on the same date, booked by Tommy Succo. . . . MAZIE WHITE and Norma and McKee opened at the Indiana Cafe, South Bend, Ind., December 11. . . . FAITH FOSTER, Rose Holif and Marty and Margo opened at the South Bend Inn, South Bend, Ind., on the same date. . . . HELEN DOVE, Joe and Annette, Harriett Norris and the Mary Vandas Dancers opened at the Beverly Gardens December 11. . . . SONYIA BROWN and the Dancing Howards opened at the Midnight Frolics on the same date. . . . FRANCIS PAY, Betsy Holmes and Jack and Jill opened at the Mandarin Inn, Elgin, Ill., December 12. . . . THE TWO SPICES and Lucille Burns opened at Winona Gardens December 12.

All over the country, counties and States are tightening up laws regulating night club employment of young girls and children. This is the result of abuses that night club owners and bookers have tolerated. It looks as if the night clubs are getting all the trouble they looked for.

MITZI GREEN, Gomez and Winona.

Elenore Tennis and the Robbins Family open at the Congress Casino December 18. . . . GENE EMERALD is now emceeing at the Ball o' Fire Cafe. . . . PETER AND PEGGY MATTHEWS, Van and Lee and Wayne Elliott opened at the Talk o' the Town, Peoria, Ill., December 14. . . . MARR & CLARK booked Emile Parra, Princess Dena and Ruby Rossbach into the Lake Hotel, Gary, Ind., December 14. . . . DONOTHY LULL, Marie Sarie, Ann Sherman and Freddy Eaton open at the Devil's Rendezvous December 19. . . . RAY BAIG is in his seventh month as emcee at the Schilts Gardens, Calumet City, Ill. . . . EDITH MURRAY opened at the Club Ball-Ball, Chicago, December 13. . . . ARTURO AND EVELYN have again been held over there. . . . MAE KING, Jerry Carney and Paulette Mario open at the Joy Club December 12. . . . DANCING CARDS REVUE opens at the Peru Country Club, Peru, Ill., December 19, booked by Marr & Clark.

NATASCHA, Mae D'Elil, Frankie Gordon, Evelyn Parr, Elaine Robey, Helen Lemar and Frankie West are in the current show at the Silver Cloud Cafe. . . . ELEANOR LEONARD, Judy Davis and Princess Deena are playing Club Marquette.

A permanent problem for night clubs, it seems, is the break between the dinner and supper shows. Usually the band goes out for dinner and the floor show takes a rest, leaving the club rather desolate. Of course, many clubs use strolling acts and pianists or small relief acts, but this entails extra cost. Some clubs, on the other hand, avoid putting on a full show and, instead, string out their talent so that they can truthfully advertise "continuous entertainment."

BOB AND FLORENCE ROBINSON, Tex McCluskey and Geraldine Ross opened at the Walnut Room in the Blansard Hotel December 11. . . . BEST GRANOFF has been held over again at the same place.

MARGOT HUNTER and Jean Miller are playing the Casa de Alex. . . . SALLY CARROLL, Barney Pincus, Bobby Ellis, Margie Carr, Evelyn Santley and Gordon Whitely are in the current show at the Golden Spot. . . . FLO WHITMAN, Jane Hustow, Jayne Dace and Lydia Harris have returned to the Steamship Zee. . . . THE JORDON TRIO, Cecelia, Helen Dove and Billy Brooks opened at Pat Kelly's Curve Bar December 12, booked by Hal Lawrence. . . . CHARLIE McBRIDE, Marjorie Sipp and Emma Smith opened at the Platinum Lounge December 10.

MORTON DOWNEY, Billy and Beverly Bernis and Jerry Lester will open at the Chez Paree December 27. . . . GUS VAN continues at the Yacht Club, and the Andrews Sisters, Land and Carroll and Roberta Sherwood opened there December 9. . . . D'ANGELO AND PORTER opened at the Edgewater Beach Hotel December 11. . . . ALFRED LYTELL opens there on December 25 and Don Amata January 1. . . . THE FOUR CLOWERS and Adair and Richards on January 8 and the Canestrolls on January 11, all booked by the Sligh & Tyrrell office.

Estelle Thomet, at the Nomad, Atlantic City, is doing her specialty in more or less of a bandage costume, due to a debilitating spine sustained in a fall. We've seen "Streets of Paris" nudes, but never a "Plaster of Paris" one.

Here and There:

PETER RANDALL, mime emcee, now at the Brown Derby, Boston. . . . DR. CHARLES HOFFMAN, magician, is being featured at the Arcadia, Philadelphia. . . . LANE AND CARROLL, dancers, have been booked at the Yacht Club, Chicago, for four weeks. . . . FRANCES AND CARROLL, late of vaude, now appearing at the Hillsgrove Country Club, Providence. . . . BETTY GALE, Thimble Myers and the Athina Rice Band are fixtures at the Town Tavern, Cleveland.

Turn to our Routes Department for listings of acts and bands playing night clubs throughout this country, Canada and England. If your act is incorrectly listed write to Routes Department, The Billboard, 25 Opera Place, Cincinnati, O.

ERNIE MACK, "man of 1,000 faces," current at the Greyhound, Louisville. . . . ELEANOR EBERLE opened last week at the William Penn Hotel, Pittsburgh. . . . LOYD WOODS, Jean Renee,

Bobby Dell, Jean Cassali and Billy Brannon are at the Riviera Inn, Stowe, Pa. . . . THE THREE RYANS are in their sixth week at the El Coronado Club, Houston. . . . WILSON BROTHERS have just closed at the Coconut Grove, Los Angeles.

PALM BEACH, Detroit, is featuring Lottie Kroll, vocalist. . . . ZORINE and her Nudists are still drawing the crowds at the Villa-D, Detroit. . . . GORK-TOWN, Detroit, is celebrating a half-year anniversary of the continuous performance of the Bee! Trust. . . . SHIRLEY RICHARDS and Bobby Gillette are featured at the Powatan, Detroit.

TED AND MARY TAFT opened at the Royal York Hotel, Toronto, December 12. . . . NATALIE AND HOWARD, (See CLUB CHATTER on page 31)

Philly Niteries Like Zany Trios

PHILADELPHIA, Dec. 12.—Night club entertainment in the local mamia lane continues to work the cycles. First it was the demand for magicians and mitt readers. For a while the emphasis was on athletic acts, tumblers and such. Now it's for the many threesomes.

Altho Clayton, Durante and Jackson started it, the Three Racket-Cheers first introduced this form of pleasure mayhem to a local night spot floor at the 1214 Club. Colony Club has taken it up with the Three Madmen (Sherr, Walker and Sherr). Streets of Paris followed suit in booking the Three Lunatrix. Now the 1214 Club gets the jump again by bringing in a female threesome of nitwit comics who bill themselves as the Female Ritz Brothers.

Casino Parisienne Opens Dec. 29

CHICAGO, Dec. 12.—New Casino Parisienne and Monte Carlo Bar, located in the Morrison Hotel, will open December 29 with a French Casino show, now being rehearsed in New York under the supervision of Clifford C. Fischer. Joe Vonut's Orchestra has been set by Leo Salkin of the local Consolidated Artists, Inc., office.

New Orleans News

NEW ORLEANS, Dec. 12.—O. O. Dixon, Lon Chaney's stand-in, is heading new show at Chez Paree. Billed as man who can put \$2 bones out of place and make himself grow several inches while patrons look on.

Bob Crosby and ork opened in the Blue Room of the Roosevelt Hotel this week, replacing Benny Meroff, who goes to Cincinnati.

Doreane and Douglas, dance team, went into the Slim Sham Club Saturday.

Herman Waldman's Ork moved into the Fountain Room of the Washington-Youree Hotel, Shreveport, replacing Jay Whitten. Phil Baxter goes into the Blossom Heath Club with Josef Bulowski's Band and dance team of Carlos and Delores.

Webster Company Expands

CHICAGO, Dec. 12.—The Webster Company, whose public-address systems and sound equipment are used in many well-known night clubs and ballrooms, has started construction on a new factory building in order to increase the facilities for the manufacture of its products. Completion is scheduled for April 1, 1937.

PITTSBURGH, Dec. 12.—The Foiles Parisienne unit, which played the Stanley Theater here this week, opens an indefinite engagement at the Casino, Miami, Fla., January 13. Show, following a two-week layoff, will fill New Year's week at the Earle Theater, Washington, before heading for Miami.

Revie includes Paul LeVere and Brother, Gautier's Toy Shop and Boy Poy. Leaving the unit are the Four Kradocks, the Campos, and Red Durt. Dog act. The Kradocks will open at the Ritz Hotel in New York, with the Campos going into the French Casino in Chicago.

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

3 RACKET-CHEERS
STEVE PETE LOU
If it ever comes to a polka staccato to the Clayton, Jackson and Schmitt stadium the Three Racket-Cheers are a watch for a grab on a top-row ticket.
—OBO, BILLBOARD.
Personal Representative,
MARTY FORKINS, 1504 B'way, N. Y.

OLIVE and AMDUR
New York School of Music have chosen Olive and AMDUR as "the foremost exponents of musical versatility."
—Billboard 11/21/36.
Personal Manager,
FRED LeQUORNE
1055 B'way, N. Y. O.

garron and bennett
INTERPRETERS OF MODERN BALLROOM DANCING.

3 SENATORS
America's Foremost Strollers
Now Appearing
HOTEL NEW YORKER, N. Y.
Direction: Bob Roberts

Olive White
PRINCESS OF RHYTHM
This Week
MAYFAIR CASINO, Cleveland, O.

Estelle and LeRoy
Superlative Dance STYMA
New RAINBOW ROOM, Radio City, New York.
Exclusive Management
HENRY W. HERMAN,
37 W. 51st St., New York City.

COLLETE and BARRY
Musical Comedy Dancers
Currently At The RIXON CAFE, Pittsburgh, Pa.

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

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

AMAZING! BAFFLING!

GALI-GALI
"Gali-Gali, that magician with the swift line of hip and amazing stunts, is better than ever at Versailles."—Walter Winchell.
This Week,
HOLLANDEN HOTEL,
Cleveland, O.
MPL. MUSIC CORPORATION OF AMERICA.

MAURINE and NORVA
"WORLD'S FOREMOST DANCING STARS"
Now Playing
CONTINENTAL ROOM
STEVENS HOTEL, CHICAGO

Orchestra Notes

"Dean of Sophisticated Swing"
BEN POLLACK
 AND HIS ORCHESTRA
 Exclusive Management
 CONSOLIDATED RADIO ARTISTS, INC.

Featuring the Mount City Blue Blowers.
RED MCKENZIE
 AND HIS ORCHESTRA
 Exec. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBC, Coast to Coast,
HARRY RESER
 AND HIS ORCHESTRA
 Exclusive Management
 CONSOLIDATED RADIO ARTISTS, INC.

RADIO-STAGE
 IRVING
AARONSON
 AND HIS COMMANDERS
 Exec. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

34th Week GLORIA PALACE, N. Y.
DICK DIXON
 The Romantic Tenor,
 And His Ambassadors.
 Exec. Mgt. Consolidated Radio Artists, Inc.

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

Available for Southern Territory,
 Kee Wagner and her Six Dancing Darlings
 Kay Lorraine and her Six Kayettes
JIMMY DALEY ATTRACTIONS
 11 No. Pearl Street, ALBANY, N. Y.

ON TOUR
 THE ORIGINAL BATTY
BRITTON BAND
 "NUTS TO YOU"
 Under Exclusive Direction
 MILLS ARTISTS, Inc., 759 7th Ave., N. Y. C.

THE ONE AND ONLY
JIMMIE LUNCEFORD
 AND HIS ORCHESTRA

The new King of Syncopation
 WEEK DECEMBER 17, LOUISVILLE, NASHVILLE, MEMPHIS, JACKSON, NEW ORLEANS.
 Directed by
 HAROLD OXLEY, 17 E. 40th St., New York, N. Y.

DON MARIO
 and his ORCHESTRA
 NOW ON TOUR
 For. Mgt. PAUL WIMBISH,
 1015 Broadway, Suite 704, New York

DON REDMAN
 AND HIS ORCHESTRA
 ON TOUR.
 CENTURY ORCHESTRA CORPORATION,
 1015 Broadway, New York.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

EMILIO CACERES opened at the Chez Ami, Buffalo, December 8.

HAWAIIAN SERENADERS succeeded the Clemente Rumba Band at the Versailles, New York.

TOMMY WATKINS and orchestra, after 20 weeks at the Arundel Hotel, Baltimore, are held over indefinitely.

PEARL HEADRICK and her girl band are now playing an indefinite engagement at the Pines, Somerset, Pa.

CHAN CHANDLER and band currently appearing at the Colonial Club, Evansville, Ind. Handled by Associated Orchestra Service, St. Louis.

TOM GENTRY and his Ambassadors opened at the Adolphus Hotel, Dallas, December 9 for four weeks.

EDDIE MOORE and ork booked till June at the Eagles' Ballroom, Ithaca, N. Y.

JOE FOLLMANN, Mask and Wig conductor, joins the Philadelphia orchestra field, premiering at the 57th annual Charity Ball.

JERRY PINE takes over the ork assignment at the Streets of Paris, Philadelphia nitery.

FRANK WARREN rounding out his second year as rhythm dispenser at the Coconut Grove, Philadelphia.

TINY BRADSHAW back at the Kit Kat Club, Philadelphia, December 16.

RAY ABRAMS, former leader at the Towne Club, Pittsburgh, is back in the Smoky City as a traveling salesman.

International Musician decries the habit of band leaders who, for the sole purpose of publicity, every now and then predict the downfall of a certain type of popular music currently in vogue. That paper believes that, since musicians derive a living from music, it is rank heresy to predict the death of any form of music.

SID DICKLER and orchestra now filling dates in the Pittsburgh area. Dickering for a winter engagement in a Western Pennsylvania spot.

CLYDE LUCAS and band will play Michigan Theater, Detroit, Christmas week.

GEORGE KAVANAGH and band, now playing at the Chalet, Detroit, will move into the Webster Hall Grill there January 1.

ART BARNETT and orchestra will remain at the Detroit Athletic Club until January 15.

CARL RAVELL'S Orchestra opened at the Book-Cadillac, Detroit, Virginia Haig does vocals.

KNOX MILLIGAN and orchestra, from New Kensington, Pa., finished a three-month engagement at the Roseland Terrace, Detroit, and returned to Pittsburgh.

WASHINGTON-JEFFERSON University Orchestra opens at the Mirror Room, Hotel Henry, Pittsburgh, New Year's Eve.

LUDY VAN and orchestra have opened for the winter at the Bankers and Manufacturers' Club, Philadelphia. Band is booked for a two-week run at the Clairidge Hotel, Atlantic City, over the holidays. Kitty Curly, harpist, is a feature.

JOHNNY BURKARTH and orchestra will open in the Georgian Room of the Kentucky Hotel, Louisville, December 18 for an indefinite engagement. Fourteen-piece combo features Nedra Gordnier. Band will be heard nightly over WHAS.

BERT LEBE and ork playing Green Lantern, Covington, Tenn.

ERNIE HAYDEN and his Rowing Rhythms playing Hotel Gayosa, Memphis.

JOHNNY DE DROIT and band booked for Crystal Night Club, Natchez, Miss., during Christmas week.

A brand-new type of entertainment is that offered by the Nelson Sisters, singers with Bob Eaton's Band. Altho having sisters off-stage, blond Kay and brunet Jeri engage in a vocal duel for applause every night. This battle of the songbirds sometimes has all the earmarks of a cat fight.

HERBIE HOLMES and ork moved to Plaza Hotel, San Antonio December 17.

BOB FOSTER and band open December 22 at Eola Hotel, Natchez, Miss.

ART FARRAR and orchestra, Pittsburgh outfit, have gone to Richmond, Va., for indefinite engagement at the Top Hat Club.

EMERSON GILL, who opened at the William Penn Hotel, Pittsburgh, Friday, brought along his own floor bill.

IRVING FIELDS, of New York, has booked the following bands for Miami spots: Lester Lennin at the Beau-Cra-

ton, Howard Lally at the Surf Club, Val Erbe at the Colony and Maximilian Bergeré at the Miami-Biltmore.

AL SKINNER closes at the Westchester Country Club, New York, January 6, with plans for Florida.

PAUL REBUGGL at Sands Point, New York, for Ernie Holst last summer, has been set for Florida by the same.

Some of famous band leaders usually follow in their father's footsteps. Bob Haring's boy leads a five-piece band at Barryville, N. Y., and the son of Emil Coleman led his college outfit.

JIMMY GARRETT also set for Florida by Ernie Holst.

BOB HARING is now on the arranging staff of Shapiro-Bernstein.

WALTER BOTTB, sax tooter at the El Morocco, has been screen-tested by Universal.

SHEP FIELDS may go back to the Waldorf, New York, when he airs for Woodbury January 6. Frank Parker, on the same program, to use own band.

ISHAM JONES coming back to band-leading. Now in rehearsal and may open at the Lincoln, New York.

JOE CAPELLA and his music remain at the Jimmy Kelly's, New York.

YASHA BUNCHUK'S swing symphonic ensemble, being rehearsed and sponsored by Irving Mills for a radio commercial, has been signed by the American Record Company for a series for Brunswick, beginning December 14. The Bunchuk combination contains 46 musicians, augmented by an all-girl choir of 26 voices.

DUKE ELLINGTON will be heard on the air from the Cotton Club, Culver City, Calif., where he opens December 23.

AL BANNEN has opened at the Book-Cadillac Hotel, Detroit.

SID AUSTIN and band have just returned to New York after a record run at the Laurel Country Club, Sackett Lake, N. Y.

SKEETS PALMER opened at Murray's, Tuckahoe, N. Y., last week for an eight-week engagement.

HERMAN BERNIE left for the Coast to discuss with Darryl Zanuck the picture Wake Up and Live for his brother, Ben, who stars in it with Walter Winchell.

LARRY FUNK and ork opened at the Olmos Club, San Antonio, December 18, and will stay till New Year's.

BOB GRAYSON and band open at Lakeworth Casino, Fort Worth, December 24.

With public demand for performing bands increasing, it seems the problem is how to make band musicians perform and at the same time remain good dance musicians. So many versatile bands are either good dance bands doing a bit of safe entertaining or, on the other hand, good entertaining units dishing out mediocre dance music. A band that can combine both angles successfully is a rarity.

MIKE RILEY, of the broken-up Riley-Farley combo, opened with his own band at the Callente Club, New York, last week.

IVAN'S SWING BAND is filling an indefinite engagement at the Pines, Somerset, Pa.

PAUL PENDARVIS and orchestra left the William Penn Hotel, Pittsburgh, to open a season's stay at the Casino, St. Paul, December 16.

JEAN WALD and her all-girl ork, Pittsburgh outfit, moved to the Broadhead Hotel, Beaver Fall, Pa.

WILLIE LEWIS and his Chez Florence Band are at the ABC Theater in Paris with Valaida.

Mistinguette Is Ready
 NEW YORK, Dec. 12.—Mlle. Mistinguette, she of the \$1,000,000 legs, arrived here Monday and is scheduled to appear on the Vallee Hour December 17. She is being handled by Ken Later, who is also dickering for personal appearances.

Cafe License Blocked
 HAVERHILL, Mass., Dec. 12.—City Marshal Antonio N. Altieri has requested the city council in session here to send an unfavorable report to the Secretary of the Commonwealth on the application of the Emex Club, local spot, petitioning for articles of incorporation.

Rout of the Palefaces
 NEW YORK, Dec. 12.—Annual Christmas party for Harlem's underprivileged children, to be held December 25 at the headquarters of the Urban League of New York, will have no truck with a phoney white Santa Claus. Harlem's own Bill Robinson will wear the whiskers and dispense Christmas cheer. James H. Hubert, executive secretary of the Urban League, expressed a hope yesterday that the innovation would do away with the idea that the Santa Claus legend is Nordic.

Haverhill Agents Must Be Licensed

HAVERHILL, Mass., Dec. 12.—Operators of theatrical booking agencies here will have to pay a yearly license fee of \$5, it was decreed by the city council at a recent conference, when it was brought to their attention that, under State law, these agencies must be licensed. Evidence, it is alleged, was brought to the immediate attention of the council that there are two or three agencies operating in Haverhill upon which the police have no check.

City Marshal Antonio N. Altieri, called into the conference, stated that he had received complaints about 15 and 16-year-old girls singing and dancing in night spots and that he had been unable to locate the persons responsible for booking these girls. State department of labor and industries has been checking up on the situation and brought to the attention of city officials the law in question.

Marshal Altieri asserted that he was primarily interested in knowing the whereabouts of these agencies, which, under the law, must file a bond with the city for faithful compliance to all provisions set forth by law.

Entertainers for floor shows in dining-dance spots in this section of Northeast Massachusetts are being provided by the agencies.

Heavy Frisco Bookings Despite Ship Strike

SAN FRANCISCO, Dec. 12.—Despite the ship strike which is affecting most of the night spots here, Jack O. Lewis, the Worldwide Local Theatrical Agency, is going right on with his bookings. Recent spots added to Lewis' list include the Silver Bowl cabaret, Sacramento, and the 90 Club in El Cerrito, near Oakland. Former spot started Thursday and features Les Poe and his ork, five acts and a line of six girls. The 90 Club has engaged a similar lineup, with four acts and Rische and his band.

Other spots recently supplied with talent by Worldwide agency include the Pink Elephant, Oroville; Cal-Ore Club, Klamath Falls, Ore.; William Tell Hotel, St. Helena, Calif.; Club Tivoli, San Francisco; Pago Pago Club, Sacramento; the Dog House, Reno; Inferno Club, Reno; 117 Club, Santa Cruz, Calif.; City of Paris department store, San Francisco; Angelo's, Jamestown, Calif.; Towne House, Ely, Nev.; Twin Gardens, Sacramento; Mamma's Place and Rainbow Inn, Marysville, Calif.; Costa Hotel, San Jose, Calif.; Tiny's High Hat Club, Oakland; Koana Club, El Cerrito; Three Lions Cafe, Merced, Calif.; Capitol Theater, San Francisco; St. Francis Hotel, San Francisco; Cave Night Club, Fresno; Trion Ballroom, San Francisco, and others.

Beef Trust's Long Run

DETROIT, Dec. 12.—Harry Russell's Beef Trust Recue has just completed a continuous six-month engagement at the Corktown Tavern, under direction of Harry Jarkey, emcee, who is also associate booker in charge of production for Harry Russell's Detroit Supreme Entertainment Booking Agency.

Bob Fredericks, advance man, formerly of Chicago, has also joined Russell's staff.

Offers Free Pearls

CLEVELAND, Dec. 12.—"Deep Sea Treasure Night," launched in the Vogue Room of Hotel Hollenden, offers jewels to the ladies Thursday evenings. Each lady accompanied by an escort ordering the Deep Sea Treasure Dinner, \$2 per, will be presented with a can containing an oyster. The oyster contains a pearl of the cultivated variety, guaranteed to be worth anywhere from \$2 to \$50.

Music News in New York City

Ralph Peer, president of the Southern Music Company, is convalescing at Memorial Hospital, Orange, N. J. Underwent an operation for double hernia December 5.

Al Manfre has taken over the Philadelphia office of E. B. Marks. He is well known in the trade and is highly recommended by Bill Wieman, of the sales department, who directed the switch.

It did not take Bennie Alberts long to connect with another job following his resignation from Shuster-Miller. Now professional manager of the Lincoln Music Company, a Joe Davis subsidiary.

Thru the clever leadership of George Plantadosi, head of Words & Music, Inc., that firm has landed its first smash hit, *The Night Is Young and You're So Beautiful*. On one day alone

requests came for 100 orchestrations. Another promising song which the concern is publishing is *The Kid in the Three-Cornered Pants*, a novelty composition by Johnny Loeb, writer of *Sweetie Pie*, *Masquerade* and *Monopoly*.

Richard Mills, with the Exclusive Publications, Chicago, has come east to join the New York office.

Owing to the unusual interest centered in *Supper Blues*, Clarence Williams, its composer and publisher, has got out another edition. The revival is more than duplicating its original success something like a decade ago.

Witmarks are publishing a book called *Hot Jazz—A Guide to Swing Music*. The volume was originally written in French by Hughes Panassie, president of the *De Jazz Hot*, composed of the hot clubs of France. It has been translated into English.

Nat Margo, of the Roy Music Company, has returned from a trip covering the principal cities in Pennsylvania, Ohio and Illinois. He reports a steady interest in fox trots, especially those of a novel rhythm. He claims he has this type in the concern's latest number, *Rusty Hinge*. Altho hardly off the press, the demand for the song has been unusual.

Altho originally published in America by Bob Miller, *And So It Ends*, ballad by Johnny Broderick, of Arren and Broderick, is registering exceptionally well in England. Broderick, who with his partner is appearing at the Victoria Palace, London, writes that he has had as many as 10 bands playing the number during a week.

Charles Ross has made another change in employment. He has left the Isham Jones Music Company and is now located with Popular Melodies as contact man.

Andy Razaf has placed another song, *You're Everything Sweet*. Those who have heard it predict a quick hit. The Lincoln Music Company has it.

Robbins Music Corporation will publish the swing theme of Jan Savitt's *Top-Hatters* on the NBC waves as soon as a title is selected. Piece was written by Jimmy Shultz, *Top-Hatters'* sax man.

Alex Hyde, Buzz Adlam and Al Stillman are among the more active Tin Pan Alleyers. One of their latest, *I Love You From Coast to Coast*, is stepping up fast among song leaders. It's in the Irving Berlin catalog. Another new one from the trio is *Oh, Say Can You Swing* (Marks), and they've also written a contagious instrumental a la Christopher Columbus entitled *Jelly Fish* (Joe Davis). B. B.

Philly Arrangers Want Union

PHILADELPHIA, Dec. 12.—Now that two Tomel ticket is set for another year of administration, officials of the local musicians' union are now prepared to pay attention to the requests of music arrangers and copyists that they be taken into the union's ranks. Several local arrangers are now drawing up a petition asking for membership in the musicians' local, provisions being made for a wage scale in their work and a ruling that musicians be restricted from playing any music unless it is stamped by a union arranger or copyist.

High-Pressure Actor

BOSTON, Dec. 12.—Frank Ross, night spots performer, made a special round trip from New York to Boston the other day, solely for the purpose of registering with Bernice I. Bruce, of the Artists' Amusement Agency here.

Weber at Chez Paree

CHICAGO, Dec. 12.—Ted Weber, who resigned as amusement advertising manager of *The Daily Times* here, recently has been appointed press agent of the Chez Paree, succeeding Harold Essex, who will handle publicity for the Aragon and Trianon ballrooms.

Hairdress Editor Composer

BOSTON, Dec. 12.—J. Bernard Lynch, editor of *Hairdresser's News*, trade journal, has clefied a tune tagged *On a Starry Night in Ireland*.

Sheet-Music Leaders

(Week Ending December 12)

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

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

1. In the Chapel in the Moonlight (1)
2. Pennies from Heaven (2)
3. It's De-Lovely (8)
4. I'll Sing You a Thousand Love Songs (4)
5. The Way You Look Tonight (3)
6. South Sea Island Magic (5)
7. I've Got You Under My Skin (12)
8. Organ Grinder's Swing (6)
9. You Turned the Tables on Me (9)
10. Here's Love in Your Eye
11. When Did You Leave Heaven? (7)
12. Santa Claus is Coming to Town
13. Midnight Blue (13)
14. Who Loves You?
15. Talking Thru My Heart (15)

PHONOGRAPH RECORD best sellers will be found on page 72.

Brown Adds to Bookings

NEW YORK, Dec. 12.—Harry Brown Agency is now booking talent for the Five Corners, Brooklyn; the Channel Inn, Cross Bay, L. I. and Bretton Hall, New York. Also spotted several amateur units for New Jersey and around New York.

Saxophones, Remember?

PHILADELPHIA, Dec. 12.—Seems that Richard Himber wasn't the only one who took Meyer Davis seriously, when Davis said the saxophone is on its way out. Larry Fotin, local front, has put together a new combo without a saxophone in the whole lot. Uses four trombones and three trumpets, with bass, piano and drums for rhythm.

NEW YEAR NOVELTIES -

Night Spots, Theaters, Dance Halls
BUY YOUR SUPPLIES DIRECT
PAPER HATS

- Flat Crepe, Assorted Colors and Shapes, Gross \$1.00
- As Above, Heavier Crepe Paper, with Comic Sayings on Bands, Gr. 1.90
- Large Assortment, Highly Decorated and Colored, Gross Ass. 2.40
- Ass'd Miniatures, Crown, High Hat, Straw Hat, etc., with Bands, Gross 3.00

NOISEMAKERS

- Wood Noisemakers, Ass'd Shapes, Pipes, Gears, etc. 2 Doz. Box, Do. 30c
- Metal Ratchet, Ass'd Colors, Metal, with Wood Handle, Very Loud Noise, 3 Doz. to Box, Doz. 30c
- Same as Above, Large Size, Dozen 40c
- Wood Clapper, Ass'd Colors, Double Hammer, Dozen 30c
- Metal Clapper, As Above, Dozen 30c
- Pan Rattle, Dozen 35c
- Mushroom Rattle, With Wood Handles, Assorted Colors, Dozen 35c
- As Above, Gold Finish, Slightly Smaller, Dozen 30c

BALLOONS

- OAK BRAND—HYTEX BALLOONS, PLAIN ROUND BALLOONS—Assorted Colors: Red, Yellow, Blue, Green and Orange, Gross 70c
- SQUAWKER BALLOONS—Round, with Wood or Fancy Carved Squawker, Gross 98c
- 25% Deposit with Orders, Bal. C. O. D. Write for Latest FREE Catalog.

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OAK BRAND
HY-TEX
BALLOONS

BUILD BUSINESS
and WIN GOOD WILL
FOR NIGHT CLUBS

Help the fun by giving balloons to your guests and you'll help boost the patronage. Oak Balloon promotion stunts produce excellent results. Write for details and suggestions.

The OAK RUBBER CO. RAVENNA, OHIO.

NEW YEAR FAVORS

Buy Direct — Exceptional Values. Complete Assortments.

WHY PAY MORE?
Same Day Shipments.

NOTE THESE FEW SPECIALS

- No. 708—Large Assorted BALLOONS, Assorted Shapes, Gross..... \$1.25
- No. 303—Beautiful Assorted PAPER HATS (36 Styles), Gross..... 2.50
- No. 304—Novelty Assorted NOISE MAKERS (36 Styles), Gross..... 2.50

Special Budget Assortments Consisting Of

- 100 Assorted PARTY HATS, 100 Different Shaped BALLOONS.
- 100 Assorted NOISE MAKERS, 100 SNOWBALLS.

25 Packages of Streamer SERPENTINE.

- No. 100 Special Budget Assortment for... \$4.00
- No. 200 Popular Budget Assortment for... \$8.00
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Send for Free Illustrated Catalog of Hats, Noise Makers, Decorations, Etc. 50% Deposit With Order, Balance C. O. D.

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"25 Years of Satisfactory Service"

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3 and 4 COLOR

DANCE AND ORCHESTRA POSTERS AND CARDS

Oh! Boy! They are Knockout! Newest Orchestra Posters: Pier Plushy Colors: 200 14x22 Window Cards, \$8.00; 1,000 Paper, same, \$14.00; 9x12 1/2 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

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WARNING

Orchestra Leaders and Musicians Men

"DON'T PLAY NUMBERS"

is the title of a
New Novelty Swing Song
(A Bert Williams Style Song)

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Runs and Fear of Squawks Slow Up European Bookings

NEW YORK, Dec. 12.—European bookings for American acts are moving slowly, with several European bookers and agents have a long list of acts in which they are interested as a result of seeing them here recently. Long revue engagements at the Palladium, London, are one reason for the holding up of bookings by General Theaters Circuit. Another reason is that the European buyers of talent want to import American talent slowly so that there will be no squawk from English artists.

Foreign demand for American talent is still great, the London situation booming as a result of the extensive use of Americans at Kurt Robitschek's Victoria Palace. Current show, running four weeks, includes Lou Holtz, Walter Dare Wahl, Clyde Hager, Diamond Boys and Carolyn Marsh.

GTC cannot resort to the Palladium, London, as its important outlet for Americans. Current Crazy Show has been running since August and indications are that it will run until May 3. The Jack Hylton show will follow it in for a long run also, to be followed by about eight or 10 weeks of vaude until the next Crazy Show comes in September. American acts will be needed for the vaude

weeks, and in the meantime OTC is using the Americans at the Holborn Empire and on tour.

When too many American acts are imported into Europe at one time there are usually dangerous squawks from native talent. In Paris last season Kurt Robitschek had to close up his house when French performers rioted in protest of the so-called excessive use of American talent. In England there have been numerous occasions when protests have been made by various organizations to the Ministry of Labor against the large import of American talent.

Indianapolis May Get Second Comboer

INDIANAPOLIS, Dec. 14.—Indiana, finest theater in the city, after remaining dark since last April may again open its doors if present negotiations by Tom Devine, manager of the Indiana Roof Garden, are consummated. Devine is prepared to go ahead and open the showplace with unit stage shows and feature pictures if he can conclude an agreement with the local stagehands' union that will be as equitable as that held by the Lyric, other vaude houses here.

Devine spent the week-end in Chicago and announced on his return that only negotiations with the stagehands were holding up the completion of plans to open the house.

Harris Back in Chicago

CHICAGO, Dec. 12.—Will J. Harris has returned from Louisville, where he expected to reopen the National Theater with a combo policy, and has taken offices in the Real Estate Board Building. Legal complications prevented Harris and his associates from going thru with their Louisville plans. He is producing a unit, Yacht Club Revue, which opens at the Paramount Theater, Des Moines, December 31.

Mosque, Newark, Gets Marcus Unit

NEW YORK, Dec. 14.—Mosque, Newark, is opening up the town to flesh, booking the A. H. Marcus show for five days, starting Christmas Day. It will be a two-and-a-half-hour show, doing two a day. Unit will be at the State, Hartford, ahead of Newark, for three days and a midnighter. Midnighter will also be two-and-a-half hours, billing show as *A Night at Folies Bergeres*. Other three days it will be of regulation vaude size under the name of *Continental Varieties*.

With the Mosque in Newark cashing in on flesh bookings, the Paramount and Branford theaters there are expected to step into the flesh market also. Branford, Warner house, has been looking for a holiday attraction, and the Paramount is still negotiating with the unions.

Field New Stratford Mgr.; Herb Wheeler Is Promoted

CHICAGO, Dec. 12.—Herbert Wheeler, manager of Warner Bros. Stratford Theater, has been elevated to the position of junior district manager, succeeding Max Slott, who has left the firm to go into business for himself.

Wheeler, who has been very popular with vaudeville acts that have played the Stratford, has turned over the management of the house to John P. Field, for two years manager of the Highland Theater, who returns to the theater in which he started his theatrical career 11 years ago.

N. Y. Para Books Into April

NEW YORK, Dec. 14.—Local Paramount Theater has lined up band attractions until the month of April. Next band, Casa Loma, comes in December 23, and will be followed consecutively by Ray Noble, Fred Waring, Guy Lombardo, Louis Armstrong, Xavier Cugat, possibly Eddy Duchin, and Phil Spitalny.

Last Straw?

SAN FRANCISCO, Dec. 12.—San Quentin Penitentiary has turned down Harry Eitling's annual vaude show on New Year's Day in favor of a prize-fight exhibition. Eitling, stage manager of the RKO-Golden Gate Theater here, has been putting on the stage show gratis for the last 23 years, but the new warden, Court Smith, turned it down.

Acts Find Trouble In Havana Booking

NEW YORK, Dec. 12.—Members of a unit put together as *French Folies of 1937* for an engagement in Havana returned here this week with stories of difficulties encountered in the Cuban city. Unit appeared at the Campoamor Theater, which the performers claim is an old house not in condition for stage shows.

Performers also reported trouble with David Vila, who brought the show into Havana. Contract called for two shows at the theater and one at the Rumba Club each day. However, they did three shows at the theater and some refused to play the club. Vila protested that they should play the club, as they would be getting food and 65 cents for cab fare.

One day when only two shows were played at the theater and the acts did not report at the club, Vila broke some of the four-week contracts, with that as an excuse. Protests to the American consul, according to the performers, brought only friendly advice that nothing could be done, inasmuch as they were paid off.

The performers got two and a half weeks out of their original four-week contract.

Boston Met Lines Up 'Names'

BOSTON, Dec. 14.—Metropolitan Theater here has set its headline stage attractions into the month of February. Major Bowes' all-girl unit comes in January 8, to be followed by Fred Waring, January 15; Herbert Mundin, 22; Ray Noble, 29, and Lou Armstrong, February 5.

Philly Battle Still Waging

Warner will spend 21 Cs for music—pit men want 30—compromise expected

PHILADELPHIA, Dec. 12.—The lockout of flesh here in houses operated by Warner Brothers, caused by the circuit's battle with the musicians' local, is still hanging fire, despite the efforts of Mayor Wilson to bring the situation into line. Question of money is standing in the way of settling this three-month controversy, which is keeping flesh out of the midtown Earle and Fox theaters and 13 neighborhood houses.

Warner Brothers has agreed to up its original \$17,000 weekly music bill to \$21,000. Musicians originally asked for \$40,000 and advised the mayor's labor relations board that if Warner indicates that it will spend \$30,000 weekly for music proposal will be submitted to membership for approval.

The mayor has permitted the Warner houses to take out their 20 to 40 sheets reading: "This theater employs union stagehands, union operators and union engineers, affiliated with the American Federation of Labor. And is also willing to hire union musicians."

Musicians are still picketing the houses. However, it was indicated that a compromise will be effected between the \$21,000 and \$30,000 figures, since negotiations are being carried on almost daily, the mayor's labor relations board serving as mediator.

F&M Making a Tieup With Coast Pix Agency

NEW YORK, Dec. 12.—Coast office of the Fanchon & Marco Agency is not being dissolved, but instead negotiations are on here to enlarge it. A deal is on for consolidation with the William Hawks and George Volck Agency on the Coast, the latter to picture agent the F. & M. talent. F. & M. will still be on the Coast to look after personal appearances, radio agenting and booking of theaters.

Hawks is here, conferring with Jack Partington, John Schultz and Harold Kemp, of F. & M.

Veloz-Yolanda Chi Booking

CHICAGO, Dec. 12.—Veloz and Yolanda will go into the Chicago Theater January 29 for two weeks. Salary is reported as \$8,000 a week for the dance team.

Rickard With Ed Sherman

NEW YORK, Dec. 12.—Al Rickard has joined the local office of Eddie Sherman, succeeding Don Sherwood, who went over to the Warner firm as assistant to Harry Mayer in the booking office. Rickard is a former vaudevillian and more recently an agent.

Bobby Breen at Music Hall

NEW YORK, Dec. 14.—Bobby Breen, kid performer of the movies and Cantor radio program, will make personal appearances at the Radio City Music Hall, starting Thursday. It will be in conjunction with the *Reinforce on the River* film in which he appears.

Eagle Manager Stanley, Pitts

PITTSBURGH, Dec. 12.—Charles Eagle, former manager of Enright Theater here, has been transferred to the Stanley, succeeding Bill Scott, resigned. His assistant in Warner's ace combo house is Jules Green, formerly of the Schenley Theater. Green replaced Bill Beck.

Pittsburgh's Two-a-Dayer

PITTSBURGH, Dec. 12.—Two-a-day vaude is returning here for a week starting Christmas night. Syria Mosque is sponsoring a 12-act show to be presented twice daily following the opening evening performance. Included among the acts will be Polly Jenkins and her Cow-boys and Bruce Jordan, satirist.

Vaudeville Notes

MABEL McCANE is rehearsing a new act with Lynn Burno in Chicago and plans to return to the stage shortly. Ford, Bowle and Dalley reopened with the Rudy Vallee Varieties at the Stanley Theater, Philadelphia, December 11 and will follow with a week at the Earle Theater, Washington.

VERONICA BACON and her flash act will leave New York early in February for Australia on a 16-week-and-options contract. Joe Morris will appear with Rudy Vallee Christmas Week at the Capitol, Washington. Bill Shilling is now making his office with Arthur Fisher in the Bond Building in New York. Bobbie Jean Bernhart, hurt at the Toronto Exposition in August while being shot out of a cannon, will be out of the hospital in about a month and will return to vaude with her act. She claims the longest distance out of a cannon without the aid of a net. Billy Delaney, former REO booker, is now gold-mining, working the Rand Mine in Searchlight, Nev. Dick Henry, of the Harris Agency, is booking French Line cruises which leave December 22 and return January 3.

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A. J. BALABAN sailed for Europe last Wednesday on the Normandie. Leon Errol unit, Fanchon & Marco show, will go into the Roxy, New York, December 31 for two weeks, and then will follow with Montreal and Toronto and other weeks. Zudeba, mentalist, is current at the Palace, Gary, Ind., as a stage and lobby attraction. Irene Beasley will work Loew's State, New York, New Year's week. Wilson Brothers and Gilbert Brothers lost their autos in a big garage fire recently in Los Angeles. The Wilsons lost two cars. Mike Marco, of Fanchon & Marco, arrived in New York

Saturday morning from the Coast via plane and train. Abe Lastfogel another arrival in New York from the Coast. He will remain at the Morris Agency there until shortly after New Year's.

JOHNNY PERKINS has been booked for the Stanley, Pittsburgh, Christmas Week. A vaude show will be built around him. Helen and Lincoln, former vaude harmony duo, are now filling sustaining programs over WWSW, Pittsburgh, and working nights at the Penn-Beaver Hotel in Rochester, Pa. Eno Troupe, Bert Nagel and Mayfield and Virginia opened a five-day run at the General Motors Show in Flint, Mich., Monday, placed by Elsie Cole. Tex Morrissey, who has been playing the Jefferson Hotel, St. Louis, opened at the Bismarck Hotel, Chicago, Sunday. Sunnie O'Dea is temporarily out of the Leon Errol unit. She tore an arch in her right foot during opening day in Akron, O.

PARAMOUNT THEATER, Los Angeles, switched to a Friday opening instead of Thursday to cash in on the Christmas and New Year's trade. Sam Lewis and Patty Moore back in Los Angeles after 20 weeks in Australia. Bradford and Adler back from Seattle and points north. The Three Slooges (Howard, Pine and Howard) have been booked for the Orpheum, Los Angeles, week beginning December 30. Britt Wood, vaude comic, auditioning for an NBC broadcast series on the Coast.

ARREN AND BRODERICK closed at the Alhambra, Paris, December 10 and returned to London, where they recently concluded an extended run with *Let's Raise the Curtain*. They are set for a string of English vaude dates. Paul Bogush and Danny Odmark, who recently completed 15 weeks with *Revelations of 1936*, are now working under the name of Whiting and Daniels.

REVIEWS
Of the Year
And Other Special
Features
in the
Holiday Greetings
Number of
The Billboard
OUT NEXT WEEK

Loew's State, New York

(Reviewed Friday Evening, December 11)

State's again giving plenty of show this week. Picture is *Come and Get It*, a duck-soup vehicle for this house, and the vaude is as grand a layout as anyone could want. Runs a snappy 57 minutes and is headlined by Eleanor Holm and Art Jarrett. They're the headliners, but the real entertainment is in the rest of the show. Show is split up into comedy and singing. On paper it might appear that there's an overdose of rib-tickling and warbling, but it plays perfectly. Good-sized house at this third show opening day.

Two Daveys have the opening spot wished on them, but nothing fancy. Al Davey, one of the most brilliant performers ever to tread the boards. It didn't take him long to warm up the folks, but he had to pound away with his ever-funny flow of gab. He pulls nifties while engaging in clever juggling, never treating the latter seriously even tho it's good. Just as well, for his comedy is tops. Girl in the act assists with props.

Moore and Revel go over well with their burlesqued ballroom routines. They have a lot of class, which aids in their switch to hokum. Do three numbers, best of which is the middle item, a tango burlesque. Closer is an amusing item also, a fast ballroom.

Eleanor Holm and Art Jarrett do a nice act when they go in for singing but it's not so nice when they engage in gab. Gab is at opening and gets them started badly. They pick up well in the warbling, with Miss Holm having a very nice voice and Jarrett's voice, of course, of proven quality. Miss Holm's bathing suit attire at the finish is a whole lot better than the ungraceful black costume she wears thru the act.

Marty May always did a good act, but now he's doing an even better one. All alone now, but the audience is with him all the way. Gets under way with a lot of his slick gab, then goes into a most amusing session of impressions of singers and tops it off with his nonchalant fiddling. He pulled a heavy hand, which he rated.

Songwriters on Parade is a Dixie finish, the Tin Pan Alley boys being Charlie Tobias, Al Sherman, Gerikl Marks, Walter Samuels and Murray Mencher. Tobias emceeds the act and does Sherman's singing, while the others sing and are at four pianos. Among the tunes they're credited with are *Boots and Saddles* (Samuels), *You Can't Pull the Wool Over My Eyes* (Mencher), *Ball Ball* (Sherman), *Is It True What They Say About Dixie?* (Marks) and *Broken Record* (Tobias). Audience loved the act and didn't hesitate in showing it.

Ruby Zwering and the pit boys played the show in grand style.

SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Dec. 12)

McDonald and Ross, man and woman, started the show. Team gets off to a bad start with a slow opening with some cigaret business. Later they put over some very fine close teamwork in tapping, did a routine on miniature stairs and a session of tapping without music, leaving to one bow.

The Royal Swedish Bell Ringers entertained royally in the duce spot with the playing of *Bells of St. Mary's* and another catchy tune, after which two of the four men played *Gypsy Sweetheart* on the rims of partly filled water glasses. Closed with a medley of Southern songs that included *Sawnee River*, *Mocking Bird*, *Mama's in the Cold, Cold Ground* and *Dixie*, a fast number sending them off to a very good haul.

Paul Mall, in blackface, opened with *When a Lady Meets a Gentleman*, got plenty of laughs with a comedy monologue and then sang *Glory of Love* with comedy lines. A comedy parody, *Broadway Medley*, was followed by some cross-fire talk with Murray Welch in a box. Closed with *When Did You Leave Heaven?* and left a hit.

The Stage Revue, with Verna Buck's Band, opened with the State-Lake Sweethearts doing a nifty strut routine to *Darktown Strutter's Ball* and then the Rider Sisters did a song and two fast tap routines. Hayes, Hagg and Koww had them laughing with their comedy antics, burlesque boxing match, knock-about stuff and dancing and took a good haul. Whitey Roberts was a hit in the next-to-closing spot with his stories and walk clog and other dances with a skipping rope and drew lots of laughter with the plate-juggling episode. Big haul. The State-Lake Sweethearts closed the show with a novel number. Girls

did a routine in pajamas and were joined by the Rider Sisters, who sang *I'm Tired*, all dancing in the dark with radium-treated slippers and flashlights on their faces.

F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Dec. 10)

An off week for the Music Hall, a pre-Christmaser. Picture is *More Than a Secretary* (Columbia). Stage show is an adequate 40-minute affair, calling on two specialty acts in addition to the usual folks of the house staff. Colorful as usual, tho with an apparent trimming of production budget to keep the nut down this week. Two numbers without any expensive sets, while the other two are okeh. Business at this last show opening day just fair.

Dick Leibert at the grand organ, the newscast and a Walt Disney cartoon are ahead of the overture. Latter is Johann Strauss' *Die Fledermaus*, which Erno Rapee and the symphony ock handle very well.

City Streets is the title of the stage layout, described in sub-billing as "tuneful episodes of New York life." A Russell Markert production, with settings by Albert Johnson. Opener is *57th Street—Concert Hall*, which enlists the services of Viola Philo, in one. She does beautiful sopranoing of *Voices of Spring* by Johann Strauss, rating the heavy hand given her.

Park Avenue follows, in which Hilda Eckler solos with the ballet corps as background. A couple of bumps and hip tosses made it appear that somebody got Park Avenue mixed up with 42d street. A colorful number, tho, with Miss Eckler and the ballet cleverly doing a lively routine.

Peeps and Louis, colored boys, are the sole performers in the 135th Street—*Norlam* session. They're too intimate an act for a big place like this. Therefore their usually dynamic work just got by here. In their harmony singing the voices didn't carry and in the dancing the taps were muffled. The acro bits by Louis went big, tho.

The closer is *33d Street—Pennsylvanic Station*. A nice number, hit of which is the *Lame Trio* with their over-entertaining novelty turn. It's tops in novelty and what's more it's a sock act, the contortionist doing amazing tricks. Best of the number has Viola Philo, Beatrice Joyce and Rosa Akersten doing grand singing together with the glee club, and, of course, the Rockettes doing their faultless dancing, this time in the garb of redeaps.

SIDNEY HARRIS.

Metropolitan, Boston

(Reviewed Friday Afternoon, Dec. 11)

Highly entertaining fare in two separate stage presentations hits the Met boards this week. Francis Lederer and Joan Woodbury offer a snappy interpretation of a portion of Paul Zinner's *Sator's Mess*, specially written and staged for the duo. Gil Lamb, of *The Show Is On*, heads *The King's Scandals*, the timely Harry A. Gourfain unit making its initial appearance in the Hub before it takes to the road.

With an eye toward the current British situation, Gourfain has in this 40-minute revue a sure thing that ought to pull 'em in. It's one of the finest fresh attractions to hit the Met this season. Lighting is excellent thruout, and the scenic work by Hjalmar Hansson rates the nod. Outstanding costumes are by Mabeula, with special song numbers, *Marching to the Stars*, *King's Scandals* and *I'm Silly Willie*, dueted by Dave Franklin. The show has solidarity thruout, is smooth and fast.

Scene is the mythical kingdom of Saxonia. Opening hit the line of 20 shapely and peachy-looking gals warble out the announcement to plant the plot, leading into a something different routine by the Elida Ballet. The ballerinas exit to give the Royal Hagoterra, five juggling jesters, three women, two men, the spot for cross-fire pin-heaving.

Klee-Ko, bicycle-pantomimist, pinches the laffs out of the audience as his bike folds up into so many pieces. Inanimate duck helps the comedy along. Rides off-stage with a rearranged bike.

Heien Sherell, in aluminum tights, assisted by eight gals, writhes the satire to a modern number, executed by the Elida Ballet. *Chant of the Weed*, enhanced by movable strips of backdrops and excellent lighting, creates an ominous setting that is oick.

Iva Ketchel appears for a too-short comic impersonation of Fannie Brice antics. Gil Lamb goes over nicely with his type of rooster-like prancing. Does

swell leg work with high kicks rating the tops. Follows his solo to do some laffable business with Iva Ketchel.

Second portion of the kingdom gimmick is a command performance setup in the palace. Lamb acts as court jester to the king and queen. Alexander and Santos, with Alexander semi-outfitted in full dress and a ballet fluff, have an easy time getting the bellies. Alexander does some nice toe work together with injected comedy. Docia Glee works with the two lads in hoke routines, and the trio star-fish some off for a nice haul. Leslie Davis does nicely with a fully-clothed ballet-balloon stunt. Queen, who at the finale turns out to be a guy, Olin Landick, gags okeh with Lamb. Lamb has another episode with Iva Ketchel that is hilarious.

Marching to the Stars is nicely routined as the throne revolves to reveal the starry heavens, as other portions of heaven fell in on the flanks, and a cloud-covered scrim descends to create a heavenly scene. The Elida Ballet and the entire company shut a swell show.

Biz fair, SID PAINE.

St. Louis, St. Louis

(Reviewed Friday Evening, December 11)

A crackerjack, well-balanced bill on view here this week. Freddie Mack and orchestra and the 16 Roxyettes continue prime favorites here and this week a popular St. Louis girl, Verna Burke, is drawing many additional customers to the box office.

Dorothy and Johnny King are a fast and nifty pair of steppers, excelling in double tap numbers. They work hard and besides their routines offer dandy individual dancing.

Carlton Emmy and his Mad Wags is a dog act that is really different. Group of small canine performers are well trained and do some really funny stunts. In addition, Emmy keeps up a continuous chatter while putting the dogs thru their stunts, which gets many laughs.

Verna Burke was next. The charming songstress, the possessor of a world of personality and a beautiful voice, knows how to put over her songs. St. Louis born, she has a big following here and brought down the house at the conclusion of her performance. She made an attractive appearance in several stunning gowns and sang in her own inimitable style *Sing Your Blues Away*, *Night in Manhattan* and *He Let Me Down*.

Roy Rogers closed. He does a great drunk takeoff and had the auditors howling at his funny folks and body twittings. He shows, too, that he is a real dancer, as well as a comic. His gags and jokes go over well and he injects several bits of magic which put him over all the more solidly.

Murder With Pictures is the photoplay attraction. FRANK B. JOERLING.

Paramount, New York

(Reviewed Wednesday Evening, Dec. 9)

After three weeks of the Mao West picture the theater has unsexed itself and is presenting a pleasant little Bing Crosby picture, *Pennies From Heaven*. This screen purity is carried out in the band show, which is a pleasing affair. The only thing hot about it is the music, altho that doesn't mean the show is dull by any means.

Band attraction is Art Shaw, who is something of a newcomer among the more important hands. He comes from a run at the Lexington Hotel and the French Casino. An exponent of swing, Shaw's 13-piece band provides music that is thoroly entertaining. He carries four trumpets, three violins, bass, cello, piano, drums, guitar, with Shaw himself tooting away on the clarinet. Shaw is a tall and youngish chap who can play that black stick like nobody's business. His men step out for instrumental and

vocal bits. Three of them (trumpet, trombone and sax) form a swing section, with the saxist (Tony Pastor) also singing. At another spot Shaw brings out the four strings for snappy swing moments. Band, as a whole, is okeh. It's not sensational or too trucky, but

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neither does it permit dullness to creep in.

The Modernaires, from radio, are four youths doing harmony singing. Offered Let's Dance, Milkmen's Matinee and Jamboree Jones, encoring with Some Times I'm Happy. Their voices blend nicely, the boys achieving a sweet and ingratiating style and winning liberal applause.

Betty June Cooper, shapely blond tapper who was recently in musical comedy, is still a first-rate dancer. Taps with an effortless ease and grace that is quite winning, her rhythmic clicking, with and without musical accompaniment, getting her a big hand.

Peg La Centra, in a very becoming golden-brown gown, impressed with a rather odd style of vocalizing. Threatening to break out any minute into a lisp, she nevertheless manages to hold close attention with her interesting voice and delivery.

Al Bernie, young mimic who is growing up into an oldtimer, entertained the customers vastly with his amusing and amazing impersonations. Most of his stuff is quite odd, but he has added enough new numbers to make his new act a big applause-getter.

Al Baker is at the grand organ. He is offering a novelty program consisting of his impressions of the styles of various dance bands. PAUL DENIS.

Roxy, New York

(Reviewed Friday Evening, December 11)

Pair 50-minute show this week, outstanding turns being Senor Wences, a combination juggling and ventriloquist act, and the Gae Foster line. Ford Bond, newstator, leads off and is shortly followed by the Gae Foster girls in a stage-door-Johnny number. Lassies are dressed in talk and trip about prettily.

Cappy Barra and Harmonica Swing Ensemble next. Seven men play mouth organs with Barra sololog. Display extreme virtuosity in both popular and classical tunes, but show a tendency to play around the melody too much in the former. Offered, among others, a medley including Chinatown, Pennies From Heaven, Rimsky-Korsakov's Flight of the Flamingo and Tiger Rag. Injected a bit of comedy in the latter. Went off nicely.

Senor Wences, see ventriloquist and juggler, simply bowls them over. Dummy is made up of his hand placed atop a headless doll. This is clever enough as is, but when Wences combines this part of the act with plate and cane juggling, doing all simultaneously, he is terrific. A grand showman.

Charioters, colored quartet with one colored boy at piano, harmonize I've Got Stings for Sale, Chapel in the Moonlight, Ride, Red, Ride and others. Drew a fair hand, but could have done better omitting much of that nonsensical type of vocalizing which substitutes meaningless noises for lyrics.

Poster line out again, the set being a steamboat scene, really a prolog for the picture. Beautifully produced and costumed, with the girls hooding in their usual faultless manner. Chester Fredricks, eccentric tapper, out in front of the line for his particular brand of wild dancing. Peppy performer, throws himself around madly and clicks.

Picture, Banjo on My Knee (20th Century-Fox). House well filled. PAUL ACKERMAN.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 11)

Current pre-holiday bill is an interesting array of acts nicely woven together with ballet numbers by the Fred Evans Girls. Production department has contributed an attractive cocktail lounge set for the opening numbers, with the chorus making their entrances thru a revolving door. Scene is further enhanced by effective lighting effects.

The Evans Girls (16) started the show with a neat routine, beautifully costumed and in four different colors of costumes, and were followed by Emily Von Losen, a blonde, smartly attired in black, whose toe number was very well done, her one-leg work and cane somersaults drawing a good hand.

Howard Nichols proved a juggler extraordinary. Opening with a tap dance while juggling three hoops, he swung into some very clever manipulating of various sizes of hoops, closing with 11 of them in motion about his body at the same time. Nichols' work is distinctly different and he left to a big hand.

Whitey and Ed Ford held the attention of the audience in the next spot. Whitey, a cleverly trained dog, had them laughing with an inebriated impression and clinched a nice response with acrobatic tricks, dancing and balancing.

The Evans Girls returned for a ballet routine amid a garden setting, with Emily Von Losen doing a graceful number with handspings and fine pirouetting and following with an exotic modern routine with very good one-leg turns. Rex Weber made a hit with his ventriloquist singing and comedy facial expressions and did I You Love Again, Check to Check, a Britisher doing Old Black Joe and Brother, Can You Spare a Dime? Ames and Arno kept them laughing with comedy antics, dancing and falls and took a nice hand, and the Evans Girls closed with a shadow and radium number. P. LANGDON MORGAN.

125th Street Apollo, N. Y.

(Reviewed Friday Evening, December 11)

Backers of the return of flesh entertainment should get all the encouragement they want from this house. One hour and 35 minutes of entertainment by the Len Harper revue, League of Nations, is the nearest thing to the bygone straight-vaude era. And not a dull moment from beginning to end.

The Phantom Steppers are a trio of male tappers who look neat and prove better than run of the mill. As added punch, two of the three perform difficult work on roller skates. A triumvirate of comics, headed by

Material Protection Bureau

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Pigment and aided by Mason and Basketette, showed in two sketches and rocked the audience thruout. This bunch needed no punch lines or blackouts; they're just funny all the time they are on.

An apache number by Brown and Brown, tho far from brilliantly executed, got by with a good hand because of its packed action and its risque angles.

More tap work of high order was offered by the Three Giants of Rhythm. They all worked with finished ease and their challenge dance was one of style as well as ability. They got off to terrific applause.

In the White Cargo scene one of the most expert, hottest cooth numbers it has been our good fortune to witness is offered by the Tondeloyo of the piece, and she is followed by another who does as much only in semi-darkness, with parts of the anatomy and a pair of hands, where they shouldn't be, Stroblited.

Bessie Smith, a blues-singing Aunt Jemima, sells her shouting with excellent delivery and her broad lyrics found great favor here. Went over very big.

Erskine Hawkins and his Bama State Band closed the show and proved that for sizzling syncopation they are to be considered real comers in that field. Talented solos are offered by several of the musicians, including ear-splitting high ones on the horn by Hawkins, and the remarkable singing of the vocalist, Billy Daniels. His is a voice of sweetness, pitch and quality, almost feminine.

The line of 16 girls and eight boys do good work and participate in scenes, notably the League of Nations, which is burlesqued by the boys.

Film offering was Can This Be Dixie? GEORGE COLSON.

Michigan Theater, Detroit

(Reviewed Friday Evening, December 11)

General Manager George W. Treadle continues to bring well-filled variety bills to this house, current show running slightly over an hour. Eduard Werner opens with an Eastern potpourri from the orchestra in a smooth symphonic style, with Song of India as basic theme.

The Michigan has a ghost emcee who booms out all announcements in a glad voice via the public-address system. The audience might enjoy a look at him occasionally.

Merle Clark, at the organ, conducts a songfest that got a half-hearted response from a packed but cold house at this showing—those familiar tunes have gone over better in the past.

Jack and Jane Blair open show proper with a song by Jack, followed by duo pantomime dance and a variety routine. He does a clever acrobatic solo with high pirouettes, and the act closes with the Carlo-mental, Astaire-Rogers-type number.

Manning and Mitxo follow—a man and dog inebriate number. The fox terrier has marvelous balance and flexibility and gets a good hand for comic effects, closing with a "tap dance."

The Duffins have a rag-doll turn that's a honey. Routine is a bit of takeoff on formal adagio and aesthetic styles and gets the best hand of any individual act in the show.

Milt Britton's Musical Maniacs take up most of the stage time. The 15-piece band opens with a novelty, featuring a ghost trombone on a darkened stage, setting the tone of the act with a series of low raspberry notes. Dave Van Horn and Sybil Kaye are the singers. Girl is a hide-ho style contralto and especially well received in a Dime number. Walter Powell does hoke magic and trombone novelties. Widespread slapstick and water squirting ad lib. follows. Tito, accordionist, did a serious Dark Eyes solo.

The ensemble returned dressed as old men, doing a clever exaggeration of

typical foibles of style of great composers from Liszt to Sousa. Tito led off in some more hokum as a grande dame pianist and the act closed in a scene of wild confusion with music flying over-the-stage and the backdrop collapsing.

H. F. REVES.

London Bills

(Week of December 7)

Chief new vaude venture is the opening of Kurt Robitschek's second vaudeville show, Laughter Over London, which even surpasses Let's Raise the Curtain, his former opus at Victoria Palace. Once again American talent, largely comedy, predominates, altho spectacle and dancing enter greatly into show. Only act new to England is that of Clyde Hager, unique comedian, whose spiel as a pitcher is exorciatingly funny. He is an instantaneous hit from the word "go." Walter (Dare) Wahl, now assisted by John Traim, makes his debut in English vaude, altho he has been a hit here in pantomime and cabaret. Wahl is a comedy riot and easily achieves a show-stop. Same goes for the familiar, altho ever popular, Diamond Brothers, who tie the show into knots with their zany nonsense. Lou Holts works thruout the performance and turns in a fine show. Show is light on feminine talent, with the outstanding hit from the girls being chalked up by Carolyn Marsh, a corking blues singer with oceans of personality. Other Americans are Jack Holland and June Hart, polished dancers, typifying grace and skill in danceology, and David Burns, who, in addition to stooging for Holts, chalks up a creditable showing on his own account. England has two of its star comedians in George Robey and Billy Bennett socking them with comedy and monolog, but they run second on laughs and applause to the American contingent. Van Dock, comedy cartoonist, is a big hit, and Vera Nargo and the girls all add to the enjoyment of the show. Business good at the opening performance, which went thru without a hitch. Weekly salary list reaches \$8,500.

Netta Ray, sly and snappy American tap and rhythm dancer, hits solidly at the Empire, Sunderland.

Strongest bill yet seen at the Metropolitan, local music hall, has Sophie Tucker headlining and playing to an enormous reception, with another American show-stopper in George Prentice with his "Punch and Judy" novelty.

Fred Sanborn headlines at the Theater Royal, Edinburgh, where he lays them in the stakes with his unique speechless comedy and xylophone playing.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, December 11)

Girl-Go-Round Revue, in its first week for the Wilbur Cushman Circuit, is owned and produced by Bert Smith, who is known for better work. This is the weakest talent collection seen here this season.

Karyl Norman, the "Creole Fashion Plate," is the headliner, but can't carry the show's full load. Besides, in this great plains country the boys are not sure they like to watch female impersonators. He rated a good reception, however. Has a pippin Mae West.

Most conspicuous worker for the (See Vaudeville Reviews on page 22)

Dancer Succumbs To Lion Wounds

BALTIMORE, Dec. 12.—Gladys Cote, billed as Mademoiselle Maison, with Noble Hamlet's lion act in the Cirque de Paris unit, died yesterday in University Hospital here from lion wounds sustained during Tuesday afternoon's performance at the Hippodrome Theater. Her part in the unit was a terror dance before a semicircle of eight lions.

In full view of the audience Tuesday one of the lions attacked the girl, the curtain being lowered immediately. Before Hamlet and Gus Brown, stage doorman, could get her away from the lion she was clawed and bitten severely. Bob Du Pont performed his juggling act for the audience during the excitement backstage.

Miss Cote was expected to recover, but shortly after midnight yesterday she lapsed into a coma and sank rapidly. Infection from the wounds caused her death.

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New Acts - Bands Reviews

Will McCune and Orchestra

Reviewed at the Plaza Hotel, New York City. Style—Dance band.

Instrumentation: Will McCune, lead and tenor sax; Ed Ruddy, tenor sax; Henry Lander, alto sax; Pete Rienz, trumpet; Ted Husted, piano; Hal Atkinson, guitar; Jimmie Bell, drums; Fred Harnach, bass; Vince Laydell, vocalist. Arrangements by Husted, Rienz and McCune.

Playing at the Cocktail Dancers in the Persian Room of the Plaza, this clean-cut aggregation of youthful dancers are rounding out their fourth week. Succeeding George Sterney's outfit in this swank society spot, they have definitely realized and successfully adapted themselves to the demands of a haut monde rendezvous.

Their music is soft and subdued, with sax low and moaning and the trumpet nearly always muted. The combined instrumentation is never too loud to drown the meandering improvisations of the piano. In the main their tunes are of the ballad type, only occasionally breaking into a more spirited rhythm or rumba number. Their 20-minute sessions are an unbroken series of perfect dancing rhythms, a polky either wisely chosen or else one that happily jibes with the fickle and hard-to-hold dancing urge of the smart patronage. Ballad vocals are nicely rendered by Laydell, and the rhythm choruses are handled by guitarist Atkinson. McCune divides his time between baton and sax.

Besides the daily cocktail period at this spot, the band furnishes music nightly at the Beasert Hotel, Brooklyn. Not on the air at present, but a WOR wire is imminent. G. C.

Gina and Glano

Reviewed at the 125th Street Apollo, New York. Style—Ballroom dancing. Setting—Special. Time—Seven minutes.

Gina and Glano offer two numbers and fare best in the last, an adagio ballroom. Turn produced very nicely against a background of 16 Harpettes, house line. Man handles the girl expertly, using some beautiful holds to obtain statuesque effects.

Clicked okay, but a varied routine would help the act. P. A.

Bessie and Jackie

Reviewed at the 125th Street Apollo, New York. Style—Dancing. Setting—In one. Time—Eight minutes.

Spotted twice on the bill, Bessie and Jackie, colored girl hoofers, display a neat, fast and sufficiently intricate style of tapping that would click in most spots. Team makes a good appearance in costumes that are not too flashy and have a pleasing, personable manner. Turn goes thru the formal routine of offering both collective and competitive work.

Applauded well at each appearance here. P. A.

Peggy Fears

Reviewed at the Radio City Rainbow Room, New York. Style—Singing. Time—Ten minutes.

Miss Fears is a striking chestnut-hair beauty who has mixed with society these past few years to the point where she has built up quite a socialite following. Having turned legit producer and actress a couple of years ago and having become a familiar name in the theatrical and society columns of the press, she comes to the Rainbow Room as a box-office personality.

The long list of social registerites at her opening Wednesday was proof of her drawing power. However, it should be made plain here and now that Miss Fears, beautiful and charming as she is, is certainly not a singer. In attractive black sequin gown, she sang *The Song Is You, I've Got You Under My Skin* and *You've Turned the Tables on Me*. Has a small voice, hardly audible in all sections of the large room. Perhaps a mike would help.

Altho her singing voice is not distinguished, she does possess an attractive personality and a certain expressiveness, which possibly explains the applause she received. P. D.

Pierce and Harris

Reviewed at the Terrace Room, Hotel New Yorker, New York. Style—Dance satire. Time—Six minutes.

This team of comedy ballroomers have an excellent and disarming foil for their hilarious mockery of beautiful terping in their stately grace and appearance. Tall, beautiful and statuesque, the woman's serious efforts provide delightful contrast to the man's impish striving for the comic.

Their first number, a waltz with a straight opening, achieves comedy by a gradual lapsing into burlesque that looks unintentional even at its broadest. The second number, a tango, goes after laughs from the beginning, getting them with bad timing, muffling of cues and much ungentlemanly and misplaced handling.

A short encore is mainly a series of stiff-bodied backward falls by the woman, whose crash is averted at the last minute by the sudden outthrust of the man's hand. A startling closer. G. C.

Kitty Simon

Reviewed at Lotus Club, Washington. Style—Singing. Time—Ten minutes.

Stepping up from an unbilled spot at the Coconut Grove, this petite warbler has made her bit take best in a show that has an extensive array of talent. Scoring well with customers on each number, charming brunet gal is definitely on way up.

Using mike, with band stringing along, she gives out in swingy style, tho adding few frills. While a natural teacher, she can cut loose on hot stuff in great fashion, with a fine set of chords putting her across; no prancing nor flailing of arms needed. Rendition of *You Turned the Tables on Me* is socko.

Gal has plenty personality of the restrained order that marks her for class spot. Coming on in middle of fast-moving show here, she does not appear to best advantage. Would click for long stay as featured singer in intimate spot that permitted free and easy work thru-out evening. C. M.

Jerry Blaine and Orchestra

Reviewed at the Coconut Grove, Park Central Hotel, New York. Style—Dance band.

Instrumentation: Jack Mathias, piano; Eddie Ross, drums; Billy Wolf, bass; Joel Livingston, guitar; Bill McCracker, Bernie Whitman, Hal Roberts and Irving Brooks, saxes; George Schmidt, Frank Fitz and Billy Ott, trumpets, and Jerry Blaine, lead and vocals. Phyllis Kenny and Buddy Grant are the vocalists.

Away from New York the past two and a half years, this combo has just succeeded a long run here by the Dick Messner Band. Blaine's outfit is a capable one. It dishes out snappy

rhythms set to rather simple arrangements and avoiding stuff that's too fancy. The brass section is a lively one, giving the band that extra spirit, while the saxes blend nicely with the rest of the band.

As with most hotel bands nowadays, this one has the men doing occasional glee-club numbers and also has three of the boys (McCracken, Brooks and Schmidt) doing vocal specialties. Grant's vocalizing is of the pleasant tenor type. Miss Kenny was absent the night the band was caught.

Blaine is a nice-looking young fellow, and the band as a whole is a youngish outfit. Band broadcasts over WJZ, WOR and WEAF. Has two spots on WOR and one on the others. P. D.

Leonard Elliott

Reviewed at the Coconut Grove, Park Central Hotel, New York. Style—Emcee and comedy.

Elliott impresses as a real comer. Appearing to be around 30, this young fellow displays a flair for outlandish comedy that is decidedly refreshing.

After doing a modest emcee, he came out in next-to-closing spot to do three specialty numbers, each one unusually fresh in conception and delivery. First is an impression of a French ballet teacher teaching a class of would-be dancers. Then comes a racy impression of a soprano opera star singing in French and double talk, and for a closer he offers his idea of a Hindu fakir walking away in strange gibberish.

Getting away from hackneyed material as he does, Elliott should have no trouble making the grade and landing good spots in musical shows. Has a vigorous delivery and in addition a pleasant personality. P. D.

Connie Boswell

Reviewed at the Hotel New Yorker, New York. Style—Singing. Time—Ten minutes.

From the moment she is wheeled to the center of the floor to the last note of her encore Miss Boswell has the patrons in the palm of her hand. Realizing, as she must, her psychological appeal to sympathy, she has very cunningly selected numbers that necessarily require no sight salesmanship, but which effect an aura by working on the imagination. In semi-darkness, her appealing voice offered *Eye, Bye, Baby; When Did You Leave Heaven?* and *Did I Remember?* Her encore number, *I Can't Give You Anything But Love*, capped the illusion. A good deal of credit must be given to her superb arrangements.

As a single this little lady carries on with as much success, and possibly more as she gains momentum, as was the lot of the widely popular sister team. G. C.

Additional Night Club Reviews

Pall Mall Room, Raleigh Hotel, Washington, D. C.

As the trump card backing its strong comeback bid, the Raleigh Hotel, once paired with the Willard as town's ace hostelry, offers this completely modern dining and dancing spot that has garnered sizable slice of after-dark biz since opening.

Room is on tiered plan with cocktail lounge on lower level; up a step or two to neat black and white tables and commodious floor. General decoration is tops—plenty large mirrors and clever changeable lighting effects. Open for luncheon as well as evening merriment, spot has received good play from newspaper crowd, with altered hotel lobby providing inviting approach.

Headlining the initial bill, Don Loper and Beth Hayes offer one of the smoothest ballroom turns to show locally. Room is a natural for such terping and management could have done no better on first choice. Team does not strive for

spectacular effects but puts over straight ballroom numbers with easy grace, their suave routines scoring well with town's notoriously blasé night spot audiences.

Dorothy Howe and Bill Owens handle singing assignments, offering popular ditties in manner the customers like. Warbling is done with informal delivery and without fancy stuff, but both have fine pipes and sock their numbers across easily. Music is by Eddie Elkins' boys, a versatile outfit that is best on the soft stuff but can get up and ride on hot items in startling manner. Sweet sounds go well with general atmosphere, the occasional rises making for pleasing variety. Chris Mathison.

Coconut Grove, Park Central Hotel, New York

George Libby's new revue here is not as good as some of the previous shows, but it's still good enough when considering the probable budget.

As is usual, Libby builds the show

Edgar Bergen

Reviewed at the Radio City Rainbow Room, New York. Style—Ventriloquist. Time—Fourteen minutes.

Bergen, of course, has been a standard vaude act for years. With vaude in bad shape, he, like many others, went into the night spots field. And, unlike many others, he is even more successful in a night club than in a theater.

Bergen is now probably the highest salaried ventriloquist act in night clubs. Recently back from successful European dates, he opened here last month and has been held over for the new show. In keeping with night clubbing, Bergen is now working in tails and, of course, the dummy is, too.

What makes Bergen's work outstanding is not so much his poise and excellent ventriloquist technique, but rather the spicy and refreshing material, the swell timing and the illusion of ad libbing that he achieves.

Went over big, panicking everybody, including the musicians and the waiters. Ray Noble, the band leader, incidentally, does straight in a bit for Bergen. And Noble is good, too. P. D.

around his girl ensemble. There are eight chorines and six parade girls. Most of the chorines and all of the showgirls are swell lookers. They're on for three numbers: the opening can-can to San Francisco music, the formation and parade to *Gay Divorcee* music and the closing Mickey Mouse number. Opening is okay but could have been more restful. Second number has a good display of eye-filling costumes, while the last is the cutest and the best. Blond Yvonne Hart steps out of the ensemble to do a comedy bit with Leonard Elliott in the last number.

Of the specialty acts, Elliott is easily outstanding. Does emcee modestly enough, but it isn't until he solos with refreshingly amusing bits that he impresses as a real comer. Did three bits, a French ballet master, a hokey French opera star and a Hindu fakir—each one displaying real talent.

Margot and Libby Robin, lovely sister team, are on for amusing and impressive bits of mimicry. Their opening *Affair-Pitts* bit was slow, but they soon caught on and went over nicely with the *Mae West-Carbo* number. A sweet and talented team.

The ballroom team is Ruthania and Malcolm. Have nice appearance and combine graceful movements with the usual spins and stunts. Essentially a stunt team, it shapes up as good enough for this spot.

And Oliver, winner of the last Feenamint Amateur Hour, is one of a series of winners booked here thru a tieup. Sang one number without much effect on the customers. Dell Arden, youthful tenor, made a pleasing impression with his sweet voice. His warbling of *Sybil* was very good.

Jerry Blaine's Orchestra, 12 men, along with two vocalists, provided catchy dance music and accompanied the show capably.

Genial Lester Nelson is still at the door. Service and atmosphere continue to be first-rate. Paul Dent.

Grief for Worcester Clubs

WORCESTER, Mass., Dec. 12.—Worcester's night club situation was further embroiled this week when the new and elaborate Vendome was petitioned into bankruptcy and the *Gay Nineties* was again added by the headquarters' squad and for the fourth time within a year charged with selling liquor after hours. No action has yet been taken on the *Gay Nineties* charge. The first offense brought a 28-day suspension by the Alcoholic Beverage Commission; the second, a one-day closing by the local police, and the third, a two-day closing by the local gendarmierie.

Chicago Cafe Remodels

CHICAGO, Dec. 12.—Citro's cafe here has started on a \$10,000 program of remodeling. Will add an elevated stage behind the bar. Bill Shaw's orchestra set.

Equity's WPA Tie Discussed

Monthly meeting takes up problems arising out of relief jobs—minimum also up

NEW YORK, Dec. 12.—Chief topic of discussion at Equity's monthly talkfest, held at the Hotel Astor last Friday afternoon, centered around the relationship between the actors' organization and the WPA and the part that Equity should play, if any, in agitation centering around trimming of WPA budgets and personnel. Other theatrical unions are strongly in on the movement to prevent such cuts. Equity subsequently joined in, too, but at the time of the meeting it was committed to a hands-off policy.

Meeting developed into one of the wildest in the history of the association, according to reports. Over 300 attended, and the WPA workers in the association united in opposing the administration, claiming that the latter had not shown a sufficiently militant attitude to protect the interests of its members. Paul Turner, Equity counsel, reminded them that the association was largely responsible for the start of the relief project and that, during the early stages, officers had contributed from their own pockets for its maintenance and had also instituted a drive among theater audiences.

Also discussed at the meeting—but in more moderate terms—were provisions of the national old-age security act and the proposed single minimum for both juniors and seniors. Latter has been discussed at various times by both general meetings and the council for a period of over a year.

Philly's Adelphia, Lyric Go

PHILADELPHIA, Dec. 12.—After being dark for five years the Adelphia and Lyric theaters are being turned over to the pick and ax crew, a gasoline station to be built on the site at a rental of \$12,000 a year. The last barrier was lifted last week when the finance committee of the board of education approved a request of the Pennsylvania Company for Insurance on Lives and Granting Annuities to demolish the twin houses. Permission required because the Teachers' Retirement Fund participates in a first mortgage on the properties. Lyric first opened in the fall of 1935. Two years later the Adelphia opened next door. Since then their footlights have brightened the glories of the most famous players on the legitimate stage. In 1929 performances became sporadic and they were put up for sale.

Parts of the Broad Street Theater, which went dark this season, remains undetermined, the Garrick and Arch Street already going the way of house wreckers.

Jones & Ohmstead Lease Studebaker Theater, Chi

CHICAGO, Dec. 12.—Lease of the Studebaker Theater, which was taken last fall by Norman Bel Geddes for his *Dead End* production, has been transferred to Martin Jones and Henry Ohmstead for three months with options.

New leases take over the house December 25, when they bring in *Melito*. After this they expect to stage a play called *Walk-Up*, written by the senior partner of the firm.

From Out Front

By EUGENE BURR

The red-coated hussars of Broadway are howling "Tally-ho!" and the critics, like flashes of swift tan lightning, are streaking for cover. The hunting season is on—the open season on play reviewers. It is a yearly late-fall pastime for the boys and girls, but this year the pack is larger and more enthusiastic than ever. The quarry is easier to start, it seems, and more and more hunters are riding to the chase.

If that hunting terminology is somewhat cockeyed it fails to alter the essential fact that critic-baiting, always a popular Broadway sport—particularly during a season when the dramatic output is bad—is on again full swing. Everyone with a free afternoon and a nodding acquaintance with the theater is busily trying to take a fall or two out of the boys.

Most of the objectors spit out only distilled essence of sour grapes, but Mr. Jesse Zunker, writing in *Gide*, does more than that. Altho I disagree violently with at least one of his statements, he exercises far more moderation than most reviewer-revilers—and he makes a couple of extremely well-chosen and well-taken points.

I disagree with Mr. Zunker when he says: "The function of dramatic criticism is to criticize constructively; but it is first required that the critic should know something of what he is discussing—at least more than the producer, the playwright and the players—singly and together. It is not enough for a critic to defend himself (as one did not so long ago) by saying: 'You don't have to be a hen to be able to smell a bad egg.' The obvious answer is that Hindu proverb: 'In order to teach a dog tricks it is first necessary that you know more than the dog.'"

Mr. Zunker here falls into a common error. Aside from the fact that so-called constructive criticism is a flat contradiction in terms (the function of the critic being just that—to criticize), he makes the mistake of considering the critic a teacher. This the critic most emphatically is not; he is an appraiser, nothing more nor less. It is not his job to teach the producer, the actor and the playwright their respective trades, but merely to evaluate their efforts. As for the suggestion that the critic, before he be allowed to criticize, should know more than any or all these people, it is simply silly. With that equipment the man in question wouldn't be a critic; he'd be the greatest producer-author-actor-director in the history of the theater.

Mr. Zunker also accuses the boys of undue smart-aleckery, often indulged in unfairly at the expense of the play. Unfortunately, there is a large measure of truth in the accusation; but at least there is not so much truth this season as there was last. There's still plenty of room for improvement, but at least one step has been taken in the right direction.

Mr. Zunker does, however, make several points with which I am in hearty agreement—for one, the practice of making yesterday's pet-department-editor tomorrow's dramatic critic. Altho the critic cannot be expected to be omniscient, it would be nice to have reviewers who knew a little something about the theater. (There are, as a matter of fact, one or two of them now.) But the prevailing practice of bringing men up from the city desk or over from some other critical field, and then unleashing them upon a theater of which they know little or nothing, is both ridiculous and pernicious. At one time it was carried to such lengths that an ex-sports-writer (who had been shifted to dramatic criticism simply to satisfy the demands of a contract) suggested, when reviewing a revival of Strindberg's *The Father*, that Mr. Strindberg might have given the Shuberts a hit if he had bolstered up his second act.

There is nothing of precisely that sort now; but several examples remain, alike in kind at least, if not in degree.

Mr. Zunker also advocates a system that was enthusiastically supported in this corner many years ago. "The point I have been trying to make," he says, "is that the function of dramatic criticism and dramatic reporting should, and ought rightly, be sharply separated. The morning after a play opens readers are entitled to have a report of it and a general appraisal of it as entertainment—at least, insofar as the demands of an audience of average intelligence may be gauged. In the following week-end edition, or several days later, considered dramatic criticism is in order."

This corner has been howling for years that so-called reviews written by men who have to leave before the end of the play and then work against deadlines are ridiculous things. The wonder is not that they are written badly, but that they are written at all. To expect them to be criticisms is fantastic and outrageous—outrageous for the play, the public and the critic himself. That the boys feel something of the sort is suggested by the frequency with which morning-after opinions are changed or at least modified in week-end summaries.

No rational judgment of a play can be made on the basis of that manifestation of madness known as a Broadway premiere. No rational judgment can be made without seeing the entire play, and without considering it of primary importance rather than deadlines and the necessity of appealing to breakfast-table readers—and considering it at some sort of leisure. Critics should catch shows on second night at earliest, and reviews should not be expected by the copyboys until the day after—or at least a few hours after—the viewing. Thus, reviews should appear only on the fourth day of the production, rather than, as at present, the second day.

Meanwhile, as Mr. Zunker suggests, the public is entitled to a description—not a review—of the play the morning after the opening: a flat, detailed and completely unopinionated description. The "appraisal" that Mr. Zunker also suggests is both silly and unnecessary. It again leaves the avenue open for opinion—and anyone who could, with any degree of accuracy, gauge the demands of an audience of average intelligence would be able to make an overnight fortune as a producer.

Mr. Zunker also remarks, in a discussion of the reviews accorded Broadway's rival Hamlets, that "the critics deplore any tampering with the sacred cow that is their particular conception of Shakespeare." He presupposes that most of them have particular conceptions of Shakespeare. He is, I'm afraid, an optimist.

Philly Bookings For Xmas Week

PHILADELPHIA, Dec. 12.—After first announcing the American premiere of Franz Lehár's operetta, *Frederico*, and then substituting a revival of *Naughty Marietta*, Forrest Theater finally gets set for the Christmas Day attraction. Max Gordon will stay put and follow his current production of *The Women* with Walter Huston in the Robert Edmond Jones' production of *Othello*, Brian Aherne in the role of Iago. Stays for only nine days, the D'Oyly Carte Opera Company coming in on January 4 for two weeks, instead of the three or four weeks originally planned. Chestnut St.

Theater, which hasn't had a dark day since the opening of the season, carries on with *End of Summer* on December 23, following the current *Lady Precious Stream*.

With three and a half dark weeks behind it since the last attraction, Erlanger lights up on Christmas Day with *Dead End*. In spite of his earlier denials, Alex Yockel has shelved *Bobo in Arms*, and the only follow-up looming is Yockel's production of *Bury the Dead*, promised earlier in the season.

New Locust breaks up its steady diet of dramatic revivals and has the week of December 28 set for the premiere of *Oil Along Little Doggie*, a new comedy by Robert Sloss and Louis Pelletier Jr., with Frank Parker, radio singer, listed for the lead.

Plan Legit Cirk in East

Leventhal, Werba and Linder make plans for spring start—20 houses expected

NEW YORK, Dec. 12.—Still in the nebulous state, but with chances of coming thru, are plans for a legit booking circuit, probably specializing in out-rate shows, to be engineered by Jules Leventhal, Louis Werba and Jack Linder. According to present plan, the cirk would take in about 20 houses and would be chiefly devoted to recast Broadway hits, with perhaps one name bolstering the troupe.

This would be along the lines of the subway circuit now being run and would be an extension of it. Lineup now functioning includes houses in Brighton Beach, Englewood, Newark, Jackson Heights and Philadelphia. Other spots have been sought on occasion for individual shows, and new plans call for attempts to incorporate houses in Brooklyn, Stamford, Atlantic City and Providence as permanent parts of the circuit. Lineup would be built until 20 houses were on the books, all in the East.

Would present shows at \$1 top and would pay Equity minimums—\$40 to senior members and \$25 to junior members—to entire cast except individual names. Also might occasionally slip a new play into the schedule if the production nut were low enough, using standard authors' contracts and guaranteeing royalties of \$100 a week for 20 weeks, with a Broadway production thereafter if the show warranted it.

Figured that each show should cost no more than \$500 or \$600 to produce, and that a tidy profit could be shown at each of the 20 houses at the low top.

Pulpit, Weather Man Hit 'Boy' in Concord

CONCORD, N. H., Dec. 12.—Boy Meets Girl, playing here Sunday night, December 6, took a beating from the weather man as a terrific ice and sleet storm began five hours before the curtain was scheduled to rise. Cancellations from out of town reduced attendance by 250, owing to bad traveling conditions.

The show received attention from the press than far exceeded any press agent's dream after ministers of the city bitterly attacked the Sunday showing. A two-column front-page story and favorable editorial comment followed the attack from the pulpit, and all indications pointed towards a sellout until the weather intervened.

Traveling in a specially chartered bus, the troupe played Claremont, N. H., December 7 and Keene, N. H., December 8 before going south into Massachusetts. In spite of the fears of Concord clergymen, the cast met with a good reception here.

WPA Still Stymied in Philly

PHILADELPHIA, Dec. 12.—Plans of the Federal Theater Project to give localities a see and listen are stymied again. *If Can't Happen Here*, with an outside company coming in to do the Lewis drama, was linked for a New Locust showing. But since the house is on the musicians' unfair list WPA tooters can't enter the trench until house employs a permanent pit crew. With the latter most unlikely, Federal Theater Project will have to wait until warmer weather and get itself a tent if it hopes to go thru with its plans for a Philadelphia showing.

250 for Indiana WPA

INDIANAPOLIS, Dec. 14.—The Federal Players will have given 250 performances with their presentation of *Riddle Me This*, current offering, this evening in B. F. Keith's Theater. Dr. Lee R. Norvelle, State director of the Federal Theater Project, has announced that beginning Monday (21) the local company will revert to its original policy of changing its bill every week. Throughout the summer and autumn the players have been presenting plays for two weeks. Simultaneously Dr. Norvelle announced that the company would resume its presentation of Saturday matinees.

REVIEWS
Of the Year
And Other Special
Features
in the
Holiday Greetings
Number of
The Billboard
OUT NEXT WEEK

OUT-OF-TOWN OPENINGS

"The Women"

(Philadelphia)

By Clare Booth; presented by Max Gordon; staged by Robert E. Sinclair; settings by Jo Melikner; costumes supervised by John Hambleton; at the Forrest Theater for two weeks, starting December 7, 1936.

Anne Teeman, Nancy Hamilton, Adrienne Marden, Ilka Chase, Phyllis Povah, Margalo Gillmore, Ethel Jackson, Edna Hibbard, Mary Stuart, Jane Moore, Ann Watson, Eloise Bennett, Marjorie Dalton, Eileen Burns, Charita Bauer, Jessie Busley, Jean Rodney, Doris Day, Barbara Adams, Martina Thomas, Betty Lawford, Lucille Penton, Joy Hathaway, Beryl Wallace, Beatrice Cole, Arlene Francis, Ann Hunter, Mary Cecil, Virgilia Chew, Mary Murray, Lucille Penton, Marjorie Main, Margaret Douglas, Audrey Christie, Mary Howes, Arlene Francis, Marjorie Wood and Lillian Norton in the cast.

Continuing his record of versatility, Max Gordon unveiled here for the first time a play without a man, Clare Booth's The Women. And from a gleam at the cast, there are enough women on deck to take care of any navy's shore leave. Thru three acts in 12 scenes, adequately set by Jo Melikner and ranging from a bathroom in lady's home to the ladies' room at a niterie, it tells the story of how tattling friends of Mrs. Mary Haines made her aware of the fact that her husband has taken up the double standard with a perfume salesman from Macy's, Crystal Allen. Gossip-mongers won't give up until Mary renovates. Altho Mr. Haines remains a gentleman and marries the girl, Mary turns the tables by showing up Crystal as doing a bit of a two-time with the cowboy spouse of Countess de Lage, her fourth, and finally wins back her man.

With the femmes in New York's smart set supplying the wagging tongues, it is hardly a surprise that this is all there is by way of plot. And with the dragging in of every sanctum sanctorum where (See OUT-OF-TOWN on page 65)

Hub Trustees Nix Auditorium Plan

BOSTON, Dec. 12. — Disclosure this week revealed that a proposal that the Boston Opera House on Huntington avenue here be purchased with income of the George R. White Fund and transformed into a municipal auditorium for presentation of drama, music and ballet has been nixed by the Fund trustees.

The offer to sell the historic building to the White Fund, which was bequeathed to the city of Boston for civic improvements, was made to the trustees by Judge Emil E. Fuchs, representing the owners, given as the Select Theaters Corporation.

According to Judge Fuchs' letter to

the trustees, the Boston Opera House, scene of much aristocratic life and theater of yore, was recently appraised at \$300,000.

Mayor Frederick W. Mansfield is chairman of the five trustees.

City licensing division records list the owners of the building as the Opera Holding Company, of which Jacob Shubert is president.

This season WPA Grand Opera, Shubert Shakespearean productions, ballet and opera have been housed at the Boston Opera House.

Flynn's Pitt Reception

PITTSBURGH, Dec. 12. — Joe Flynn, advance man for Ziegfeld Follies, which opens an engagement at the Nixon Christmas Day, was greeted with open arms here this week by the dramatic scribes. He is the fellow who put Gypsy Rose Lee's name on the front page of almost every paper in the country and the newspaper boys are placing deserving pats on his back.

"Doggie" Tries in Philly

PHILADELPHIA, Dec. 12.—New Locust Theater, which has been feeding legitgoers with a steady diet of dramatic revivals, will pause for a premiere. House has added a tryout of Gil Along, Little Doggie, a new comedy by Robert Sloane and Louis Pelletier Jr., with Frank Parker, radio singer, listed for the lead. No definite date set, altho show is now in rehearsal.

New Plays on Broadway

Reviewed by Eugene Burr

MASQUE THE HOLMSES OF BAKER STREET

A comedy by Basil Mitchell, adapted by William Jourdan Rapp and Leonardo Bercovic. Staged by Reginald Bach. Settings designed by Katei Drain Lawson, built by Martin Turner Construction Co. and painted by Robert Bergman Studio. Presented by Elizabeth Miele (by special arrangement with Leon M. Lion).

Shirley Holmes.....Helen Chandler
Williams.....John Parrish
Dr. Watson.....Conway Wingfield
Inspector Withers.....Stuart Casey
Mr. Holmes.....Cyril Scott
Mr. Canning.....Don Dillaway
Mrs. Watson.....Cecilia Loftus
Inspector Laker.....Raymond Bramley
Maid.....Beatrice Graham
Joe Murray.....Arthur Marlowe
Tom Bragg.....Jack Lee
Arthur Singer.....Murray Stephens

ACT I—Scene 1: The Study at Baker Street, London, Towards Noon on a Late Spring Day. Scene 2: The Same, Several Hours Later. ACT II—The Sitting Room at Eastmill, Surrey, The Following Evening. ACT III—Scene 1: An Attic in Bloomsbury, Early the Next Morning. Scene 2: The Study at Baker Street, Later the Same Morning. TIME—The Present.

Sherlock Holmes came out of retirement, according to reports, on Wednesday night at the Masque Theater, where he was chief character in a play called The Holmes of Baker Street, written by an Englishman named Basil Mitchell and somewhat inexplicably "adapted for the American stage" by William Jourdan Rapp and Leonardo Bercovic. It was presented on this side by Elizabeth Miele, who had troubled to make, as the program puts it, special arrangements with Leon M. Lion, of London. It all seems like a lot of fuss over a very small case of mistaken identity.

For a case of mistaken identity it undoubtedly is; no one can tell me that the gentleman now on the Masque Theater stage is Sherlock Holmes. The supposition is preposterous, so badly does the intruder carry on his masquerade. This man (he still insists he's Holmes, mind you) has been married and is possessed of a grown daughter who inherits his penchant for deduction. He has become a bee fancier; he dresses in modern clothes and even—a crowning horror, to perpetrate a pun—in modern hats; also, he has retired from detection. This last alone should be enough to unmask him; Sherlock tried to retire or get himself killed several times in order to give Conan Doyle, his creator, a rest—but the thing was manifestly impossible.

Public Relations Counsel Is Suggested for Stage Campaign

NEW YORK, Dec. 12.—In view of both apparent nonproductivity of the bring-back-flesh campaign and the increasing agitation for a plan to revive legit, it has been suggested that perhaps what both fields need is not blatant publicity of the type furnished by pickets or press agents, but rather a subtle means of

flooding the country with less obvious propaganda thru the medium of a name public relations counsel.

Most concrete method of tackling the problem has been advanced by Dorothy Bryant, executive secretary of Chorus Equity. Idea involves hiring of a name public relations counsel for a suggested sum of about \$25,000 a year, to be paid jointly by the different theatrical unions. This office will endeavor to publicize flesh by means of special articles, photos, fiction and radio in such a way that the public will not be aware of the fact that it is being inculcated with an increasing interest in legit, vaude, etc. In this manner the method differs from more common types of press agency, paid advertising space, etc.

Arguments for the practicality of the plan lie in the successful use of similar methods in different industries and motion pictures, the latter being particularly successful in crashing such important lower priced magazines as Liberty, Saturday Evening Post, etc., all of which are read by a public very necessary to be catered to in any flesh revival campaign.

Howard's "Hamlet" Plays Chi Xmas

CHICAGO, Dec. 12.—Leslie Howard's production of Hamlet will come into the Grand Opera House for a brief engagement opening Christmas night. His stay at this theater cannot continue beyond January 2, because the Ziegfeld Follies is booked to open there January 4.

According to reports, Howard will end his New York run of five weeks at the Imperial Theater tomorrow night and will give his company a rest until the local premiere. Permission was given him by Equity to close and reopen elsewhere before the expiration of the eight weeks' period stipulated in Equity contracts. Howard's engagement will be his first appearance on a Chicago stage since Berkeley Square in 1930 the year he entered the films.

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

Alviene SCHOOL OF THEATRE (Stock Theatre Appearances While Learning)

MARVIN LAWLER DANCING JUVENILE ZIEGFELD FOLLIES

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"Winterset"

(RKO-RADIO)

TIME—77 minutes.

RELEASE DATE—November 20.

PLOT—A murder is committed in a small manufacturing town, an innocent man being put to death for the crime. Years later the son of the wrongly accused man seeks to vindicate his father's memory and huns his way about for evidence. Interest in case is revived when a law school denounces the trial as unfair, citing a witness who was never called. The son finds the witness, as do the now-crazed judge who originally presided over the trial and the real murderers. Witness is close-mouthed but speaks when his sister announces her love for the son. Then there is much killing, first one of the murderers by the chief, then the witness and finally the chief of the gang. The son is happy on vindicating his father and winning the love of the girl.

CAST—Burgess Meredith, Margo, Eduardo Ciannelli, John Carradine, Edward Ellis, Paul Guilfoyle, Maurice Moscovitch, Stanley Ridges, Mischa Auer, Willard Robertson, Alec Craig and others. Cast brilliant, with Meredith given much opportunity and handling it well.

DIRECTOR—Alfred Santell. Superlative treatment, following original play perfectly and even bettering it.

AUTHOR—From Maxwell Anderson play, with screen play by Anthony Veiller. Clever writing all around.

COMMENT—A very heavy film, probably too heavy to be box office, aside from its lack of popular "names." Technically perfect and a vehicle that many will like, but general run of film fans may find it too heavy. Better audiences will be deeply engrossed and the finish will be a rude awakening.

APPEAL—Problematical. Better neighborhoods will take to it.

EXPLOITATION—The fact that it is Maxwell Anderson's prize-winning play.

"Born To Dance"

(MGM)

TIME—108 minutes.

RELEASE DATE—November 27.

PLOT—A lot of ga-ga goings-on concerning girls and sailors, a bad press agent, a naval commander who stems directly from Sir Joseph Porter, KCB, and a lot of songs and dances and comedy. Production numbers take up the chief part of the running time and, as usual in musical films, are evidently considered a good substitute for plot.

CAST—Eleanor Powell, James Stewart, Virginia Bruce, Una Merkel, Sid Silvers, Frances Langford, Raymond Walburn, Alan Dinehart, Buddy Ebsen, Georges and Jalna, Reginald Gardiner and others. An excellent cast. Powell outdoes herself, not only selling her dancing sessions, but emerging as a cute and pert little personality actress as well. Stewart will probably appeal to the girls, as usual. Walburn excellent—and so are

many of the others—too many of them to mention.

DIRECTOR—Roy Del Ruth. He keeps it going at a hot and heavy pace despite its long running time, tho there's an inevitable letdown somewhere in the middle. Smart direction, however.

AUTHORS—Screen play by Sid Silvers and Jack McGowan, from a story by McGowan, Silvers and B. G. DeSylva. Tunes and lyrics by Cole Porter. Porter's is the only important contribution—but that's plenty.

COMMENT—Excellent screen musical. **APPEAL**—Top brackets or can stand alone.

EXPLOITATION—Powell. The tunes.

"Rembrandt"

(LONDON-UA)

TIME—86 minutes.

RELEASE DATE—December 4.

PLOT—A remarkably faithful account of the most generally accepted facts of Rembrandt's life, including his love for his wife and sketched affairs with a servant and a housekeeper, also including the scandal raised by his wife. There is also an honest and solid attempt to evaluate the artist's work in the three periods of his life. However, since it is an endeavor to depict an essentially subjective drama of artistic creation, there is a paucity of actual dramatic incident throughout.

CAST—Charles Laughton, Elsa Lanchester, Gertrude Lawrence, John Bryning, Richard Goffe and others. Laughton's portrayal is superb, probably the best thing he's ever done. In this he's not aided by the action that set off his previous characterizations, but has to make the man and his aspirations live thru his own unaided efforts. He does. Support all that anyone could ask.

DIRECTOR—Alexander Korda. A fine job in every respect—tho the ideal he was aiming at may put the film above the heads of average audiences.

AUTHOR—Screen play by Carl Zuckmayer. A nice piece of research.

COMMENT—A fine and altogether worthy picture.

APPEAL—Definitely, the class spots. As for the rest, it's doubtful.

EXPLOITATION—Rembrandt, of course. And Laughton.

"Three Men on a Horse"

(FIRST NATIONAL)

TIME—85 minutes.

RELEASE DATE—November 21.

PLOT—Irwin, a henpecked writer of greeting-card verses, has a hobby of picking race-track winners as he rides to and from home on a bus—and his picks always come in. But he never bets, not having the money. One day, after a fight with his wife, he goes off on a binge, and is picked up by three race-track touts who, at first doubtful, finally sense a goldmine in him. They clean up a fortune in a single day—and Irwin, after various harrowing experiences, comes out on top, standing up for his own rights.

CAST—Frank McHugh, Joan Blondell, Guy Kibbee, Carol Hughes, Allen Jenkins, Sam Levene, Teddy Hart, Edgar Kennedy, Paul Harvey and others. McHugh, badly miscast, does his best and almost puts it over. Kibbee, Jenkins and Kennedy do their usual dependable work. Levene, in part he did on stage,

oked. Blondell impossibly bad, and Hughes even worse. Young Teddy Hart walks off with the picture; he is a real new comedy note for the screen.

DIRECTOR—Mervyn LeRoy. Tempo slowed inexcusably most of the time.

AUTHORS—Adapted from the stage-play by George Abbott and John Cecil Holm. It got over better on the stage.

COMMENT—A funny picture, but not as funny as it should have been with that script to work on.

APPEAL—General.

EXPLOITATION—Race-track stuff. Greeting card verses. The success of the play.

"Old Hutch"

(MGM)

TIME—80 minutes.

RELEASE DATE—Not given.

PLOT—Old Hutch, a village loafer, fishes while his wife takes in ironing and his daughter dispenses sodas in the local drug store. But one day while fishing Old Hutch unearths \$500,000 that has been stolen from a bank. He re-buries the money to hide it for his own use, and then the town's big man decides to build a house directly over it, and Old Hutch can't get it. In the end, of course, he is financially blessed, but he still refuses to reform. His daughter wins the son of the town's big man.

CAST—Wallace Beery, Eric Linden, Cecilia Parker, Elizabeth Patterson, Robert McWade, Donald Meek and others. Beery is Beery, as always. Linden and Parker both too sweet for words. The real performance of the picture is turned in by Patterson as Old Hutch's wife.

DIRECTOR—J. Walter Ruben. A routine job.

AUTHORS—Screen play by George Kelly, based on a story by Carrot Smith. Honey atmosphere spoiled by Beery's star characterization.

COMMENT—Just an hour in the movies.

APPEAL—General, but slight.

EXPLOITATION—Beery.

VAUDEVILLE REVIEWS—

(Continued from page 18)

plaudits of the house was Lew Fink, sprightly comic, who was on and off thru the entire bill. Next to him, Abe Sherr, whistler and mouth manipulator in general, came into the hand-slapping glory. Bailey and Marr, acro hand-to-handers, have a slow muscle display which is good.

Presentations' weaknesses came by way of Rudy Paul, emcee, who tries to sing and has no control over a wayward and tuneless voice; Hess and Hess, tap dancers, only fair; Mazie White, acro dancer, and Vi Shaffer, who attempts many things and succeeds never.

Line girls (5) need further introduction to routines and some avoirdupois lopped off.

Ran 55 minutes on this supper show. Picture was Wedding Present (Para.) and business, considering the pre-Christmas shopping season, was very good. B. OWE.

Fay's, Philadelphia

(Reviewed Friday Afternoon, Dec. 11)

Not a single name of marquee magnitude on tap, merchandising being aimed at the title *Cirque de Paree*. As a revue embodying the elements of sawdust and footlights its development is vague. However, there is plenty of variety tied together in smooth but informal manner that makes for a thoroughly satisfying footlight fare. When ogled on first performance had a standee-size audience enthusiastic over everything on the card. Builds into a bonafide hit over its 50-minute stretch. Pix is 15 Maiden Lane (20th Century-Fox).

Most of it is standard, but ever sure of good returns. First specialty goes to the Everett Trio, makes. Warm up on the teeter-board and then one of the lads gives the show its first wallop when he walks up a set of six steps on his head, hands hanging free. Only a forerunner of the upside down bit that followed.

Violet Rooks uses the trapeze for head stances and adds another 100 to her personal score by keeping that position on a spining horizontal.

One of the most incredible and glowing exhibitions of acrobatic terping seen on this front for many a moon was presented by Flo Hin Low, comely Oriental mias. Revealing an amazing muscle control and sense of balance, she lifts acrobatics clean out of its class. And it's graceful to watch, too. Tears down the roof on windup, which has Miss Low doing a spider takeoff, her hands

"Charlie Chan at the Opera"

(20TH CENTURY-FOX)

TIME—68 minutes.

RELEASE DATE—January 8.

PLOT—This time Charlie and his son, Lee, track down a maniac who has escaped from an asylum to haunt the opera house where his wife is diva. Various people are killed in the course of the action, including a tenor.

CAST—Warner Oland, Boris Karloff, Keye Luke, Charlotte Henry, Margaret Irving, Gregory Gaye, Nedda Harrigan and Frank Courroy. Karloff sets off Oland's bland characterization excellently. Others all okeh.

DIRECTOR—H. Bruce Humberstone. A nice melodramatic job.

ARTHURS—Screen play by Scott Darling and Charles P. Jelden, from an original by Bess Meredyth. Not the best Chan picture by long odds, but by just as long odds not the worst.

COMMENT—A diverting mystery mel-ler, with the character of the Oriental sleuth helping plenty, as it always does.

APPEAL—Lower brackets, probably.

EXPLOITATION—Chan meets Dracula.

and feet running around her head resting on the boards.

For the closing caper Vern Coriell crumples the customers. With no balance support, walks a slack wire extending from the stage to the balcony. And has everybody holding their breath as he slides back to the dais on his head.

Having wowed 'em in the town's class nighteries, Robert Du Pont dittos here, every juggling dido making for a laff, either with the balls, clubs, tambourines and especially with the apple-plate-napkin combination, taking a bite of fruit with each toss.

The Six Saxouettes, femmes, make for a neat combination of sax tooters reviving the ghost of Tom Brown.

Larrimer and Hudson tuck payees on handle-bars and ride off with it. Mixed team do their trick cycling with hilarious results. A solid click.

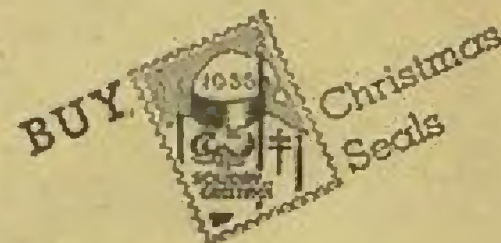
Glady's Cote having been clawed by a lion when she did her *The Bride of the Lion* specialty with the unit last week in Baltimore, Gypsy Roma-je does the fill-in. Gal is no stranger around these parts, a local nightery tonaller. Pipes the hot hymnals, and while not in keeping with the Continental flavor of the bill, sells her stuff to good effect.

Line of 16 gals open and shut and do a turn to bring on Flo Hin Low. Notch under the general run of hoofing outfits seen here. But matters none with every act on deck standing out like a million.

Billy Carr does the mastering of ceremonies as ringmaster of the unit, rounding 'em all up to ring down the rag. ORO.



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Thru Sugar's Domino

THRU concerted effort on the part of groups involved and interested from a purely economic standpoint—actors, former producers, theater owners without available film product of box-office value, hotel owners, etc.—it might be possible to achieve fair progress in bringing back flesh and blood entertainment to the country's popular-priced theaters. At best it is a probability. There is hardly any real assurance that all of these interests, working as closely together as ants building a hill, could succeed in pushing back the tide of mechanization and bargain film shows—and giveaways that have become as much of an American institution as was the meller of thirty-odd years ago.

Yet one man can do more on his own to bring back the popular-priced stage show than all of these elements combined unto the end of time. That man is Major Bowes, who has been variously described in the public prints but who is recognized—perhaps unjustly—in the trade as the last straw that broke the back of the flesh industry.

Major Bowes has reached the stage of life where material achievement would seem to be a discarded factor. He is one of the richest showmen in the world. He has been a phenomenal success as a broadcasting personality, as a realtor, as a disseminator of cultural entertainment and as a showman who has taken one of the most archaic activities in amusements—the exploitation of amateurs—and has made it a perfect merchandising medium and the best paying job in one of the country's biggest industries. As a personality Major Bowes still is the biggest item in the show business today. Perhaps there has been a certain amount of loss experienced in his air following and in the formerly phenomenal success of his traveling amateur units. If there has, the recession has not yet been great enough to be noticeable. Major Bowes, at an age when most successful men are either retired or looking towards retirement, is riding on the crest of the wave.

As a strictly business proposition and with about as much altruism involved as a drunken street brawl Major Bowes' units have broken the flesh fast of years' standing during the past two seasons in hundreds of American cities, towns and hamlets. The powerful appeal exerted by his radio hour has brought eager customers to his shows, has made big money for him and has undoubtedly awakened in the masses throughout the country a genuine desire for stage shows. But Major Bowes' activities have thus far meant little or nothing to the rank and file in performerdom. True, he has been employing professionals in his bands, as piano players, company managers, emcees and occasional fill-ins on the stage to bolster up the consummate weakness of the amateurs. But the professionals involved are in the aggregate less than a drop in the bucket.

Major Bowes would earn for himself the lasting gratitude of the performing end of the show business if he were to adjust his showmanly routine so as to include in his air and unit-producing activities a preponderance of professionals. His amateur gag cannot possibly last indefinitely. If he persists in cheating himself of well-deserved leisure by remaining on the air as a sponsor of talent he should not find it at all difficult with the aid of his own staff and the clever boys in the advertising agencies to work up a plan whereby purchasers of automobiles, coffee or earmuffs will be helping by their patronage of sponsors to bring back the living stage. To our mind there isn't a punchier angle possible for one seeking to enlist public support in a merchandising campaign.

The same towns, hamlets and cities that ate up Major Bowes' amateur units will respond as enthusiastically to units manned by professionals who have passed the acid test of air applause. In such a movement as we suggest the gong-ringing Major will have the support of powerful institutions in the show business—the actor organizations, the stagehands, musicians and independent theater owners. All of these are powerful factors when combined with a dynamic force like that of Major Bowes—but unable themselves or even when linked together to accomplish any progress.

We understand that at one time Major Bowes had in mind the establishment of a professional circuit but that he dropped the idea with the unconscionable insouciance of a child bored with a toy. A man of Major Bowes' character, substance and intellect has serious purposes in life. It is possible, indeed, that he really thinks that he has accomplished good—for himself and others—by his espousal of amateur shows. If that be the case it should not be difficult to convince him that real good can be accomplished for his own show business by harnessing his efficient money-making machine to the cause of flesh and blood entertainment by professionals who have been robbed of their birthright by the incursions of films and radio.

Should Major Bowes inaugurate a scheme of fostering professional talent on the air, and later in units, it would not in any way involve a greater burden of responsibility than now exists. The profits might be less because a professional circuit without professional salaries is a sham. But Major Bowes would be the first to deny, we hope, that profits are his one and only goal. Far be it from us to suggest that Major Bowes do this as a philanthropic gesture. But if he did it certainly wouldn't make 20,000 professionals sore.

Major Bowes has a rare opportunity to add to his laurels as a showman and a coffee and auto-selling benefactor. It will be interesting to watch whether he will take advantage of it. From a more vital standpoint it would mean bringing back the flesh industry to the assembly line conveying the parts that are going towards factoring the return of America's prosperity.

The Broadway Beat

By GEORGE SPELVIN

SOME of the newspaper men who recently gave space to Halle Selassie's broadcast from London over WHN got a mimeographed letter a few days later; the letterhead read, "Halle Selassie Fund," and the note said, after thanking the boys for their co-operation: "As my Emperor's messenger of Good Will here on special mission, it is not amiss for me to say that when His Majesty notes the solid support that you so unstintingly provided he will be intensely pleased." . . . It was signed by Malauk E. Bayen MD. . . . Mr. Spelvin thought that it was a rather tragic commentary on our modern civilization. . . . Joe Jackson had a piece all about himself in a recent issue of *Collier's*, written by Kyle Orlinton; it disclosed, besides his personal history, the fact that Joe Junior is doing the same act under the old man's sponsorship. . . . Recommended to radio sound effects men: the laugh possessed by Mort Lewis, gag writer. . . . A recording of that laugh could be used for anything from a lion's roar to the noise of a subway train—for anything, practically, except a laugh. . . . The waiters at the Park Central's Coconut Grove are sporting new "streamlined jackets," no less, that cost \$16 each; the old non-streamlined affairs cost only from \$3 to \$5. . . . The reason that the Rainbow Grill inaugurated college talent auditions, they say, was because the college lads would come to hear Johnny Hamp's Band and do a lot of impromptu entertaining; so Hamp figured that he might as well select his "impromptu" talent. And anyhow it lets the kids give off steam in the proper setting. . . . Ben Marden, whose Riviera at Fort Lee was gutted by fire, will rebuild it in time for the usual summer opening. . . . Mort Bramson, of the local IA office, says he's gained 30 pounds in the last few months—and all from studying voice. . . . He claims it's swell for the lungs—even if it's not so hot for the neighbors' ears.

The Philadelphia Junior Theater Guild, an amateur group, recently put on a three-act comedy called *Meet the Ladies*, the brainchild of one George Spelvin. . . . They claim a New York production is in the works, but this Mr. Spelvin doesn't know anything about it. . . . Maybe he wrote it in his sleep—which would put him on a par with most of the playwrights who have had shows presented this season. . . . Plenty of rave comments are being drawn by Donald Oenslager's exhibition of stage designs at the Marie Stern Galleries. . . . The freres Minsky, opening the new Oriental Theater (the old Warner) with burlesque, will call their premiere Christmas show *Red, Hot and Nude*—which means that Broadway may see some funny billings again, in the vein of the old tag lines at the Republic. . . . Harry Burns came into town from the Coast, where he has been doing picture work, figuring on spending the holidays here. . . . But his agent convinced him to play some dates, so he goes into the Palace, Chicago, January 15. . . . Senor Wences, current at the Roxy on a two-week engagement, will double into the Ritz-Carlton Hotel December 23 on a four-week contract with options. . . . Ben Collado has temporarily turned concert manager, presenting Andres Dalmau, a Spanish violinist, at Town Hall December 17. . . . Beating the calendar to the punch, local waiters held their New Year's Eve Ball last Sunday; they'll all be busy on New Year's Eve, so they celebrated in advance. . . . Is prosperity back and are people dancing again? At any rate, Fred LeQuorne is adding 25 instructors for his new social dancing classes. . . . In the suit concerning rights to the title of *Dance Magazine*, Paul Milton's outfit won; the other mag dropped the suit.

Chicago Chat

By NAT GREEN

JOE HOWARD, that grand dynamic and colorful old-timer, showed 'em at the Oriental last week that he can deliver just as entertainingly as in the good old days when vaudeville really meant something. . . . Opening cold, so to speak—nobody knew he was on the bill—he quickly won the audience with his breezy, informal style, and the way he put across the old favorites which he himself wrote soon had them clamoring for more. . . . Joe is a trouper to his finger tips and tho' the songs he sung were of a previous generation they registered just as well as the latest hits, proving that it's not what you do but how you do it that counts.

Sponsored by CAPA, the second annual movie Christmas basket parties will be held the morning of December 22, at which time every theater in Chicago and suburbs will give a special show to which admission will be granted upon donation of two or more items of foodstuffs. . . . Last year 20,010 baskets of food were delivered to deserving poor thru CAPA's efforts. . . . This year's parties will be under the direction of Aaron Saperstein, president of Allied Theaters of Illinois.

Aaron Jones Sr. left for California a few days ago, to remain until next April. . . . Harold Jovin, who writes under the nom de plume of H. J. Houser, has joined Radio Guide as a member of the program department. . . . Jay McGee has gone to Louisville, where he is producing the shows at the Deary Lane Theater. . . . Rosa Ponselle, here for the *Then and Now* broadcast, was all agog over her engagement to Carl Jackson, son of Baltimore's mayor. . . . Betty Jane Schultz, 15-year-old soprano who made her debut here in grand opera a week ago, is on her way to moving picture work. . . . MGM has offered her a seven-year optional contract with a starting salary of \$500 a week and increasing to \$2,500. . . . She is going to New York this week for screen tests. . . . William Zimmerman, former agent, absent from the rialto for a long time because of sickness, is around greeting friends and may step back into the game shortly. . . . Dave Apollon is one artist who manages to keep working continuously. . . . After completing a movie short for Warner Brothers he starts a vaude route that will keep him busy until next June. . . . With Coe Glade as the fiery Spanish ciggie girl, a special performance of *Carmen* will be given in the Civic Opera House on New Year's Eve. . . . After the performance, instead of the usual promenade, there will be dancing and entertainment in the foyer of the opera house.

Some evening we're going to drop around to Montparnasse, the Midwest forum "dedicated to the nine muses." . . . The announcement sent out by Monte Gosward Randall sounds interesting. . . . Last Saturday night's program included a symposium on *Chicago's Cultural Horizons* by Sterling North; Dr. Maurice Goldblatt, art connoisseur; Alice Gerstenberg, playwright; and Dr. Harry Hoffman, alienist, broadcast over WCFL; then a lecture by Dr. Hoffman; numbers by Ruth Truimp, damocel violinist; extemporaneous divertimento, and from 11 to 1 dancing and conversation. . . . Then you're invited to sober up from your intellectual jag with a Montparnasse cocktail at the modernistic bar.

Jail Terms Given Los Angeles Cast

LOS ANGELES, Dec. 12.—Indecency case against the Burbank Theater here, burly house, came up in court Tuesday. Seven performers were sentenced. Jack Greeman, Ray Parsons, Don Trent and "Slats" Taylor were sentenced to 60 days each, while Mimi Reed and Ermanie Taylor got 30 days. Sherry Britton is out on two-year parole.

Buffalo Exits From Indie; Jermon May Reopen in Stock

BUFFALO, Dec. 12.—Gayety Theater here will close tonight, dropping off the Independent Burlesk Circuit. It is reported that John Jermon, one of the operators, plans to reopen the house with stock burlesque. He was recently taken in as a partner by Issy Hirst, head of the Indie Circuit.

With this town off and Brooklyn and Bridgeport coming in, the circuit will still have 21 houses and 23 shows on tour.

National, Detroit, Setup

DETROIT, Dec. 12.—Larry Clark joined the National Theater Company as permanent juvenile straight this week. Fred and Violet O'Brien, co-producers, are the only other permanent principals of the company under the rotary stock policy now in effect. With a new rotary company coming in Thursday, new additions to the cast, who will continue from here around the circuit, include Bee Baxter, Waltz Sisters, Nadine and Ginger, Palmer Cody and Billie Lee.

Miami Beach Cast Leaves; Personnel Changes in N. Y.

NEW YORK, Dec. 12.—Cast for Minsky's Music Hall in Miami Beach is scheduled to leave here tomorrow by train to prepare for the December 18 opening. Principals include Bob Ferguson, Steve Mills, Bert Carr, Harry Clexx, Mac Dennison, James O. Walters, Wen Miller, Eddie Haywood, Mimi Lynne, Viola Spaeth, Renee, Mary Murray, Marie Voe, Jean Caton, Lilyon Law, Mabel Francis, Blendollers and Val and Valerie. Beverly Carr is producer; Ned Crane, stage manager, and Gladys Douglas, wardrobe.

Personnel of the Republic here and Werba's, Brooklyn, changes as a result. One cast now includes George Murray, Joe Freed, Frank Harcourt, Jack O'Malley, Brownie Sick, Charles Evans, Betty Rowland, June and Margie White, Gertie Forman, Paula Lind, Dottie Ahearn and Toots Brawner. Other lineup includes Vic Plant, Irving Selig, Frank Smith, James X. Francis, Billy Crooks, Johnny Grant, Chet Atland, Lovey Lane, Lillian Murray, Dorothy May, Dorothy Lawrence, Lillian Harrison, Diane Rowland and Marjorie Lee.

Chorus Raise in Frisco

SAN FRANCISCO, Dec. 12.—Chorus at the Kearny Theater, local burlesque house, will get a raise in salary the first of the year, making them the highest paid in the bay region, if not in the State, according to Charles Michaels, manager. Girls, now making \$23.50 per week, will get a weekly raise of \$1.50 each, he added. House has been presenting burly for nearly four years without a shutdown and is the only one in town that gives its girls and principals, too, one day off each week.

REVIEWS Of the Year And Other Special Features in the Holiday Greetings Number of The Billboard OUT NEXT WEEK

Stripper Is Fined On Indecency Charge

DES MOINES, Dec. 12.—Louise Stewart, 23, strip dancer, pleaded guilty here Tuesday to a charge of violating a city ordinance prohibiting indecent exposure in public. Pleading guilty to the charge was simpler and easier than standing trial, according to Edmund Scarpino, Louise's attorney. Judge C. Edwin Moore fined Miss Stewart \$25 and costs and levied the same fine upon James Allatin, 34, manager of the troupe of which Louise is the feature performer.

Before fines were pronounced it was learned a notice to vacate the President Theater for delinquency in rent had been served on Hal Bronson, manager of the house where Louise was arrested in a police raid last week. Bronson said a rental settlement would be reached and burlesque performances would continue. Notice to vacate gave Bronson a limited period of grace to arrange settlement. Bronson, who faced the same charges as Miss Stewart and Allatin, appeared before Judge Moore separately and without an attorney. On the State charge of giving an obscene show Bronson waived to the Polk County grand jury under bond fixed at \$500. His hearing on the city charge will be continued December 21.

According to Attorney Scarpino, George Van Allen, booker for the Independent Burlesque Association, would pay the fines for Louise and Allatin.

Beef Trust Watson on Indie

NEW YORK, Dec. 12.—Billy (Beef Trust) Watson, veteran performer, has been signed to head a show on the Independent Circuit, to open around Christmas. Circuit is lining up a troupe of fat girls to work in the show.

MADGE CARMYLE and Paula Lind introduced a new double strip in Carmyle-created and made costumes at the Star, Brooklyn, recently.

Burlesque Reviews

Eltinge, New York

(Reviewed Tuesday Evening, December 8)

Shows, from a production standpoint, are of better quality these days—more and better costuming, clever lighting and more girls. Quality of comedy, tho, is in poor taste, the comics digging very deeply into the blue for their laughs. That's the only rub, spoiling the otherwise good qualities of the show. Shows rotate between here and the Casino, Brooklyn, with George Pronath doing a clever producing job. Business good at this third-show catching.

Comics are Walter (Schultz, the Butcher) Brown, Harry Levine and Harry Rose. The trio are capable enough fun-makers to pull laughs from an audience without resorting to the stuff they do, but, no, they've got to be lowdown. Of course, most of the customers liked it, but they'd like it, too, if it was clean and funny. Able straights are Allan Forth and Lou Denny, who have a lot of work and handle it all cleverly.

Stripping principals are only four in number, but there is also a sensuous dancer. The disrobers, in order of appearance, are Leo Laurel, Barbara Doane, Markie Wood and Ann Norton. They're good, giving the folks enough and yet

not too much. Congrats to producer Pronath for his avoiding encores, rushing things to follow that do prevent encores.

Sexy dancer is Dolores Weeks, who does a couple of good solos, one in which she wears a rhinestone mask. Another dancer, of the legit variety, is Helene Cortez, a Latin-looking lassie, who first does a swell castnet number. She also contributes a nice hula item. Two colored boy dancers also, rating the big hand of the show. They are Sonny and Ducky, with plenty of rhythm in their tap feet.

A total of 20 girls crowd this small (See Burlesque Reviews opposite page)

Burly Briefs

MURRAY GORDON, straight with Max Rudnick shows, signed for 12 additional weeks with a raise after finishing his original six weeks. . . . Empress, Cincinnati, is switching into a stock policy next week. . . . Colonial, Indianapolis,

folded December 4. . . . Charles McDonald, old-time concessioner, reported as one of a trio soon to open two new stock houses in Western territory. . . . June Rhodes, Herbie Barris, Eddie Kaplan and Chuck Hunter will be part of the Indie show which will open the Shubert-Teller, Brooklyn, December 27. . . . Billy Lewis replaced Bobby Faye at the Irving Place, New York, Friday. . . . Jack Sobol returned to People's New York, where Charles LaFord also replaced Johnny Crosby. Also now is Loye Astrid, debuting as a strip. She came from the showgirl ranks, where she was known as Jean Loye.

JUNE ST. CLAIR and Dorothy Dee are opening on the Independent Circuit as mentioned in this column last week. Miss St. Clair is working for the Wilners at present and Dorothy Dee is opening at the Gayety, New York, December 10. . . . The St. Clair and Dee booked on the Independent Circuit by: Milt Schuster are Walter (Bozo) St. Clair and Wilma Dee. . . . Arthur Clamage, manager of the Avenue and Gayety theaters, Detroit, spent two days in Chicago this week and was a visitor at the Schuster office. . . . Mile. Jeanne, peacock dancer, opened at the Casino, Toronto, December 13 as an added attraction. . . . Anne Mei Lee, Chinese strip dancer, opened at the Roxy, Toronto, December 10 and opens at the Palace, Buffalo, December 17. . . .

(See BURLY BRIEFS opposite page)

U-Notes

By UNO

BOO LAVON promoted from chorus captain to dancing, singing, talking and stripping principal, succeeding Millie Convey in Dizzy Dames, Indie show.

VIC PLANT, comic with Weinstock shows, has a large farm and poultry products plant on Schenectady road, Albany, N. Y.

LEA PERRIN, before she came to burlesque with the Minsky-Herk firm, was a feature in Chicago niteries, including Vanity Fair, Rock Gardens, Cicero, 606 and Club Royale, all handled by Louis Lipshultz.

HARRY BROCK, theater and hotel operator, celebrated a birthday December 11 by inviting entire companies of Dizzy Dames and Modes and Models, Indie shows, playing Union City and Newark. (See U-NOTES on opposite page)

* NADJA *

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

The Essence of
Taste—Tap
Dancing.

MADGE CARMYLE

Ultra Modern Modernistic
At STAR, Brooklyn, Indefinitely.

PROFESSIONAL CARDS

NEW TO BURLESK

Julian & Corinne Hall

In Dances As They Should Not Be Done.
With Red Hot, Indie Circuit, Indefinitely.

CONCHITA

The Mexican Soft-Fire in Character Dances.
BILLY FERBER
Singles—Juvenile—Straight—and Specialists
Reps.: PHIL ROSENBERG, East, and MILY SCHUSTER, West.

GLADYS FOX

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

JEAN CARTER

A TALKING-STRIPPING PERSONALITY

BABE CUMMINGS

PERT—PEPPY—PERSONALITY—POISE.
METROPOLITAN CIRCUIT.

NADINE MARSHALL

THE SWEETHEART OF BURLESK

RITA (AGAR) LE ROY

In Her New
STRIP SPRING STYLE SENSATION.

CHET ATLAND

TENOR-JUVENILE
IN STOCK WITH THE WEINSTOCKS.

AGNES MURRAY

THE LATEST WOW OF A STRIP-TEASE.

THELMA KAY

STRIP AND TALKING ARTISTE.
New in the East.

TOMMY SEYMOUR

JUVENILE—STRAIGHT—BARIYONE.
With "Vantivators" Co., En Route Indie Cir.

JIMMY CALVO

BARIYONE—JUVENILE.

JOANN MARLO

IN BURLESK WITH A REAL NEW WOW—
AN ACROBATIC-STRIP ROUTINE.

BOO LAVON

Dancer—Singer—Talker—Stripper.
"Dizzy Dames," Indie Circuit, En Route.

A VIC PLANT PARALLEL

From BILLBOARD'S
"POSSIBILITIES"—Nov. 28, 1936
For LEGIT—MUSICAL

VIC PLANT—burlesque comic who should have been unearthed long ago by some enterprising revue producer. A talented funster with a very amusing hoke style. Can be very funny with either clean or blue material. A short fellow of definitely comic appearance, he's a sure click.

From NEW YORK AMERICAN,
O. O. McINTYRE—Nov. 27, 1936

"Bobby Clark, sans McCullough, is hitting on high with his idiotisms as chief clown at the Winter Garden. Clark is another out of the putty-nosed, baggy-pantalooned school known as the Burlesque Wheel. Jim Barton was a burlesquer. So were 80 per cent of stars."

BOOKED SOLID UNTIL SEPTEMBER, 1937. NEXT SEASON'S OFFERS
CARE OF MANAGEMENT—L. T. PANVIC, ROOM 405, CLARIDGE
HOTEL, NEW YORK CITY.

Tab Tattles

ROY FAUSTINO and Leonard Hursh have framed a rotary tab, under their old name of Len-Roy Comedians, to play in and around Bloomington, Ill., the balance of the winter. Roster includes Joe Brown, comic; Rosie Brown, characters; Pearl Hursh, ingenue; Leonard Hursh, straights; Maxine and Midge, harmonizers; Mrs. Jack Paul, blues singer and second business; Mrs. Roy Faustino, specialties, and Roy Faustino, featured comic. Show will tote a five-piece orchestra, the boys report. . . . Billy Joy's *March of Rhythms* and Harry Clark's *Penitence Follies* played the Park Theater, Erie, Pa., last week. . . . Pat Daley and wife are on tour with a unit show in the South. . . . Al (Toby) Johnson has a nine-people tab in stock at the Roxy Theater, Tulsa, Okla. . . . Russell Clutterbuck is now working at the Soldiers' Home, Dayton, O., under Johnny Gilmore, ex-tab and burly worker, who now holds the rank of sergeant at the Dayton spot. . . . Verne Phelps and wife, Dora Cullenbine, tab veterans, are now working night spots in the Midwest area. They recently played a week at the Cat and the Fiddle, Cincinnati.

ELMER COUDY, for many years comedian with the A. B. Marcus show, is still confined in Sunshine Sanitarium, Grand Rapids, Mich., fighting a hard battle to get well. Drop him a cheery note and don't forget to place him on your Christmas card list. His wife, Eula, is still musical leader with the Marcus attraction. . . . *Girls in Radium* failed to make their engagement at the Union Theater, New Philadelphia, O., December 2 and 3, due to the show's bus becoming snowbound near Altoona, Pa. The Union is now playing tabs two days a week. . . . The Rita, Lucas & Jenkins house at Macon, Ga., has inaugurated a tab policy. . . . Gertrude Redden, after four weeks in Macon Hospital, Macon, Ga., is recuperating at Central City Hotel there. She's still under a doctor's care, but greatly improved. . . . Harry Krivit's *Palais Royale Revue*, after several weeks in the Pittsburgh area, has moved into Chicago territory. Unit features Dave Kramer and Jeanne; the Tom Lomas Troupe, acrobats; George Downey, Little Frankie Little and Dinky Oament's line of girls. . . . Lempi Pernu's *Girls in Radium* disbanded in Pennsylvania last week. . . . Margaret Lillie and Chapple Chapman, send in your route.

Philly Bijou Reopening

PHILADELPHIA, Dec. 12.—Issy Hirst's Bijou Theater, operated with stock burly, will reopen Christmas Day with a revised policy. House is being wired for sound and will do a grind of stock burly interspersed with motion pictures at pop prices. Until last Saturday, when the house went dark, it was a two-a-day spot.

BURLY BRIEFS

(Continued from opposite page)
Donna Wamby is opening for the Independent Circuit in Chicago December 25. . . . Florence London opened at the Avenue, Detroit, December 12. . . . Shirley O'Day closed there December 11. . . . Yvette, miff dancer, has been booked on the Independent Circuit by Milt Schuster, opening December 20. . . . Frances McAvoy is opening at the National, Detroit, for the Metropolitan Time. . . . Joan Tanya is opening at the Palace, Buffalo, for them also. . . . Bobbie Pegrin is laid up in a Minneapolis hospital with a severe cold. Friends can communicate with her in care of the Gayety Theater there. . . . Frank and Winnie Smith and Holly Leslie closed at the Palace, Buffalo, December 9. . . . Charmaine, who is meeting with marked success at the Rialto, Chicago, will remain there indefinitely. . . . She is under a five-year contract to Arthur Clamage and is being booked exclusively by Milton Schuster.

CHARLES (RED) MARSHALL and Dolores Dawn were parted December 9 evening at the Theater Grill, Union City. . . . Rose La Rose returned to the Gotham, New York, Sunday. . . . Hazel Miller, after producing in Canton, O., came into New York and opened Friday at the Star, Brooklyn, for two weeks. . . . Annette will added-attraction at Lyric, Bridgeport, Conn., Christmas week, the opening, and Amy Fung will be an

extra feature the first two days. . . . Ritz Phillips did not open last week as scheduled at the Eltinge, New York. . . . Jerry Dean closed last week at the Casino, Brooklyn. . . . Elaine Owen opened Thursday at the Roxy, Toronto, for the Metropolitan Circuit instead of the National, Detroit.

MACK SISTERS did not open last week at the Casino, Brooklyn, as Shirley Mack had to stay over in Washington, where she underwent a minor operation. . . . Sonny Lovett will close at the Gotham, New York, this Sunday and is scheduled to return to the Max Rudnick fold. . . . Tom Phillips, head of BAA, expects to leave New York soon on a tour of the country, covering all towns in which the Indie Circuit is represented.

JOE SNYDER, maintenance man for the Gayety and Avenue theaters, Detroit, operated by Clamage & Rothstein, is the latest burlesquer to take to the air. He went to Cleveland last week to purchase his own plane. Burlesque's veteran flier, Arthur Clamage, flew to Cincinnati and back last week to inspect talent.

BURLESQUE REVIEWS

(Continued from opposite page)
stage, but it's a great find. Six of the girls are showgirls and the rest chorines. A nice looking bunch and what's more excellent workers. George Tuttle sings the show and he's tops in burly singers. Markie Wood, besides her strip, is kept busy in character bits, at which she does an outstanding job.

SIDNEY HARRIS.

U-NOTES

(Continued from opposite page)
together with a few friends, to a big party of eats and drinks backstage of the Empire, Newark.

ROLAND FRANCIS, former straight, now associated with Issy Cohen and the Central Theatrical Bureau in Syracuse.

RABE CUMMINGS, originally slated to move into People's, New York, after the Grand, Canton, changed from stock to

Indie shows, was switched instead by Milt Schuster to Buffalo, where she opened December 10 on the Metropolitan Circuit.

DIANE RAY all signed, sealed and contracted for a London revue thru the William Morris office to start in April.

MAE BROWN, because of the closing of the Indie show, *Red Hot*, in Buffalo December 12, joins the *Too Hot for Paris* Company in Chicago next week.

ROY WOLBER, baritone, who joined the Rudnick shows recently, and Jimmie Calvo, another juve baritone at People's, New York, were former Gus Edwards' proteges.

BOBBY (FROLICK) FAYE and Joey (Paladino) Faye, comics, are two graduates of the Textile High School, New York.

GLADYS DOUGLAS left New York December 8 for Florida to take care of the Weinstock-Miami chorus costumes. Mother Hanes to assist.

MURRAY ROSEN, former burlesque show manager on the old wheels and later partnered with Al Davis, booker, has opened his own office in the Roseland Building, New York.

ESTA ALJA moved from Cincinnati, where she extra-attractioned at the Empress, to Milwaukee at the Gayety.

H. K. AND MORTON MINSKY in receipt December 5 of the first order for seats for the Oriental via a check for \$4.95 from William Van Dusen, publicity head of the Pan-American Railway, calling for three tickets for the December 25 premiere.

BEN HAMILTON still another new to burlesque juve tenor with the Wilner shows.

LEO STEVENS, pro, at the Oxford, Brooklyn, in a local hospital battling with pneumonia. Harry Cornell, straight, is subbing.

ROMAINE, dancer with the Rudnick shows, on her way home from the Casino,

Brooklyn, recently had her car smashed in a collision with another car near the theater. Co-passengers were Annette and Gordon Clark. No injuries outside of a cut on Romaine's lip.

JERRY ROSE, once renowned in burlesque as "the Old Terror," now under the care of government doctors and the Legion at the Jefferson Hotel, Phoenix, Ariz., where he would like to hear from friends.

CHARLES COHEN left New York December 5 to prepare billing arrangements for the Lyric, Bridgeport, which opens December 21 with *Daisy Dames*, Indie show, featuring Charles Red Marshall, Murray Leonard and Edna (Hotels) Dec.

NED McGUIRN'S return to the producing of Wilner shows, assisting Alken Gilbert, resulted in Lester Montgomery not coming in as scheduled.

PRINCESS LYANDRA, dancer, now night clubbing at the Eldorado, Jersey City, for Stanley Woolf, agent.

DOROTHY LAWRENCE, of the Weinstock casts, is a niece of Bert Bertrand, one of the Columbia wheel ace comics.

WANT UNITS

\$5 to 50 People, for Southwestern States and Mexico. Have opening for first-class Burlesque Company. Send complete details first communication.

LIMIE STILWELL

Majestic Theatre, Fort Worth, Tex.

WANTED CHORUS GIRLS

Must do Numbers. Also Straight Man, Comics and Added Attractions. Open Christmas Day.

BILLY STONE,

Grand Theatre, Peoria, Ill.

ATTENTION

BUDDIE STANLEY, DOROTHY WILLIAMS, or RUBY STANLEY, get in touch with the undersigned immediately, by wire or letter.

EVELYN ATKINSON

Barlum Hotel, Detroit, Mich.

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

WALKATHON CONTESTANTS

Can use several Flash Couples for Contest opening in Sunny California Tuesday, December 29. Write air mail letters to

HAL J. ROSS,
1945 North Normandie Ave.,
Hollywood, Calif.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Corpus Christi Walkie Passes 400-Hour Mark

CORPUS CHRISTI, Tex., Dec. 12.—Walkathon here under the management of Earl Harvy continues to do good biz after passing the 400-hour mark. Show is being emceed by Jimmie Johnson and Schnozzle Roth. Joe Van Ramm and Billy Curtis have charge of concessions and kitchen.

Remaining contestants are Al Wilson and Diane Kelly, Eddie Corella and Leona Sanders, Carl Sides and Maxine Martin, Blackie Ayres and Margie Knowles, Eugene Wynn and Ruby Whittsey, Jimmie Hire and Lurline Brown, Hook Skinner and Margie Willie, Hank Lane and Ada Belle Sanders, Joe Roman and Fern Friedman. Solos still in the running are Jack Cominaky, Jimmie Hylander, Victor Sasseman and Earl Thompson.

"WHY DON'T SOME of the kids with the Richmond Hill, L. I., show send in some info on their doings?" queries Hope Van Ness from Mercersville, N. J. "Also, how about the kids and lassies in the Rome, Ga., walkie and the contestants in the Trenton, N. J., show, of last summer, sending in some notes?" Hope would appreciate a line from Helen Chester.

RAY HALL lines from San Diego that he would like to hear from Kay Burns and other friends via The Billboard Letter List.

MICKEY ROSENBERG, floor judge, postcards from Miami to say he's having a grand time there and to give us the "wish-you-were-here" business.

"LIKE GENE MONTGOMERY, I, too, would like to know if the endurance game is dying or are the operators and contestants too lazy to send in a write-up," queries George Miller from Fond du Lac, Wis. "I seldom see a writeup on Ross, Hayden, Dunlap or Fughe shows

any more. I suggest that operators assign some show member to send in a writeup at least every three weeks. How about a little news of the Rockford, Ill., show?"

KENNY GRUWELL cards from Pasadena, Calif., that he would like to get in touch with Hook Spinner, Mickey Martin and other contestants in the recent Houston Derby Show.

KENNY WERKMAN lines from Wheeling, W. Va., that he would like to hear from Harry Jarkey, Jeanne Stevens, Frank Lo Vecchio, Billy Smith, Bill Bailey, Lasey Ryan, Doris Hartpenca, Tiny Schilling and other friends via the Letter List.

AUSTY DOWDELL has recently finished with the Bridgeton, N. J., show and would appreciate a line from Frank Costello, Johnny Crowder and other friends.

HARRY EAST would like to hear from Zeke Youngblood via the Letter List.

BOB LEE postals from Miami: "As soon as we complete legal proceeding on copyrights and patents you can look for a new style show. Tell them all to (See ENDURANCE SHOWS on page 26)

ENTERTAINING TEAMS WANTED FOR CHAMPION OF CHAMPIONS WALKATHON TENTATIVE OPENING XMAS DAY COLISEUM, CHICAGO, ILL.

--- SID COHEN ---

STAFF OF EDDIE SNIDER—HENRY POLK
CHICK SNIDER—JOE PUCHINELLI
THERE HAS BEEN NO SHOW HERE FOR TWO YEARS
ADDRESS SID COHEN, COLISEUM, CHICAGO, ILL.

Laud Hopkins On Anniversary

HOUSTON, Dec. 12.—Mr. and Mrs. Monroe Hopkins celebrated their fourth anniversary in Houston with their tent theater players with a special program under their big top last Saturday night. This is believed to be the longest stock run any tented attraction has ever enjoyed anywhere. A gala party, to celebrate the event, followed the regular evening's performance.

Red Ford and his orchestra from the Pelican Club here opened the anniversary program with a half hour of popular music. The bill for the occasion was *The Graf*. Rev. J. W. E. Airey, of St. Andrew's Episcopal Church here, made a short talk in appreciation of Mr. and Mrs. Hopkins and their players during their four-year stay in Houston. Rev. Airey lauded the Hopkins on the splendid record they achieved here and his brief eulogy brought an ovation for Mr. and Mrs. Hopkins.

In the Hopkins cast are Dayno Totheroh, Jessie Gilda, Crystal Morse, Dorothy Link, Mae La Palmer, Jimmie (Red) Ford, Bob Totheroh, Jack McClaskey, Jack Mabry, Leland Harris, Joey La Palmer and Paul McClain.

House staff comprises Manley Axtell, agent; Ted Krause, musical director; Veroua Tibbetts, cashier; C. C. Reeter, custodian; Cotton Morse, canvasser; Samuel Meehan, property master; Frank Clark, art director; Merion Hibbs, Betty Tucker and Douglas Lindsey, ushers; Violet Ford, concessions, and Scotty Krugg, mascot. Emily Brown Conner is publicity director.

Van Arnam's Barn Dance

ATLANTA, Dec. 12.—Many things have happened during the layoff from the tent season to the theater season. Have been riding around the country from Florida to Atlanta, visiting shows and having a real vacation.

Just advised that our advance agent, Rex Lee, is in Syracuse, N. Y., organizing his circus unit for a Southern tour.

Visited Barnett Bros.' Circus, now touring Florida. Outfit has new canvas and looked fine. Mr. and Mrs. Rogers entertained us splendidly. Also visited the Heffner-Vinson Show, but it was on Sunday and most of the actors were fishing in the Florida waters.

Van Arnam advises he has signed Adler and Dunbar for the theater season.

More theaters are opening to the stage policy thruout the South. In Georgia the ban on bank nights should prove a great help to show business.

The Barn Dance will play three solid weeks in Georgia and then open the Florida time at Jacksonville for 31 days. We expect to spend the balance of the time before the opening of the tent season in the Carolinas.

The next notes will be sent in by Mack Ferguson, who can do a much better job, as he has a butter-puncher and plenty of news from his trip to Louisville with the homefolks.

BILLY O'BRIEN.

Colley's Comedians Wind Up a Fair Run

NEW ORLEANS, Dec. 12.—Colley's Comedians closed their tent November 10 and outfit has been placed in storage for the winter. According to James Colley, manager, the season as a whole was only fair.

He and Mrs. Colley are at their home in New Orleans, where their daughter, June, is attending school. They will spend the holidays reading over new plays for the coming summer. After January 1 Colley will take out a company thru Mississippi.

Harry Dixon and wife left for Alabama to join a circle. Jim and Mary Burke have taken out a circle of their own. Jim Baxter left for his home in Kentucky and the rest of the company scattered.

Rep Ripples

MR. AND MRS. LAWRENCE DEMING will spend the winter at Lakeland, Fla.

K. W. LEMMON, who has just closed with the Henry L. Brunk Show, has gone to the Texas gulf coast for a fishing trip.

JOEY AND MAY LA PALMER have joined the Monroe Hopkins Players in Houston.

AFTER HAVING played 104 different roles, one a week for the last two years, Jimmy (Red) Ford has decided that he needs a rest from his arduous work in the Monroe Hopkins cast in Houston. He will, however, continue to play the bass horn in the Hopkins orchestra and will double as emcee at the Pelican Club, Houston. He will resume in the Hopkins cast at a later date.

FLOYD QUINN and wife are in West Virginia, heading southward. They expect to spend at least part of the winter at the Jenkins Camp, Tifton, Ga.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for *The Billboard*.

CARL AND MARIE REPLOGLE are still trouping South Georgia with Cook's Comedians.

JOHNNY AND VERNIE BISHOP left Tifton, Ga., recently for Columbia, S. C.

HAL STONE posts from Kaplan, La., that his tent show closed a successful season there last week. Stone will journey to Florida after storing the outfit in Iowa.

JOHN S. EVANS was recently called from the Frank Williams circle in West Tennessee to his home in Crystal Springs, Miss., on the death of his father.

RAY AND AL THORNBURG have returned to their home in Weldon, Ill., for the holidays. They report business good in Michigan, where they have been playing the last six months.

ROBERT AND PEARLE LATHEY have gone to their home in Texarkana, Ark., to spend the holidays after closing of the Frank Williams Show.

Billy Blythe Players Resume After Holidays

HIGHSPIRE, Pa., Dec. 12.—Billy Blythe Players closed at Schaghticoke, N. Y., recently, after a profitable season thru New England. Billy and Betty Blythe are spending the holidays with Betty's parents here. Paul Gravel has gone to his home in Burlington, Vt., and Amy and Lou McClede left for Harrisburg, Pa.

Company will start rehearsals immediately after the holidays to open in its old territory in Maryland. Erman and Thelma Gray will be a new addition to the show after the first of the year. They are at present working night spots around Johnson City, N. Y.

Manager Blythe is contemplating a tent outfit for the 1937 season.

Schwenk To Tour "Soul"

PITTSBURGH, Dec. 12.—J. A. Schwenk, author and producer of *The Human Soul* on Capt. J. W. Menke's Goldenrod Showboat here a couple of seasons ago, states that he will reopen the same show in this State and play the small towns under sponsorship of various clubs. He reports that the play has been revised and a cast engaged. Included in the lineup, in addition to Schwenk, will be Kitty Brikel, formerly with the Carnegie Tech Players; Bob Francis and Ray Schwan.

Al H. Miller Ends Season

DAWSON, Ga., Dec. 12.—Al H. Miller closed his vaude and talkie picture show near here recently and has stored his outfit at his headquarters here until after the holidays, when he will go out under canvas with an all-talkie company. Manager Miller recently added new sound equipment, a new tent outfit and a sound truck. Season just ended was highly satisfactory, Miller reports.

Nero Show Enters Barn; New Equipment Is Added

ROME, N. Y.—Dec. 12.—Roe Nero Show, which closed November 21 after a profitable season of 30 weeks, has been placed in storage here. Season would have been extended somewhat except for illness in the cast, Nero says.

Considerable new equipment was added during the season, including a Curtis De Luxe house trailer, 1936 Chevrolet truck, an all-metal van and a Universal light plant.

Members of the cast left for their respective homes for the holidays. Nero and his family are spending the holidays with his parents in Rome, after which they will leave for Miami to spend the remainder of the winter.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 12.—Edgar Settle, orchestra leader, formerly with J. Doug Morgan, Charles and Elizabeth Morrill and other Western rep shows, is a recent arrival in the village from Georgia, where he closed a long engagement with Ollie Hamilton Players, now trouping under canvas thru the South.

Kennedy Sisters closed this week in Texas until after the holidays.

Mr. and Mrs. J. Richmond Roy have closed with the Princess Stock Company and are now at their home in Kansas City, Kan.

Did Kingdon, who has been with Brandon's Comedians on a circle in Colorado for many weeks, will close soon to join her husband, Sid Kingdon, operating a circle in Northern Missouri.

Ronald McBurney is a recent arrival, after closing with the Gordon Players in Nebraska.

Rod Brassfield recently opened a rotary stock in Alabama territory.

Charles Cook has closed a 45-week season with Herbert Walters' Comedians and was spotted on the local main stem this week.

Marr-Green circle, with headquarters at Montrose, Ark., reports good business the first time around the loop.

Monte Montrose, following the close of the J. Doug Morgan-Nell Helvey Players at Tyler, Tex., last week, is in the city for a few days. Montrose will go to his home in Shenandoah, Ia., for the holidays.

Law and Thelma Walrath sojourned briefly in the city, after closing a long season with Loomis Players in Texas. The Walraths went to Cleveland, where they will launch a three-night stand opy to play Ohio.

Mr. and Mrs. Glen Brunk are vacationing in Plainview, Tex., after closing of Henry L. Brunk's Comedians.

Frederick Lyle, for the last four years with Justus-Román Players, will spend the winter in the East.

Following the close of the Morgan-Helvey Show in Tyler, Tex., last week Mr. and Mrs. J. Doug Morgan went to Hollywood to spend the holidays with their son, Nell Helvey went to Miami to visit friends and relatives. It is said the closing is just temporary and the management intends to reopen about February 1.

Chick and Estelle Pellette, formerly with Frank Smith's Players, are now with the Royal Palm Shows, which will sail for Cuba at an early date.

Al W. Marshall sojourned briefly in the village this week, en route to a Southern spot to spend the holidays.

Caylor Players, now trouping in Minnesota, will close next week, reopening December 30.

Harry Goldie, who has been with the Morgan-Helvey show all season, was spotted on the rialto here this week.

Reported here that Boob Brassfield has closed his circle in Georgia and will devote all his time to his stock company in Huntsville, Ala.

Walter X. Price will spend the holidays with the homefolks in Coopers-town, Pa.

Don Null Players closed the tent season last week at Bureka, Tex.

Ned Wright, Midwest actor and publicity man who has been confined in Leed Sanitarium here for the past two years, was discharged this week pronounced cured.

Scotty's Comedians, after two months in Nebraska theaters, have invaded Colorado.

HARRY AND EVA LA REANE are back with the Jimmy Hull Show in Louisiana and Harry (Old He Do Dat?) and Little Eva pencil that it's like being back home again. Hull company is reported to be doing good business in Louisiana.

Stock Notes

AL GOLDEN is directing the Y Playhouse; Pittsburgh group, in Clifford Odet's *Atsaka and Sing*, which will open in that city the middle of next month.

EDWARD SHERRY has landed a minor role in Max Reinhardt's forthcoming Broadway production, *The Eternal Road*.

George Sweet Laid to Rest

CHICAGO, Dec. 12.—Body of George D. Sweet, veteran tent repertoire showman, who was fatally injured at Vicksburg, Miss., November 19, was interred in his home town, Storm Lake, Ia., December 1. Mr. and Mrs. Sweet, who had been visiting in Jacksonville, Fla., were driving to Hot Springs, Ark., when accident occurred. In passing a truck loaded with logs the chain holding the logs broke, the logs rolling onto the Sweet car, crushing the front in and injuring the occupants. They were rushed to a hospital at Vicksburg and altho they both had suffered only minor injuries in the crash, Sweet developed an infection which later caused pneumonia. He died November 27. For over 40 years Sweet operated stock and repertoire companies and was known thruout the Dakotas, Iowa and Nebraska, where his name had become a household word.

Boyes Players Do Okeh On Mid-Nebraska Circle

LINCOLN, Neb., Dec. 12.—Chick Boyes Players, headquartered in Hebron, the Boyes' home town, are playing a mid-Nebraska circle and doing quite well, according to reports here.

Best stand on the one-week circle is said to be Wilber, Neb., which the cast hits each Sunday night.

After ducking Lincoln this summer for the first time in three seasons, Boyes has made no announcement as to whether he intends another tented summer here as in 1934 and 1935 when 1937 comes around.

Pittsburgh Players For Columbus Hotel

COLUMBUS, O., Dec. 12.—Melodrama was revived at the Hotel Virginia here yesterday, when the Pittsburgh Players opened an indefinite engagement. Norman Porter will do character parts and will act as managing producer, associated with James Macfarlane, company director. First vehicle chosen was *Marie Martin or Murder in the Old Red Barn*. Raymond Neyhart is leading man and Leo Taylor leading woman. There are four others in the basic cast, to which extra players will be added as needed.

Texas Gleanings

HOUSTON, Dec. 12.—Charles and Florence Hinton passed thru San Antonio recently and called on their acquaintances.

Leland Harris has been doing some excellent work with the Monroe Hopkins Players here.

Billy Welch recently entertained Tol and Nellie Tetter, Hap and Marie Loder and Midge Ayers when the Billroy Show played Seguin, Tex.

Gladys Johnstone and Gil Johnstone, and Gil Jr. and Patricia have become attached to their new home in San Antonio, where Gil is in the Federal Theater unit.

Tom and Opal Wiedemann and the cowboys info from Mississippi: "We are making out and staying out." The Wiedemann show is carrying a small cast, playing houses one and two nights. T. P. is doing the advance.

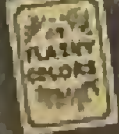
ENDURANCE SHOWS

(Continued from page 25) cheer up and read *The Billboard*. Lots of marathon people in town here. It's easier to catch a sailfish than get a bank roll, so I suppose I'll fish."

MR. AND MRS. BLACKIE KIRBY, physical trainer and nurse, postal that they have left New York for Hollywood, Fla. They would like to hear from friends.

JERRY ALLEN and the Stucky boys write in to inquire as to the whereabouts of Jerry Martone.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

LORING CAMPBELL, who, since opening the season Labor Day, has played six weeks with the unit show *It's Tops* and five weeks on the University of Kansas lyceum circuit, winds up four weeks for the Brown Lyceum Bureau of St. Louis December 19; after which he and Mrs. Loring will go to their home in Topeka, Kan., for a 10-day vacation. They will reopen the first of the year on bookings which will carry them up to the middle of May. This is Loring's 12th season in lyceum work.

BIRCH THE MAGICIAN, who opened his tour August 9 in Grand Rapids, Mich., closed for the holidays December 11 and will reopen early in January. Birch has just concluded an extensive tour of Ohio, which began at the University of Cincinnati October 16. Altho a native Ohioan, this is the first time he has made a complete tour of the State and he reports that it was a highly successful one.

THERE'S LOTS of room in show business for magicians with new ideas; also for those who will put energy behind old ideas.

EVANS BROWN is holding forth these days at the Chez Paree, Indianapolis, where he is working two spots in the floor show—his magic routine and an Italian harp specialty. He is assisted by his daughter, Mary. Brown says that with the exception of two days the Burton offices, Indianapolis, have kept him booked solidly the past year. His bookings included 18 weeks at Red Gables and 22 weeks at Old Vienna, both in Indianapolis.

MARQUIS has been creating interest for his show recently by broadcasting his "finger-tip" reading. Broadcasts are made from the street, with Marquis describing what passersby have in their pockets. His troupe with WCLO, Janesville, Wis., proved a result-getting ballyhoo. When the company played Beloit, Wis., recently a remote-control broadcast was made over the same station.

HI AND EV HARRIS, of Minnesota, on their way to California, stopped in Chicago for a visit but were suddenly called back home due to the serious illness of Mr. Harris' mother.

INDIANAPOLIS MAGIC lads still laughing over one of their number who, at a recent meeting there, arose and lambasted the daylights out of one of America's top-notch magicians for doing a bit of newspaper exposing, only to be reminded by one of the gentlemen in the audience that he had himself exposed a number of tricks in a series of broadcasts a few months previous. Unable to explain the difference between newspaper and radio exposing, he was forced to relinquish the floor, slightly abashed. **MORAL:** Don't hurl any rocks unless you're sure they won't bounce back into your own mesh.

AL DE LAGE and Company have just opened for a run at the Savarin Cafe, Buffalo. De Lage was married recently to his former assistant.

MEL-ROY scored handily during his recent engagement in Prescott, Ariz. The Prescott Evening Courier, in two lengthy stories, lauded Mel-Roy's full-evening show as one of the finest magical attractions ever to play the city.

MADAM PEARL ESKE, mentalist, is filling an engagement at the Spanish Gardens, Du Bois, Pa. She is assisted by Joseph Kury.

PATRICOLA, "Aristocrat of Magic," is back in his old haunting grounds in Ohio after a successful summer in the Far Northwest. "Magic is just a little slow compared to last year," Patricola writes. "However, night clubs still want the better acts."

A MAGICIAN is the only person who can gain permanent success by tricky methods.

MRS. HARRY HOUDINI, attending the 10th anniversary December 5 of the Houdini Club of Philadelphia, of which she is honorary life president, admitted that she has finally "given up the ghost" after 10 years of waiting for some communication from her husband's spirit in the other world. "I'm definitely thru with spiritualism," she told the club membership. "I'm not going to have anything to do with it any more because

I'm absolutely convinced there's nothing in it. I've tried so hard. I've done everything to establish contact with him, but he's never come to me and never given me any message." Mrs. Houdini has tried to contact her late husband thru spiritualism since his death October 31, 1926. For the final attempt last Halloween there were 30 different seances held throught the country from Maine to California.

EDWARD M. RENO, veteran lyceum and chautauqua magician, plans upon retiring from the road December 18. Reno is 75 years old and has always remained active in magic. Franklyn P. Sullivan, who has been handling Reno's bookings for the last five years, states that Reno will confine himself to a few local dates in and around his home town, Kankakee, Ill. Sullivan has taken over the management of "2-10" Daniel, magician.

MEMBERS of the Fratres Principis Mystici Club, Harrisburg, Pa., attended a stag banquet November 30 at the residence of Mike Zerrance, club secretary. Joe Yeager presented his latest effect, the Vanishing Train. Landrus, the "Prince of Mystery," exhibited his Block Box of Spams, and Eddie Clever, club president, showed a new version of a slate trick. Among others present were William Shollenberger, club treasurer; William Campbell, Joe Motter, Thomas Hursch and Jim Fisher.

MANY MAGICIANS continue fooling themselves long after they've quit fooling everybody else.

CANTU, working in Mexican costume, is currently at Lobby Cafe, Old Mexico.

FRED LANDRUS, professionally known as Landrus, the "Prince of Mystery," is making a drive for first-class engagements in Harrisburg, Pa., territory by using a two-inch two-column display advertisement in a local Sunday newspaper. He gets a puff of equal length telling of his travels abroad. His minimum price is advertised at \$15 for 20 minutes.

JOSEPH OVETTE, Canadian magish, is playing school and Saturday morning kiddie shows in the Montreal area and says he's doing real well.

D. J. LONERGAN has purchased the Stringer Magic Shop, Chicago, and has opened magic store in the Loop there. "Doc" Lonergan will be remembered as the author of *Diachylon-Deceptions*. His new spot is the headquarters of many Chi magi.

RUSSELL SWANN, magician now in London, where he is booked for the Trocadero and Berkley Hotel following a recent run at the Ritz, is writing a book on night club magic. He expects to be New York-bound soon.

A MENTALIST who recently concluded a nine months' tour, during which he covered 10 States, is optimistic over the coming year. He writes: "Outlook for 1937 looks fine. People seem more settled and far more optimistic than a year ago. However, the performer who thinks his audience is composed wholly of suckers is still wrong. Treat them with respect and watch how you'll gain." Might be well for some of the folks to read over the last two sentences.

PAGAN, Edgewood, Pa., magician, will fill a week's engagement in Syria Mosque, Pittsburgh, beginning December 21, as a feature of the annual Shriners' Christmas show.

A. F. DAVIDSON, professionally known as the Great Gravity, juggler, magician and escape artist, was a visitor at the desk last Saturday, en route to Lexington, Ky., where he began a week's run Sunday at Joy Night Club there. He is set for Kelly's, Cincinnati night spot, next week, placed thru Jack Middleton, Cincy booker. Gravity was a feature at Riverview Park, Chicago, all summer.

EARL MULBARGER was elected secretary of the Indiana Society of Magicians at a meeting of the organization December 9. He succeeds Roger Dunn, who was forced to resign, due to pressure of



POSSIBILITIES

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, 1544 BROADWAY.

For NIGHT SPOTS

GEORGE TUTTLE—juvenile now in burlesque, whose ability should go over big in the niteries. Has a very pleasant singing voice, far superior to the run of burly singers, and it registers excellently over a mike. In addition, he makes a splendid appearance. Can also handle lines.

AL FLOSSO—comedy magician caught recently at the Knights of Magic show. Has a steady line of tomfoolery, in addition to a good, solid magic turn. Blending of comedy and magic is amusing and should be a natural for intimate night spots.

experience to warrant a spot of his own, either on the air or in a night club.

For LEGIT MUSICAL

LEONARD ELLIOTT—young emcee-comedian at the Park Central Hotel's Coconut Grove, New York. Work is refreshingly original. Does queer double-talk and dialect stuff, accompanied by expressive mannerisms. Different enough to make the customers sit up and listen. Looks like a real corner.

For RADIO

SONNY SCHUYLER—vocalist with the Abe Lyman crew at the Hotel New Yorker, New York. Young baritone who has everything it takes to lift him from the band vocalist category. Besides looks, youth and personality, he has voice, technic and

For FILMS

BENAY VENUTA—tall, statuesque singer with fine appearance and excellent delivery. Can handle comedy or straight pieces equally effectively and is also adept at lines. Well fortified with experience in vaude, musicals and radio.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"LISTENED TO Amos 'n' Andy minstrel the other night," cards Al Tint from Chicago. "and will say it was a fast show. Frank Parker sang *Wendy* from the 1919 *Ziegfeld Follies*. The Noble Gann Choir sure can harmonize and the Vagabond Four also come in for a nice bit of applause. According to the Chicago papers, Correll and Gosden are former minstrel men."

"JUST RECEIVED a letter from Sam Griffin, of Frisco," postals Prof. Walter Brown Leonard from St. Pete, where he is still sun basking. "He opines that it may not be long ere he follows the example of 'King' John W. Vogel with an ebony opery. Sam begins to itch for the 11:45. Was glad to hear that 'Hi-Brown' Bobby Burns was still evading the undertaker. Bob bobs up spasmodically from all points of the compass."

ACCORDING TO WORD from Leon Long, Sugar Foot Sam From Alabama, colored minstrel, will shortly take to the road to play houses in South Georgia. Troupe will show under canvas as soon as the weather permits. Long says. Personnel will include Chick Delouch, producer; Pat Roberts, stage manager; Elmo Wheeler, band leader, and Loug, advance agent.

"AM GLAD TO KNOW that my old friend Harry Palmer is getting so fit a break with his J. G. Lincoln Minstrels," cards Prof. Walter Brown Leonard from St. Petersburg, Fla. "I wonder if he recalls his first love, *Little Miss Susan*, and Charley Banks, now departed, when Field Midgely was bandmaster and I was stage director, and when Sturge manipulated the slip horn. Also Sam Eddy and the fire at Athens, N. Y. Harry is a winner and deserves success."

AL TINT postals some interesting info from Chicago concerning Tommy Hyde, soft-shoe dancer, who recently appeared on the Fred Allen program. Hyde was

other business. Russ Murdock, of Anderson, Ind., was guest of honor at the meeting and addressed the group on "How To Book a Show." William Francis, who recently went to Indianapolis from (See *MAGIC* on page 63)

with the Al G. Field Minstrels in 1900 and was also the owner of the Five Honey Boys, minstrel act in vaudeville. According to Tint, Tommy trouped and roomed with Al Joleon on the Dock-stader show in 1907-'08.

E. O. (POP) CLOON and Ed H. Condon, former minstrel men, headlined Exchange Club Minstrels, Jackson, Miss., December 8 and 9. Group was directed by Condon.

JOE HAMILTON, veteran minstrel of Camden, N. J., rounded up an old-time minstrel show which he presented December 11 at Labor Temple, Philadelphia. Cast included such minstrel notables as Charlie Boyden, Bob Gerard, John Lemuels, Joe Armstrong, Jess Johnson and Vaughn Comfort. Hamilton's daughter, Kay, actress, came in from New York for the show.

"DUG UP ONE of the old troupers who so many of the boys thought had passed on," lines Young Turk McBeo from Wilmington, O., where he is playing with a vaude unit. "He is the original Speed Keefe, who used to be on the Coburn, Vogel and Rozell minstrels. Speed is looking fine and is still at the B. & O. railway station in Wilmington. Also met Mr. and Mrs. Q. O. Smith, who used to troupe the South, and we all had a party after the show." Speed worked with Young Turk's father on the Coburn show.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Topics not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Youngstown, O.

I wish to thank Myron L. Pross and congratulate The Forum for one of the most interesting and informative letters I have read for many a day. I refer to the "Answer on Matters of Old-Time Jazz" in The Forum of December 12. Anybody who claims to be a veteran in show business knows what Jasper and Jazbo used to mean and what it means now. By the way, we used to call it "gravy," too. A similar article might be written about the dances that have been common for ages, which are now called by new names or grouped under the generalization "tapping." Out of the buck and wing, essence, reel, jig, neat song and dance, rough song and dance, eccentric, grotesque, acrobatic, contortion, clog, filing and hornpipe movements that have been going since show business began can be built any of the modern routines one can mention, and there will be plenty of ideas to spare. I think show business may be coming back, and when it does it will be by "going back" to fundamental principles of proficiency and merit, which will furnish sound stepping stones on which to climb to any height.

CHARLES A. LEEDY.

Boston.

Each week mother and I read the letters in The Forum with great interest. In two October issues were letters from Frederick Kelly, Lynn, Mass., and Walter E. Sibley, Fort Worth, Tex., reminding of old theatrical days in Boston. Mr. Kelly mentioned the Lothrop stock days. My mother performed in the late Dr. Lothrop

houses. When Katherine Rober played at the Grand Dime Museum here during one engagement she was obliged to be out for a performance and mother substituted for her. The play was Fanchon the Croquet and Max Freeman was male lead. Mr. Kelly also mentioned Iola Pomeroy in his list of favorites. When Iola Pomeroy played the Grand Dime Museum in Dad's Girl she was obliged to miss two performances due to throat ailment. Mother substituted for Miss Pomeroy also. One of Miss Pomeroy's songs she remembers quite well started, "Sweet Rosie Poole in the garden grow-ah." Mother was a dancer and substituted dances for Miss Pomeroy's songs. Mr. and Mrs. James Keane were close friends of mother. As a very small child I appeared in the company with Mark Kent at the St. James Theater here. It is the Uptown now and is a picture house. Mother was acquainted with all the Boston Museum stock people also. She was Ella May, acrobatic dancer, and is happy and proud to have been a member of theatrical Boston in those days. She was a child specialty dancer in Kiraly's Black Crook, which Mr. Sibley mentioned. Mother is 68 years old, and as proud as she is of being an old-time performer I am just as proud of being an old-time performer's daughter. I have been in the show business since babyhood and, altho I am only 21 years old, I can imagine how proud I'll be some day to say that I am an old-time performer and the daughter of an old-time performer, too.

MISS MARILYN WHITE.

Glens Falls, N. Y.

I have before me a copy of an old amusement trade paper dated June 15, 1912, and in looking over the routing of dramatic and musical shows I find the following: "Illington, Margaret (Edward J. Bowes, manager), San Francisco, Calif., 10-15; Oakland 16-18; Sacramento 19; Eugene, Ore., 21; Salem 22." Miss Illington was Charles Frohman's wife, but she left him and married Major Bowes, living with him until the time of her death, which was only a short time ago. I be-

lieve. The Major has served in almost every capacity in the amusement business, has made plenty of money and lost accordingly, having become insolvent at least once. He knows what it means to "be up against it," therefore should sympathize with the members of his chosen profession who have during the past recent years been struggling along trying to "keep soul and body together." Putting inexperienced amateurs into a profession that is already crowded to the extent that many a capable performer must ask aid or perish is not, I believe, a worthy cause. I have received many letters from interested parties throughout the United States who are constant readers of The Billboard and who noticed my little letters in regard to the propriety of the Major's methods of creating additional talent to compete with seasoned performers who have no other means of gaining a livelihood. Of course, a certain per cent of these "amateurs" are performers who resort to this method of "booking a date" for themselves, for which they should not be censured, but is it legitimate to represent these professionals to the unsuspecting public as amateurs or beginners? The Major is a very clever promoter and as versatile "as they make them." I believe that he edits the amateur columns of The Liberty Magazine besides his two radio broadcasts, which includes his outstanding creation, Major Bowes' Amateurs. Many of the letters which I have received were not from performers, but from business and professional men in no way connected with the amusement business, but who sympathize with the capable and worthy performer, regretting the dire results of this too evident overproduction. Major, why not lay off the amateurs and give the professionals the benefit of your great popularity?

WALTER BROWN LEONARD.

Macon, Ga.

I enjoy reading letters about all the old-time overland wagon shows that have come and gone in former years, but most of the writers and historians of the circus have not mentioned the original M. L. Clark & Son Show of Alexandria, La., or given it the place I believe it deserves. It was a wagon show for many years and was operated by Colonel M. L. Clark and his son, Lee. Show had two large elephants known as Ned and Meno. At one time show made a trip to California and back and was supposed to be at that time the largest wagon show touring the South. I was with the show one season, when it made 15 States and walked the elephants.

BERT DEARO.

Springfield, O.

I have just finished reading the splendid Christmas Number of The Billboard. My sincere congratulations to every member of the staff. Have been reading Billyboy for years and I am sure this issue tops all previous efforts. I was especially interested in the article by Doc Waddell. The Voice of the Winds. What a big jump forward every branch of the amusement business would take if every owner and manager could catch this vision and fearlessly carry it out. I am a buyer of amusement rather than a seller and I want to say that from my own personal observation the carnival business needs cleaning up in many respects. There are too many glittering fronts with nothing much behind them. Too many give the impression they are organized to catch only the "suckers," and while there is still a fair-sized crop of them, by far the larger percentage of amusement buyers are wise and demand a fair return for the money they spend. I hope this article by Doc Waddell will be read by the ones who need this sort of education and that there will be more of this good food for thought in forthcoming issues of The Billboard.

W. R. PATTERSON.

Lincoln, Neb.

For a town of its size Lincoln is blessed with good vaudeville shows, but I would like to point out a certain unit that was here a few weeks back that would be a model for any stage-show unit. This show was not an extravaganza and did not carry more than the average number of people. But it was the kind of a show that had what the public wants—a little bit of everything. It had a line of six girls—all lookers—a musical bell-ringing act, a comedian, an impersonator, mistress of ceremonies, an adagio act with a fellow throwing around two girls instead of one, foot juggler, toe dancer, swell band number and, last but not least, a girl magician who compares favorably with her male competitors. Family trade in this region means just about everything and as a result the grosses from this show climbed daily as word was being spread about as to its merits.

GLENN TRUMP.

Lynn, Mass.

When Tom Waters wrote of the old Palace Theater in Boston it brought back to me memories of the first time I entered that theater to see a burlesque show under the direction of Lew Carroll. The Palace at that time was managed by a Mr. Waldron. In that show I saw Fannie Everett, star of the

Recalls Days Of Old Boston Palace Theater

Milaco City Club Burlesque. Poor Fannie ended as a matron in one of New York's burlesque theaters. Another gifted actress was Nellie Walters. No one except Maggie Cline could put over a comic song like her. In the old days I resided in Boston and remember many of the oldtimers who came there. Among them were Gladys Clark, who made Any Rags popular, and Violette Mascotte, who put on the old Howard stage shows. Others were John Phillips, Madam Flower, Cunningham, Coveney, Smir, Keener, Coogan, Rand, Taft, Dixon, Holmes, Binglans; Prof. Hutchinson, of Austin and Stone; Trixie the snake charmer; Florrie West, Sadie Cushman, Lizzo Raymond, Welch, Meale and Montross.

FREDERICK KELLY.

Gowen City, Pa.

In the Final Curtain of The Billboard of November 28 was the death notice of Alfred E. Aarons. It was a coincidence that I had been thinking of poor Al recently. I knew him in the days of his agency in Philadelphia about 1892, when Philadelphia agents were not so plentiful. Al Aarons, Bob Watt and Rudy Heller about covered the best jobs available. I was playing piano at that time for Bill Guy, Pat McGlade, Jim Barton, John O'Donnell, Frank Faith and other proprietors of beer gardens along the boardwalk at Gloucester, N. J., on the Delaware. Al Aarons' office was a rendezvous for performers, and it was there and at George Davis' bar at Eighth and Race that I met most of the Philadelphia artists for whom I later played and with whom I formed lasting friendships like Barney Gilmore, who became famous later with John Leonard in Hogan's Alley. Leonard was formerly of the team of Whitty and Leonard that made famous the song "Won't You Step Up to the Bar With Me, Boys?" Other well-known Philadelphia performers of that time were Jones and Edwards, the Two Telegraph Lads; Jim and Jessie Cole; Gilbert and Goldie; Van Leer and Barton, the latter father of the present Jim Barton, of Tobacco Road; Hill Sisters, Patey, Brannigan, Jack Lancaster, Frank Moran; Scott the Frog; John Dougherty, basso; Tom Smith, Lou LeClair, Marie Richman, Hyders and Bowers, Tom and Gertie Grimes, George and Bob Scanlan, Tony Baker, Lew Simmons; Harry Lester Mason, of Lester and Germain; George Hartzell, clown; Jim Dukes, Tinney Family and Carson and Willard. The old Hurley House at Franklin and Race streets was the hang-out, Tom and Sue Hurley always giving the boys and girls an even break. Then there were the places of Mommy Bunger, Annie Dietrick, Cutter House, Zeiss Hotel, Rudolph and Irving and others,

When Agents In Philly Were Only a Few

all professional homes-away-from-home. I was greatly surprised recently by a visit from Peter J. Gaughan, of Springfield, O., accompanied by his daughter, Catherine. In 1894 I was teamed up with Pete in a comedy knockabout act. He married during our partnership and settled in Springfield, O., where he was for years stage manager for Gus Sun at his Regent Theater when the house played straight vaudeville. Later he went to the Shubert Theater in Cincinnati, where I saw him several times when I played that city. He was one of the greatest legman artists I ever saw and started Clark and McCullough on their career. Like myself, Pete had his theatrical start at Ferguson's Opera House, Shenandoah, Pa., from which we both hail. His surprise drop-in visit was a three-hour gabfest on the old-time theater and the performers of that time. Long live Pete Gaughan and oldtimers like him!

TOM WATERS.

Saranac Lake

By JOHN C. LOUDEN

Garry Setgreaves celebrated his birthday last week with another rib operation performed by Dr. Woodruff at General Hospital. Garry came thru with flying colors and is doing nicely.

Charley Foster, the "almost champion cribbage player of the Lodge," is anxiously awaiting the arrival of his wife from Racine, Wis. Charley is making grand progress and is permitted downstairs once a week to see the movies.

Bill Janney has returned to the Lodge from General Hospital, where he responded favorably to the pneumolysis operation.

Mrs. Alyce Frank left for her home in Chicago after visiting her sister, Gladys Palmer, here.

Happy Benway was discharged from the General Hospital last week. His present address is 91 Broadway, Saranac Lake, N. Y. Drop him a line, boys and girls.

Laurie O'Reilly, Pathe News photographer, is visiting Saranac Lake and Lake Placid photographing winter scenes. Laurie is the brother of Helen O'Reilly, of the Hollywood shop here.

Brian Tracy responded favorably to the pneumolysis operation in General Hospital last week. He is back at the Lodge and doing well.

Chris Hagedorn is in bed with a severe cold. His address is 28 Church street, Saranac Lake, and he would appreciate letters from friends.

Write to those you know at Saranac Lake.

424 YEAR

The Billboard

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII. DECEMBER 19, 1936. No. 51

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post

Aned, Dec. 30... Adams, Robert Lee... Faulkner, Evelyn... Gray, Jas. V., 18c... Jackson, Murphy, 4c... Kama, Joe, 15c

Ladies' List

Abbey, Mrs. Geo. Adams, Betbie... Acker, Mrs. Nellie... Adams, Mrs. Nellie... Adams, Mrs. Nellie... Adams, Mrs. Nellie... Adams, Mrs. Nellie...

Franka, Jennie... Galloway, Mrs. Josephine... Galloway, Mrs. Josephine... Galloway, Mrs. Josephine...

Galloway, Mrs. Josephine... Galloway, Mrs. Josephine... Galloway, Mrs. Josephine... Galloway, Mrs. Josephine... Galloway, Mrs. Josephine... Galloway, Mrs. Josephine...

Letter List

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

Abney, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack...

Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack...

Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack...

Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack...

Gentlemen's List

Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack... Adams, Mrs. Jack...

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

Sherman, Frank
Sherman, G. E.
Shawman, John
Shawwood, Dan

Tombleson, Patrick G.
Trenn, Billy
Trent, James C.

Walton, Ed.
Walton, W. H.
Walters, Charles

Walker, Col.
Walker, W. R.
Walters, Charles

Walton, Ed.
Walton, W. H.
Walters, Charles

Walton, Ed.
Walton, W. H.
Walters, Charles

Walton, Ed.
Walton, W. H.
Walters, Charles

Walton, Ed.
Walton, W. H.
Walters, Charles

Walton, Ed.
Walton, W. H.
Walters, Charles

Walton, Ed.
Walton, W. H.
Walters, Charles

Gentlemen's List

Alton, Char.
Alton, O. J.
Alton, Charles X.

Alton, Char.
Alton, O. J.
Alton, Charles X.

Alton, Char.
Alton, O. J.
Alton, Charles X.

Alton, Char.
Alton, O. J.
Alton, Charles X.

Alton, Char.
Alton, O. J.
Alton, Charles X.

Alton, Char.
Alton, O. J.
Alton, Charles X.

Alton, Char.
Alton, O. J.
Alton, Charles X.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
214 Olive St.
Delaware, 21c

Ladies' List

Anderson, Mrs.
Anselmo, Mrs.
Archer, Mrs.

CLUB CHATTER

(Continued from page 13)
Dorothea Gray and Billy Gullen opened at the Berghoff Grill, Fort Wayne, Ind., December 11.

MAIL ON HAND AT CHICAGO OFFICE

699 Woods Bldg.
55 West Randolph St.

Ladies' List

Baird, Car.
Barber, Dorothy
Barrow, Mrs.

Baird, Car.
Barber, Dorothy
Barrow, Mrs.

Baird, Car.
Barber, Dorothy
Barrow, Mrs.

Baird, Car.
Barber, Dorothy
Barrow, Mrs.

Baird, Car.
Barber, Dorothy
Barrow, Mrs.

Baird, Car.
Barber, Dorothy
Barrow, Mrs.

Baird, Car.
Barber, Dorothy
Barrow, Mrs.

Gentlemen's List

Allan, Percy Boy
Arlott, Great
Astor, Sam

Allan, Percy Boy
Arlott, Great
Astor, Sam

Allan, Percy Boy
Arlott, Great
Astor, Sam

Allan, Percy Boy
Arlott, Great
Astor, Sam

Allan, Percy Boy
Arlott, Great
Astor, Sam

Allan, Percy Boy
Arlott, Great
Astor, Sam

Allan, Percy Boy
Arlott, Great
Astor, Sam

for the new year. Roland's sister, Thelma, was married this week and retired from the stage, splitting up the act.

New Chicago Ordinance Bars Tavern Hostesses

CHICAGO, Dec. 12.—An ordinance was signed this week by Mayor Kelly that makes it unlawful for an owner or manager of a tavern to hire or permit any "female" to solicit any customers to buy her drinks on the premises, which means that hosts of tavern hostesses will be banned after December 19, when the law goes into effect.

Bolton-Cogert Expand

PITTSBURGH, Dec. 12.—Henry Cogert, associated with the Lou Bolton Studios here, is expanding the booking department, adding accounts and placing a number of the school's talented kids with shows. Bolton's latest is the Show Boat, where he booked in George Hamid's Revelations of 1937.

No Impersonators in R. I.

PROVIDENCE, Dec. 12. — Licensed liquor establishments in Rhode Island are all affected by a ruling which prohibits employment of male and female impersonators. Several months ago Pawtucket police put a ban on such entertainers in floor shows and now the ruling becomes State wide.

Fischer Plans Paris Casino

PARIS, Dec. 12.—Clifford Fischer and associates will open a French Casino cabaret-revue house in Montmartre in time for the big International Exposition next summer. Location will be the Moulin Rouge, at present a picture house.

Jack Roland Joins Lawrence

CHICAGO, Dec. 12.—Jack Roland, formerly of the vaudeville dance team of Jack and Thelma Roland, has joined the Hal Lawrence office, this being the first step in Lawrence's expansion program

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

The Final Curtain

ALLEN—Jimmie, orchestra leader, killed instantly when his auto crashed into another car in Beverly Hills, Calif., recently. Allen went to Beverly Hills from Akron, O., where he had been appearing in night clubs. Survived by his widow, Eileen, a former singer with his band, and two children by a former marriage.

ANDREWS—J. H., 65, Columbia Film Exchange employee, December 2 in Los Angeles. He had been a familiar figure along film row for 25 years.

BARRY—Mrs. Emily Dorothy, 51, former actress known as Dolly Clifford, December 8 from a heart attack in Dorchester, Mass. She gave much of her time as a performer to aiding and cheering disabled war veterans confined to hospitals. In her youth she toured the country on the Columbia and Loew circuits as a headliner. Leaves a daughter, Mrs. James Canole, of Revere, Mass. Funeral services at Our Lady of Lourdes Church, Revere.

BEECH—Thomas H., 57, tax expert and claim adjuster for Paramount Pictures, in Los Angeles December 6.

BENNETT—George W., 55, dancer-musician, of heart attack in Wichita, Kan., December 6. Formerly billed with his former wife as Bennett and Malroy, ballroom dancers, in London and Paris. He played a cornet in Ringling Bros. band several years ago.

BERLEY—Andre, well-known French comedian and screen star, who appeared in several Hollywood screen productions, such as *The Merry Widow* and *Folies Bergeres*, in Paris November 27.

BISHOP—Harry Placide, 80, retired orchestra leader, at his home at Babylon, L. I., N. Y., December 8 after a month's illness. He was a professional musician at the age of 12 and often conducted orchestras at famous receptions on Long Island. Survived by his widow; a son, Claude Adams Bishop, and a brother, Theodore Bishop.

BRENNITZ—William E., 60, at Good Samaritan Hospital, Cincinnati, December 11 following a stroke at the U. S. Printing and Lithographing Company, Norwood, O., a branch of the Donaldson Lithographing Company, of Newport, Ky. He had been with the Donaldson company 45 years. Survived by widow. Interment at St. Stephen's Cemetery, Ft. Thomas, Ky., December 14.

BUCK—Rosale Gish, 62, concert violinist, at Phoenix, Ariz., November 23. Survived by a son, Severne, and one daughter, Patricia.

RUSHTON—Mrs. Margaret Alicia, 79, actress, at her home in Watertown, N. Y., recently following an illness of two weeks. Born in England in 1857, she began her stage career very early in life and as an actress and singer traveled to most of the civilized countries of the world. While on the stage she played in companies with such noted actors as Wilson Barrett, Emmett King and E. H. Sothern. Her daughter, Madge Rushton, traveled and appeared with her in many productions. Funeral services in Watertown December 3, with burial in the North Watertown Cemetery.

BYSE—George M., many years treasurer of Waushara County Fair Association, at Neillville, Wis., December 3. Survived by four sons.

CARL—Dr. William Crane, 81, one of America's leading organists, in New York December 8 after an illness of five weeks. He founded the Gullmant Organ School in New York in 1899, gave many organ recitals and produced several important oratorios.

COLE—Everett Ace, 42, radio entertainer, known professionally as Ace King, at the Allegheny General Hospital, Pittsburgh, December 5. Funeral services at

his home in Terre Haute, Ind., December 8. Survived by his widow, daughter, mother and sister.

COMINGORE—James, groom, connected with Michigan State Fair grounds, burned to death December 3 by a fire in a barn on the fairgrounds, Detroit.

COTE—Gladys, young Chicago dancer, in University Hospital, Baltimore, December 11 from injuries received when a 300-pound lion attacked her during a performance at the Hippodrome Theater, Baltimore, December 8. The victim's father flew to Baltimore from Chicago to claim the body.

CROSBY—Mollie, 17, carnival worker, killed instantly recently in Glenville, Ga., when shot in the abdomen by a farmer. A controversy between Crosby and the farmer about room rent was said to have been the cause of the shooting.

CUMMINOS—Frank, 60, veteran stagehand and member of the IATSE, at Providence December 5. During his 35 years in theatrical work he was employed at the Strand Theater, Pawtucket, R. I., and in later years at various theaters in Providence. In early life he traveled as a stagehand with road shows. Burial in St. Francis Cemetery, Pawtucket.

DECKER—Gustav, professionally known as Gus Larson, of the Riva and Larson troupe, in Chicago October 18 of a heart attack. He was born in Berlin in 1867 and came to this country with his partner at age of 20 as aerial ring performer to work on various vaudeville circuits. Among them were Alexander Pantagos, B. F. Keith, RKO and Ackerman & Harris. Later he joined Ringling Bros. and other major circuses. In later years of his life he worked mostly indoor dates and fairs. His last performance while on Polack Bros. Circus was in El Paso, Tex. He was a charter member of the American Federation of Actors. Interment in St. Mary's Cemetery, Chicago.

DOHERTY—Mrs. Mary Elizabeth, 76, well known in carnivaldom as Alice the Wonder, at her home in Dallas November 17. Survived by one daughter, Agnes, and two sons, Daniel and Joseph. Interment in the family lot, Calvary Hill Cemetery, Dallas.

DWYER—John T., character actor, in New York December 7. He made his debut in 1897 in support of Richard Mansfield in Omaha, and since that time has played with Frank Craven, George M. Cohan, Holbrook Blinn, Amelia Bingham and Wilton Lackaye. He played in the Theater Guild production of *Saint Joan* and also on the radio. He was a member of both the Lambs and Players' clubs. Interment will be in the Catholic Actors' Guild plot in Calvary Cemetery, New York.

FLETCHER—James P., 38, film property man at MGM studios, as a result of a ladder fall while working December 3 in Culver City, Calif.

FREGOLI—Leopold, 69, Italian protean artist, at his home in Viareggio, Italy, November 26.

FRY—Mrs. Emma Sheridan, 72, actress, at her home in Westwood, N. J., December 7. She received her early training at the Lyceum Theater Company and at the American Academy of Dramatic Arts, New York. She played with the old Boston Museum Company and with Richard Mansfield in *Fifi*, *A Parisian Romance*, *Rebecca Moore*, *Dr. Jekyll and Mr. Hyde* and other productions.

GALLICO—Mrs. Hortense, 60, wife of the pianist Paola Gallico and mother of Paul Gallico, writer, in her New York home after a lingering illness December 10.

GAVIN—Mary, 55, Metropolitan Opera House matron, at New York December 6.

GINNIVAN—Mrs. Dell, 84, who with her husband, John Ginnivan, conducted stock companies and presented tent shows in Ohio, Indiana and Michigan for many years, at her home in Dayton, O., December 10. Burial in Memorial Park Cemetery, Dayton.

GODINO—Simplicio, 28, Siamese twin of the late Lucio Godino, in New York December 5. When Lucio died Simplicio survived an unusual surgical operation which severed him from his dead twin. Death came 11 days after his brother's death. Survived by his widow, Natividad. Burial in the Gate of Heaven Cemetery, Valhalla, N. Y.

GRUBEL—Edward J., 68, Kansas City (Kan.) theater man, electrocuted at his

home in that city when he touched a live wire November 27. He was president of the Electric Theater Company, Kansas City, which he and his brothers built. They also built the 10th Street Theater, Kansas City. Survived by a brother, Frank, and a sister, Mrs. Mollie Hoy.

HOLBROOK—W. C., 70, former circus and minstrel trouper and trap drummer, in Oak Hill, Pa., December 8 of pneumonia. He began his career as a drummer in 1893 at the Chicago World's Fair. The last circus with which he worked was Robbin Bros.

HOWSE—G. R., 78, promoter and stockholder of Gibson County Fair, December 5 at Trenton, Tenn., following a month's illness. He formerly operated the Virginia Hotel, Trenton.

JACKSON—Henry H., of Australian Woodchoppers, at Knickerbocker Hospital, New York, December 3 following an operation.

JACKSON—Mrs. Louise M., who with her husband, the late George W. Jackson, managed the Mozart Theater, now the Strand, Elmira, N. Y., at her home in that city December 3. In her early life she spent several seasons with theatrical road companies headed by Rose Stahl and Nate Leffingwell. Her last stage work was in character roles with the Majestic Players. Survived by a sister, Theresa Blackwood.

KAHN—Joe, 63, theater official for almost half century, at Memphis December 5 after prolonged illness. Started in show business as a concessioner in legit houses. Survived by his widow and brother.

KELHAM—George William, 65, one of the West's most noted architects, in Dante Sanatorium, San Francisco, December 7 from a heart ailment following two days' illness. He was chairman of the board of architects designing the 1939 Golden Gate International Exposition. He was also chief architect of Panama-Pacific International Exposition in San Francisco in 1915. Survived by his widow, Katharine Bruce Kelham, and a son, Bruce. Funeral December 9 from the Gray Chapel, San Francisco, with interment private.

KOKIN—Prince, 67, internationally known retired Japanese juggler, at his home in Chester, Pa., December 2 after two years' heart ailment. A native of Tokyo, he came to America when 15. He also appeared in the music halls and vaudeville houses in all the capitals of Europe. Among those before whom he appeared in private were Kaiser Wilhelm II, King Edward VII and King Alfonso. One of his outstanding engagements was at the Royal Palace in London, where he appeared twice daily for a period of six years. After retirement from the stage he returned to Chester, Pa., where he opened a theatrical school in partnership with his daughter, Mrs. Betta Galletti, former Mignonette Kokin, vaudeville actress. Survived by his widow and daughter. Interment in Chester Rural Cemetery.

LAGATREE—Sidney N., Detroit orchestra conductor, in that city December 1. A native of Saginaw, Mich., he directed numerous Detroit orchestras and was associated with various music schools there for 35 years. Survived by his widow. Burial at Dearborn, Mich.

LAUB—Harry H., Jr., president of Mifflin County Fair Association, Lewistown, Pa., in Lewistown Hospital December 5.

LAVIN—Mrs. John, 72, mother of Jack Lavin, manager of Paul Whiteman, at St. Anthony's Hospital, St. Louis, December 8 of pneumonia.

LE FEVRE—August, 69, 13 years assistant manager of Detroit Building Show and prominently connected with other exposition enterprises, December 2 at his home in Ferndale, Mich. He was born in Paris. Survived by a widow and two sons.

LINDSEY—C. C., 42, secretary-treasurer of the Lindsey Theaters, Inc., chain movie house op of the Pashandis and associated with the Griffith Amusement Company, of Oklahoma City, December 3 at Lubbock, Tex., following attack of pneumonia. Funeral rites at Lubbock.

LOCKHART—Harry, 50, repertoire actor, at Union City, Mich., October 22 after a long illness. It has just been learned. Last two seasons he was with Jack Kelly Stock Company. Survived by his mother, Jessie Damon.

MARCUS—William, in show business for the last 25 years, in Santa Barbara,

Calif., recently of heart attack. His latest connection was with Howard Producing Company. He was also formerly with L. J. Polack, Milt Holland, Koris, Frank Murphy, Wallace and Buffalo Bill shows. He was advance agent and manager with the show *Wine, Women and Song*. Survived by his widow.

MELLISH—Fuller, 71, actor, of a heart attack in New York December 7. Fuller was a well-known actor on both the American and English stages for the last 50 years. He was born in England the son of Rose Le Clercq, one of the leading actresses. W. S. Gilbert started him on his stage career, which included appearances with such stars as Edwin Booth; John, Ethel and Lionel Barrymore; Sir Henry Irving, Richard Mansfield, Mrs. Fiske, Margaret Anglin, Forbes Robertson, Viola Allen, Robert Mantell, Beer-bohm Tree and Mrs. Patrick Campbell. After his early appearances he joined his mother's company and remained there for several years before coming to America to tour in Shakespearean revivals. He returned to England for several productions and then came back to this country in 1902. Among the well-known plays Mellish had appeared in here were *Mrs. Dane's Defense*, *The Panto*, *The Pillars of Society*, *The Green Cockatoo*, *Electra*, *The Student Prince*, *My Maryland*, *I Love an Actress* and *Living Dangerously*. His last appearances in New York were with the Living Newspaper Division of the Federal Theater Project. Interment will be in the Actors' Fund plot in Kensico Cemetery, New York. Survived by his widow and a daughter, Vera Fuller Mellish, now on the road in *Pride and Prejudice*.

MERRIFIELD—Jean Boyd, 21, San Francisco dancer, in an auto accident near Rock Springs, Wyo., recently. She was traveling to Denver for a stage engagement when her car overturned.

MURPHY—Mrs. Jane, 68, actress known professionally as Jennie Reynolds, in St. Mary's Hospital, Cincinnati, December 10 after a long illness. She was a native of Cincinnati, where she made her stage debut at 16. She was teamed with her husband, Martin Murphy, in a theatrical unit known as Martin Murphy's Comedians. Two generations ago she played with David Warfield in a comedy, *O'Donoh's Neighbors*, produced by her husband's company. Charles B. Lawler, author of the song *The Siffo-walks of New York*, was a member of the Murphy troupe. Survived by her brother, J. S. Reynolds. Requiem high mass at St. Theresa Chapel, Cincinnati, and burial in Spring Grove Cemetery, that city.

PETRO—Edward G., 73, former partner of Carl Laemmle in theater operation in Chicago, December 4 in Los Angeles. He was associated with Laemmle in Chicago from 1914 to 1920 and retired six years later to go to California.

PICKFORD—Lottie, 41, sister of Mary Pickford, film star, of heart attack at her home in Beverly Hills, Calif., December 10. In her early life she was an actress. With her sister Mary she toured in such road shows as *Little Red Schoolhouse* and *The Two Orphans*. Her last picture was *Diamond From the Sky*. Survived by her husband, John Lock, character actor; her daughter, Gwynne, and sister, Mary. Interment in the family mausoleum at Forest Lawn Memorial Park.

ROSENBERG—Mrs. Fannie, 62, mother of Billie Rose, songwriter and theatrical producer, in New York of pneumonia December 9. Also survived by her husband, David, and two daughters, Miriam Stern and Polly Silverman.

SHEPHERD—Elizabeth Lee, 63, a leading actress at the turn of the century under the name of Odette Tyler, December 8 in Los Angeles. She was a (See FINAL CURTAIN on page 64)

David Freedman

David Freedman, 38, radio's leading gag writer, suddenly of heart disease in his New York home December 3. Freedman had written for Eddie Cantor, Ken Murray, Fannie Brice, various editions of the "Follies" and other Broadway comedians and productions.

He was the son of a writer for the Jewish language newspaper and wrote poetry, managed an orphan asylum, edited a baker's trade paper and managed a paper box factory until he sold a story to a magazine which started him on his professional career as a writer and gag writer.

Survived by his widow, Mrs. Beatrice Goodman Freedman; two sons, Benedict and Toby; and two daughters, Neel and Isa. Burial in Mount Carmel Cemetery, New York.

Luigi Pirandello

Luigi Pirandello, famed Italian playwright and winner of the 1934 Nobel Prize for literature, died of pneumonia in Rome December 10. He was 69.

Among the 25 plays he wrote, "Six Characters in Search of an Author" and "As You Desire Me" were the most popular. Greta Garbo played in the screen version of the latter. At time of his death the former was being revived by a Rome repertory company.

He is survived by his widow and a son, Lenti, an actor.

A pauper's funeral was given at his Roman villa in accordance with his wish. The body was sent to Agrigento, Sicily, his birthplace, for burial.

Kramer, Will (Blue Lantern) Detroit, Mo. Kruger, Jerry (Brunie's) NYC, Mo. ... Mack Bros. & Rita (Pal) Chi 18-24, t. Mack, Lyle (Onis) Detroit, Mo. ...

Miller, Beth (1523) Phila, Mo. Miller, Glazer & Adams (De Pierrot) NYC, Mo. ... Miller, Marty (Turk Club) Pittsburgh, Mo. ...

Reed, Billy (Dizzy Club) NYC, Mo. Reed & Hlane (Wellington) NYC, Mo. ... Reed, Elita (Colony Club) Chi, Mo. ...

Tanya (Jimmy Kelly's) NYC, Mo. Taylor, Dorothy (Airport Tavern) Cleveland, Mo. ... Taylor & Moore (Jacksonville, Fla. 14-26. ...

THE NONCHALANTS

Opening December 16th. APOLLO THEATRE, DUSSELDORF, GER. Personal Direction MUSIC CORPORATION OF AMERICA.

Nord, Caroline (McAlpin) NYC, Mo. Norman, Al (Colonial) Dayton, O., t. Nowak, Wilma (Village Casino) NYC, Mo. ...

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.) Adams, Jackie (Piccadilly Club) Baltimore, Mo. ...

Allen, Roger: (Village Casino) NYC, nc.

B

Bannen, Al: (Henry) Pittsburgh, h.

Barnett, Art: (Detroit Athletic Club) Detroit, nc.

Berkley, Duke: (Monkey-Daisy) Stamford, Conn., nc.

Berrin, Ralph: (Half Moon) Tulsa, Okla., nc.

Brett, Ralph: (Half Moon) Tulsa, Okla., nc.

Brown, Frank & Mill: (Michigan) Detroit, t.

Buck, George: (Ootham) NYC, h.

Bryden, Betty: (Eastern Star) Detroit, c.

Bullough, Count Joseph: (Blissom Heath) Shreveport, La., nc.

Burnside, Dave: (Savarin) Buffalo, re.

Bush, George: (Waldorf-Astoria) NYC, h.

H

Hall, Ewan: (Plaza) San Antonio, h.

Hall, George: (Tait's New York) h.

Hall, Mal: (Commodore) NYC, h.

Hamp, Johnny: (Radio City Rainbow Grill) NYC, nc.

Hammer, Carl: (New Blossom Heath) Tonawanda, N. Y.

Harold, Lou: (Republic) NYC, re.

Harris, Ted: (Royal Grove) Lincoln, Neb., nc.

Hayden, Ernie: (Gayosa) Memphis, Tenn., h.

Haynes, Joe: (Laurel in the Pines) Lakewood, N. J., h.

Heard, Dick: (Club Probes) Albany, N. Y., nc.

Heil, Herman: (Nixon) Pittsburgh, c.

Held, Horace: (Biltmore) NYC, h.

Helena & Her Boys: (Palmetto) Detroit, nc.

Hendrick, Warren: (Ball) NYC, c.

Herman, Le: (San Souce) Havana, Cuba, nc.

Herrin, Ken: (Chalfonte) Pinehurst, N. C., nc.

Hill, Harry: (Inglaterra) Peoria, Ill., h.

Hill, Ted: (Ubangi) New York, nc.

Holland, Claude: (Biltmore) Dayton, O., h.

Hood, George: (Riverbide Club) Iron Mountain, Mich., nc.

Horn, George: (Congress) Chi., h.

Horn, George: (Congress) Chi., h.

Horn, George: (Congress) Chi., h.

Horn, George: (Congress) Chi., h.

Horn, George: (Congress) Chi., h.

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Horn, George: (Congress) Chi., h.

Horn, George: (Congress) Chi., h.

Horn, George: (Congress) Chi., h.

DRAMATIC AND MUSICAL

Ballet Russe: (Auditorium) Chi 18-31.

INDEPENDENT BURLESK

Babe of Broadway: (Gayety) Minneapolis 14-19.

(See ROUTES on page 76)

COLE SHOW FOR N. Y. HIPPO

Run of 25 Days Opens March 18

Manhattan debut precedes
Ringling-Barnum start—to
feature enlarged Beatty act

NEW YORK, Dec. 12.—That for the first time in history New York will be the scene of two big-time circuses simultaneously became a reality early this week when Zack Terrell, co-operator with Jess Adkins of Cole Bros.-Clyde Beatty Circus, signed with Mike Jacobs' 20th Century Sporting Club to present their show at the Hippodrome here from March 18 thru April 11. Altho definite dates for the annual Ringling-Barnum engagement at Madison Square Garden have not been released as yet, it is understood that the late hockey season will necessitate postponing the Ringling date until around the middle of April, thus giving the new show just a few days of day-and-date competition with Ringling-Barnum.

Because of the nature of the Hippodrome arena and the limited space it affords for operation, it will be impossible to present the complete program of the Cole-Beatty contingent. However, as Hipp officials stated this week, "Adkins and Terrell have contracted to offer as much as possible, emphasizing, of course, Beatty and his cats." It is reported that the big Sixth avenue playhouse, remodeled in 1935 for Billy Rose's Jumbo, will be renovated again to a certain degree for the 1937 spring circus date. Installation of a revolving stage in the center of the arena plus a few minor details will afford the new visitor a maximum of space to work with.

Seats 5,000

Seating capacity of the Hippodrome at present is 5,000 and it is thought that very few changes could be made whereby additional seats could be installed.

New York daily papers played up the story from a "circus war" angle, devoting quite a lot of space to the subject. Dexter Fellows, of the press department of Ringling-Barnum show, when queried by *The New York Times* was quoted as saying: "They say competition is the life of trade, and if we are going to have another circus the more the merrier. Maybe the new outfit will add to the gaiety of the nations. Anyway we are not worried about any competition. We have always filled Madison Square Garden to the roof and will again."

CINCINNATI, Dec. 12.—Zack Terrell, in a letter to *The Billboard* from Rochester, Ind., winter quarters, states that Clyde Beatty, now in Europe, will return with some of the best wild animals ever brought to America and that these will be added to his original act to make it the largest wild animal act ever seen in this or any other country. He further says no expense will be spared on the show's Manhattan debut.

TERESA MORALES, visiting in Los Angeles with her mother, has accepted five weeks' contract of vaude bookings on West Coast. She opened in that city last week. Will return to Sells-Sterling Circus coming season.



ROOTS SALLEE, well-known and talented rider. She was seriously injured in an auto accident last spring, but recovered.

Jess Adkins Returns; Kenney Breaking Acts

ROCHESTER, Ind., Dec. 12.—Mr. and Mrs. Jess Adkins have returned from a week's cruise aboard "Commodore" Partello's yacht, Jumbo 3d, off St. Petersburg, Fla. Partello doubles as a legal adjuster for the Cole-Beatty organization between yachting seasons.

Mr. and Mrs. Zack Terrell and Mrs. Jean Allen were shoppers in Chicago last week. While there they were dinner guests of Louise Levand, of *The Wichita* (Kan.) Beacon.

"Shorty" Kenney is a new trainer in the horse barns. At present he is breaking new menage acts.

Homer Hobson, bareback rider of Chicago, was a visitor at quarters December 9.

Chazlie Luckey announces completion of the new camel and pony barns and adjacent corrals and is getting ready for construction of the new wagon storage. The 90-foot steel derricks, last evidence of the former bridge factory, have been removed to make room for the improvements now planned.

Two carloads of white pine lumber have been received from Washington mills. This material will be used for new seats.

New plank platforms for the elephant barn have been installed. These will raise the bulls off the cement floor and are expected to add much to the health and comfort of the animals.

Trainmaster McGrath announces that work will soon start on rail equipment. This will include painting, decorating and complete overhaul. Completion of the new train shed and installation of heavy repair equipment makes overhaul on rolling stock possible, regardless of weather conditions.

R. B. Dean, press agent, is wintering in Milford Center, O.

The new heating equipment was given its first workout on December 8 when the thermometer dropped to near zero. No difficulty was experienced, however, in maintaining normal temperatures.

Ora O. Parks in Denver

DENVER, Dec. 12.—Ora O. Parks, on press staff of the Cole Bros.-Clyde Beatty Circus, has been appointed director of publicity of the El Jebel Shrine Circus, which will be staged here in January at the City Auditorium. He reported for duty December 1, and is making his headquarters at the Hotel Albany. Mrs. Parks accompanied him.

Morton-Hamid for Miami

MIAMI, Fla., Dec. 12.—Bob Morton and George A. Hamid will furnish the circus for Mahl Shrine Temple here in February. It will be at municipal grounds under canvas. A big celebration is planned in connection with the show. Paul P. Clark will handle all advance work. Morton will leave here January 1 to attend several Shrine meetings in the East to arrange for spring bookings.

R-B Banners at Half Mast For Twofold Purpose

SARASOTA, Fla., Dec. 12.—The banners of Ringling Bros. and Barnum & Bailey that flank the gates to the winter quarters in this city hung at half mast for a twofold purpose on December 4. It was not only the date of the funeral of John Ringling, but it also marked the 10th anniversary of the death of Charles Ringling.

While hundreds attended the funeral of John Ringling in New York many circus folk continued their annual policy of placing flowers in the marble mausoleum that holds the mortal remains of Charles Ringling.

The body of John Ringling will be brought to Sarasota from the receiving vault in Englewood, N. J., in the near future and permanently laid to rest in a crypt in the John and Mabel Ringling Museum of Art.

The vault, which lies directly beneath a gigantic bronze cast of Michelangelo's "David," was built into the structure for the express purpose of providing a last resting place for John Ringling and his first wife, Mabel Burton Ringling.

While the art museum was closed on the day of the funeral the circus quarters remained open and all work went on as usual. Both the American flag and the Ringling and Barnum banners were flown at half mast, however.

Some Changes in Kay Program Next Season

MIAMI, Fla., Dec. 12.—Kay Bros.' Circus, which closed November 23, had a nice season of 33½ weeks. Show traveled 9,854 miles and was in 14 States. There were no accidents. Organization is in quarters here at 63d and 37th avenue.

Show next season will be the same size. Everything will be overhauled and painted and program will be changed some. New canvas will be purchased, and management expects to have more animals. Show is planning to work some animal acts this winter at fairs and indoor shows.

Manager William Ketrow and wife will remain at quarters.

Sadler Indoor Show Closes

LUBBOCK, Tex., Dec. 12.—The Harley Sadler Indoor Circus closed here. The show had not clicked, altho program was well balanced and the auspices selected were okay. "Territory just not receptive to this class of show" was the information furnished to a representative of *The Billboard*.

Sadler went to his home and R. M. Harvey returned north. Jack and Evelyn Turner went to San Antonio and then to their Fredericksburg home in the valley.

Doss, Enos Have Night Club in Bloomington

BLOOMINGTON, Ill., Dec. 12.—Circus Nite Club here, operated by Bert Doss and Gene Enos, circus men, has been enjoying turnaway business every Saturday night since opening September 24. Biz on other nights has been very good. Club is in regular circus style, with striped canvas lining inside. Bar is decorated with circus posters. Enos, who recently married Rose Burke, of this city, is emcee; Doss is manager, and Mrs. Agnes Doss, cashier.

Recent visitors were Flying Fishers, Flemings, Harolds and Conceitos.

Silver Troupers Scatter

PETERSBURG, Va., Dec. 12.—Silver Bros.' Circus, Sam Dock, manager, is wintering at the fairgrounds here. Dock went to Womelsdorf, Pa., for the holidays and H. R. Erlson will take charge of quarters during his absence.

Carl Annon and Charles Sincel went to Phillips, W. Va.; Guy Glascock and wife, Clarksburg, W. Va.; Al Kadel and wife, Miami, Fla.; Claire Erlson, Raymond Erlson and Leland, Edenville, Pa.; Ken Wheeler, Oswego, N. Y.; Minor Gunning, Tioga, Pa.; Bob Russell and son, Robert, Georgia.

Cole Re-Engages Newman and King

CINCINNATI, Dec. 12.—Over long-distance phone last night Zack Terrell told *The Billboard* that J. D. Newman and Floyd King have been re-engaged with Cole Bros.-Clyde Beatty Circus for next season, Newman to act as general agent and King as general press representative. Contract in each case, he said, was closed several days before the Cole show wound up its 1936 tour.

Newman, Terrell further stated, is at present at Hot Springs and will go to the Coast for the holidays, returning shortly thereafter to Rochester, Ind., to take up his duties for the show.

Rhoda Royal To Break Horses for Mix Show

ANNISTON, Ala., Dec. 12.—Mr. and Mrs. Rhoda Royal will spend a few weeks in Hot Springs this month, returning about first of the year to start breaking new horses for the Tom Mix Circus. Carrie Royal has fully recovered from the leg fracture sustained in Pendleton, Ore., early in the season while riding menage in the Mix show.

A huge pine tree on the grounds of the quarters has been decorated with colored lights for the Christmas holidays. The circus dining room is also gay with colored lights and festoons of holly. Manager Gladstone Shaw is planning a big party for Anniston Kiddies Christmas morning at the quarters.

Ben Fowler, who recently closed with the Walter L. Main Circus and who was formerly general agent of the Dan Rice Circus, recently visited the Mix quarters here.

Herbert Wiggins, of Atlanta, a former circus man, visited Edw. L. Conroy, of the Mix show.

Hank and Ella Linton and Tommy Privett, of the Mix Wild West department, have been engaged for the Central Labor Indoor Circus here December 10 to 18. Max Gruber's Oddities of the Jungle, featuring Eva, midget elephant, also are appearing at this event.

Walter L. Main and wife and L. Stone stopped off here to visit the quarters en route to their home in Geneva, O.

Barrett at Madison Store

CINCINNATI, Dec. 12.—Roy Barrett, after closing circus season September 9, went to Dallas, remaining there two weeks. Took in the fair and met Eddie Brown, Stanley Dawson, Roy Bowen, Coo Coo Dolan and Howard King. From there he went to Chicago, stopping off in St. Louis. In Windy City he saw Homer Hobson, Blacky Williams, Great Shubert, the Shipleys, the Davenports, and had lunch with Burt Wilson, circus fan, at Atwell Lunch Club.

Barrett then went to Madison, Wis., and opened in Toyland in Harry S. Manchester's department store, where he will remain until December 24. Will be at Lions' Club in Madison for the circus fans December 22. Is booked at a leading night club in Chicago New Year's night. On January 25 he will open on a string of winter Shrine dates.

In Madison on December 2 he had a luncheon party at a hotel with four members of the fans. On December 5 he was the guest of Mr. and Mrs. Torrey and Mr. and Mrs. Brantzen at the latter's circus room home for dinner. Barrett has been getting some nice publicity in the Madison press.

Santa Fe Big for Polack

SANTA FE, N. M., Dec. 12.—Polack Bros.' Circus, under auspices of the St. Michael's College Alumni, closed December 9. Business was big.

The promotion, under direction of Mr. and Mrs. O. O. Dupuis, was well under way before the show arrived. There was a good advance sale of tickets.

Word was received from Mr. and Mrs. Irv J. Polack, who attended the Showmen's doings in Chicago, of wonderful gathering of friends and prominent showmen they had not seen in years. They will return to the show at Clovis, N. M. DON LAVOLA.

REVIEWS

Of the Year

And Other Special
Features

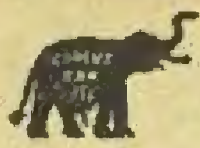
in the

Holiday Greetings

Number of

The Billboard

OUT NEXT WEEK



With the Circus Fans

By THE RINGMASTER

C.P.A. President: FRANK H. HARTLESS, W. M. BUCKINGHAM, 2430 West Lake Street, Chicago, Ill. Secretary: THOMAS BANK, Norwich, Conn. (Conducted by WALTER JONES ADEL, Editor "The White Tops," care Hobensal Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Dec. 12.—"Bugs" Raymond and wife and Walter Buckingham and wife, of Norwich, Conn., attended the Masonic Indoor Circus at New Britain December 4, and report a dandy show. Played to poor weather first part of the week, but had fine attendance on Friday and Saturday. At the suggestion of Emil Pallenburg, who had a trained bear and dog act in the show, a period of silence was observed during the matinee on Friday in respect for John Ringling.

Bumpy Anthony, clown, called on Karl Knecht in Evansville, Ind., when the stage unit he was with, Ladies in Lingerie, showed there.

Boy Barrett, clown, on Russell Bros. Circus last season, is working at Harry Manchester, Inc., large department store in Madison, Wis., during Christmas season. He had lunch with members of the Wallenda Tent at Loran Hotel December 8, and was a guest with other tent members at Sverre Braathen's Circus Room evening of December 7.

Nine new members of the Circus Fans Association had a meeting in Fort Wayne, Ind., on December 1, and organized the Jess Adkins Tent. The following officers were elected: Horace S. Moses, president; Clifford Borgman, vice-president; John E. Hook, secretary-treasurer; Fred Becker, historian; Ralph Kietler, superintendent cookhouse. The new tent will have a formal tent raising latter part of February. It expects to have Mr. Adkins and other members of the Cole show present. At the time of raising of the new tent, it is planned to hold a State C.P.A. convention and invite all Fans from near and far to be with them.

Taylor Show on Coast

POMONA, Calif., Dec. 12.—Milt P. Taylor's One-Ring Circus, produced by Taylor and under direction of Bob Orth, recently played here under auspices of Pomona High School Band and Physical Education Department. L. J. Hicks (Taxi) was in charge of all rigging.

Program includes Tom Kitchen and troupe, horizontal bars; White's trained dogs; Angelo Armento, tumbler; Gus Lind, unsupported ladder, balancer and equilibrist; Babe Thomason, trapeze, also cloud swings; Phillips ponies; White's leaping greyhounds; Bounding Billys, on trampoline; Jacobs and his lions; clown numbers thruout show. Orth has been busy contracting dates.

Orange Bros.' Show At San Antonio

SAN ANTONIO, Dec. 12.—T. G. (Tot) Teeter, accompanied by his wife, left for Dallas to close his interests in the Texas Centennial Exposition, and then will make a short visit to Oklahoma City, where he has a tab house. He has his Orange Bros. Circus in quarters here, and his oddity, "Maus-Kutus," is on exhibition on Commerce street. "Happy" and Marie Loder, William (Bill) Durante, C. C. Carpenter, H. Russell, Emma Magdalen and Jack Donald are with the downtown show.

In discussing plans for next season Teeter informed The Billboard representative that Orange Bros. Circus, in its entirety, will either be sold or leased before season opens and all attention directed toward a road tour with "Maus-Kutus."

Marie Loter in Los Angeles

LOS ANGELES, Dec. 12.—Marie Loter arrived here Wednesday from San Antonio, Tex., and is the guest of her brother, Jack Dalton, who is on the staff of a broadcasting station.

CHRISTMAS NUMBER WHITE TOPS

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PEDRO AND LUIS, formerly with Downie Bros. Circus, have been playing vaude dates. They are now with "Parisian Folies."

Cole-Beatty Unit Back to Quarters

ROCHESTER, Ind., Dec. 12.—The Cole-Beatty unit which participated in the Christmas parade at Wichita, Kan., during week of November 29 has returned to quarters.

The parade, which is annually sponsored by the Levand Bros., publishers of The Wichita Beacon, inaugurates the Christmas season and draws large crowds from the city and surrounding trade territory. A merchants' festival follows the parade.

The Cole unit was in charge of Eddie Allen, assisted by "Alabama" Campbell, John McGraw, Fred Baines, Arthur Qualls, Fred Patton, Leon Harsh and E. L. Jeffers. One herd each of elephants and camels, 18 ponies, zebras and yaks were used. Three allegorical floats comprised the equipment.

"Dutch" Fredericks, well-known trouper, assisted in the arrangement and production of the pageant.

Letter From Stanley Dawson

LOS ANGELES, Dec. 12.—The following is a continuation of Stanley Dawson's notes in last week's issue: Around the Maquers' Club one can daily see Spencer Charters, Harry Bradley, Little Billy and many others formerly well known around the Priars' Club in New York City.

Last report of John Agee was that he was confined at his ranch home with a bad cold. Harry Chipman can be found daily at Masonic Temple in Hollywood. Attorney A. Samuel Goldwyn was until recently secretary of the 233 Club, a group of members from Pacific Lodge of New York who had migrated to the West Coast with advent of pictures. Bill Roddy has recovered from a recent illness. George Roddy is located at Great Bend, Kan.

Harry Fink takes time off from operation of his orange grove to frequently make visits to San Fernando and Los Angeles to see his old friends. Bill Rice is in our midst. Recently had a nice visit with Johnny Castle. He is at present away on business but will be back for the showman's ball. Ted Metz was reported "in" last week and making temporary home with Walsh at the Bristol. Made a trip to see Dr. Ralph Smith, former circus trouper, and met Milt Runkel, Mark Kirkendall and Ed Nagle at his office. Dr. Boyd, of Barnes show, is wintering at Montevia.

Want to broadcast a gesture of thanks and appreciation to Beverly Kelley for the true-to-life word picture of "Cow" O'Connell that appeared in issue of The Billboard dated November 28. Never since that classic written by Frank Braden upon Happy Jack Snellen's passing have I read anything that has touched me more deeply.

Charley Hugo, brother of the well-known Vic, of Hongkong, China, arrived recently on the Tatsuta Maru, but left immediately for the East. Spent several days with Charley Armitage recently. Charley meets the show people of the world in his position on the Tatsuta Maru. Charley Mugivan is due here soon. Recent news from the East: Leon Victor is still at Lincoln Hotel, New York; Eddie Cooke is on road with a Golden show; Ethel Kennedy is in New York City but contemplating a trip to the Coast.

John Robinson Files Suit Against Mrs. Mugivan Estate

PERU, Ind., Dec. 12.—A circus deal made 20 years ago formed the basis of a million-dollar suit filed in Circuit Court here December 5. The suit was filed by John Robinson IV, of Cincinnati, against the estate of Mrs. Mary Edith Mugivan.

Robinson, alleging breach of contract, charges his grandfather, John P. Robinson, sold the Robinson Circus in 1916 to Mugivan and Bowers. The Robinson heirs, the suit alleges, were to have first option on repurchase of the show.

It was charged by Robinson that the sale of the circus in 1929 by Mugivan and Bowers to the Ringling interests violated the sale contract. He filed a similar suit last May against the Bowers estate.

Codonas Pack Paris Show

PARIS, Dec. 7.—Exceptionally good bill, featuring the Three Codonas, is packing the Cirque Medrano at every show. First night audience of critics, performers and agents oohed the two new members of the trio, Rose Sullivan and Clayton Beloe, who proved themselves ace flyers, and with the veteran Labo Codona scored a smash show-stop.

In view of the oversupply of hand-to-hand balancing duos it is surprising to note that the Two Omanis, husky pair of lifters, were obliged to do two encores. Novel presentation with lights under glass-topped platform adds to the act. The Six Brekers, good ground and teeterboard tumblers, also click solidly, altho spotted last on bill.

The Yong-Kee quartet now has a cute girl in act and put over their contortion, plate spinning, tumbling and bokum comedy in nice style. D'Anselmi, unusual ventriloquist, also registers genuine hit, as does the new announcer, Natol, who fills the gaps between numbers with whistling and imitations.

Other good acts on bill are the Three Veronas, neat acrobatic roller skaters, Barcal and Manetti, juggling and unsupported ladder, and the Bonafe Ballet, modest acro dance finish.

Albert Fratellini has recovered from his illness and has rejoined the clown alley with his brothers. Fred Petoletti and the Hagenbeck horses due to be replaced shortly by the Carre cavalry.

Remodeling Repairing At Ringling Quarters

SARASOTA, Fla., Dec. 12.—The winter-quarters crew is busily engaged in various remodeling and repair projects in keeping with the Ringling policy of maintaining all equipment in first-class condition. The elephant house is being completely rebuilt and improved in design and a new hippo den has been recently completed. New outside corrals are being constructed for the show's equine stock.

Rudy Rudyhoff Jr., talented son of the famed Ringling horse trainer, has enrolled in a Sarasota grammar school and is busy learning the three Rs while his father continues to train new Liberty horses for his act.

Capt. Lawrence Davis, superintendent of the elephant herd, and Mrs. Davis have returned to Sarasota for the winter after a three weeks' vacation trip in the North. They spent several days at the Benson wild animal farm in Nashua, N. H.

European Circus Pickups

PARIS, Dec. 7.—Con Colleano, the American tight-wire walker, is at the Augusteo in Genoa. Manning and Class, the American wire walkers, are at the Arena in Rotterdam. The Perzoff Sisters and Kiko, comedy jugglers, are at the Apollo in Vienna. The Seven Schab Zenans, Arab tumblers, are at the Ancienne Belgique in Brussels. The Faludy, teeterboard tumblers, are at the Ronacher in Vienna. The Olderays, aerial, are at the Ideal Cinema in Oran, Algeria.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

Merry Christmas

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Under the Marquee

By CIRCUS SOLLY

MRS. EDITH MAOK is on a visit to her brother in Detroit.

JACK C. (WHITNEY) CONLY, former animal trainer, is now a farmer in Minnesota.

MAJOR MITZ is appearing in an Ogden (Utah) store during holiday season.

WILL W. WATSON, showman of Abilene, Tex., was a warm personal friend of the late John Ringling.

WILLIAM G. H. LUMB, advance agent, returned to Pawtucket, R. I., for the winter.

EDDIE JACKSON, of Downie Bros. Circus, is expected to return to Macon, Ga., from Akron, O., next week.

Quite a number of Sunday performances were given by some circuses the past season and from reports attendance was exceptionally good.

THE POEM in Melvin D. Hildreth's contribution, in last week's issue, is the well-known verse which has appeared in the Ringling route books.

FRANK KONOPKA, of Ringling-Barnum Circus, worked his triple bar act at Clay, Ky. Was assisted by Happy Kellems.

J. S. KRITCHFIELD, of Atlanta, Ga., advises that Carl Hathaway is getting along fine and the doctor says he can leave December 15 for Florida.

HARRY HUGHES, trombonist with Merle Evans on Ringling-Barnum, is in Tifton, Ga. He expects to locate in or near Tifton.

RUBE EAGAN, of Russell Bros. Circus, en route to Oakland, Calif., stopped off at Phoenix, Ariz., for a two-day visit at Barney Bros. Circus.

GEORGE H. WILLIAMSON, superintendent of props for Al G. Barnes Circus, is spending a few weeks with relatives in Miami, Fla.

L. W. PAYNE, who closed a successful season of 36 weeks as bandmaster on Stebrand Bros. Piccadilly Circus, will spend winter in Southern California.

PAPE AND CONCHITA recently opened at Hippodrome Theater, Los Angeles, and have several weeks of Coast time to follow.

HOWARD GOLDMAN (Jack Birmingham), Pop Morrell and J. Gleason, circus troupers, are regaining their health at Veterans' Hospital, Newington, Conn.

The legislative committee of the Circus Fairs' Association, of which Melvin D. Hildreth is chairman, is doing some fine work in behalf of the white tops. It deserves much credit.

IN THE DEATH of John Ringling Frank B. Hubin lost a cherished friend. A tribute paid him by Hubin appeared in *The Atlantic City Press*.

FLOYD KING is at Hot Springs, Ark., with his mother taking the baths. Will be there until December 24 and back on the job with Cole-Beatty Circus at Rochester, Ind., December 26.

COY HERNDON, hoop roller and juggler, who is at U. S. Veterans' Hospital No. 61, Tuskegee, Ala., was the guest of the Dan Rice Circus, also Barnett Bros. Circus when they showed in Tuskegee.

HARRY DEMARR, of DeMarr Brothers, wire walkers, are at Grand Rapids, Mich. King Battle, of Sells-Sterling, came in from Springfield, Mo., along with Claude Ramp.

J. ALLEN E. OAKHOM (Rex Allan), usher and elephant trainer, past season with Ringling-Barnum, is at Newport, R. I., for the winter, being employed at Capitol Cafeteria. Will rejoin show in April.

E. DEACON ALBRIGHT, after being back on Dan Rice Circus several weeks, is again in advance. Had a nice visit at

Opelousas, La., with Willard, the Magician.

BILL HUMPHREY and wife, with Cole Bros. Circus past season, are in Pittsburgh producing floor shows at the Harlem Club. Their daughter, Maxine, is visiting them.

The circus ticket wagon reflects the monetary condition of the country. Hard times are keenly felt. Likewise prosperity fills the old red wagon with joyous returns.

THE LATE JOHN RINGLING was an intimate friend of Roy Feltus, of Bloomington, Ind., who at one time was assistant manager of one of the Ringling shows.

JEAN LeROY has his LeRoy's Mighty Midget Circus booked at Well department store in Detroit for the Christmas season. Has clowning with various shows and was last with Cole Bros. Circus in 1935.

McCUNE GRANT TRIO, comedy horizontal bar act, after closing at Streets of Paris at Texas Centennial Exposition, Dallas, opened week of December 7 for Elks' Christmas Bazaar at Coliseum, Tulsa, Okla.

MADAME BEDINI and Sir Victor will be at the Christmas Children's Benefit for the Shriners at Aurora, Ill., December 22. Were with Bob Morton at Toronto and will again be with him latter part of March.

AERIAL SOLTS, after playing Shrine Convention in Kansas City, Mo., went to Salina, Kan., week of December 7 for the Shrine, and then home to Denver, Ind., where they will remain during holiday season.

HENRY DUO (Arthur and Marie), formerly with Seal Bros. Circus, now with Hollywood Varieties, presented acts in City Auditorium, Temple, Tex., December 11-14, for the WOW Benevolent Fund.

Two progressive showmen—Jess Adkins and Zack Terrell. They certainly are doing things. Their Cole Bros.-Clyde Beatty Circus will play the New York Hippodrome March 18-April 11, inclusive, getting in ahead of the annual engagement of Ringling Bros. and Barnum & Bailey Circus at Madison Square Garden.

WALTER L. MAIN and wife motored from winter quarters of Walter L. Main Circus, Montgomery, Ala., to Geneva, O. The Main family will remain at home in Ashtabula County in Ohio for several weeks.

VAN WELLS, clown of Al G. Barnes Circus, was hurt while working on a new act with his partner, Happy Kellems, and was taken to a hospital. He will soon be able to resume work. The boys are having a trick house built.

SCHELL BROS. CIRCUS title has been resumed by George Engesser. Show for a while was known as Great Foley & Ward Three-Ring Wild Animal Circus. Sista Beeson and A. W. Kennard recently visited the show.

HARRY L. ANDERSON, R. D. 7, Springfield, O., would like to have information regarding Charles Nellis, a relative of his, as to when and where he died and place of burial. Nellis was born without arms and had traveled with the Barnum & Bailey Circus.

A LION, a hyena and a yak recently left the Cincinnati Zoo by truck for Rochester, Ind., winter quarters of Cole-Beatty Circus, having been sold to the show by the zoo. The lion will be trained by Clyde Beatty. The other animals will be used for exhibition purposes.

JACK X. VAN BUREN'S unit was recently in Sears-Roebuck Store and Green Mill Cafe, Steubenville, O. Chief Black Hawk left for Harrisburg, Pa., where he will be featured in the Gold Rush staged there under auspices of the VPW. After holidays, he will rejoin Van Buren for school programs with group of Indians.

D. H. TALMADGE, in his column in *The Oregon Statesman*, Salem, had a story on the

Ringling show and the passing of John Ringling. He personally knew the Ringling boys when their entire outfit was conveyed from town to town on a hayrack. At each stand they engaged another hayrack owner to move their stuff to the next stand. The boys walked from stand to stand.

EARLE E. STAATS, owner and manager of Staats Bros. Circus, was among the showmen attending services for the late John Ringling in New York City. Staats, commenting on the sad affair, stated: "John looked natural and peaceful. The floral pieces were wonderful. John Ringling was an old and dear friend of mine."

A FEATURE STORY in the December issue of *The Cleveland Plain Dealer* under a Canton, O., date line titled "Forty Years Clowns and Still Clowning" told of the big-top experiences of Barney and Jimmy Arntsen, members of Canton's winter circus colony. They expect to be back on Cooper Bros. Circus again next season.

THE CAMPUS newspaper at Central States Teachers' College at Edmond, Okla., in its edition of December 7 carried a two-column tribute to the late John Ringling. The weekly is edited and published by Marvin Studebaker, one-time office boy for Mr. Ringling and more recently a member of Swift's Zouaves, well-known circus act.

GEORGE ATKINSON says that he knew John Ringling before any circus man or the public ever heard of him. John and Charles Ringling and Atkinson were schoolmates in the Haraboo (Wis.) Public School, 1875-'76. In 1896 Atkinson was employed by Charles Ringling as inside ticket seller, announcer and black-face comedian in concert with John Robinson Circus under Ringling Bros. management.

GEORGE RICH, located at Papalote, Tex., writes that he first met the late John Ringling on a visit to the old Burr Robbins Circus winter quarters at Jamesville, Wis., in 1873, and after that was employed by Al Ringling as one of the first to be engaged on the advance of their wagon shows. Rich has trouped ever since the Dan Rice Circus days; in fact, he was born in the same town that Rice was.

PREACHER WEST, of the Dan Vann Variety Circus and Vaude Show, states show was in a hallstorm at Edgewood, Tex., December 5, damaging tops of living trailers and breaking glass. Show moves on five trucks. Will close for the holidays as Manager Vann, wife and son, Bobby, will visit Mrs. Vann's parents. Show has had excellent biz. Will play Northeastern Texas for remainder of winter. West will spend the holidays with his mother at Ben Wheeler, Tex.

KARL L. KING, director of the Fort Dodge, Ia., Municipal Band, formerly with the Ringling-Barnum Circus, says that the late John Ringling was a "great boss," and adds: "In the years that I was with the shows I never had a contract. We made our agreements orally, and without fail he always paid me more than the figure set at the beginning of the season." It was at Mr. Ringling's request that King composed the march "Saracota" to be played at the dedication of the Florida town, Saracota; he was building. This march and King's famous "Barnum & Bailey" number were always favorites with John Ringling.

HARRY B. CHIPMAN, with Tom Mix Circus past season, is spending a few days in Des Moines, Ia. The Chipmans had a family reunion at Lincoln, Neb., Thanksgiving Day. His mother left for Los Angeles to spend the winter. The *Nebraska State Journal* honored Chipman with a half-page spread, mentioning his mother and dad being of the circus. The paper had three pictures of him, when he was 10 in Lincoln and built a kid circus, known as the Chipman, Barton & Eaton Combined Shows. While in Lincoln he visited with Col. Frank D. Jager, Frank Zehrung and wife, Jimmy Lawrence, Harold Wertz and others. Harold, son of Harry P. Wertz, old-time circus man, is in charge of Lincoln Hotel cigar stand. Chipman expects to spend Christmas with his folks.

Pickups From France

PARIS, Dec. 7.—Pat Valdo, talent scout of the Ringling shows, spent several days in Paris spotting new acts and is now looking them over in Italy.

Paris vaude houses splurging on circus numbers. Mogador has the Astory Sisters, aerial flash; Keystone Trio, com-

15 Years Ago

(From The Billboard Dated December 17, 1921)

At the close of the 1921 season the Al G. Barnes Circus returned to its new winter quarters at Barnes Circus City, Palms, Calif. Work on the new quarters went on during the summer and great progress was made on the 500-acre tract that Mr. Barnes planned to some day be a true show place. According to his usual custom, Mr. Barnes was host to his employees at a Thanksgiving dinner. . . . Mabel Stark, it was announced by Barnes show officials, would have a new tiger act for the 1922 season, six new tigers having been purchased.

Wagner, the cartoonist, wrote from Salisbury, Rhodasia, Africa, that Page's Circus, the largest in Africa, was enjoying fair business. This show, according to Wagner, had 10 cars, 60 people and 30 wild animals. The Great Keystone Wagon Show closed a 32-week season at St. Bridges, Va., December 2 and went into quarters at Whaleyville, Va. . . . "Doc" Ogden, who was Side Show manager on Sells-Floto Circus, returned to his home in Cincinnati December 6.

Franklin Bros. Shows, a 10-truck organization, reported that it hadn't blown a date in its eight weeks on the road since opening in Chester, Neb. (Quite a novelty in those days for a motorized unit, as bad roads were then the rule rather than the exception.) . . . Walter Beckwith, who had the Beckwith Fighting Lions and Jim, the Terzan Lion, with the Publiones Circus at National Theater, Havana, Cuba, returned to the States December 3. He said he ran into Frank Cook, legal adjuster with Ringling-Barnum Circus, who was there purchasing the Artigas group of lions, tigers and a black panther. Orrin Davenport was equestrian director with the Publiones show and Cy Compton had his Wild West with the same organization.

While attending the International Horse Show in Chicago, Andrew Downie purchased a prize-winning six-horse team of roans. He said the team would be used to draw the new band wagon in parade with the Walter L. Main Circus. With the fancy harnesses, Downie announced the cost of the team was close to \$5,000. . . . Harry Gage and Company, acrobats, were at their home in Vermontville, Mich. . . . Rex de Rosell, after a year's absence, returned to the Al G. Barnes Circus.

L. B. Greenhaw, general agent with the Rhoda Royal Show, announced that arrangements had been completed, and the show would winter in New Orleans.

Henry B. Gentry denied a report that he would have his own show out in 1922. Said he couldn't say definitely, but that after 40 years in show business he hoped he had retired for a long-needed rest. He was at his home in Bloomington, Ind. . . . Captain Leon Blondin announced that he had been signed by Andrew Downie to work the wild animals on Walter L. Main Circus.

Sells-Floto officials announced that the Buffalo Bill title would be added to theirs in '22.

edy bar; Ansaldo and Czech, whip crackers; Chess Brothers, hand to hand, and the Dakey Trio, jugglers. The acro-musical clowns, the Jokers; the ocellists, Nello and Partner, and the On-Wah Trio, Chinese acrobats, are at the ABC. Alhambra has the Ryder Trio, comedy bumps and tumbling; Greta Gellin and her high-school horse and the Four Mongadors, jugglers.

Picture houses also using circus acts, with Jean Houcke's high-school horses at the Rex; the Two Albertinis, perch and tumbling, at the Paramount, and the Pias, equilibrists, and Sanlo, iron-jaw aerial, at the Gaumont Palace.

M. Gendre has opened a dog, monkey and pony show, the Cirque Miniature, on the Boulevard Victor Hugo in Paris. Mylos and Coco, musical clowns, are working the toy department of the Bon Marche department store.

The Two Cromwells, trapeze, are at the Casino Municipal in Nice. The Three Zeunganos, flying trapeze, are at the Pajie Palace in Marseille. The Three Astony, perch, are at the Capitoile in Avignon. Jean Pexou's Menagerie is at the street fair in Grasse.

The Corral

By ROWDY WADDY

WHATSAY, Guy Weadick, what's doing? Get out the ole pen and let's have some action.

MONTANA MEECHY is being aired nightly over Station WIKO, Columbus, O., under Crazy Water Crystal Company sponsorship.

TEX SHERMAN has been selected to represent the Chicago Stadium Corporation at the Rodeo Association of America's convention at Reno, Nev.

MAX MADDEN has just returned to his home in Stamford, Tex., from the New York and Boston rodeos, where he was under contract to Col. W. T. Johnson to present Tiny Mite, said to be the world's smallest bucking horse, and his rider Poncho, 10-year-old black spider monkey.

READ THE Letter List in each issue. There might be important mail for you. Quite a number of rodeo folks' names have appeared therein lately. This free mail-forwarding service of *The Billboard* is a wonderful aid toward the boys and girls of the profession keeping in touch with each other.

"SNAKES," famous bucking horse at rodeos throuth the nation a few years ago, died of old age last week at Leo Greener's Shawmut Ranch, near Billings, Mont. Snakes, beloved yet feared by all who attempted to ride him, was credited with participating in more rodeos than any other horse known. He was about 30 years old at the time of his death.

BILLY WALKER, nine-year-old son of W. L. Walker, veteran roper and entertainer and now employed as a printer in Danbury, Conn., has become quite an expert lariat performer. Coached by his father since he was a mere tot, Billy already has enough ability as a rope-handler and fast-talker to arouse the envy of many veteran performers. His work with the lariat has brought him much favorable comment from newspapers in both Danbury and Waterbury, Conn. At one of his performances more than 5,500 Danbury citizens, headed by Mayor Adam Roth, were in attendance. According to experts who have viewed his performance, he tosses the 35 and 45-foot rope with almost as much ease as a real star. The elder Walker toured the country with Bee-Hoo Gray rodeo for several seasons.

Texas Items

SAN ANTONIO, Dec. 12.—Charles Ellifford, mechanic of the Joe Webb Circus, is here.

Charles G. Gray is a local resident and connected with the local papers.

W. M. Pitre and wife (Stella Starr) closed at the Texas Centennial Exposition and jumped to Corpus Christi to do some hunting and fishing.

Pearl and Jimmie Agnew, formerly with circuses, have located on the Freer highway near San Antonio, where they have a business. The past was their first season off the road in years.

Harry Hertzberg, Porter Loring and Walter Loughridge, circus fans, have been doing some visiting since closing of the big tops.

H. D. Smith, who headquarters in El Paso, is making contracts thru Eastern Texas territory for some winter doings.

A. J. (Shorty) Glean, with his Lamont Barnyard Circus, is playing territory thru the valley section of Texas.

Earl Bolee and family are in San Antonio for a short stay.

G. W. Hanna, who was on the Mix advance, headed direct for his San Antonio home.

New Animals for Buck

NEW YORK, Dec. 12.—Frank Buck, collector of wild animals and head of Frank Buck Enterprises, operator of the Amityville (L. I.) Jungle Camp and Zoo, announced here this week that he is bringing a new group of wild animals to this country early in 1937. Buck states that "... My entire crew of natives, both Malay and Indian, are scouring the jungles for wild animals and reptiles and my superintendent, L. R. Nicol, has been supervising the work in India since September. . . ."

According to current plans, first shipment will arrive from Asia late in January and the second, from Calcutta, the latter part of February. Nicol will accompany the second contingent.

Russell Bros.' Circus

By HAZEL L. KING

With a pad on my knee, pencil in hand, I'll write of a show the best in the land; I'll tell you by verse and make it concise, Of the Greatest Show on Earth for the price.

First there is entry, a spectacle grand, Led by the Arabs of Claude Myers' Band, Which during the show is augmented some By calliope player Hobe Hutchinson.

Next on the program to give you a thrill Are 10 little ponies in military drill; The great Alberto a slide makes for life; Hanging by her teeth is done by his wife.

Three of our girls upon high ladders swing, The band plays Lights Out and Fisher will sing; The teeterboard Lelands next take their place, And scare you with bodies hurling thru space.

Two Liberty horses in each end ring, Presented by Miller and Hazel L. King; Dainty Ethel Jennier on high trapeze Falls and catches with the greatest of ease.

Buddy, the seal, with a nonchalant swish Plays horns and dances for a piece of fish; The iron-jaw ladies next take the air, A remarkably neat and daring pair.

A wagon-wheel act by Cap Dalbeault, Rowlie-back turn by the great Hodgini; Assisted by Helen and Claudine fair; To give the scene dash, beauty and flare.

Then Frank D. Miller, dean of trainers, Next presents his equine entertainers; Three ladies, two men this smart group comprise, Their dancing brings you delightful surpries.

Bobbie and Gen split the pachyderm herd, Work two and two in rings first and third; While Bobbie is led thru a fast routine By our Elvin Welsh in the background scene.

The Connors trio on the tight wire flash, Jump their obstacles and to and fro dash;

Their comedy stunts on the trampoline Uproariously funny, fast and keen.

Topsy, the chimp, is our Jack Crippen's pal, A remarkably smart and knowing gal; She rides in a wagon pulled by the goats And eats in the cookhouse with other folks.

The clowns pull the funnies that make you laugh, Tickle the artists as well as the staff; They have to be good to bring a slight smile To oldtimers like us once in awhile.

The Five Fearless Flyers the close begin, A flourish of trumpets ushers them in; Miss Francis and Bennie catch all the tricks To please the elite as well as the hicks.

Maxine, the daughter, and Eldon O'Day Forwards and back thru the ether swab; Bob Fisher himself is the flying star, He seldom if ever misses a bar.

J. M. announces each act as they come, Runs the show program with clan and hum; Thru all this turmoil the seat butchers squawk, Pop corn and peanuts and other things hawk.

Concert is last but in no way least, Furnishes the folks with a Western feast; If you like thrills and some cowboy action, See "Red" Russell, our stellar attraction.

Old-Time Showmen

By CHARLES BERNARD

Readers of show literature and collectors of circus mementos frequently have requests for information about dates of important events in the past history of America's amusement caterers and their professional entertainers. There is satisfaction in being able to refer to records and give authentic data.

"History of Amusements in America" was compiled and published in 1878 by a New York expert in collecting and

publishing statistical records on sports and amusements. From that published record the following data pertaining to the circus and its people may prove interesting and worthy of scrapbook preservation. During 1785 Poole's Circus, in Market street, Philadelphia, was opened for public patronage. In June, 1791, the first museum in Boston was established by a Mr. Bowen at the American Coffee House on State street. April 13, 1793, the Pantheon & Rickett's Amphitheater, Philadelphia, was opened as a circus and riding school. October 19, 1795, Rickett's Circus at Sixth and Chestnut streets, Philadelphia, opened; it burned December 17, 1799. Lollson's Circus, Fifth near Prune, Philadelphia, opened in February, 1797. In 1809 a circus was established in Charlestown, Mass., by Pepin & Breechard. Scudder's American Museum was opened in Chambers street, New York, in 1810, and later moved to Broadway and Ann street, where it continued until acquired by P. T. Barnum in December, 1841, and was operated as Barnum's American Museum until destroyed by fire July 13, 1865. A theater was established in Milledgeville, Ga., in 1817. March 18, 1823, Hunter's Circus was opened in Hartford, Conn.

February 14, 1828, North Pearl Street Circus was opened in Albany, N. Y. In 1827 a wooden circus building was erected in Cincinnati on a location later used for the National Theater. July 1, 1830, a full-grown elephant and her calf, three feet high, were introduced in the production of *The Forty Thieves*, Walnut Street Theater, Philadelphia. November 4, 1833, Columbia, S. C., had a circus performance. Sig Vivalla, magician, had P. T. Barnum as an assistant in 1835.

Van Amburg in "Lion Lord"

April, 1837, Van Amburg, the lion tamer, appeared as Constantine in *The Lion Lord* at Bowery Theater, New York. August 28, 1837, Cooke's Circus opened in Philadelphia. Early in February, 1843, the Virginia Minstrels, composed of R. W. Pelham, Frank Brower, William Whitlock and Dan Emmett, gave their first performance at Chatham Theater, New York City. May 5, 1843, Bowery Circus was opened at the Bowery Theater. Stone & McCollum's Circus and the Dan Rice Circus competed for patronage in New Orleans in September, 1849. Rockwell opened the American Theater in Cincinnati as a circus December 29, 1849. Franconi's Hippodrome began an engagement in New York in May, 1853. *Dred or the Dismal Swamp*, with Tom Thumb as Tom Tit, was produced at Barnum's Museum October 16, 1856. February 8, 1864, New York Hippodrome opened as Barnum's Circus; it was burned December 24, 1872. April 21, 1880, Olympic Theater, St. Louis, opened as a circus. August 21, 1880, William Lake, the owner of Lake's Circus, was murdered in Granby, Mo. January 17, 1874, the famous Siamese Twins died. April 27, 1874, was the opening date of Barnum's Roman Hippodrome at Gilmore's Garden, New York. S. P. Stickney, famous circus man, died March 26, 1877.

P. T. Barnum's Circus began the 1878 season in the American Institute Building April 5, and the London Circus closed its engagement at Gilmore's Garden on the 27th. P. T. Barnum celebrated his 68th birthday anniversary July 5 at Geneva, N. Y. On July 9 steamboat carrying Dan Rice's Circus was sunk in the Missouri River during a storm. July 20 artists with the London Circus suffered loss by burning of a baggage car at Moberly, Mo. At the close of the 1878 traveling season P. T. Barnum's Circus exhibited in Gilmore's Garden October 14 to November 30. On January 13, 1880, Burr Robbins, circus owner of Janesville, Wis., was cruising in a little steamer on Rock River. He came in contact with an overhead bridge which crushed his skull and injured him otherwise seriously.

Barney in Quarters At Phoenix, Ariz.

PHOENIX, Ariz., Dec. 12.—Barney Bros.' Circus closed a very successful season of 30 weeks November 7 at Blythe, Calif., and jumped to Phoenix, Ariz., for the winter. Thru his friend Jerry Doyle, Tom Atkinson has established quarters right at the city limits.

A crew of eight men are getting the shops ready for action, as everything will be gone over. A new fleet of trucks from Charles Goss has been received.

But one change took place in program throuth the season, that of the Henry Duo replacing Harry Iray and wife. During season two ponies, four lions, one

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, Dec. 12.—We have been shown a very unique Christmas card of the Barnum & Bailey staff with Buffalo Bill's Wild West during the 1903-'04 season, issued from London, Eng. It is a six by nine-inch card, showing a Christmas tree from which hangs the photos of G. O. Starr, P. B. Hutchinson, C. L. Dean, H. L. Watkins, C. S. Wells, A. D. Starr, F. Coyle, E. Mitchell and C. B. Meredith. The tree is standing in a huge tub on which is printed "Every Bough Laden With Good Wishes." Tents and flags surround this and in front of the tree is a huge tent on which is printed, "From the Barnum & Bailey Staff With Buffalo Bill's Wild West, 8 Beaconsfield Terrace, London, W."

We learn from Frank V. Baldwin Jr. that the W. W. Workman Tent, of Richmond, Va., is holding its annual holiday party at Hotel John Marshall night of January 2.

We are in receipt of a copy of *Fair Times*, an eight-page paper 12 by 17 1/2 inches, printed in the interest of the Hamd Enterprises. Two items in the friendly little sheet stand out with us. One is the editorial, "Our Job Is Just Beginning," and the other is a picture of our beloved member of the executive committee, George A. Hamd, beneath which is a thumbnail sketch of him.

The funeral rites of John Ringling was indeed a solemn affair and our only regret is that we cannot remember all that was said in eulogy of him. We are going to write to the officiating pastor, Dr. Howard R. Gold, pastor of Trinity Lutheran Church, New Rochelle, N. Y., and see if we cannot get it. Then we will print it in this column. There were many representatives of the CSSCA present and we noticed Melvin D. Hildreth, of the CPA. The organ was played by H. Everett Hall and tenor solos were sung by Everett Clark. The floral pieces were magnificent and a fine tribute to a man who was one of a group of men whom we cannot honor sufficiently if we take eternity to do it. Among other things Dr. Gold said: "The business of the circus was lifted to a high ethical and moral plane by the Ringling brothers. They said that if they couldn't conduct that kind of a business they wouldn't conduct it at all. That was merely one of the contributions that the Ringlings made."

We have just come in possession of two mighty fine circus heralds. One is of the American and French Equestrian Troupe of about 1850, which features Eaton Stone and McCollum, premier horseman from the United States. The other is a herald of Price & North's British and American Equestrian Company, featuring "Mr. Price, the Renowned Champion of Agility, who will go thru the whole of his truly wonderful and unprecedented feats of throwing back and forward summersets, who has been honored with receiving a silver medal from Mr. Ryan, a gold medal from Mr. Batty, for throwing the unprecedented and truly astonishing number of 55 summersets at one trial." Hip, hip, hooray! Further down the program comes "Mr. North, the Great Star Rider of America, will perform a daring act of horsemanship." Wasn't it North who bent the shirt off Price in a "summerset" contest? Maybe Price's medals held him down a bit. This herald is of 1843.

There is a nice bit, in part, that H. I. Phillips had in his column in *The Sun*, New York, night of December 4: "The last of the Ringling Brothers is dead. John, who died the other day, could never get used to the circus without the big parade, or the parade without horse-drawn vehicles. Nor can we.

"In those days the circus parade thru the heart of the city was an institution. . . . It came down Elm to State to Chapel and up past Osborne Hall at Chapel and College streets, from which point we always saw it. . . . We never saw any of the Ringlings in the parade, but Buffalo Bill used to ride at the head of the procession when the Wild West came to town."

kangaroo and one elephant were added to the menagerie.

The show covered 10,000 miles, making one matinee and showing 20 Sundays. Miss Westlake suffered broken collar bone and Miss Franks fell.

Art Powell, general superintendent and master of transportation, moved the show in great style.

TOLL PLAN IN A. C.

Auto Fees To Increase Revenue May Be Opposed by Amusements

Idea of charging visiting motorists does not meet favor of business and attractions interests — commissioners seeking means of meeting possible budget increases

ATLANTIC CITY, Dec. 12.—Faced with possible budget increases and seeking means of meeting them, Atlantic City commissioners may ask next season's visitors to help share in upkeep of the resort by means of an automobile tax which will also solve the parking problem, which is acute in the summer months. Atlantic City is accessible only by two main roads and bridges over inland waterways, being located on an island. Under the plan being considered toll boxes would be set at these bridges and out-of-town motorists would be required to part with two bits, which would entitle them to a ticket to park in a municipal parking lot or be a per cent off against any garage parking charge.

The WPA traffic count showed that 1,617,737 cars passed over Absecon and Pleasantville boulevards between June 1 and September 30, which, at 25 cents each, would amount to \$404,434.25 in revenue for the resort.

However, business and amusement interests are not receiving the idea favorably, one amusement man declaring that should this be enforced all the good work of good-will tours and publicity would be lost and the resort would lose a big part of its patronage which, while not affecting the city directly, would affect the amusement interests. It is also kept in mind that Philadelphians already have to pay 50 cents in toll to come and leave Jersey.

Amusement interests meanwhile are serving notice they can bear no further taxes personally.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Yuletide spirit is already in the air. Lots of the amusement troupes beginning to peter back to the Island (at least those at near-by points) to spend the Christmas holidays and perhaps garner a little Santa Claus money that is finding its way around.

Danny Morris estimates that at least 2,000,000 bathing suits will be sold around Long Island during the World's Fair period in 1939. And, in regards to the fair boom, it is reported that 20,000 one-family homes are being built in the vicinity of the exposition grounds.

Among other things the Island is becoming the airplane manufacturing center of the State. Cops letting up on hawkers, applying the if-they-want-to-work-let-'em-work theory in preference to having fellers loaf. Most of the hawking seems to be concentrated among the motoring trade.

Captain Sam Spellman corrects our recent statement that each year \$250,000 worth of damage is done as the result of erosion along the shore. He asserts that it is about half that amount, which at that is enough. Carl (Polo) Wigmore and others of the Westbury gang were recounting the pleasurable traits that England's ex-King Edward displayed when he was the Prince of Wales and a Long Island visitor.

ROCKAWAY BEACH: Winter bathing gang's enthusiasm appears to be dwindling, with most of the troupe taking to the bathtub for their dips. Dick Degner doing publicity in Manhattan, apparently out of this community for good. Good deal of painting being done on the Boardwalk, most of the coloring being scattered on benches and lighting mantles. Captain Pete Walsh, the swimmer, leaves shortly for Florida.

Lot of new buildings are decorating the horizon around Ribs Park. Oldtimer Doc Mokler decries the change from the old days, asserting that the cost of a seasonal bathing locker two decades ago exceeded what is paid for some cottages at the shore today. Beach clubs in the Far Rockaway section being fortified against the winter's expected sandstorms, which have done much damage in the past.

The Faber Bros., local pin-game kings, may take a fling at Florida this winter. Johnny Leo now calls California home. Bill Dwyer, erstwhile local night spot (See LONG ISLAND on page 45)

St. John Spot Has New Winter Sports Equipment

ST. JOHN, N. B., Dec. 12.—Winter sports facilities in Rockwood Park in suburban St. John include new toboggan and ski slides erected in late fall. D. K. Hazen, treasurer and manager, predicts increased use of the park this winter.

All winter sports equipment is situated at Lily Lake, which is used for pleasure skating and hockey, with illuminated rink, light poles bearing colored and powerful lights being set in ice as it freezes. There are also floodlights focused from the roof of the pavilion used for checking of clothing and valuables.

A portable band stand, inclosed except in front, is moved about on the ice. Band plays for skating three nights weekly from 8 to 10. Hot drinks, sandwiches and other eats and drinks are sold in the pavilion, which has waiting rooms for patrons.

Teeth in Roadside Zoo Law

HARRISBURG, Pa., Dec. 12.—Legislation regulating roadside zoos in Pennsylvania has closed 90 per cent of the establishments, according to Thomas S. Carlisle, chairman of the legislative committee of Federated Humane Societies of Pennsylvania, in annual convention here. The group commended Governor Earle for support of the roadside zoo bill.

Susie Film for Orphans

CINCINNATI, Dec. 12.—Inmates of orphanages here are to have an opportunity to see Susie, gorilla at the Zoo, in moving pictures. The film, measuring 400 feet, will be shown by Mrs. William Dressman under sponsorship of BPOE, Local No. 5, as part of the Mks' annual Christmas charity work. The pictures, taken by Mrs. Dressman and her husband, will be exhibited Christmas and the day before.



DAVID B. ENDY, general manager of Funland Amusement Park, opened on site of the only amusement park in Miami, Fla., at N. W. Seventh avenue and 24th street, with a gala program and stellar acts in addition to usual park equipment and entertainment.

More Weekend Flesh Bills Likely in A. C.

ATLANTIC CITY, Dec. 12.—Week-end flesh bills here may receive much additional support after the first of the year when the Colonial Theater, which is being completely rebuilt, which rebuilding calls for installation of stage and dressing rooms, reopens. Altho officials of the company will make no statement of policy, the addition of the stage is seen as a possible suggestion as to the way the wind is blowing.

At present Steel Pier and the Hollywood Theater are fighting it out for business on week-ends with vaudeville. Outside of the Earle, Warner and Globe theaters, which are dark all winter, there is no other spot equipped fully for stage shows.

With reopening of the Colonial, however, there is a threat to the two operating flesh spots. Both, incidentally, draw their capacity biz with the vaudeville as against their days of straight films.

SOLDIER MYERS, the versatile one-man showman from Coney Island, is busily entertaining kiddies at the annual Christmas Toyland Fair and Circus in Hearns Department Store, New York City.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

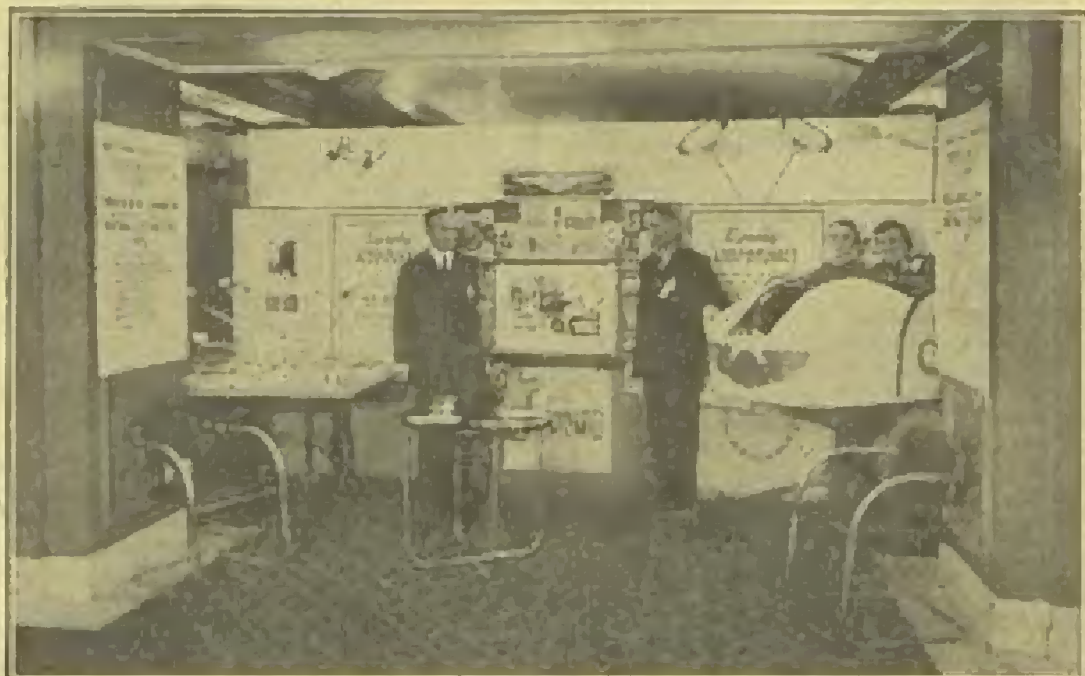


EXHIBIT OF THE OCTOPUS RIDE IN CHICAGO during annual convention in the Hotel Sherman of the National Association of Amusement Parks, Pools and Beaches and exhibition of American Recreational Equipment Association. This display was winner of the L. A. Thompson trophy. Standing, left to right: Abner K. Kline, general representative of Eyerly Aircraft Corporation; Lee V. Eyerly, president; sitting in car, left to right, Mrs. Lea V. Eyerly and Mrs. Abner K. Kline.

REVIEWS
Of the Year
And Other Special
Features
in the
Holiday Greetings
Number of
The Billboard
OUT NEXT WEEK

Miami Spot Is Launched

Fun Land has an auspicious opening to big biz—show-folk colony turns out

MIAMI, Fla., Dec. 12.—Fun Land, new amusement park at N. W. Seventh avenue and 24th street, opened auspiciously last Saturday night, more than 10,000 people attending under cloudless skies and in balmy atmosphere. Two excellent free attractions, Bench Bentum's Water Review and Fearless Falcons, high-pole trapeze artists, received merited applause.

The Octopus, new riding device, set up for the first time in Florida, made an instantaneous hit, leaving capacity business until closing at 20 cents. The Shooter of Mrs. Bertha Melville had a line still waiting to ride when gates closed at 1 a. m. The Ride-O also had capacity business, with every car full when gates closed. Twin Ferris wheels did the usual good business of this standard device. All concessions, about 30, got their share. There are no wheels.

Many Showfolk Visitors

Site of the park is on a main street, with car lines and fine bus service. There is plenty of free parking space, and location is just far enough out not to interfere with big business and hotels. Almost everyone connected with outdoor show business who is wintering in Miami was in attendance on opening night, including John M. Sheesley, John D. Sheesley, Mrs. J. M. Sheesley, Mrs. Carl Sedlmayr, Paul Pfeil, Mr. and Mrs. Irving Udewitz, Max Kimerer and wife, Bill Harris, Madge Evans Harris, Walter K. Sibley and wife, Mr. and Mrs. Alexander Ott, E. L. Pejaer, Captain and Mrs. Purchase, Kay Spencer, Mr. and Mrs. Blondy Mack, Billy Woods, Joe Ross and wife, Hamde Ben, Roy Buckley, Mrs. Bertha Melville, Mr. and Mrs. D. Abbott, Mr. and Mrs. Russell Armstrong, Mr. and Mrs. Mickey Timmins, Mike Lane and wife, Mr. and Mrs. Frank Walker, Lee McDaniels, Sol Solomon, Leslie Swift, Buster Gordon, Max Gruberg, Henry Murphy, George Carr, Joe Stowan and wife, Mrs. David B. Endy, Mrs. Ralph Endy, Mrs. William J. Tucker, Al Rogers, Mr. and Mrs. Green, Barney Miller, Mr. and Mrs. Bryan Woods, Mr. and Mrs. Charles H. Pounds, Jerry Gerard, Mr. and Mrs. Bob Morton, Henry Robinson, William Ketrov, Mary Ellen Ketrov, Frank Ketrov, Matthew J. Riley, Ollie Trout, Mr. and Mrs. Earl Reed, Max Glynn, Fittale Brown, Sam Burgdorf, Jimmie Jacoby, Fritz Winters, Frank Pope, Mrs. Al Shorr, Maxwell Kane, Sol Solberg, Ben Weiss, Art Lewis, J. Frank Hatch, Morris Voltaggio, Edythe Stegrist, Artie Pollitt, Dude Souleer, Joe Ansons and Mr. and Mrs. Buck Weaver.

Floral Tributes Numerous

Front of the office building near the front gate was almost hidden by floral tributes received from well-wishers all over America. More than 100 telegrams arrived expressing good wishes.

These attractions are installed, more arriving almost daily: Twin Ferris Wheels, Merry-Go-Round, Octopus, Chairplane, Auto Shooter, Loop-o-Plane, Motor-drome, Monkey Zoo, Snake Exhibit, Kiddie Steam Train, Kiddie Gas Cars, Kiddie Auto Ride, Kiddie Airplane, Ride-O, Danceland, beer garden under (See MIAMI SPOT on page 45)

The Pool Whirl

By NAT A. TOR.

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Enticing Kid Trade

One of the most interesting topics discussed at the open swim-pool meeting at the national convention in Chi was, in my humble opinion, the one dealing with methods fostering children's attendance. Not enough attention has been given to this all-important subject by pool operators of late and one presumes that was the reason for its prominent place on the aquatic program.

Of course, the usual way to entice the kid trade, as reported by many pool men, is to offer a special admish rate, but, with theaters and other opposing forces doing the same thing, it naturally would stand to reason that operators of swim tanks must do more than that.

Some natorium owners suggest special children's events and various series of races to pull in the younger set. Others urge premium ideas with giveaways as gate bait. All of which is good, but I think the main foundation of attracting kids lies with the grownups. In other words, it is this writer's contention that the best way to attract children is thru their parents.

Children don't have to be sold on the fun derived from swimming. They all know about it. It is the choice of selecting the particular pool in which to do their swimming with which pool operators should concern themselves. Sell the parents of your community on the idea of sending their youngsters to your particular plunge. Get them in the habit of bringing their little ones with them for a swim and then show them how they can permit their sons and daughters to come alone regularly and feel perfectly assured that they are safe.

Then after you have achieved the confidence of the parents you should stage various events to appeal to the children. In this way you have started a systematic manner of children's biz and as in everything else, I think the systematic way will prove the best one.

Seein' Stars

Helene Paul, noted astrologer and lecturer, dropped into the office the other day and offered a most interesting hint to all those connected with the aquatic fraternity. Miss Paul, besides being the personal star-gazer for some of our better known stage, screen and radio stars, recently designed some soap for a big national concern, each cake of which bears a different zodiac sign. Idea is that persons born under different astrological signs should use the soap corresponding with their birthday star, and now the famed astrologer suggests bathing suits with astrological signs as well as other aquatic equipment for those swimmers who are astrologically-minded.

Plan sounds great to me and I should like to hear what Paul Huedepohl, of the Jantzen organization, thinks of it. For I'm certain many persons interested in astrology (and there are millions of 'em) could be attracted to pool swimming thru such a tieup.

I asked Miss Paul if certain types of astrological meetings couldn't be held in a swimming pool. And she replied that such a thing was most feasible, all of which gave me an idea that a weekly astrological meeting might be just the thing for outdoor pool owners to help them attract night business. For example, why couldn't open-air pools on warm evenings tie up with a local astrologer and offer free horoscopes to all attending in addition to regular discussions of the stars and their effects, right out in the open. Miss Paul said it could be done. And I am certain a great many women could be enticed to swim in the evenings thru such a scheme.

A Change Needed

On a few occasions in the past this department has advocated change of the time of the open-pool meeting to an earlier time in the park and pool convention program than on the final day. In this columnist's opinion that particular portion of the confabs is the most important of all, but then I am a bit prejudiced. Still ever since the 1933 convention pool owners thruout the country have either writtin in or dropped into the office, asking that something be done about this.

Convention officials have proved that they are willing to listen to reason by changing the joint banquet plan, call-

ing for two separate parties next year so as to help park and pool men. This change, to be sure, might keep more members over for final sessions but nevertheless the open discussion is too vital a meeting to have even one member miss. Can't those open pool discussions be moved up earlier in the week at next year's convention?

Dots and Dashes

Apologies to Mary Jane Kroll, expert praise agent for Park Central indoor tank, New York City, for calling her "Elizabeth" in a recent column. . . . Alex Ott writes from Miami Biltmore Pool, Miami, Fla., that he'd like very much to stage a high-diving champs down there this winter but that management of the tank doesn't want to take the accident risk. . . . Other Florida pools are now being contacted, so hold your shirts, boys and girls. . . . Dutch Smith got his Palm Springs (Calif.) tank in all the newsreels last week, performing a series of tricky dives himself. . . . And don't forget other convention pool papers will be discussed here next week.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 12. — This Christmas season the city presents a real fairyland of lights as an added attraction to its amusements and other special holiday events. At no time has it gone to such lengths to present a picture worth traveling to see and is spreading word of its Festival of Lights far and wide as a buildup of what is expected to be within the next couple of years a nation-wide appeal event.

All hotels are informing prospective guests that special children's parties are being arranged. Steel Pier is putting on a large Christmas display which will include miniature railroad systems and other mechanical exhibits. An all-sports program, including ice hockey, wrestling, basket ball and ice skating, is mapped out for Christmas week by Manager Phil Thompson of the Auditorium. New rink policy of bringing hockey down to the masses has resulted in forced opening of an additional section of the Auditorium with several thousand extra seats. Bill Tilden is negotiating for playing a day here in Christmas week for his barn-stomping band.

Jules Falk, music director of Steel Pier, is in Europe seeking new talent for his opera presentations. Frank P. Gravatt, when he returns from Europe, hopes to have enough stuff for an entire replacement of everything in his outdoor circus. F. E. Wesp, Stanley Theater, after a vacation to the Midwest, is back to start his fifth year at the spot on the Boardwalk. Mayor C. D. White was host to newsmen at a banquet. Mae O'Brien, local night spot operator, now in Miami looking for a Southern spot for winter. Capt. John L. Young is sending his mail from Palm Beach these days. Johnny Ray, ex-marathon star, is retired from the game and now operating a home-made candy shop here. Bert Gelsinger, who makes the rogues' gallery shots for Ventnor police, is a descendant of the first Boardwalk tintype pitchman.

With the Zoos

PITTSBURGH—Two Himalayan tahr, similar to Rocky Mountain goats, and two European red deer have been added to Highland Park Zoo here, gift from New York Zoological Garden, thru its director, Dr. W. Reid Blair.

MILWAUKEE—Two young chimpanzees recently arrived in Washington Park Zoo and have been christened Chipo and Margo, names being selected from more than 200 suggestions received in a contest conducted by Washington Park Zoological Society among county public school children.

NEW ORLEANS — A 6-month-old jaguar has been presented to Audubon Park Zoo, first of its kind on display there since about 1926, Superintendent Frank Neelis said. It was captured by a local broker, who lassoed it from a tree while hunting in Sonora, Mex., on November 24.

SAN ANTONIO—Negotiations are under way by which San Antonio Zoological Association will acquire by purchase three female elephants from Del Teeter, said Porter Loring, president of the (See WITH THE ZOOS on page 45)

American Recreational Equipment Association

By R. S. UZZELL

Another convention has gone into history and it was a good one. The feeling of optimism it engendered was alone worth the convention. There were some opportune and constructive papers read which will be published in book form and mailed to members later. They will well repay repeated readings and can well be placed conveniently for ready reference.

The ones on taxation are alone worth your trip to Chicago unless you have put much time and study on the new taxation and its method of assessment and levy. The one by Gerhart, of the Philadelphia Toboggan Company, shows careful study by one who has his concern and our industry at heart. A copy of it would be a safe guide for making out returns now demanded by the States and the federal government.

Basement Too Small!

Mrs. Belle Cohen gave us a good story for which we are also indebted to Mrs. Calley, daughter of the late D. S. Humphrey. Two women saw that extraordinary exhibit of a portable skooter by the Philadelphia Toboggan Company and Luse Bros. One said to the other, "No, we can't use it; our basement is not large enough to accommodate it." Do you suppose she ever discovered that it is not for household use?

R. E. Chambers, who now owns the Traver Engineering Company factory, Beaver Falls, Pa., had his camera, film and moving picture machine stolen from the exhibit room. We hope it is recovered. Better watch your property after the exhibit is over. Fred Fansher lost out at the exhibit in the Pennsylvania Hotel in New York in 1932. Exhibits are sure to grow in size and beauty if prosperity returns to stay.

A lot of faces we have not seen for several years turned up this year. We were sure they were not thru with us. They wanted to feel justified in making the trip in quest of something new in their buying range.

The carnival men really led the procession in purchases this year. This does not mean that the park men will not catch up later, even this year.

Museum Story Coming

The American Museum of Public Recreation had its annual meeting on the evening of the last day of the convention. Three new trustees were elected. The other 13 were elected to succeed themselves, as were the officers. A more complete announcement will be made when pending negotiations for a new building and location are more mature. Your author is just aching to tell the story, but discretion commands silence.

Our manufacturers are rising nobly to the demand of New York's World's Fair for new and spectacular rides and attractions. It was just the stimulus required to get the practical manufacturer up on his toes. If the exposition management will only give us an equitable consideration it will prove one of those mutually beneficial arrangements that makes things go.

McCombs, who manages Buckroe Beach, Va., in summer and teaches school in Georgia during the school year, made us his first visit. He was much pleased to meet such fine gentlemen. He says he will come every year now. Even as a teacher he cannot feel lonely, as many of us have traveled that route. No less than 30 of us have taught young ideas which way to shoot. One of our fraternity has been a college president.

We all liked that idea of closing on Friday at 7 p.m., enabling us thereby to pack up and bill out exhibits on Friday and take a much-deserved and prolonged nap Saturday morning.

Across the Continent

Our good friend Wallace St. C. Jones had a hard time trying to spell Fred W. Pearce correctly. We wonder if they spelled Pearce at Harvard. If you are

bothered again about spelling, Wallace, get a Yale man. You had a fine exhibit just the same. That fountain in the form of a lady was a piece of art.

Our friend Strehlow coming all the way from California shows a keen interest and he is getting ready to celebrate the opening of that marvelous San Francisco-Oakland Bridge. He shook hands with the man from Maine. That is joining hands across the continent, each learning from the other. There were many inquiries for Rex D. Billings and Dick Lusse, both of whom were unavoidably detained.

The second generation of our association were well represented and acquitted themselves with honor. Freddie Mangels, John Wendler Jr., young Coleman, of Indianapolis; the junior Selmer, and others show themselves capable of catching the mantle of the older men and wearing it well.

Two new parks are in the cards. That is music to the ears once more. Long may they live and prosper. Those beautiful carnations from Kitch Gardens seem to bloom perpetually for us. Thanks a hundred times, Arnold Gurtler. Beautiful as they are, they give only a faint notion of your marvelously beautiful gardens. I wish we might have a summer meeting with you so that we could convert all park men to beauty and its material benefit in an amusement park. Seeing is believing.

Revere Beach, Mass.

By BEACHCOMBER

Derby Racer, condemned in early spring last year at Revere Beach and not reopened, is being razed and the plot made ready for a new Fred Church pattern Racer. . . . Harry Baker and Mrs. William Bopp, the landowner, being co-partners and operators, the new ride will be ready by March, provided "sky lease" arrangements with the Trak interests are expedited. . . . sixty feet of the racer on the north end will have to top the Trak holdings, as did the old Derby Racer. . . . Jack Shea is in charge of the Baker razing unit now in Revere. . . . Cavana's Inn and Beer Garden has been leased to McClinchle Brothers, Chelsea, Mass., with purchase option, and Mme. Cavana sails for Europe soon. . . . this spot is on Ocean avenue, which is now a live winter business street since widening and paving project was completed in late summer season. . . . Johnson's ice cream removed leaving Fred Hurley's location. . . . two Beano, marathon building and old DAY location, still doing big business, will run thru winter. . . . It appears Beano legal opposition has been squelched again and these locations will be tied up for another spell. . . . King John Hurley and his retinue off to St. Petersburg, Fla., with local elections over this week. . . . recent visitor, W. J. O'Brien, looking over his layout.

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IOWA PREPARES FOR BIG '37

Managers' Convention Foresees An Even Greater Season Ahead

Annual meeting in Des Moines on record for increased State aid to care for higher premiums and probability of several new fairs—Felter is elected president

DES MOINES, Dec. 12.—Reflecting improved conditions prevailing throught the State and country, Iowa fair managers here in the Savery Hotel for the 20th annual convention of the Fair Managers' Association of Iowa struck a distinctly optimistic note in sessions on Monday and Tuesday. Despite the fact that much rainy weather was encountered during the 1936 season, Iowa fairs in the main were quite successful. Members of fair boards see a still bigger season ahead and are laying their plans accordingly. Attendance at this year's sessions was very good, most of the 77 county fairs of the State being represented, and of those present only four had not paid dues.

New president elected to head the association is Victor Felter, Indianola, secretary of Warren County Fair. C. J. Bains, Alta, was elected vice-president, and E. W. Williams, Manchester, was re-elected secretary-treasurer, a post he has admirably filled for a number of years. Three new directors are Fred Mitchell, Mason City; E. W. Williams, Manchester, and I. C. Bell, Dows Summit.

Sold on Giveaway Idea

President John O. Myer, Cresco, was in the chair at the opening session, which convened at 2 p.m. D. D. Offringa, official "sing" leader, being absent, the usual community singing was dispensed with. After committee appointments and other announcements had been made by Secretary Williams the first speaker, W. J. Campbell, Jesup, spoke on *Creating Interest in Your Fair*. Mr. Campbell, a prominent live-stock breeder and exhibitor who had been out of the fair game 15 years, recently returned as secretary of Buchanan County Fair. He described some of the methods used to revive community interest, which had dwindled to almost nothing. With assistance of the county agent, 4-H Club work was revived and boys and girls put on a creditable show. Local merchants were sold on the idea of the fair giving away an auto to create interest and co-operated by purchasing tickets at \$5 for \$50, one ticket being given to a customer for each dollar's worth of merchandise he purchased.

The prize car was toured on a truck (See IOWA PREPARES on page 44)

New 30-Day Annual Proposed in Dallas

DALLAS, Dec. 12.—A proposal that the State Fair of Texas be turned into a Southwestern Fair beginning in 1938 was submitted to directors and stockholders at the annual stockholders' meeting here on Tuesday by Otto Herold, president.

Proposal is that the fair operate for 30 days annually, serving as a finale for district and State fairs of Southwestern States and may be followed by discussions when directors meet soon to elect officers for 1937. State fair plant will be used again next year by Greater Texas and Pan-American Exposition, successor to Texas Centennial Exposition.

Net operating profit of the fair association in 1936 was \$33,555.93, compared with \$44,359.47 for 1935. Mr. Herold reported. Fair's total liabilities amount to \$120,000 on its stadium bonds and other debts totaling \$43,662.92. Stockholders re-elected 10 directors.

REVIEWS

Of the Year

And Other Special Features

in the Holiday Greetings

Number of

The Billboard

OUT NEXT WEEK

Rome Fair Wants Olympics

ROME, Italy, Dec. 12.—Cabinet of the Italian Government unanimously approved plans last week for a World's Fair in that city to open in 1944. It was also decided to begin negotiations to bring the 1944 Olympic Games to Rome the same year. Games would be an important part of the fair, a section of the proposed fair site being set aside for the famous athletic event.

Fire Is Fatal in Detroit

DETROIT, Dec. 12.—A barn on Michigan State Fairground here was partly destroyed, and James Comingore, a groom, was fatally burned in fire of undetermined origin last week. Fire occurred during the night and was discovered by a watchman. One race horse was burned.

"Higher Pinnacles"

"From the time when as a boy I carried hay and straw at Todd County Fair for the woefully meager number of unpedigreed scrub cattle on exhibition there, on thru my earliest association more than 30 years ago with Minnesota State Fair, my interests in fairs and expositions has waxed stronger. More and more as the years go by am I convinced of their wonderful influence for good among the entire citizenry of our countries. We have all in our day exulted over their astounding forward strides and we have mourned over the periodical setbacks that they have suffered but, by and large, we know that they have achieved wonderful things and that they will continue to even higher pinnacles of success."
—RAYMOND A. LEE, retiring president of International Association of Fairs and Expositions.

Great Lakes Opens May 29

Cleveland expo's publicity starts for second season—plan many new features

CLEVELAND, Dec. 12.—Great Lakes Exposition for 1937 will open on May 29 for 101 days, concluding on Labor Day, September 6. It has been announced by Dudley S. Blossom, general chairman. W. T. Holliday, president of Standard Oil Company of Ohio, was elected president, succeeding Eben O. Crawford; president of Cleveland Electric Illuminating Company, who as president of the 1936 exposition did much to contribute to its success.

Lincoln G. Dickey will remain as general manager; Almon R. Shaffer, associate director in charge of concessions and amusements, and Peg Willin Humphrey, associate director in charge of exhibit space. Active in Great Lakes Expo headquarters in the Terminal Building are Frank D. Sheen, assistant to Mr. Shaffer; Norman J. Keetner, in charge of small concessions, and John Courley, manager of the Streets of the World. These, with office assistants, are fast shaping the expo for the coming year.

New Motif Adopted

It is planned to make next year's show brand new, not a duplicate of this year. Its motif will be a dramatization of industrial and agricultural resources not only of Ohio but of the country and the world. This year, due to its late start, Great Lakes was obliged to set up its show in 80 days, and because of the (See GREAT LAKES on opposite page)

Fredericton Has Surplus

FREDERICTON, N. B., Dec. 12.—At the annual meeting of the Fredericton Exhibition, Ltd., it was announced that the surplus from the 1936 fair was \$3,181. It was also disclosed that during the past year \$1,000 had been paid on the mortgage, which had been reduced to \$5,000. It was recommended by the meeting that another attempt be made to induce the New Brunswick government to make a money grant of size that will enable the directors of the Fredericton Fair to extend the service of the 1937 fair of advantage to agriculturists.

The financial report was read by C. D. Holder, treasurer. He with J. A. Cain and H. A. Smith were re-elected to the directorate for four-year terms. The meeting was presided over by P. H. Currier, president. The election of officers will take place later.

Big Gains Are Reported By Rutland Fair Society

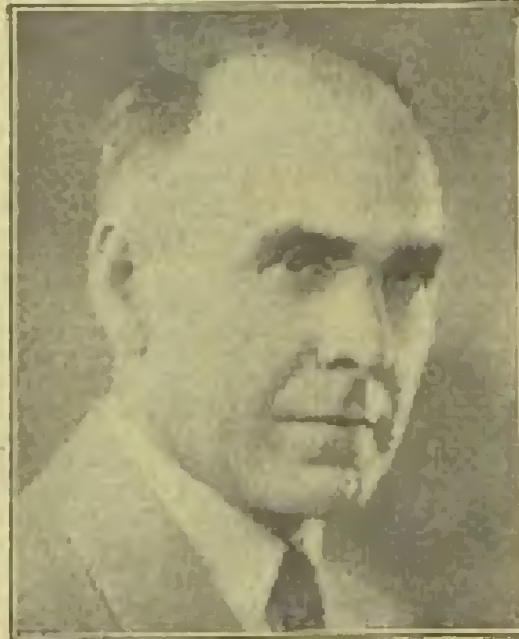
NEW YORK, Dec. 12.—Annual report of trustees of Rutland, Vt., County Agricultural Society, operator of Rutland Fair, discloses that the 1936 annual was one of the most successful ever held. Despite rain all day on Tuesday and Saturday, forcing postponement of auto races on the latter day, attendance for the six days reached 115,875, or 10 per cent ahead of 1935.

From a financial standpoint the report shows that after all obligations were met the society showed a profit of \$14,332.37. Cash record as of December 1, 1936, reads: Cash in bank, \$13,964.44; cash in bank sinking fund, \$18,288.28, and United States Savings Bonds, \$7,500, a total of \$39,752.72.

CLINTONVILLE, Wis.—Award of the national racing championship to Mauri Rose, internationally known driver, has been made by the contest board, American Automobile Association. Notice of the award was made telegraphically to Rose here, as the driver was busy with preparations for the 1937 Indianapolis classic. He will drive the FWD race car on the Indianapolis Speedway again next year.



THIS PAIR OF RALPHS will have much to do with affairs of the International Association of Fairs and Expositions during the coming year. Left to right: Ralph E. Ammon, elected vice-president at the Chicago annual meeting, on December 1 and 2 and in line for the IAFE presidency in 1937, is manager of Wisconsin State Fair, Milwaukee; Ralph T. Hemphill, secretary-manager of Oklahoma State Fair and Exposition, Oklahoma City, was re-elected IAFE secretary-treasurer for the 14th year.



Strict Concession Code Can Act As Bar to Exploitation of Public

Address of Walter D. Jackson, secretary of Western Fair, London, Ont., on "The Attitude of the Fair Towards Concessions," at the 46th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 2.

Broadly speaking, exhibitions as represented by this association have been organized for the promotion of industries, arts and sciences generally. Varying from this very general principle, each exhibition has a character or individuality of its own, developed throught the period of its existence by local conditions, laws, customs, aims of the organization and even by the racial origin of the people of the community or area which it serves.

Regardless of what influences have tended to develop the character of any particular exhibition, the management has certain aims and objectives prompting it to strive for success by placing proper emphasis on the various major and minor features. In this balanced exhibition, no matter what feature receives greatest emphasis, there will be concessions in various forms, which, because they are an important source of revenue, we must recognize and place in their proper setting in the exhibition picture.

In formulating policies governing concessions, it must be borne in mind that we, as exhibitions, owe them certain obligations which we must carefully observe, just as in any other department of our exhibition. Concessioners, contributing as they do to the financial success of the exhibition, have definite rights which must be recognized. In dealing with concessions there is only one rule which is all-embracing and universal—a rigid adherence to the standard practices and business codes which underlie sound commercial and industrial operations.

Because of unscrupulous operators among concessioners, as in any other field, it is important that rules and regulations governing their operations be strict and rigidly enforced. It is more important that we know and are familiar with the character of the concessioner, rather than his game or wares. Concessioners who in the main are men of average business acumen are not likely to show irritation or resentment when we impress upon them the importance of absolute compliance with the conditions of definite, rigid contracts for the protection of all parties concerned, the public, the exhibition and the concessioner, against the activities (See STRICT CONCESSION page 44)

Creel Talked For S. F. Post

Publicity directorship of Golden Gate event may go to writer—work moving

SAN FRANCISCO, Dec. 12.—Unofficial reports that George Creel, nationally known writer and 1934 candidate for governor of California, will soon be named publicity director of the 1939 Golden Gate International Exposition prompted wide speculation this week. Political leaders declared appointment has long been expected because of Mr. Creel's strenuous activities on behalf of the fair during the last year.

He was key man in negotiations between San Francisco and the federal government when WPA and PWA aid was sought for filling in Yerba Buena Shoals, where the fair will be held, and for other exposition projects. He recently embarked on a European tour to promote foreign support and participation in the exposition. Reports connecting him with the exposition publicity post placed the salary at \$15,000 annually.

Shipping Strike Hurts

Reclamation of the island is more than 82 per cent completed and a three-mile rock seawall 85 per cent finished. First steel is being erected for two airplane hangars, each costing \$400,000, which will be exhibit palaces during the fair. Lack of material, due to the shipping strike, has halted some work on ferry slips and Administration Building on the man-made island. Six main exhibit palaces are next and bids will be opened on December 15, with work due to be finished by April 15.

Needed by opening of the exposition is a total of \$7,500,000 in federal funds, according to Kenneth R. Kingsbury, Bay Exposition, Inc. finance chairman. A total of \$5,244,316 has already been received toward construction.

New Directors Named

Bay Exposition, Inc., promoting the fair, has elected 40 new directors, bringing the total to 199. They have been selected from San Francisco's industrial, professional and financial men and are Raymond M. Alvord, Frank J. Belcer, Louis Block, A. M. Bowles, Dr. LeRoy H. Briggs, Henry F. Budde, C. A. Bullwinkel, Lewis Bryington, Edward O. Cahill, W. W. Chaplin, Tom Coakley, R. B. Coons, A. N. Diehl, Henry Eickhoff, Alfred Esberg, Philip Fay, R. D. Frissolle, Mario Giannini, Walter A. Hays, Jack Hassler, E. E. Hills, George S. Hollis, Norman B. Livermore, Sam Markowitz, William Marshall, M. S. Maxwell, Florence McAuliffe, James McCabe, Dwight Merriman, Wilson Meyer, Stanwood A. Murphy, John J. O'Toole, Archibald Price, Nat Schulowitz, Warren Shannon, Charles Strub, Hollis Thompson, Joseph S. Thompson, Walter Webber and Dr. Alanson Weeks.

Annual MAFA Program Set

BOSTON, Dec. 12.—Program committee of Massachusetts Agricultural Fairs Association in a session last Monday in the meeting room of the department of agriculture formulated plans for the annual convention on January 21 and 22 in the Hotel Brunswick here. Floor show during the banquet and dance night of January 21 will be furnished by Paul N. Denish, manager of the George A. Hamid, Inc., Boston office. Committee comprises Ernest H. Sparrell, president; A. W. Lombard, secretary; Commissioner Howard H. Murphy; C. A. Nash, general manager of Eastern States Exposition, Springfield; Milton Danziger, assistant general manager of JSE; Frank H. Kingman, secretary of Brockton Fair, and Ralph H. Gaskill, secretary of Topsfield Fair.

HAVING played 14 fairs and rodeos last season, seven fairs being in New York, Stanley's Races and Acts have moved to quarters in Painted Post, N. Y., reports Frank Stanley. New York fairs played by the troupe were in Caledonia, Lowville, Gloversville, Brookfield, Vernon, Palmyra and Trumansburg.

Expect Large Attendance At Minn. Fairs Meeting

MINNEAPOLIS, Dec. 12.—L. O. Jacob, secretary of Minnesota Federation of County Fairs, advises that the annual joint meeting of the federation and Minnesota State Agricultural Society will be held January 13-15 in the Nicollet Hotel here. Annual banquet of the federation will be held the night of January 14.

Mr. Jacob states that a number of excellent speakers have been arranged for. Among them are John D. Jones, formerly commissioner of agriculture of Wisconsin and now general agent of the Farm Credit Administration, who will speak on *The Farm Credit Administration and the Farmer*; Ben Andrenn, State commander of the American Legion, department of Minnesota, and F. W. Peck, director of extension and experiment stations, Minnesota university farm. Indications point to largest attendance in the history of the federation.

Swedes in Event in Delaware

STOCKHOLM, Dec. 7.—Plans for Swedish participation in celebration of the 300th anniversary of colonization of Delaware by Swedish settlers are nearing completion. Preliminary program includes an exhibition of Swedish art in the United States, minting of special jubilee coins, issue of special commemorative stamps, lecture tours in the United States and erection of a permanent monument on the spot where Swedish pioneers landed. A large and representative group of Swedish delegates will sail from Sweden in May, 1938, to take part in the celebration, and it is hoped that the Crown Prince will be a member of the party.

Loudonville Heads Renamed

LOUDONVILLE, O., Dec. 12.—Loudonville Agricultural Society re-elected C. F. Heyde, J. Olin Arnholt and O. K. Andress, directors; H. G. Arnholt, president; A. H. Weimer, vice-president; J. Olin Arnholt, treasurer; O. K. Andress, secretary. O. K. Andress was reappointed a delegate to the meeting of Ohio Fair Managers' Association and Mrs. Andress was named alternate. Directors will serve three years while officers are named for a year. The financial statement shows \$8,007.98 in receipts from the 1935 fair with expenditures of \$8,510.13. Premium lists amounted to \$1,200, with \$924.50 being awarded in open classes and \$275.10 in premiums for the Junior Fair. The 1936 fair was the 48th annual event.

Products Show Premium Lists

HARRISBURG, Pa., Dec. 12.—Pennsylvania Farm Products Show Commission has started the State-wide distribution of 3,000 official premium lists as the first step in the tremendous task of entering more than 10,000 exhibits which will compete for cash awards totaling \$30,213 in the 1937 Farm Show to be held here in January. The list contains 110 pages this year, including entry blanks.

The interior of the Farm Show building is being repainted and decorated with the national and State colors to be in readiness for the show. Minor repairs are also being made to the building.

Howard G. Esaman, director of the Farm Show, promises many interesting new features at the 1937 agricultural exhibit. On December 16 the show commission will meet in Harrisburg to complete plans for the event.

Fair Elections

BLANDFORD, Mass.—Warren V. Bodurtha was elected president and C. R. Ripley secretary by Union Agricultural Society.

SUPERIOR, Wis.—Tri-State Fair Association re-elected Ford S. Campbell, president; Charles Armstead, vice-president; Max Lavigne, secretary; A. J. Wentzel, treasurer.

NATCHITOCHEE, La.—Natchitoches Parish Fair Association re-elected President A. A. Lay, Vice-President B. S. Swett, Secretary-Manager S. B. Thornton and Treasurer A. J. Hargis.

CARROLLTON, O.—Organization of the Carroll County Agricultural Society,

sponsor of the annual fair here, has been completed with the election of five new directors from as many townships for two years. The directors are William J. Shepherd, George Seabury, D. W. Drake, David Barnhouse and Looman Rutledge.

ACTON, Mass.—Acton Agricultural Association elected Carl O. Johanson, president; Howard J. Billings, Herbert B. Bowman, vice-presidents; Albert P. Durken, secretary; Charles W. Allen, treasurer.

CANTON, O.—Eight directors were elected at the annual meeting here recently of the Stark County Agricultural Society. Those elected include A. G. Smith, O. V. Hoveland, H. S. Preston, Walter G. Agler, Charles J. Lentz and Ralph H. Varian, all of the Canton district, and C. F. Lantzer, of Massillon, and J. Frank Rankin, of Alliance. Ed S. Wilson, secretary, said the directors would meet for organization late in December.

VANCOUVER, B. C.—President Cyril Roberts, Chilliwack Agricultural Association, was re-elected for a second term at the annual in Sardis. P. A. Matheson was elected vice-president. Building Committee Chairman Guy Curwen reported funds on hand for completion of a \$20,000 main fair building. Directors reported more entries and better exhibits at the last fair, and there is a possibility of Chilliwack moving into the Class A group.

GREAT LAKES

(Continued from opposite page)

haste necessary to put the expo together expenses ran high. It cost about \$200,000 more than was counted on to carry out the work. Due to the work of building, the proper national publicity was not secured. Only 40 per cent of the nearly \$4,000,000 attendance came from Cleveland and its suburbs. This was due to the fact that two weeks before the opening it seemed impossible that the task would be accomplished.

The expo last summer made enough to pay off everyone except the underwriters, who had put up \$1,100,000. Following conclusion of the expo there was some doubt as to just whether they would go another year. Demands were so strong that it was decided to put on the show if \$500,000 could be raised. With little difficulty \$300,000 was pledged and Mr. Dickey and associates were ordered to go ahead.

For Trailer Village

Many improvements are to be made. One of the plans is to arrange a trailer village near the grounds, where the traveler hauling his home behind him can park and remain in the vicinity. The band shell, where the Cleveland Symphony Orchestra featured concerts, was too near the entrance to attract crowds, since once the visitor went thru the underground pass to the midway and Streets of the World he failed to return until quitting time. The shell will be moved down into the center of the amusement area. Public Hall, used for radio programs and display, probably will be eliminated, in part at least.

Since the plant is built, money can be put into publicity that was not available this year. And the publicity campaign is starting now. It is estimated that the expo this year brought \$20,000,000 into Cleveland and it is expected to top this figure by \$10,000,000 in 1937.

Mayor Harold H. Burton is again honorary chairman. Officers under Mr. Holliday are Vice-Presidents H. G. Dalton, senior partner of Pickens, Mather & Company; Ernest I. F. Frieberger, vice-president of Cleveland Trust Company, and L. B. Williams, chairman of National City Bank; Secretary H. J. Raymond, secretary of Ernst & Ernst, and Treasurer John C. McFannan, vice-president of Central National Bank.

Trailer Parade To Fla. Festival

Winter Haven annual will be scene of a motor cavalcade—prizes offered

WINTER HAVEN, Fla., Dec. 12.—A unique feature planned for the coming Florida Orange Festival here will be a gigantic Trailer Parade, first event of its kind ever staged in America, officials say. Alert to attract this new type of tourists and with a view of making their trip to Winter Haven doubly interesting, festival officials conceived the idea of staging a trailer parade and liberal prizes are to be offered for winners in a number of different classifications.

Affair will be staged on the second day of the festival and several hundred trailers are expected to participate. Ample parking space has been provided with lighting and sanitary facilities. It will be Tourist Day and a special program is being arranged. Every trailer tourist in Florida has been invited to join the cavalcade to Winter Haven to participate in the Trailer Parade and see at the Orange Festival such attractions as Royal American Shows on the midway, Press Breakfast, crowning of Florida's Orange Queen and other features.

A caravan of more than 50 cars and trailers will put out of St. Petersburg on the morning of Winter Haven's event, headed by Bud Scott, formerly Johnny J. Jones Exposition press agent, who is now secretary of St. Petersburg Chamber of Commerce, and State officials and tourists to take part in what is believed to be one of the first real efforts at "putting America on wheels."

Ringens Goes to Far East

LOS ANGELES, Dec. 12.—Before sailing for Singapore, S. S., on December 10 on a business and pleasure trip, Peejay Ringens, internationally known high diver, said his trip to the East would include Bali, Java, Rangoon, Singapore and Sumatra, with a possible trip into Siam and Indo-China, with return to the States in June, 1937, via Japan. He filled a summer's engagement this year at Great Lakes Exposition, Cleveland.

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STRICT CONCESSION

(Continued from page 42)

of the few unscrupulous operators. If we fail to comply, unwaveringly, with a strict business code in dealing with concessions, we are contributing to the exploitation of the public.

The carnival atmosphere which pervades an exhibition is contagious and accelerating and sways masses of people. This human trait of unleashing emotions when on pleasure bent creates a problem-situation of many angles. Into such a situation comes a certain type of concessioner whose accommodating nature prompts him to exploit those who are temporarily out of self-control. A high standard of integrity, honesty and moral stamina is required on the part of exhibitors to assume their definite responsibility of protecting the public against its own effervescence and forgetfulness. It is a challenge which exhibitions must meet courageously.

Having recognized concessions as an integral part of an exhibition, they may be expected to receive proper consideration in the general program setup and planning. The proper layout of the exhibition grounds, having regard for the trends of movement of the patrons, is important. Proper location and segregation is comparable with the establishing of a store on a main street, where the relationship of other institutions handling the same product and the diversified interests of the community are factors.

To Avoid Overloading

Overloading with any one type of concession should be judiciously avoided and proper distribution carefully studied if concessioners are to be contented and satisfied. Overloading will create embarrassing situations. It tends to promote dishonest practices, as the concessioner is going to use almost any means to protect his investment and make a profit. Be frank and acquaint concessioners with the true situation. If his particular type of concession is oversold tell him so rather than place him in a location where the odds are against him operating profitably under the standards you have set. Satisfied and contented concessioners are most important.

Prices charged should be supervised and controlled. All concessioners should be compelled to comply with established fair prices and no favoritism shown. The opening and closing time of buildings, grand-stand attractions, racing events, special features, such as horse and specialty shows, should receive due consideration in order that patrons may have an opportunity of visiting the many features of a modern exhibition, and this includes participation in the amusement and entertainment provided by the concessioner who may reasonably expect and should receive a fair break in opportunities to serve the public.

Decision on Games

Health and sanitation are increasingly important factors at exhibitions and in connection with refreshment concessions of all kinds and dining halls the most rigid supervision and inspection should be provided, not only by the exhibition officials alone but also by liberal co-operation with municipal and provincial or State health and sanitary services. The importance of retaining exhibition patrons on the grounds is readily apparent, and they can be held only by providing immaculately clean and sanitary concessions serving refreshments and meals with reasonable portions at fair prices. To accomplish this end special arrangements may be required to be made with reputable caterers and organizations for the operation of restaurants and tearooms. The fastidious public must be satisfied if you are to hold its patronage, and nothing should be left undone to provide clean, sanitary equipment and healthful conditions where food is being served.

It is not the intention to attempt to consider individually the many concessions with which an exhibition has to deal. The same general principles will apply to all, but possibly games stand out as the most subject to controversy. A discussion on their desirability or otherwise would probably be unfruitful of any definite conclusion. Exhibitions must decide for themselves what games, if any, are to be operated, having regard for the laws of the municipality and State and the attitude of the public.

Retention of Control

Ontario last year encountered an undesirable situation in connection with

Fair Meetings

Wisconsin Association of Fairs, January 4-6, Hotel Plankinton, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 5; Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncie.

South Carolina Association of Fairs, January 8, Hotel Columbia, Columbia. J. A. Mitchell, secretary, Anderson.

North Carolina Association of Agricultural Fairs, January 12 and 13, Sir Walter Hotel, Raleigh. C. S. Parnell, secretary, Mebane.

Ohio Fair Managers' Association, January 12-14, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 13-15, Nicollet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

Western Canada Association of Exhibitions, January 18 and 19, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of Fair Managers, January 18-20, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Western Canada Fairs Association, January 18-20, Fort Garry Hotel, Winnipeg, Man. Klieh Stewart, secretary, Portage La Prairie, Man.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Brunswick, Boston. A. W. Lombard, secretary, 136 State House, Boston.

North Dakota Association of Fairs, January 21 and 22, Waldorf Hotel, Fargo. H. L. Pinke, secretary, Minot.

Michigan Association of Fairs, January 21 and 22, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Cheesman.

Rocky Mountain Association of Fairs, January 25 and 26, Placer Hotel, Helena, Mont. Harold P. DePue, secretary, Great Falls, Mont.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles B. Bakton, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 27 and 28, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Tennessee Association of Fairs, February 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Texas Association of Fairs, February 5 and 6, Baker Hotel, Dallas. R. W. Knight, secretary, Crockett.

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

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

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Inaile G. Root, netting secretary, Box 1803, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

games at fairs and exhibition which led to a general tightening of regulations. Exhibitions generously co-operated, with the result that few if any of the games which seemed to be particularly adapted to gambling were permitted to operate. However, what was primarily intended and desired was not accomplished, as it was found that the unscrupulous operator very readily adapted himself to the new situation and created a gambling device out of what formerly was unquestionably accepted as a perfectly innocent game of skill.

The exhibition, being answerable for all criticism, should retain complete control of concessions. This would suggest that it is not advisable to lease or sell large blocks of space to organizations or individuals for resale to concessioners. The exhibition's regulations and stipulations in contracts are more readily and satisfactorily controlled by direct contact rather than thru a third party. The responsibilities are thus properly placed, with greater likelihood of their being definitely assumed.

A fair without concessions would not be a fair. Sympathetic, honest and impartial consideration in the management of concessions will be met with like consideration. Fair, altho rigid regulations, fearlessly enforced, will be observed with respect. Such policies will

attract the desirable, permit elimination of the undesirable concessioner and command the commendation of the public.

IOWA PREPARES

(Continued from page 42)

thru Buchanan and adjoining counties. On the night the car was given away there were 10,000 people on the grounds. Mr. Campbell also enlisted co-operation of Lions, Rotary, Kiwanis and other clubs, as well as business men, and the result was a highly successful fair. After the fair Mr. Campbell gave an "appreciation dinner" to those who had aided in putting over the fair and 139 sat down at the banquet table. Mr. Campbell stressed the importance of obtaining the good will of local business men and civic organizations.

Spencer Publicist Speaks

Spencer, Ia., has the most successful county fair in the State, and E. Joy Roberts, its publicity director, gave a talk on *Publicity for Fairs* that was filled with excellent ideas. He advised starting fair publicity in the home town and gradually working to the outer territory. People connected with the fair take it too much for granted, he said, and he urged them to give more thought to the most effective means of publicity. Posters and cards are of more value in stores than in store windows, he said, and handbills distributed in parked cars are a waste, as a man returning to his car usually throws out advertising matter without even glancing at it. Mr. Roberts gave a number of workable ideas that could be profitably adapted to every fair. He also stressed the value of courteous attendants at the fair and making patrons feel welcome. After some general discussion the meeting adjourned. Monday evening was left open for committee meetings, theater parties, etc.

Meeting convened at 10 a.m. on Tuesday and after introduction of attractions people and reading of secretary's report the president's annual address was made. President Myer reviewed the past season, calling attention to the fact that a large number of fairs had encountered bad weather, yet had made an excellent record. Each fair, he said, paid out more in premiums in 1936 than for many years past. He predicted that 1937 will see still further advances. Victor Felter, Indianapolis, on *Creating Interest in the Educational Features of Your Fair*, gave some very practical suggestions.

Divided on Pari-Mutuels

W. T. Bennett, Marshalltown, created a great deal of interest with his talk on *Racing Programs*. At conclusion there was a general discussion on advisability of seeking a pari-mutuel law for Iowa. There was quite a diversity of opinion, some believing it would be a good thing for the fairs, others doubting its practicability in Iowa. Mr. Bennett warned the fair men to beware of allowing gamblers to gain control if a pari-mutuel measure should be adopted.

Tuesday afternoon session opened with singing led by D. D. Ofrings. President Myer made a very frank talk to the fair men regarding acceptance of banquet tickets from free-act booking offices. He urged the secretaries to purchase their own tickets. "If a booking agent buys 75 or 100 tickets for fair men," said President Myer, "they are going to add the cost of the tickets to the price of your free acts."

Dean H. H. Klidde, State Agricultural College, Ames, gave a straightforward talk on *The Value of a Fair to Your Community*. He told something of the various ways in which the fair can be made an effective medium for community betterment. He particularly stressed its value in giving farm boys and girls a broader outlook and stated that "the chief objective of the fair is to provide a setting for increased effectiveness of 4-H Club work."

Mrs. Edith K. Barker, Iowa director of girls' 4-H Clubs, Ames, spoke interestingly on the three transition periods thru which fairs have passed and work that is being done by 4-H Club members in raising the standard of living in rural districts. Following reports of the various committees there was a general discussion of questions submitted in the question box. These covered a wide range.

Resolutions were of a routine nature with the exception of one which asks the next Legislature to increase the State aid appropriation for county fairs to \$270,000 for the biennial period of 1937 and 1938. Last appropriation was \$240,000. Increasing premiums and probability that

there will be several new fairs in 1937 make an increase necessary.

Election of officers resulted in choice of the men previously recorded. Directors elected were: Fourth district, Fred Mitchell, Mason City; fifth district, E. W. Williams, Manchester; sixth district, I. C. Bell, Donnellson.

Banquet Largely Attended

The banquet of the fair managers' association is always a gala affair and this year was no exception. There were some 400 or more in attendance. Because little interest had been shown in dancing the last couple of years this feature was dropped. John G. Myer, outgoing president, made an excellent toastmaster. Among others, he introduced Carl Carlson, champion cornhusker; the national championship 4-H live-stock judging team, and Eileen Wehrhelm, champion style show 4-H girl. Speaker of the evening was John K. Valentine, lieutenant governor-elect, who outlined some of the problems confronting the Legislature at its next session.

An excellent show, obtained thru kindness of various booking agents, was presented. In getting the program together and making the numerous necessary arrangements E. W. Williams put much time and energy, as he did into other features of the evening. To him should go a large share of the credit for success of the show. "Desk," as his friends know him, introduced the show, then turned it over to Marion Eddy, well-known night club singer, who officiated as mistress of ceremonies during remainder of the evening.

Miss Eddy gave the show an excellent start with her singing of *I'm Nobody's Sweetheart*. For this and the rest of the show Bob Eaton and his orchestra furnished excellent music. Among acts presented were: Seven Spies Sisters, tap dancing; Bob Sapp, young whistler; Lola and Andre, graceful dance team, doing the Waltz Beautiful; a quartet of three girls and a man from Edora, all playing accordions and joined later by a young dancing baton twirler; Lawrence Dunham, Ottumwa, barnyard imitations; Marion Eddy singing *Trees*; Jean Irwin, young Oriental dancer; Beverly Sisters, tap dancers; Ada Spies, contortionist; Bobby, a 5-year-old entertainer; Merry Whirl Five; Yvonne Engel, a 10-year-old dancer, and the Oklahoma Cowboys from WHO.

Attractions People There

Attendance of attractions people was, as usual, large. There was no registration, but among those checked were Adams Rodeo Company, Jack Knight; Barnes-Carruthers Fair Booking Association, M. H. Barnes, Sam J. Levy, Rube Liebman; Beckmann & Gerety Shows, L. S. Hogan; Carl Byers; Collins Enterprises, Billy Collins; Crowley United Shows, G. C. Crowley, V. McLemore; J. W. Connolly; Dalley Bros. Shows, H. T. Freed; DeWaldo Attractions; John Francis Shows, John Francis; Fairly-Martone Shows, Noble C. Fairly; Globe Poster Company, Sunny Bernet, Walter Winkelman; Bill Garrett, P. A. System; Greater American Shows, T. H. Brown, C. N. Hill; Goodman Shows, Max Goodman; Bill Gruns; Gould Family, Jay Gould; Capt. E. H. Hugo; Harzler P. A. System, A. L. Harzler; Hennies Bros. Shows, E. L. Lohmar; Interstate Fireworks Company, Albert Reader; Illinois Fireworks Company, E. K. Roy, George McCray; Johnson Sound System, Clifford Unz; Everett Johnson, band leader; Karl King, band leader; Dee Lang's Famous Shows, Dee Lang, Elmer I. Brown; Phil Little; Donald McGregor Shows, Donald McGregor; Clyde Miller Rodeo, Clyde Miller; D. H. Mateer, starting judge; Northwestern Amusement Company, Jule Miller, Bill Williams; Paramount Artists' Bureau, Katherine Kordek; Performers' Consolidated Attractions, Toby Wells, Bert Clinton; Lew Rosenthal Attractions, Lew Rosenthal; Regalia Manufacturing Company, T. P. Elchelsdoerfer; Florence Reimuth; Royal American Shows, Carl J. Sedlmayr; E. G. State & Company; Russell Green, Ernie Smith; Gus Suss Booking Agency; Speroni Shows, Mr. and Mrs. P. J. Speroni; Thearle-Duffield Fireworks Company, Frank P. Duffield, Ray Anderson; WHO Attractions Bureau, Al Grossman; WLS Attractions, Earl Kurtz, George Ferguson; Williams & Lee, Billy Williams; Ernie Young Agency, Ernie Young.

Meeting in the Savery Hotel on Wednesday, Iowa State Fair board in annual session re-elected J. P. Mullen, Ponds, president; P. E. Sheldon, Mt. Ayr, vice-president; A. R. Corey, Des Moines, secretary, and N. W. McDeath, Des Moines, treasurer. Members were elected from each of the nine districts in the State.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

STANDING of teams in the Transcontinental Roller Derby of Leo A. Seltzer in Music Hall, Cincinnati, on December 9 after 14 days of racing indicated 1,375 miles traveled or a location at Sharon Springs, Kan., on a mythical trip to San Diego, Calif. Thirteen teams remained of the 17 starting on Thanksgiving in a 21-day grind. Teams tied for first place comprised Esther Runne, Boston, and Johnny Rosasco, Chicago, and Ivy King, Toronto, and Wes Aronson, Portland, Ore. Clara Scholl, Chicago, and Joe Kleats, Indianapolis, were in second place; Gene Vizona, East Gary, Ind., and Joe Nygra, Potomac, Italy, third; Red Farmer, Detroit, and Puzzy Pierz, Macon, Ga., fourth. On night of December 7 Norwood Roller Rink, Cincinnati, sponsor of team No. 9, arranged for a mile race by members of American Legion Outpost No. 460. Roy Sommerlad trained a group of nine boys on the oval-banked track. Joe Ritzler, winner, was presented with a pair of racing skates by Manager Edward J. Von Hagen of Norwood Rink. Bob Fisher was second and Steve Erdman third and all received big hands from spectators. Among visitors last week were Tony Gesser, Tacoma Park, Dayton, Ky.; Frank Bacon, former racer and operator of Tacoma Park Rink, and Fred Nall, former operator of Music Hall Rink, Cincinnati.

RAVINE Skating Rink, Allquippa, Pa., which had one of its most successful seasons last summer, will operate for special occasions only during winter. A number of improvements are contemplated next year.

ANTHONY PIDUCCIA'S Skateland opened its season on December 4 at 59 West 68th street, New York City, with Manna's Military Band supplying music. Skateland has been renovated since closing last, and is offering an augmented list of souvenirs and trophies.

CONTINENTAL Thrillers, skating act, working cafes and theaters around Philadelphia, writes Ralph Collins, are to leave shortly for an extended engagement in Florida.

AN OLD-TIME racer and fancy skater, Harry P. Kunsman, known as "Happy Hiney," writes that he is planning a roller-skating carnival for Cleveland (O.) Public Auditorium some time in January. Event will be sponsored by a Cleveland newspaper. He gives skating space there as about 125 by 230 and seating capacity at 6,000.

BRUNET-JOLYS, Phil Taylor, Hedy Stenuf and Melitta Brunner took part in an ice-skating gala in the Palais des Sports Rink, Paris, recently. Henna Susters, roller-skating flashes, are at the Apollo in Dusseldorf.

FRED LEISER, manager of 202d Armory Rink, Chicago, is doing a good business, writes Joe Laurey, many patrons coming from the North Shore towns of Evanston, Wilmette and Highland Park. Floor space is given as



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3518 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

REWOODING
Ruggedness of BALDWIN Maple Wheels Cannot Be Exceeded at Any Price.
FRANCIS J. BALDWIN
240 S. Diamond Street, Reynolds, O.

125 by 230 feet and music is furnished by a new organ. There is a balcony around the building and a reception hall on the second floor. Mrs. Leiser is cashier. Joe Laurey is floor manager, with staff of seven, and Bill Henning is in the skateroom. Armory specializes in teaching beginners under George Schroeder. Manager Leiser has authorized Laurey to conduct races and train newcomers for Illinois State and city championships to get under way first week in January.

"IT IS with interest that I have read on this page opinions of so-called experts regarding merits of the Roller Derby," said Leo A. Seltzer, of the Transcontinental Roller Derby now running in Cincinnati Music Hall. "Isn't it wonderful that they can do this without even having seen the Roller Derby?" said Leo A. Seltzer, of the Transcontinental Roller Derby now running in Cincinnati Music Hall. "Isn't it wonderful that they can do this without even having seen the Roller Derby? I wonder if the old green-eyed goddess can have anything to do with it because the operators of the Derby have gone ahead with development of the game without getting these experts' valued advice. I don't mean by this that we are too 'wise' to gain new ideas. When any oldtimers have made their appearance they have been treated with the utmost courtesy and their opinions, if constructive, have been greatly appreciated. A man who runs a rink in the East, after viewing the Roller Derby, asked that the show be taken to his rink. We found that to put the Derby in so small a spot would hurt, so this manager was turned down. Since that time he has not only talked about the Derby but has written an article against it. I trust he is doing all this with the good of the game in mind and not thru 'sour grapes.' There are many operators who would like to get a truthful statement as to how rink men regard the Roller Derby, and a vindictive opinion can mold a great many managers' minds to an untrue conception of the facts. Regarding the present world's champion, Johnny Rosasco, the title that he carries is not one that is being protected. Anyone who wishes to openly challenge him can have the challenge accepted by making an appearance any night at the Roller Derby wherever it may appear. Challenger will be given as much time as he wishes to become accustomed to the track. Then any night will do for the race. Our group stands ready to give whole-hearted backing to any enterprise that will further roller skating before the public provided sponsors operate with clean hands, keep their word with skaters as well as with merchants and newspapers with which they deal. I wish to call attention to Fred Martin's efforts in gathering all loose ends in organizing the amateur end of the game. Without doubt with the co-operation of all, the next Olympics can embrace roller skating, but it will not do to wait until the last minute. I may not agree with all of Martin's ideas, but that doesn't mean he shouldn't have mine as well as your 100 per cent backing. I hope to have our headquarters, Arcadia Gardens, Chicago, represented."

Here and There in Rinks

By E. M. MOORE
Wilmington, Del., and towns near by will have roller skating in a big way if plans of Joseph Engel, proprietor of the Black Cat, seven miles south of there, go thru. He was in Philadelphia on Thanksgiving and spent several hours in Chez Vous Rink, being much impressed with its operating methods. Black Cat, known as one of the most beautiful night spots in the East, will make an ideal rink with skating surface 70 by 120 feet. Ample added space can be set aside for beginners. Floor is of first-class maple, laid bowling-alley style, ideal for skating.

Was somewhat shocked to read of the death of Luolo Godino, one of the modern "Siamese" twins. I entertained them in Carman Rink, Philadelphia, last season and they thoroughly enjoyed skating, regardless of their great handicap. It, of course, necessitated one of them skating backward while the other skated forward and they took turns about. The way they handled themselves on the little wheels and the manner in which they enjoyed it were remarkable.

If Leo Seltzer thinks he has a champion in Johnny Rosasco, we believe Jesse Carey has some boys at his Circus Garden Rink in Philadelphia who would be willing to match wits and distance with the young man.

As Art Laurey recently stated, rollers won't hold at any great speed on a masonite floor such as the Derby track and records are impossible. Publicity is needed badly by roller skating in general but not the kind that takes well-earned laurels from veteran skaters who have helped to keep the sport alive.

Summing It Up

By ALFRED F. FLATH
Manager Brooklyn (N. Y.) Roller Skating Rink

I have read several articles by Roller Derby promoters who, according to them, are setting the world afire with what they are doing. They should go easy in wielding their hammers and not swing them until they are tired and then tell others to throw their hammers away. They have had their say and in a manner that leads us to believe they are the authority on roller skating of the present day.

So-called backwardness and prejudice of rink managers or manufacturers of today regarding the Roller Derby is similar to that of a manager or proprietor of a well-conducted ballroom who for years has run his business on a high plane and is suddenly faced with the problem of carrying on and getting his share when he is confronted with a dance marathon or a walkathon entering his territory.

It is not backwardness nor narrowness, but it is principle and caution taught rink managers by more than a score of years' experience to be in a far better position to render a decision as to what is good and bad for roller skating than anyone with a mere 15 months of Roller Derby experience.

Criticism of methods of former promoters and rink managers and records made by skaters of championship caliber, some of which have never been equaled, will not be welcomed by followers of roller championships. During that period there were enough good timers and officials to properly conduct ordinary roller events as well as to record trials and championship events, and these men possessed more than an ordinary amount of integrity.

The present crop of Roller Derby skaters is far from being the cream of professional roller racers. To forget about records made by the world's most outstanding professional skaters of all time and to accept only those made by Roller Derby skaters would be a gross injustice to those who pride themselves in recognizing records justly timed and established under fair conditions. No doubt many of my friends, racers, past and present, would be glad to learn that I still have pleasant memories of their performances and records.

Roller racing is and for years has been a great sport. Transcontinental Derby is by no means a real championship race and to my belief comes under the rating of a roller show or hippodrome race. It is also my belief that ladies in competition with men in roller races is more for show purpose than real competition. Ladies should remain in their class, as in baseball, basket ball, field meets, bike races and hockey.

When a race is billed as a championship race it must have champions, past champions and skaters of championship caliber. Entry blanks for a championship meet should be sent to all roller rinks in the country, as rink managers who have not seen a real championship race have always been carried away with the idea that a certain skater in their district is of championship caliber. Entry blanks should be sent far enough in advance to allow skaters to get into con-

dition. The track should have fewer than 12 laps to a mile.

Officials must be picked who have made a study of roller races as baseball umpires, football referees or referees of track meets know their business and not because they have been floor managers at a walkathon. For a world's championship one must have real foreign skaters with foreign registration, the same as in the six-day races, and not claim that so and so hails from here or from there to make the affair appear as a world's championship event. If a man of foreign birth has been here a number of years and has not taken part in sports in his native country and has been making his livelihood in this country and decides to take up some sport his entry should not be classed as a foreign entry.
(To be continued)

MIAMI SPOT

(Continued from page 40)
the palms, free attractions and about 30 concessions of various kinds.

Staff comprises David B. Eady, general manager; William J. Tucker, managing director; Ralph N. Eady, secretary and treasurer; Harry W. Chamberlain, public relations; Harry Bentum, publicity and exploitation; Jack Lambert, electrician; Billy Stegrist, musical director; Paul Giffin, designer and artist; Charles Traub, construction superintendent; Samuel Murphy, ride superintendent; Chuck Conners, grounds superintendent and front gate; Joe Johnson, superintendent of parking space; Charles Hulfish, in charge of dance hall; Matty Mathewson, dance-hall tickets; Joe Burus, auto gate; Mary Swift, secretary.

LONG ISLAND

(Continued from page 40)
sponsor, is finished with that type of stuff for good, preferring sports promotion instead.

Chamber of Commerce will foster weekly fireworks shows again next summer. There's a scarcity of entertainment talent here for the Christmas holidays.

LONG BEACH: City council giving its fullest support to approving all matters concerning the new Boardwalk under construction. The beach-front region is being fortified against the possibility of storms shaking it up this winter. Donald Haven set for a jaunt to New Mexico, where he hopes to recoup some of the strength lost thru a recent illness. Big part of town attended the hospital benefit at French Casino, New York City.

WITH THE ZOOS

(Continued from page 41)
society and a circus fan. A three-toed sloth in the zoo died recently. Hans Nagel, Houston zookeeper, came to San Antonio recently to look over some animals.

CHICAGO—Former aquarium in Lincoln Park is being remodeled into a reptile house which has been named the Swamp House. Natural settings such as hot sands, swamps and tropical jungles will lend realism to each part of the reconstructed building. When completed it will house alligators and iguanas weighing 550 pounds each, a 23-foot python and many smaller snakes and lizards.

A Wonderful Christmas Present

High Top White Calf Skin Shoes on

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

The World's Greatest Roller Skates

Now better than ever. Put some "Pep" into your rink now. Our ATTRACTIVE WINDOW CARDS will help you.

Bushings Rewooded

CHICAGO ROLLER SKATE CO.

4427 W. Lake

Chicago, Ill.



PCSA EVENT GRAND AFFAIR

Largest Gathering in History Of This Showmen's Organization

Forstall and Grimes recipients of high praise for brilliant handling of 15th annual banquet and ball—notables from all branches of show business there

LOS ANGELES, Dec. 12.—After many months of preparation and intensive activity on the part of President Theo Forstall and committees, the 15th annual Charity Banquet and Ball of the Pacific Coast Showmen's Association was staged here at the Hotel Biltmore Wednesday night, December 9. It was the consensus of the assembled members of the association that Forstall more than made good all advance promises in every detail. Never before in the history of this showmen's organization was there such a large and brilliant gathering, breaking all previous records for attendance. Those of the stage and screen feasted with representative men and women from all branches of outdoor show business, as well as members of the press, State and county officials.

The banquet menu was one of the best efforts ever put over by the maître d'hotel of the Biltmore. The decorative scheme, done by Baron Long, of the hotel, and art department of the Metro-Goldwyn-Mayer studios, was rated by all as simply gorgeous and executed along entirely new lines.

The Floor Show

Under the clever handling of Jack Grimes, chairman of the entertainment committee, an excellent floor show of 16 numbers was presented, with Roscoe Ates, of motion picture fame, acting as emcee. The show was well balanced and innovatively presented. Music for this and the dancing was furnished by Manny Harmon's Orchestra in excellent tempo to the satisfaction of all who attended. Grimes came in for high compliments for making good all advance promises to give some "over-surprise" numbers and then some in the presentation of this performance.

Charley Murray and Al Fisher introduced those on the guest list, a smart-looking gathering. The ladies gave many stunning creations their first rehearsal and nearly all the men were in evening dress.

Grand march was led by John Miller and dancing continued until 2:30 a.m.

Steve Henry credits President Theo Forstall and Jack Grimes for a most enjoyable time the night of the Pacific

(See PCSA EVENT on page 49)

Hennies Bros. Buy More Rides

They announce additions to staff—and the plan to manufacture neon lights

ST. LOUIS, Dec. 12.—During a visit to The Billboard office here this week Harry W. and Orville Hennies, owners of the Hennies Bros. Shows, advised that during the Chicago meetings they purchased a new portable house or platform for Dodgem cars and a new Heyday from Spillman Engineering Corporation; 20 new 1937 model streamline cars from Dodgem Corporation, and a new Octopus from Abner K. Kline, representative of the Eyerly Aircraft Corporation.

The Hennies organization was well represented during the fair secretaries' meeting, besides the two brothers being Robert L. Lohmar, general representative; Joe S. Scholbo, general press representative, and Denny Howard, who was appointed lot superintendent for the coming season. Grant Chandler will be trainmaster, and Johnny Beam will have charge of some of the new riding devices. Jack Dondlinger will be secretary of concessions.

The show has also purchased a complete neon plant and will manufacture all of its own neon lighting and decorations for the new midway it will present in 1937. The plant will also be carried on the road for replacements of neon effects.

REVIEWS
Of the Year
And Other Special
Features
in the
Holiday Greetings
Number of
The Billboard
OUT NEXT WEEK

Lewiston Joins Conklin Shows

CHICAGO, Dec. 12.—Harry Lewiston, for three years assistant manager of side show with Ringling Bros. and Barnum & Bailey Circus, announces that the coming year will find him in the carnival business. Lewiston has contracted with Conklin's All-Canadian Shows to organize and present several attractions on the Conklin midway.

Mrs. Lewiston (Rose Zindra) will accompany her husband on tour. Lewiston has planned certain things he thinks will prove novel features, and these he hopes to have a chance to prove out in 1937.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Pretty Prairie, Miss.
Week ended Dec. 12, 1936.

Dear Charlie:

The bosses arrived from Chicago today. Due to snow and ice in northland, management was delayed on their return trip. "Hitch hiking for the five of us, and our five wives, as well as carrying four trunks, five bags, three dogs and a box of pups was a bit difficult this time of year," was the announcement made by the big boss while lurching in train crews' jungles behind the horse top. The two private cars taken to Chicago were parked on a siding 100 miles out and on our return the railroad refused our personal check. Fifteen fair secretaries, who were riding home as the bosses' guests, were smart enough to get mileage from another show before boarding.

Pete Ballyhoo stated while bathing a black eye, "I got what I went after." Herman Ballyhoo said, "Our show was lucky in securing the largest number of unassigned contracts in its history and the largest number ever awarded a collective amusement enterprise. Contracts were also collective." Hank Ballyhoo said, "Our route is not for publication at this time. There are bound to be some fairs no one else will want."

That everyone had a good time at the convention is a known fact. The echo



THEO FORSTALL

West Coast Shows Land Vancouver

SEATTLE, Wash., Dec. 12.—Harry L. Gordon, agent West Coast Shows, announced here this week that W. C. Huggins, manager of the shows, on his recent trip to Vancouver, B. C., was awarded the 1937 exhibition midway contract in that city.

This marks the fourth year for the Huggins organization to receive this coveted prize of the extreme Northwest. In anticipation of the prospects for the coming season the shows will be enlarged and made ready for the tour earlier than in seasons past.

Manhattan Attractions A New Carnival for '37

NEWARK, N. J., Dec. 12.—G. G. Donnan announced here this week that the Manhattan Attractions will open in or near this city next season, with Donnan as general agent and T. P. (Tommy) Roach as manager. Both the progenitors of this new carnival enterprise lay claim to long experience in outdoor show business. They plan to route exclusively in this section and Long Island.

Seagram Goes in Show Business

M. H. Smith organizer—invitation show for dealers gives employment to many

LOS ANGELES, Dec. 12.—Seagram Distillery Company has gone into show business. Mel H. Smith was made organizer and promoter of the unit.

The idea is rather new in merchandising. Many showfolk are being employed, actors, publicity men and showfolk in general, and it is a positive record that the show has been a smash hit. The show is titled Silver Dollar Jubilee, an invitational show for dealers and licensees only; these, however, are given cards to invite friends. Initial production was at San Francisco in Dreamland Auditorium. According to Mel H. Smith, there were 9,400 in attendance and many turned away. November 20 at Fresno, Calif., at White Theater, the show played to over 5,000. Special performance at Los Angeles Shrine Auditorium, November 23, and over 10,000 were in attendance at this performance.

Seagram's officials were on hand to meet the guests, also as added attractions were personal appearances of Leo Carrillo, Allen Mowbray, Charley Chase, Oscar and Elmer, Jim Jefferies, Jackie Fields, Billy Gee, Bud Taylor and Jack Joyce's 21-piece radio band from KPWB.

Preceding the regular performance was the appearance of headline boxers in two three-round events and two 15-minute wrestling bouts. The program: Bert Nelson and his wrestling knees, Norma; Steve Clemente, impalement act; Netta Packer, prima donna of NBC radio studio; Pasquall, comedienne of stage and radio; Esther Escalante, trap-ace, with heel catch finish; Floyd Crouch, high wire; San Diego Four, singers; Frankie Parr, imitating Eddie Cantor; Octavio, Harlem's torch singer; Buddy Reese, singer from the Cotton Club; Clifford and Moran, comedy team; Bob Murphy, honorary emcee and stooge.

(See SEAGRAM GOES on page 49)

Strates Buys Equipment

Contracts Ride-o, Speedway and Octopus for early delivery—gets Gruberg cars

NORFOLK, Va., Dec. 12.—James E. Strates, general manager Strates Shows Corporation, while at the Chicago showmen's convention placed orders for a large amount of show equipment with which he will enlarge his shows for season 1937. Deliveries due about April 1.

He placed an order with Spillman Engineering Corporation for a Ride-o and Auto Speedway rides. From the Eyerly Aircraft Corporation he bought a "The Octopus" ride and arranged with Rubin Gruberg for four flat cars and other show equipment, including a three-abreast Philadelphia Toboggan Company Carousel and a Funhouse.

At this time Strates has turned his attention to the illumination features of his shows and will announce later his plans in this direction.

While in Chicago he was attended by his staff, W. M. Breese, general agent; George S. Marr, secretary, and W. H. Jones.

At Buffalo final arrangements were made with H. William Pollock Poster Print for an entirely new line of paper thru W. C. Fleming, representative of the firm.

In view of the activities of Strates and his staff it is gleaned that the enlargement of the Strates Shows is rapidly approaching a reality.

of the bosses' spree hit the show last week and everybody with it passed out. Show's entire personnel listened in on the broadcast, over the grape-vine system, and more than enjoyed Eddie Brown's speech. That the fair sex belonging to the fair sects were busy collecting bottled fair bait and packing it away for future use. We understand that many fair bearing animals were hard to trap so they in return spared several of the cornered managers for their skins.

Below are listed a few of the fairs that Ballyhoo Bros. claim they have in the bag: Paris, France, fair and frog fry; Rome, Italy, fair military review; Leningrad, Russia, fair and mass execution. This has always been a good juice and grab spot. Madrid, Spain, pending. Waiting to see what condition grounds will be in by fair time. Hong Kong, hop festival and rice palace, and many others in African territory, covering Egypt, Tunisia, Algiers and Morocco. Fair secretaries in these parts get in touch with us. Strictly percentage basis.

It won't be long now until the show will close for a short time before opening for our winter tour of Florida fairs. No quarters have been picked yet. Might store it in Madame X's woodshed at Gibsonton, Fla. MAJOR PRIVILEGE.

Foley & Burk "Conscripted"

OAKLAND, Calif., Dec. 12.—After the close of season and all tucked away in winter quarters, Foley & Burk Shows were "conscripted" by the Oakland Chamber of Commerce to become a part of the history-making San Francisco-Oakland Bay Bridge Celebration during Armistice week.

The site given the shows by the Oakland civic bodies was enough to fulfill any showman's dream. It was the spacious lot alongside the Civic Auditorium on the banks of beautiful Lake Merritt in the heart of the city. The location was ideal, the display gorgeous and business splendid.

The monster four-day celebration commemorating the opening of the world's largest bridge attracted people from all parts of the country and the advertising feature alone was of untold value to Foley & Burk.

Additional shows for the celebration were Clyde Gooding's "Hollywood" Midgets and Warden Russell's Prison Show. Charles Albright operated 20 concessions. The weather perfect and the crowds were enormous for the entire engagement, reports W. Lee Brandon, assistant manager of the shows.

Alamo Shows Still Going; Plan All-Winter Tour

MACON, Ga., Dec. 12.—Alamo Shows, managed by J. L. Johns, lost three days of its engagement here last week on account of wet and cold weather. On three nights that outfit was able to operate business was brisk. Equipment has been newly painted.

Newcomers: Jack Rinehart brought his Wild West Show from winter quarters in Dublin, following closing with Marks Shows. Other shows are Roselle, half-and-half; Devil Snake, snake show; Plantation Show and Wax Show.

George Stoltz and six-piece band joined after closing with Littlejohn.

One of the unique features of shows is that Johns has a colored lot superintendent, Joseph (Bob) Bariban, who helped construct outfit in winter quarters last year and whose efficient and dependable service won him steady promotion.

Tex Allison and wife joined with two penny pitch games; B. Burton has a country store; Roy Carey, ball game and corn game; Gus Stanley, concession; Jess Keply has photo machine, and Archie Feathers, shooting gallery. Office has six concessions. Johns bought two trucks and plans to tour South Georgia all winter.

F. W. Miller To Return In 1937 as Carnival Owner

GALVESTON, Tex., Dec. 12.—F. W. Miller, manager of World's Fair Museum, now on tour, announced in Pine Bluff, Ark., last week that he will launch his own carnival for season 1937, according to J. C. McGowan.

Miller will be remembered as a successful carnival owner in the '20s under the title of Miller Midway Shows, operating in Oklahoma, Arkansas and Louisiana. Early in 1931 he sold out the carnival and operated independent shows with various outfits since. During winter months for some years he has piloted a museum in the Central South.

According to McGowan, Miller plans a return to the carnival field with independent rides, show and concessions under his management.

Carnivals in France

PARIS, Dec. 7.—More than 100 rides and concessions at the street fair along the Boulevards Menilmontant and Belleville, but only about 10 big rides and shows.

Approximately 40 street fairs under way in other parts of France, most important being at Lille, one month; Lyons, six weeks; Rouen, Nice, one month, and Rennes, one month.

MURFRESBORO, Tenn., Dec. 12.—R. C. Mcarter, manager Modernistic Shows, announced here this week that he had contracted the midway for the Columbia, Tenn., Fair thru John Neal, secretary.



ENTRANCE TO WESTERN STATES SHOWS at Odessa, Tex., which was played shortly before they closed their 1936 season under the combined auspices of the Odessa High School Band (pictured here) and local Legion Post. A public wedding was the special event of the day. On extreme right is Jack Ruback, manager of show, and on extreme left is Albert Wright, assistant manager and director of special events. Next to Wright is G. Ward Moody, bandmaster.

Pacific Coast Showmen's Assn. Memorial Services Impressive

LOS ANGELES, Dec. 12.—Annual memorial services of the Pacific Coast Showmen's Association were held here December 6 in Showmen's Rest, Evergreen Cemetery. Rites, which were arranged by Harry Seber, chairman of the committee, and assisted by Steve Henry, Doc Hall and Ted LaFors, were most impressive and splendidly handled. The day was ideal, with about 500 members of PCSA, Ladies' Auxiliary and friends in attendance. A large canvas, upon which those in attendance were seated, was donated by the United Tent and Awning Company and covered the burial plot. At every grave marker an American flag was unfurled, while more than 500 roses were used to decorate the graves.

Organization's official band, Cleveland's Boys' Band, of San Pedro, under direction of James E. Son, opened the services with two numbers. Harry Seber then read the names of each one buried in the plot to the cadence of bugle corps sounding taps. Seber also gave a short talk on the objectives of the PCSA and paid tribute to the departed members who lie in Showmen's Rest. To the accompaniment of the Boys' Band, Charlotte Hoffman Linnett, soprano, sang

Lead Kindly Light and *Crossing the Bar*. Captain John Cordell, chaplain of the Los Angeles Fire Department, made the principal address, in which he paid tribute to showfolk. Harry Seber then offered prayer for the departed. President Theo Forstall, as is customary, placed an immense wreath at the foot of the PCSA monument and said, in part: "We place this wreath at the monument that marks Showmen's Rest in loving remembrance of those who have made their last stand in life's journey." Ceremony was concluded to the strains of *The Star Spangled Banner*.

Noted among the out-of-town show-folks present were Mr. and Mrs. John Castle, Mr. and Mrs. J. L. Landes, Mr. and Mrs. Cecil Carle, Louis Leos, Percy Wheeler, Mr. and Mrs. W. T. Jessup, C. F. Altou, Mr. and Mrs. Frank Burke, W. J. Burroughs, Willie Burke, Doc La Marr, E. T. Swanburg, C. R. Heger, Mr. and Mrs. Charles J. Walpert, Mrs. Joe Glacey; Mr. and Mrs. John Miller and guest, Mrs. Doty; Mrs. Dorothy Denny, Mr. and Mrs. Jean Giroux, C. L. Daniels, Mr. and Mrs. Alvis Pethybridge, Husley Dickerson and Mr. and Mrs. Howard K. Parker.

Anent Promotional Fairs

A. J. Grey Supports J. C. Winters' Contentions

WILMINGTON, N. C.,
December 4, 1936.

The Mixer,
Billboard Publishing Company,
25 Opera Place,
Cincinnati, O.

Dear Sir:

The last issue of your publication carried an open letter from J. C. Winters regarding promotional fairs. I certainly think, in view of my past experience, that he is quite right. There should be a division drawn and a distinction made between those promoters and fair managers desiring the good will of the public, equally as much as they value the monetary interest, and those who merely use the word fair for the purpose of evading such taxations that would be necessary to play individual carnival dates. Agents and promoters who are using the agricultural departments under the banner of fairs as a cover-up for these carnival dates are indeed a detriment to all concerned.

It has been my experience in selecting an organization or committee to involve an agricultural fair association and to gain a charter for same in Virginia or North Carolina. There are very many difficulties for one to overcome, as was my experience in Greenville, N. C., this past season, where I took over the management of the Pitt County Fair under the auspices of the American Legion. For the past three years the Greenville Fair had developed a reputation as one which did not pay premiums nor practically none of the bills which were contracted for. The fairgrounds were in

bad shape, with the grand stand being blown down completely and only one building. Upon calling on the merchants for the displays and advertising copy the response we received was evident that they did not receive treatment to which they were entitled from the fair and stated that they were tired of supporting a fair with a pumpkin and an ear of corn as its agricultural displays. In spite of all this we were able, thru the fine support of the American Legions of Farmville and Greenville, to overcome every obstacle after paying an enormous rental for the fairgrounds, which is privately owned. We built a grand stand, where we presented 16

(See ANENT PROMOTIONAL page 37)

Modernistic Shows Now Organizing

MIDDLESBORO, Ky., Dec. 12.—A new carnival to be titled the Modernistic Shows, a corporation, is now being organized in this city to take the road next season. The owners are announced as being R. C. McCarter and A. B. Motch, with T. C. Cleland as secretary of the Modernistic Shows, Inc. The interested parties plan to open winter quarters here after the first of the year and will take to the road from this city.

McCarter reports that he has just returned from the convention in Chicago, where he looked over several rides which will be purchased for the shows, and that he will attend several of the Southern fair meetings. Motch is listed as an automobile dealer for many years, and with the 30 years credited to his associate as agent and manager there are high hopes for the success of this enterprise.

The shows will carry 7 rides, 10 shows and 30 concessions at the start-off. Staff and general lineup of attractions will be announced following the completion of final organization plans.

Troupers Who Can Troupe Are Still Trouping

AUGUSTA, Ga., Dec. 12.—The good oldtimer is worthy of mentioning above all. This reporter is going to forget the young bloods that are in the Johnny J. Jones Exposition quarters and write about the men that have built and helped build many of the big shows.

These men are still active, dependable and in demand in the various departments that they handle in the most efficient manner. Men that fear not the elements or wait for time. Men who have given the best of their lives that the show may go on. Troupers with real show experience and that have served under real showmen. They know what to do, when and how to do it.

Lot Superintendent James MacIlhane, now in charge of quarters, has spent 10 years with the big ones, moving them on and off. Jimmy not the oldest, but really knows his lots, stakes and wagons.

Master Builder Tom Salmon spent 49 years of his life with the big carnivals and circuses. Served his apprenticeship under the famous front builder, the late Fred Lewis Sr. Many of the Lewis fronts are still to be seen on different midways. Tom knows his fronts and how to build them.

Leon Reeve, master painter, artist and designer, dating back to the days of Boston. Thirty-six years a show decorator. (See TROUPERS WHO on page 49)

CONCESSION CARNIVAL TENTS

Our Specialty for Over 45 Years,
UNITED STATES TENT & AWNING CO
701 North Sangamon Street, Chicago, Ill.

CHUCK SAUTER

Selling
CHEVROLETS
Special Plan for Showmen,
New With
SOUTHLAND MOTORS, INC., Miami, Fla.

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With STANDARD CHEVROLET COMPANY,
EAST ST. LOUIS, ILL.
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YOUR Income depends on the Equipment YOU have

Get More Business

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TILT-A-WHIRL

Lots of Flash for Your Midway—Thrills That Make It a Repeater—Economical Operation and Lasting Value—An Off-Heard Fact—

"TILT-A-WHIRL IS TOPS IN RIDES"

It Will Help You in Your Bookings for 1937.

SELLNER MFG. CO.

Faribault, Minnesota



Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

Johnny J. Jones Exposition

AUGUSTA, Ga., Dec. 12.—Work in winter quarters is steadily forging ahead. Rebuilding of Rainbow Frolics' wagon front is finished and ready for the paint and electrical work on it.

Joe Stly, cookhouse operator, is a believer in getting his repairing and painting done before the regular winter-quarter rush starts. His De Luxe Eating Emporium is all ready to be set up for the 1937 season.

Joe Pearl, champion The Billboard salesman, writes from Rochester, N. Y., that he is spending the winter here with the homefolks.

Thanksgiving Day was the get-together time for the Jones trouper wintering in Augusta. Everyone gathered in the shows' recreation building and dining hall for a day of fun and feasting. The annual feast was bigger, better and grander than ever before. Due to business trips many of the shows' staff members were not present.

The dinner was prepared by Chef Danny Boyd, Lucille Lampkin and Pearl Harvey. The guests were Manager Tom Allen, Mr. and Mrs. Dell Lampkin and family, Mr. and Mrs. J. E. Walker and family, Mrs. Pearl Harvey, Lot Superintendent Jimmy McElhane, Tom Salmon, Bill Keys, Joe Allen, George Shannon, Dick Wiedeman, Charles Rigby, August Christ, John Miller, Captain Copeland, F. Farrel, Stanley Talbot and the writer.

Pearl Harvey promises innovations in lights, flash and color on her Caterpillar ride for the coming season. Also a new thrill addition to the ride that at the present time she won't divulge. Ride Manager Bill Keys returned from St. Louis, where he supervised the making of a new tunnel and bally cloth; the color scheme to be rainbow effect, different than used before.

L. (Ribs) Reeres, shows' artist and designer, announced the 1937 color scheme will be white and gold.

This year the Johnny J. Jones Exposition was well represented at the Chicago meeting by staff members, ride owners and show operators. From official reports that reached the writer's desk the results of the meeting very satisfactory for the show, from a booking and buying standpoint.

The winter destinations of Jonesites that attended the meeting are as follows: Director E. Lawrence Phillips returned to Washington, D. C., and reported he purchased a new 18-car Ridee-O while in Chicago. General Manager and Mrs. Walter A. White returned to their home in Quincy, Ill., for the holidays. General Agent J. C. Simpson went to Birmingham, Ala. Mrs. Hody Jones to Orlando, Fla., where she will be close to her son, Johnny J. Jones Jr., who is attending school at Haines City. Treasurer Arthur Atherton came back to Augusta to take up his duties in the office. Tommy Thomas returned to Tampa.

Mr. and Mrs. R. E. Haney returned to their home in Kansas City, Mo. Haney purchased a new Skooter ride while at the convention. Lee Cuddy left for Miami after purchasing a "The Octopus" ride. Mr. and Mrs. Buddy Paddock (Boots and her Buddy) went to Tampa for the winter. Mrs. and Doc Jack Wilson went home to Minneapolis, Minn. Morris Lipsky, St. Louis. Lillian Murry Shepard, Hot Springs, Ark., for a rest and baths. Eddie Cole to Tampa. Harry Wilson to Joliet, Ill.

The front arch has been rebuilt and elevated, now ready for shows' artist. Temple of Mystery wagon front to be changed. Now set up in the building and work of adding wings and top panels to make it more massive has started. The 19 men in quarters working daily, not marking time, getting a start on the big building program laid out for the 1937 season. Reported by Starr DeBelle.

Dodson's Shows

SAVANNAH, Ga., Dec. 12.—Dodson's Shows brought their season to a close at the fair here. Show was out 32 weeks, opening at Norfolk, Va., April 4. Season registered one of most profitable in many years. Played Virginia, West Virginia, Ohio, Pennsylvania, New York, North Carolina, South Carolina and Georgia. Very few changes in personnel, with the exception of adding Bert Minor

to the executive staff as assistant manager. Show opened with 22 shows and 12 riding devices and closed with the same number of shows and added one new riding device which proved quite popular. It was "The Octopus," purchased by management.

Last two fairs played were the two latest in the East, so the show had many visitors. John M. Sheesley and missus, Young John and wife; Mr. and Mrs. Bora, who have cookhouse on Sheesley Shows; Walter A. White, of Johnny J. Jones Exposition; Max Linderman, manager, and Doc Cann, representative of World of Mirth Shows; Rubin Gruberg and Joe Reading, of Rubin & Cherry Exposition; Fritzie Brown, of West Shows; Matthew J. Riley; Les Eslick, who had the band on this show for several years. Mr. and Mrs. Doc Lang, of the Doc Lang Shows of St. Louis, came from Savannah to renew acquaintances, and while here purchased the Scooter ride.

It is not the intention of Dodson Brothers to do much work in quarters until after the new year. Contracts have been made with B. E. Spencer to build a new Scooter ride for 24 cars. A crew of 10 men are now working on this ride.

Around 100 people that have been with the show are making Savannah their winter home. Bert Minor has been engaged as assistant manager again for season of 1937 and is here. Also Henry McCauley and wife, Jack Ballie and wife, George Roy and family; Charles Clark, bandmaster, and wife. M. G. Dodson and the missus will motor to Fort Myers, Fla. Reported by Charles Clark.

Art B. Thomas Shows

LENNOX, S. D., Dec. 12.—Shows consisting of two units now in winter quarters, closing their seasons with a run of 21 weeks each. Twelve rides and other equipment are stored in a building, with a new and up-to-date workshop, kitchen and apartments. A modern bunk house and several other buildings for storage have been added on the lot. Thomas also had his home remodeled. Following will remain at work: Johnnie Kirshman, E. C. (Red) Garross, Tony Westerman, Jake De Boer, Gerhard (Red) Ness and Arthur Skie.

Art B. Thomas is the sole owner and general manager. Mrs. Thomas has been in charge of Unit No. 2 during the past several seasons. Reported by Gil Tuva.

Sheesley Midway

CHARLOTTE, N. C., Dec. 12.—Captain John and his general agent, J. B. Hendershot, came in from Florida and are get-

Eleven Carnivals Slated To Tour Out of Los Angeles in 1937

LOS ANGELES, Dec. 5.—There are more showfolks wintering in and around this city than at any other time in the memory of the fellows who go as far back as Ed Mozart. He, by the way, advanced in years, makes the downtown haunts of the trouper and is always good for a great impromptu comedy act.

Al Fisher started his annual winter plans for the coming carnival season. He suggested that all carnival companies get together and work out a geographical division of the State of California, pro-rating the area to be assigned, according to the actual size of the show. The suggestion, however, did not go over so well.

It is stated that 11 carnivals will go out from this city and near-by territory. Crafts' third show, according to Roy Ludington, is as yet untitled and personnel has not been announced. However, it was stated that the No. 3 show would go out from San Bernardino early in March.

Mr. and Mrs. E. W. Coe have joined the downtown Coast defenders colony. Kennedy Amusement Company is still out playing the warm weather section of Southern California. They are reported to be doing oked.

Sis Dyer and daughter, June, who just returned from the winter, report a pleasant and prosperous season with

ting bookings in shape for 1937 season. Both look fine after basking in the Florida sunshine.

Colorado Mac has charge of winter quarters, also has his ponies riding the kids Saturdays and Sundays. Doc Carver and Nora are also here. Mrs. Jeanne Williams is all set for the winter. On the train Frenchy Charest, Romeo Perroti and Willie Jeld and wife have their staterooms fixed for the winter. Willie has a building next to quarters for his double Ferris Wheel, Merry-Go-Round and kiddie rides. Lady Barbara with her mule, ponies and trained dogs left for spots in Florida. Lorraine Wallace with her lion act left for Raleigh, N. C., for the indoor circus and then to Florida. Captain John will have 17 rides, including the Octopus, new Skooter and Loop-the-Loop. There will be new fronts and all the new shows.

Doc Carver's diving horse and Great Wilno's cannon will be the free acts. A new style of illumination never before used on a traveling show is planned. Mrs. John M. Sheesley, G. H. Pounds and wife, John D. Sheesley Jr. and wife, Dorothy, with little Joan and young Dorothy, are living in their house trailers for the winter at Miami. Also E. C. May and wife, Bill and Dale Pickett, Carl Baker and wife, Frank Sweeney, Hilton Hodges, wife and baby, Harry Cramer, Wyatt with the midgets and R. G. (Kokomo) Sykes, chief electrician, and wife are all in Miami. Hi Ti Curtin and wife, Atlanta, Ga.; also Herman List and wife, Frank Arone and wife, Clarksville, Tenn.; Steve Kutney, Oloversville, N. Y., and Tom Vigilante, Morristown, N. J., both of Heli's Dungeon, are enjoying the North. A. D. Smith and wife, Montgomery, Ala.; Howard Ingram, trainmaster for Sheesley Shows, and wife, Sarasota, Fla. Mr. and Mrs. Johnson, El Dorado, Ark.; E. H. (Tex) Smith and wife, Jacksonville, Fla.; Al Renton and family, Newark, N. J.; Floyd Newell, Whitey Fulmer, Valdosta, Ga. George Birdsey, wife and son, Cedar Keys, Fla.; Lester, illusionist and magician, touring theaters; Buck Denby and wife, Miami. The balance of the showfolk have gone to other places. Reported by Ward (Dad) Dunbar.

Blue Ribbon Shows

PHOENIX CITY, Ala., Dec. 12.—Show tucked away, yet signs of much activity on all sides. Work is being carried on readying for the winter tour. This unit will open early in January. If Manager Roth's plans go thru.

The yearly Thanksgiving dinner was held before the day of thanks. This due to Mr. and Mrs. Roth wishing to be present. The dinner was given on Sunday.

Those to enjoy the big feed: Mr. and Mrs. L. E. Roth, Mr. and Mrs. Cecil Gest, Mr. and Mrs. Art Alexander, Chief and Mrs. Long Wolf, George Kitchen, Stanley Talbot, Willie Kruger, Starr DeBelle, who was visiting at the time, and Agent Victor Camaras.

Everything from soup to nuts. Reported by Mrs. Cecil Gest.

Wallace Bros.' Shows

MEMPHIS, Dec. 12.—Closed season at Jackson, Miss., colored fair. Proved to be a success in spite of fact that first part of week was very cold. Weather warmed up for two best days, Friday and Saturday.

Attendance was much larger this season than last. Manager Farrow was much pleased at increase, also with co-operation Fair Association rendered. Work of repairing and repainting has begun, with crew of five.

Among those wintering here are Mr. and Mrs. E. E. Farrow, Mr. and Mrs. Shep Miller, T. A. Stevens, Ross Crawford, Ed Logan, George Harris, Ed Malone and James Reed and wife. Mr. and Mrs. D. L. Hall stored their concessions, then left to visit Hall's relatives in Texas.

Jack L. Oliver was stricken ill during the last week the show was in operation and was taken to a hospital in Jackson, then was removed to Baptist Hospital here. Was operated on first week here. Is now on the road to recovery. Left hospital Thanksgiving Day and is walking a little each day. Reported by Margaret Miller.

Bullock's Enterprises

BARNWELL, S. C., Dec. 12.—Terminated season of 39 weeks here. Bullock states he is well pleased as it has been most successful. Show encountered some rain at beginning of season, but from then on business was above expectations. Dates in the Carolinas were very satisfactory. Last two, Bamberg and Barnwell, were good in spite of cool weather. These two towns had been closed to outdoor amusements for several years. Much credit is due our General Agent John E. A. Murray for opening these towns and for the way they were handled. Our co-operation from both public and city officials was good. Chamber of Commerce in Bamberg invited the show to winter there and appointed a committee to help arrange suitable winter quarters.

Everyone is planning a trip or vacation for a few weeks. Mr. and Mrs. Bullock to Indiana and other points north, Jack Smith and wife to Youngstown, O.; Harry McNaughton and family to Savannah, Ga.; Mr. and Mrs. Joe Wooley and new son to home, East Liverpool, O.

Work will start in winter quarters about the first of February. Everything will receive a new coat of paint and the outfit will have all new canvas in the spring. All employees were handed a nice bonus in addition to their regular salary. Reported by Johnnie Bullock.

Georgia Attractions

APOLLO, Pa., Dec. 12.—After a season of 97 weeks, the Georgia Attractions closed in Bowman and everything was put in the hole at Orangeburg, S. C.

Manager W. L. Weisman and wife, along with George Cole, Big Eli Wheel operator, driving, left Orangeburg Thanksgiving Day and arrived here November 28 to visit relatives.

The Weismans are accompanied to Pennsylvania by their son, C. N. Weisman and family.

After spending several weeks here and East Brady, Pa., the Weismans will drive to Milwaukee for a short visit. Mr. and Mrs. W. L. Weisman will then leave for Orangeburg to start work in the winter quarters with a crew of four painting and repairing. Mr. and Mrs. C. N. Weisman are planning on spending the holiday season and winter in Coleman, Wis. Reported by C. N. Weisman.

Spencer Exposition Shows

BOOKVILLE, Pa., Dec. 12.—Sam E. Spencer, general manager of the shows, made a flying visit here recently on business and stayed several days. Chappell states that work will start immediately after January 1, and that there is plenty to be done. All new fronts will be built. There are some new ideas to be applied to construction, decoration and illumination. The show as a whole will be larger than ever before for 1937 season. Chappell says that particular attention will be paid to the individual shows. He left on a tour to book some special features in the show line. A number of the latest rides will be added. Also several free acts will be carried. As before, nothing but legitimate concessions will be carried or tolerated. Staff will be announced at an early date. Reported by Ben Chappell.

(See ELEVEN CARNIVAL opposite page.)

Convention After-Thoughts

(Chicago, November 30-December 4)

By WILLIAM JUDKINS HEWITT

Beyond a question of doubt the greatest consolidated convention ever held by exposition, exhibition, fair, park, rodeo, carnival, special event, concession and allied interests of the outdoor show business in general—and not forgetting the circus.

The perfect harmony that prevailed, the good fellowship and charitable attitude of those present toward those both present and absent, was a high compliment to the understanding and deportment of those who make up that great body of men and women known as outdoor showmen. In the final analysis all branches are interlocking and have the same objective, to entertain His Majesty the Great American Show-Going Public.

Time has proved that the birth of the Showmen's League of America, 24 years ago, was the beginning of a new epochal era in outdoor show business. Since the time a few men and women sat around the desk of the late Warren A. Patrick to listen to the plan of Charles McDonald for the organization of a showmen's club (which later became the Showmen's League of America), the outdoor showman has gone forward to greater things in establishing public favor and prestige for the individual and composite organization. Today the Showmen's League of America is known the world over for its humane and charitable acts within the profession of outdoor entertainment. It will not rest on that glory; it will go on and on to greater achievement and will in time have beaten down all that hue and cry from the element which has from time immemorial been wont to class the outdoor showmen as vagabonds and nomads not worthy of a place in the great social scheme. Today it has fairly well dispelled this impression and will do more to clarify false accusations and classification. The Showmen's League of America will be a quarter of a century old at the close of this year of Our Lord 1937.

Under its present leadership it will carry forward the precepts of its progenitors and founders and will celebrate in befitting style its 25th birthday. "More members and better members of the outdoor show profession" is now and shall ever be its objective. All hail to those who conceived it, launched it and have carried on thru all obstacles, down to this date. Its momentum is terrific, its obligation is a sacred trust. Never shall it be commercialized, prostituted nor defamed. Its star is in the ascendant. Long may its emblem stand for honor, charity and good will to all outdoor showmen.

In time the membership of the Showmen's League of America will list the outdoor showmen of Mexico, Central America, all the South American countries, Cuba and all the countries that come under the American flag and its protection. Canada long since joined under its banner, which is an accepted compliment for that for which the Showmen's League of America represents.

Among the Circus Fraternity

Some have been reticent to join the Showmen's League for reasons varied and amiss. In time every circus man from owner to clown will become a member. Noted at the convention: Eddie Vaughan, Ringling Bros. and Barnum & Bailey Circus; Robert E. Hickey, Cole Bros.-Clyde Beatty Circus; Clint W. Finney.

Many do not seem to know that J. C. McCaffery, the new chief executive of the Showmen's League, is a college man. He possesses a legal mind and business acumen.

Among those missed by their absence were Mrs. Bertha Melville, Chris M. Smith, Ben Weiss, Walter D. Nealand, Curtis Velara, Walter Davis, John R. Castle, Henry J. Pollio, F. L. Plack, George L. Dobyns, Joseph G. Ferari, W. L. Wyatt, W. C. Huggins, Louis J. Berger, J. Frank Hatch and just about 1,000 others. Many asked why Arthur L. Hill, Joseph H. Hughes and Ben Williams were not there.

John T. Benson, of animal farm fame, was in and out in his quiet and easy manner so characteristic of him.

Benny Fields, one of the star entertainers at the banquet, let the information drop that he knew something about the "spot-the-spot" concession, and he was not kidding either.

Sam J. Levy was insistent that he was the originator of the Five Flying Glusbergs. He was sustained by the writer in this claim and seemed satisfied. He did originate the act, but a certain show guy used it.

Frank P. Duffield deserves the gratitude of all showdom for the excellent manner he put over the banquet and ball. It was far more than any of his advance announcements claimed.

There were a lot of papers printed and circulated in the lobby and exhibit room of Hotel Sherman just for the occasion. It seems.

Harry Ross, who won the gold membership card for bringing in the most members (106) during 1936, is of Conklin's All-Canadian Shows. Think of it. Next was Royal American Shows with 103. With hustlers like these is it any wonder the Showmen's League of America has grown so during the year.

Harry Witt stated that he will bring out the Figure 8 Waltzer in 1937. He had his consulting engineer, C. A. Merclier, of New York, with him.

Al Latta remarked that everybody seemed to be doing business, but he wondered if they were making any money.

W. P. Mangels seemed very proud of his new 1937 model Whip cars.

George Cramer reported that he was taking plenty of ride orders, as did Abner K. Kline.

Clint W. Finney said he would like to take out a dog and pony opera patterned after the Gentry idea so popular years ago. Finney is of the opinion that the time is now about ripe for one.

L. J. Heth said he would like to have a Scooter like the Lusse model in the lobby of the Sherman.

Elwood Hughes upset a lot of speculation when he announced the midway plans for the Canadian National Exhibition for 1937.

It was brought out that Rubin & Cherry recorded the highest percentage midway increase of all fairs for 1936 at Ionia, Mich.

Low Dufour looked the part of a diplomat rather than showman.

William Zeidman said he would be very busy between convention time and the opening of season 1937. He has ceased to wonder what is going to become of the carnival business.

W. C. Huggins used to be a regular Chicago conventionite. This time he was busy on the West Coast booking his carnival.

Doc Jack and Mrs. Wilson enjoyed themselves as two school children on a vacation.

TROUPERS WHO

(Continued from page 47) rator and still one of the leaders in this line.

George Shannon, 32 years with carnivals and circuses. Many years spent as a show trainmaster. George is another builder of show equipment.

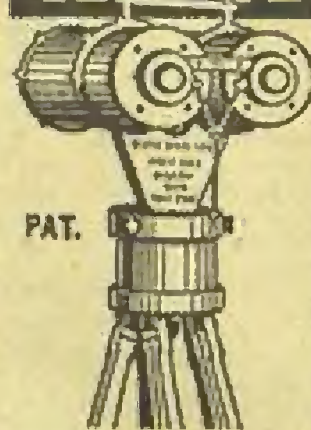
August Christ, 33 years a trainmaster, builder and all-round man. Another that has put them on and off for the big ones.

Charles Rigby, boss hostler, spent 30 years of his life moving the big ones. With Charley the show and horses come first, that's why he is still going strong.

Edward Copeland has charge of the elephant. Has been an animal man for 44 years. Still putting Mena, the elephant, thru her paces and pushing it on and off the lot.

Dick Wideman, tractor driver and mechanic, 30 years a trouper. Can spot

NEW INVENTION



MAKE BIG MONEY THE BIASCOPE, all socket-mounted metal Telescope-type camera, takes, develops, tones and finishes in one minute, two perfect photo sections, simultaneously with one exposure direct on positive paper, automatically discharged, ready for sale! The Biastroscope takes one at a time. A cents profit on every dime. **NO EXPERIENCE NEEDED. NO PLATES. NO FILMS. OR DARK ROOM REQUIRED.** The Biastroscope is loaded with two hooded positive in broad daylight. Great opportunities this winter in California and Florida at Beaches and Carnivals. **THIS SPECIAL MONEY-MAKING BIASCOPE** pictured with two soda lenses and shutters, complete with material for 400 Photos, 400 beautiful Hecoches, 4 Cans Developer and Tripod, \$35.50. **SINGLE SCOPE MACHINE** with one set of Lenses, takes one Photo at one time, Photo-Button also, one inch. Complete with 400 Glided Hecoches with Pin, 400 Positive, and 3 Cans Developer and Tripod. **Special, Only \$25.50.** Mail \$10.00 deposit with order. We ship balance U. S. D. For cash with order we process express free. Everything guaranteed. **SIMPLE INSTRUCTIONS TO OPERATE DAY AND NIGHT.** Air Mail order now to make big money.

PACIFIC BIASCOPES
615 Cotton Exchange Bldg., Los Angeles, Calif., U. S. A.

Merry Christmas Happy New Year MODERNISTIC SHOWS, INC.

WANTED FOR 1937—Shows, Rides and Concessions. Will furnish outfits for any Shows of merit to reliable parties. Will Book or Buy Merry-Go-Rounds and Ferris Wheels. "No Junk." Every city under auspices. Free auto given. **CAN USE** two or three "Sensational Free Acts." Cook House and Bingo open. Will take all or part in meal tickets. Legitimate Concessions open that can and will work for a dime. **CAN PLACE** Pit Show, Glass House, Monkey Circus, Midget Show, Freak Animal Show and Midget Show. Will play the coal fields of Kentucky, West Virginia and Pennsylvania, with ten weeks Celebrations and fifteen fairs. **CAN USE** real Promoters. **WILL BUY OR LEASE** Rides. What have You? Show will open April 1. Winter Quarters open for those desiring to repair and paint up. Would like to hear from good Front Builders and artistic Painters. **"NOTICE"**—Fair Secretaries and Celebration Committees, let us hear from you and get our proposition before booking. Address

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GOOD USED RIDING DEVICES FOR SALE

One 9-Car W. F. Mangels WHIP, equipped with 15 H.P. Cushman Engine. Price, \$1,500.00. Another WHIP, same description except the power, which is 15 H. P. Electric Motor. Price, \$1,200.00.

One 12-Car LINDY-LOOP, in fine condition, thoroughly overhauled last spring. Price, \$2,500.00.

LOOP-THE-LOOP (Five Units), new in 1935. Price, \$1,200.00.

All this equipment can be seen in operation here in Columbus at the Ohio State Fair Grounds, and same is in extra good condition for used amusement property. These Rides are all portable, but can also be used in Amusement Parks. Address inquiries to

GOODING GREATER SHOWS, Inc.
BOX 386, COLUMBUS, OHIO

them where they belong and get them off the lot; not as old as some but a good young old man. Dell Lamkin, ride superintendent, spent 20 years with the big shows, 14 of them as a ride superintendent; knows every motor and part and his rides from the ground up.

There are 268 years of real show experience wrapped up in these nine men. 268 years of knowledge gained in the old and new school. Where these oldtimers lead the younger trouper can't go wrong. It takes work and experience to make "the show go on" and off. Great oaks from little acorns grow, the oldtimer the acorn. **STARBU DEBELLE.**

PCSA EVENT

(Continued from page 46) Coast Showmen's Association's big annual event. The ball marked the last important gesture for Forstall. Complete details of this event and a list of names of those present will appear in The Billboard issue dated December 28.

Advance Publicity

There never was as much advance publicity given this annual affair. Every local daily gave the ball advance spreads. The novel stunt at 2 p.m. Wednesday when Benny Dryden walked the high wire stretched atop the Billmore across the court carrying Mrs. Dryden on his back attracted thousands and blocked traffic. Every motion picture studio and newsreel outfit had batteries of cameramen shooting the stunt. All in all everything relating to this affair was done in a high-class showmanlike manner.

SEAGRAM GOES

(Continued from page 46) Mel H. Smith, emcee. At San Diego, December 3, Savoy Theater, nearly 5,000 attended. Representatives of Seagram are much enthused over the success of the venture. It is stated that this unit will tour for eight weeks and there is a probability that there will be additional units sent on tour, and this means much for showfolk during the winter season. Dan Dix is assistant to Mel H. Smith in handling the unit.

ELEVEN CARNIVALS

(Continued from opposite page) gram show when that unit makes its Northern and Eastern tour. John Beck-

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
55 cards, \$8.25; 80 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards and 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 6 rows across the card—out up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theaters, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 60¢. Automatic Bingo Shaker, real class, \$12.50. Bingo Dashboard, with size 24x36 (Rolls up) \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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BAR-B-FRANK

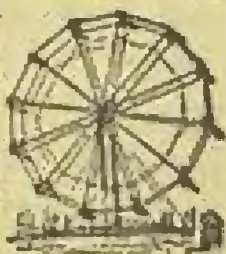
Electric Frankfurt Heaters, new to original factory outlet. List Price, \$112.00. My Price, \$85.00. Ship anywhere. Act now. Supply limited. Consider on request. **H. J. COOPE.**
415 Congress Street, Portland, Me.

man is doing Punch at 20th Century-Fox and MGM studios. Sam Brown is the latest to announce that he will head a new carnival next season. At the Golden Gate Shows on South Alameda street Joe Krug is busy getting equipment overhauled and ready for an early opening.

Elmer Hanscom finished contract with his rides at Metro-Goldwyn-Mayer studios and says he will most likely devote his time during the winter handling studio requirements. Charley Greiner, just back from the Mel Vaught Shows, will team up with Jack Ingelow in a talking and dancing act. M. E. Arthur, who spent last season on the West Coast Amusement Company, info that he has contracted for a circus side show and three other attractions with that organization.

No. 5 BIG ELI WHEEL

Always a Money-Maker. Here is a 4-day report from a single No. 5 playing a celebration in a Western State early in the Spring. Thursday (Sat.), \$11.15; Friday, \$280.50; Saturday, \$487.40; Sunday, \$299.15. Total—\$1,098.20. Let us give you more facts about the No. 5 BIG ELI Wheel.



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124-126 W. Lake St., Chicago, Ill.

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Midway Confab

By THE MIXER

EVERY carnival cannot be the largest.

NO, not all carnivals are alike.

HAIL, the Max Goodman Shows!

WILLIAM LOPSTROM—Send your address to this column.

DISTINCTIVE carnival features are needed.

WALTER K. SIBLEY is now in Miami, Fla.

MANY will be sorry to hear that Walter D. Nealand is on the sick list.

LADIES—Where are those photos you promised Mr. Boo Boo at Chicago?

AL KUNTZ JR. was secretary and press agent L. J. Heth Shows past season. Where in 1937, Al?

FRANK B. JOERLING is certainly a treat with the ladies.

GENERAL AGENTS are always busy if they are real general agents.

DAVID HENDRIX letters from Cincinnati: "Am planning to take a snake exhibit on the road next season."

THE ONE who wrote the poetry from Oakland, Calif., did not sign the copy, so it cannot be used, altho it is good.

AL GARSKY, of the concession department of Royal American Shows, was at the Chicago convention.

SIGN this paper. Now that makes you a showman.

MRS. JAKE MILLER advises that she is with Zimdar's Shows and wintering in Memphis.

PAUL REYNOLDS cards from Mobile, Ala.: "Was Big Eli foreman on F. H. Bee Shows for past six years. Will winter here."

SPEAKING of show women: Hats off to Cleo Hoffman.

HARRY L. GORDON, advance representative West Coast Shows, is reported to be doing some good work since the season closed.

W. LEE BRANDON, assistant manager Foley & Burk Shows, writes a good business letter. He covers the subjects factually and briefly.

OUTDOOR show business cannot be run on "bull" alone.

TOMMY BUTLER letters from Mansfield, O.: "Mrs. Ella Butler, formerly one of the Four Clifton Girls, is very ill in a hospital here."

ONE MORE Chicago convention and "The Onion" will be looking for a permanent resting place. But it was grand. Lost his hat, but E. Walter Evans found it.

ASK TOMMY ALLEN why men shave and women powder.

WILLIAM RENO (of West Bros. Shows)—Mrs. Jennie Sigman, Coshocton, O., wifed December 8 that your father died on that date.

BEN WILLIAMS, while on a vacation recently, motored to his old home town, Sydney, Nova Scotia. He is now back to his New York home.

ROYAL AMERICAN is slated for a return date at Jacksonville, Fla., for the second time coming north out of Florida. Last time there they had a big Children's Day.

HEY! What? Don't say listen so often. Say something that will hold.

LOUIS LOUISE LOGDON cards from Thibodaux, La.: "Following close of F. H. Bee Shows returned to J. B. Ward Shows. Finished season in annex with Billy Wilson's side show. Had best season of my career."

GLEN (TINY) WESTON cards from New Orleans: "Closed a most pleasant season as head waiter in Charley Mc-

Dougall's midway cafe on the Beckmann & Gerety Shows. Am now playing Santa Claus in a department store here."

IN TIME hotel lobby general agents will become extinct.

TOM WADE sent in an interesting picture of his housecar and new ride he is building from Grand Prairie, Tex. He is mighty proud of his trailer and achievements as an inventor. Good luck, Tom, and a Merry, Merry Christmas.

AL AND PAV PROHMUTH letters from Indianapolis, Ind.: "We are cookhouse people and enjoying our stay at home here. We entertained Mr. and Mrs. John Dale, of Midwest Shows, at a dinner recently.

IT'S a good idea to talk to yourself at times and find out what you are doing and plan to do.

CHESTER I. LEVIN letters from Kansas City: "Outdoor showfolk will hold their New Year's party in the President Hotel. Welcome to all who happen to be in this neck of the woods around last of December."

ROY GOLDSTONE drove up North Mountain, Hot Springs, Ark., one day and had to look down at the clouds. Next night he went up West Mountain



KENT HOSMER, press agent Bookmann & Gerety Shows, who is a firm believer in factual publicity, asserting that the wonders of the present-day carnival need no exaggeration to make news.

and had to look down to see the moon, says L. Opeal.

A LOTTA so-called showmen have plenty of old new ideas for season 1937.

MIKE GRAVES, cookhouse man, is passing a few weeks in New York City before leaving for South Carolina, where he will visit his brother, another well-known cookhouse man. Mike announced this week that 1937 will see him with the Danner contingent.

JOE J. FONTANA letters from Atlanta, Ga.: "Closed season as general agent for Happy Days Shows, Inc. Had one of the best years I ever had in show business. Will winter at my home here. Will be on road again next season and announce my connection at an early date."

CHRISTMAS is coming and a good time is going to be had by all.

JIMMIE HURD letters from Shreveport, La.: "Am formerly of Coney Island, N. Y.; Clark's Shows, of Los Angeles, and past season with United Shows of America. Have finally decided to go on my own. Have purchased a Motodrome and kiddie ride and will go with John Marks Shows."

DOC HICKS letters from Raymond, Wash.: "Visited many shows after leaving Clark's Zouave Band, on Dodson's Shows. All seemed to be doing well and were very optimistic and confident of continued improvement in business. This

was my 13th year in outdoor show business."

CARNIVALS will some day have their own private ambulances to haul supplies for the cookhouse.

MR. AND MRS. J. A. WATERS inform from Tarpon Springs, Fla., that they closed with Pearson Shows, then joined Snapp Brothers and ended the season in Alexandria, La. Waters loaded the ball game, dog and parrot in the house car and will winter in Tampa.

LUCIUS JENKINS letters from Tifton, Ga.: "Bruce Shows, four rides, three shows and concessions, ended their season here November 29. People and equipment will remain here. Al Fox, Jack Johnson and wife are also in for the winter."

PLEASE don't lick the stamps before you enclose them in a letter for a reply. It ain't nice.—Sospy Glue.

G. W. CRACRAFT, well-known general agent, following the Chicago meeting, spent a few days at his home in Covington, Ky., and left for Baltimore, Md. He will be most active in the promotion of special events under the Glick banner coming season.

A. SHEEN letters from Raleigh, N. C.: "Hector Garbury, owner of monkey circus on Glick Shows, has been discharged from hospital here, where he was confined for 10 days. One of his apes tore him up, and 20 stitches were made over his body and then infection set in. However, he is walking around."

WHAT is going to be your general admission price to enter the carnival grounds in 1937, Mr. Manager? Give it a thought or two.

SAM WELLS letters from Healdton, Okla.: "Inclosing picture of John McKee's winter quarters, a fireproof building. He has started building and painting and has completed a new housecar, which will also be used as an office next season. After Christmas he will take a vacation."

HOW can a man be befogged and befuddled and yet think of so many things he would like to do? This is one for the psychologist.

STEBLAR BROS.' SHOWS closed the season in Gray Court, S. C. After all property was stored in winter quarters most of people left for Florida. Mr. and Mrs. Frank Burns and two daughters went home to Norfolk, Va. Whitey Davis also went to the Sunshine State. Steblar plans to start work for next season in March.

1937 will find many changes in the color scheme of trains, rides, show fronts and all that.

LORRAINE SCARBERG letters from Fresno, Calif.: "It may interest our many friends in show business to know that Jolly Josephine and her husband, Raleigh Brown, are wintering here with the Scarbergs. Brown has established himself in business. A surprise birthday party was given him evening of November 23 at Athletic Club, where his many friends welcomed him home."

THERE is no rest for the progressive carnival owner and manager. He seldom thinks of it so absorbed is he in his work.

ROY LUDINGTON writes from Los Angeles: "Orville N. Crafts, besides being a yachtsman, golfer, huntsman, fisherman, finds time between to look after his carnivals, apartment houses and mining interest and time to fly around to distant points he visits each year in his private plane. Crafts is an expert pilot, having many hundred hours' flying time to his credit. He was among the first carnival owners to buy an airplane."

EVERYONE seems guilty of having mistaken ideas about show business in general and show people in particular.

CARL E. RATLIFF, of the Dennert & Knapp Shows, called at The Billboard office in Cincinnati last week following his return from the Chicago meeting. He stated that while in the Windy City

THE BILLBOARD MAIL FORWARDING SERVICE craves the co-operation of all who make use of it. IT IS CHRISTMAS TIME. Mail is heavy. Send in your permanent or forwarding address to The Billboard promptly so that there will be no delay in FORWARDING MAIL.

he bought a truck and car. Will leave soon with wife and baby to rest a while in Florida.

EDDIE TAYLOR dropped into Cincinnati last week from Atlanta. The past season he talked on Cleo Hoffman's girl show, with Rubin & Cherry. Taylor says he has Jake Aughtman (Sealo) under contract to present him next season in an elaborate frameup with one of the big carnivals of the East. He left The Billboard office in search of a couple of live seals.

RIGHT OR WRONG they are all God's children, meaning every human being on earth.—Soapy Glas.

LOUIS (ICEWATER) TORTI and his brother, Ned (All-American tackle), of the Wisconsin De Luxe Corporation, postcard from wilds of Northern Wisconsin that they are on a deer hunt and at that writing had already bagged two bucks. They further advise that Matt Dawson, who, with the two brothers, was prominent at the Chicago meetings, is holding down his post at the office in Milwaukee.

THERE is more activity in winter quarters now than ever before in the history of the carnival business. Real activity after January 1.

FRANK ZORDA letters from Montgomery, Ala.: "Joe Grandall is on the sick list. He lost three big snakes in a fire in St. Louis. Eddie (Red) Lippman is planning his own carnival for '37. Frank Russell, Ripley's strong man, now has a truck drive over his body once a week. Ralph Posner, of Rubin & Cherry Shows, has some new ideas for next season. After 20 years Frank Zorda is wearing a hat. Walter D. Nealand is on the sick list."

IT WILL be observed that carnivals titled "shows" and "carnival" walked away with most of the big fair contracts at the Chicago meeting.

L. OPSAL letters from Hot Springs, Ark.: "Mr. and Mrs. Roy Goldstone here for the winter. Mr. and Mrs. White Pratt have also taken quarters. Mr. and Mrs. T. McNeal are here. Curley and Otto have bachelor apartments. Will spend most of winter in Galveston, Houston and on the farm with Mrs. Opsal after taking the baths. Great place to spend the winter, only a little expensive. Not that the food is high, but what an appetite the climate creates."

FROM a colored minstrel man: Boss, I am trying to learn to be an Australian whip cracker—but I am having a helluva time keeping the cracker out of my eyes.

ROSTER of E. J. C. Shows, of Vitale, Mrs., Can., past season: E. J. Casey, manager; Leo McCarthy, Albert Evans, Baldy Knott, Prof. Valjean, Red Smith, George Henderson, Ted Cary, Nora Smith, Mrs. Bill Hoadly, Jack Shark, Madeline Casey, Jack Bally, Fred McKenzie, Pat Patterson, P. P. Jackson, Red Walker, Jack Aldons, Howard Kennedy, Les Swain, Kelly Shallen, John Noseworthy, Clarence Burrows, Bill Noodly, Mrs. E. J. Casey, Sailor Larson, Joe Carter, Bob Wolf, John Ochariski, Frank Ochariski and Fred Prescott.

IT'S A SHAME: Some of the boys who "got all the jack in sight" will soon be counting their pennies. It doesn't pay.—Tilly Few Cloth.

STRATES SHOWS train will be 17 flats, 1 stock, a day coach and a private car, making 20 in all. James E. plans to have 15 major rides 3 kiddie rides and 18 shows. Fred Thomas will have the Side Show, making his second year under Strates banner. William M. Breese, general agent, is one of the most popular in the East. George S. Marr reports that his recent visit to Chicago was the first in 24 years and the first time he ever attended a convention there. H. B. Jones, of bingo fame, is also booked with Strates.

The 420 ANNUAL AMUSEMENT REVIEW and HOLIDAY GREETING NUMBER of The Billboard will be dated DECEMBER 26. Forms go to press week of DECEMBER 14. Gladly have all copy desired for special position reach The Billboard, Cincinnati office, early in the week. Many timely items and news stories have to be left out on account of late arrival. The Billboard is ever and always in the making. There really is such a thing—as a DEAD-LINE!

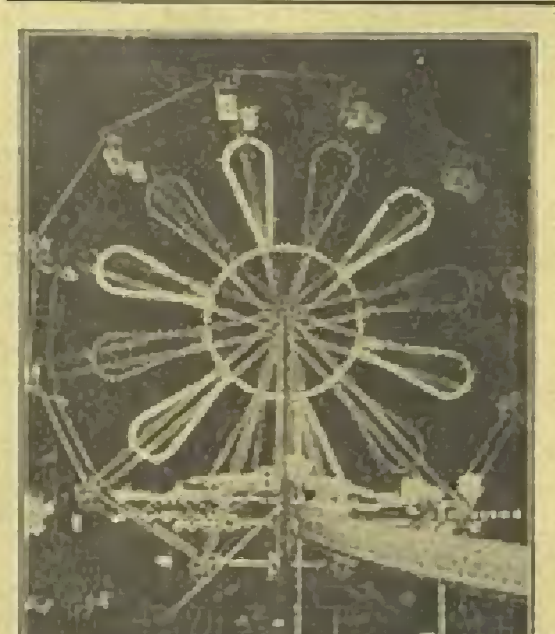
HOW DO you expect The Billboard to know where the pictures were taken if you do not say where? Keep this in mind when sending in photos, please.

C. E. WEST letters from Little Rock, Ark.: "In closing the season of the Gold Medal Shows Oscar Bloom gave all his people a farewell Thanksgiving party, including Colored Minstrels. Sixty-seven people from 21 States were present. Guests of honor were Mr. and Mrs. Pat Ford, of Little Rock. Starting with Bloom, everyone gave a toast to the guests of honor, followed by three cheers from all to the Gold Medal Shows and show owners. Rajah Mlad was emcee. Then all left for their winter homes over the country."

BUSINESS should be done in a straightforward manner if a man wants to be really successful. Beating around the bush is liable to get one all thorned up.

DINTY MOORE, after a very daring trip to the Showmen's League meeting in Chicago, has returned to his permanent address in Macon, Ga. His visit was successful in several ways and claims it's the greatest meeting the showmen have ever had and wants to mention that while in Chicago he purchased from Lusse Brothers, of Philadelphia, 18 Scooter cars for his new Scooter to be shipped at once to Charlotte, N. C. He also purchased 10 more Diggers. All his work is being done in his own workshop in Macon.

CARVED maskings in front of concession booths are on the way. Watch Royal Ameri-



FOLEY & BURK Big Eli Wheel at the San Francisco-Oakland Bridge celebration. Note the unusual illumination scheme of the wheel, green and amber, giving the effect of a giant flower. Other rides are shown in foreground and rear.

can, Beckmann & Carey, Rubin & Cherry, Johnny J. Jones and Hennies Brothers for this innovation in America.

AERIAL BARDS letter from Grand Rapids, Mich.: "Closed season of fairs and celebrations. Some big colony of showfolk wintering here. Henry J. Poille and Joyland Shows here. J. S. Robertson came in from Little Rock, Ark., with his attractions and is looking for a museum location. Jimmie Reed and Larry Miller, concessioners, closed with Burdett in North Carolina. Harry DeMarr, of DeMarr Brothers, wire walkers, is also here, as is Zeek Lamont, clown off Mix Circus. Emil Paul, girl show talker, has opened a cigar stand. Reid and Milners hotels are meeting places.

GENTLEMEN OF THE PRESS: Walter Davis, Jack Dadiwell, Dick Collins, Walter D. Nealand, Cayled White, Kent Hosmer, Frank Winchell, Floyd Newell, Beverly White and Joe S. Schellbo. Why did he leave me out?

R. J. WHILE sends the following do you remember: Helms & Beckmann Shows.—When L. J. Heth opened his big show in East St. Louis, Ill., in 1915 and M. E. (Spike) Wagoner was lot superintendent.—The McCloskey Greater Shows went on flat cars in Glassboro, Pa., and Ike and Jake Faust had all the concessions and Bill Murphy was general agent.—Irving J. and Harry Polack started a carnival in Pittsburgh.—Honest John Brunen Shows.—J. Frank Hatch Shows when Bill Wiers was manager.—Broadway Shows, Candy Wiers,

manager, opened and closed in Louisville, Ky.

MARION AND PAT DELANEY, Tarjeto Postal from Matamoras, Tam. Republics Mexicanas: "Cuban trip a blank. We like Es-cardi cocktails. Come to Mexico and have some."

KID TALLEY "radioed" from Florence, S. C.: "Parker's Smart Set opened in Georgetown, S. C., with Crystal Exposition Shows for a week, then moved to the colored schoolhouse following Monday and played to a packed house. Feature 'Buck Shot' alias Edna Talley, comedian. Chorus headed by Sarah Bates. Kid Talley and his Hominy Boys, rhythm band. Bo Peep Bates is a two-year-old wonder. Shoe-Shine Boy, C. D. and Babe Scott are with it. The chorus is Mrs. Irene Louis, Mrs. Gummie Clark, Lola B. Haley, Frances Talley, Mrs. Sarah Bates and Little Bo Peep Bates. The band: Kid Talley, trumpet; R. V. Louis, second trumpet; Louis Johnson, sousaphone; Will Jones, saxophone; Jim Grady, trombone; Everett DeBols, drum, and Kelly Barney, snare drums."

DON'T fail to send in a photo of the post office box you are wintering in, meaning those who are so doing and have no letterhead. Those who say they are putting out "shows" could at least start with good stationery.

ED HUNTER letters from Savannah, where he stopped off to visit Dodson's Shows to hear Auld Lang Syme, that there was an error in the story of Blue Ribbon's benefit story. His name appeared as Eddie Martin instead of Eddie Hunter. Eddie reports how a very blue evening was turned into a happy one: While he and friends were cutting up Jackpots in the lobby of Hotel Whitney, Savannah, an old trouper, William A. (Bill) Grant, came in with some movies he had taken of various trips he had made and invited them to attend the showing. Those present were Mr. and Mrs. Solsberg, Mrs. Rose Hunter, Harry (Murphy) Simonds, Jack (Fashion Plate) Burke, John F. (Blinky) Courtney and Eddie Hunter. The highlight of the evening was the showing of the fair at Richmond, Va. The happy group dispersed at 4:30 a.m., he reports.

ABNER K. KLINE letters from Chicago: "Mrs. Kline and I are leaving for Pottstown, Pa., to visit my mother, who is 83 years old. We make this trip yearly. After the convention we both need a rest. Mazy thanks for the mention of us and the Eyerly Aircraft Corporation in the Confab columns."

HENRY HEYN kicks in with: This season a transient applied for a job. Says the manager: "Yes, I'll take you on, but remember, if you are a chaser, boozer, gambler or staller you won't stay, understand?" To which the applicant replied: "I can do all of that and will do so, but it's quite an order. Now then, I'll just go 50-50 with you. I'll do any two of them and you can do the other two." Hey, teacher.

Duplexing of rides has reached the point where it likely may become interesting indoor sport. Putting chairoplane seats two abreast also has its good points as Bob Strayer gratefully overheard this year referring to that show. At one place a town resident remarked "that this layout was the biggest thing that ever came here. They have double Ferris Wheels, double Loop-o-Planes and double Chair-o-Planes." Some boost, eh?

Noisemeters would be interesting and also reveal more noise on a midway some places on Monday noon than they would that same night. Bad part, however, is that the daylight soundings are not fit to listen to in many instances. A certain mayor once took a walk on assembling day and told the manager, "Shut up or jack up," and that was that.

Lineup of Parker Show No. 3 in 1908: Carry-Us-All, Ferris Wheel Eli, Pearl and Jennie (Midget and Pat Lady), Halo's Tours, Peter the Great, Johnstown Flood, Pharaoh's Daughter, Animal Circus, Small Pony, Katzenjammer Castle, Broadway Belles; Capt. Latlip, high diver; Roy Cramer, manager. An interesting appeal to this show was the two big light generators driven by two 25 horse power traction steam engines. And so I became a convert and in it since 1909 because No. 3 stopped at Watertown, S. D., while I was hotel clerk, court bailiff, etc., in 1903.

JOE CRAMER, owner and manager Peerless Exposition, letters from Stedkyke, Germany: "Many thanks for forwarding The Billboard so promptly. Am visiting homefolk and will be

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here until middle of December. Have not been here in 25 years and there are many changes. Saw the Greater Fair and Carnival in Essen, Rheinfeld. All were doing good business."

HILDERBRAND'S SHOWS' winter-quarter reminiscences as reported by Walton de Pellaton: Altho the shows' winter quarters were officially closed more than a week ago, they are visited daily by showfolks residing in Los Angeles. Seated in a dozen chairs before the office the showfolks congregate to review incidents and swap yarns that occurred during the past season, and from all indications this divertimento may continue to be in vogue all winter. . . . O. H. Hilderbrand, wit of the gatherings, may be found daily endeavoring to dispose of any portion of his holdings. He will sell you anything for a price and then go right out and purchase a new article to replace the one he just sold. A bargain fiend as it were. . . . General Manager E. W. Coe walks miles daily, strutting with his indefatigable walking stick and his shadow, "Toby," at his heels. But these daily walks are not for naught, for he has been thinking up new plans for the 1937 season. . . . Jack Greenhalgh, advance guard for all the Los Angeles showings, is planning many new and novel surprises during the 10 weeks the show plays that spot. . . . King Provan, commander of the American Legion, also has a few tricks up his sleeve for various localities. . . . Captain McClary, power behind the throne in these parts, sits back and meditates, but his actions will speak louder than words when the season opens. . . . Former General Agent E. Pickles Pickard dropped in for a chat and gave his version regarding winter trouping. He declares the Kennedy-Pickard Shows are still holding their own. . . . Fred Webster, general agent for the Martin-Webster Shows, playing local lots, says that winter trouping is not all it's cracked up to be, but adds that the "show must go on." . . . Mr. and Mrs. Harry H. Sucker, after storing their paraphernalia for the winter, left for Minnesota to visit relatives. . . . Billie Farmer returned recently from the Tom Mix Circus in Alabama and immediately took up his winter occupation at the Yellow Cabs. . . . Jack Schaller's sumptuous winter quarters near Hollywood is the scene of much activity. . . . New rendezvous for the showfolks here is an elaborate cafe recently opened by Fred Pillsbury. Here may be seen nightly gatherings of showfolks enjoying Pillsbury's tempting cuisine.

Philadelphia

PHILADELPHIA, Dec. 12.—Eighth Street Museum holds up with business. Following attractions are appearing this week: Patman, magician; Prince Nuda, turtur act; Zora, drawing pictures with feet; Fosse Plastique; Spidorn and Mysteria, illusions; Princess Zeida, mentalist. Annex, dancing girls and Mary Morris. South Street Museum business little dull at present. Bill this week: Harry Peyton's Black Bottom Colored Revue of eight people; Ray Sheldon, escape act; Takayama, Japanese juggler and paper tearing; Capt. Sig, tattooed man. Annex dancing girls are Kitty Kay, Melba Kalmner and Babe Russo. Bob Vanderer is now lecturer.

Sammy Applebaum was a visitor last week. Came in from Florida for a holiday visit with his relatives. Closed a successful season with Snapp Shows.

George Kaerester, who has a number of rides and attractions with Max Gruber, has returned to his home in Lansdale for the winter. Reports only a fair season.

Joe Caspar was visiting for few days, now booking features for night clubs and taverns.

In the announcement of the tearing down of the Windsor Hotel passes one of the best-known hotels in the country, which for many years has catered to both indoor and outdoor show people, especially outdoor. When carnivals were numerous in this city and several wintered here it was the headquarters for all the carnivals, who congregated every afternoon to discuss situations. At one time the news stand in the lobby sold 100 copies of *The Billboard* weekly. With the restrictions in the city in the past few years it became more of a commercial hotel, but last spring, when a number of carnivals were allowed permits for a couple of weeks, it attained its old-time atmosphere.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for *The Billboard*.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 12.—Reflecting upon the events which took place at the third annual meeting of the association in Chicago, we are more than ever convinced that the membership represented at the various sessions indicated an enthusiastic interest in activities of the association. Present indications are that 1937 will see the association forge ahead.

We desire at this time to announce the addition to our membership roster of Wallace Bros.' Shows of Canada, by James P. Sullivan, owner and manager, and of Happyland Shows, Inc., by John S. Reid, president. This brings the show membership of the association to 32.

We also welcome into membership the Spillman Engineering Corporation, which filed application for associate membership thru its president, George H. Cramer.

We are at present engaged in preparing a summary of the new Social Security Laws for the benefit of our membership, and as soon as complete regulations have been announced by the Social Security Board at Washington, we shall prepare a bulletin and notify our membership of such rules and regulations as apply to their business.

St. Louis

ST. LOUIS, Dec. 12.—Among the outdoor showfolk who stopped over en route to their respective homes or winter quarters after the Chicago meetings during the past five days were J. George Loos, Mr. and Mrs. Fred Beckmann, B. S. Gerety, Harry W. and Orville W. Hennies, Charles DeKreko, Marvin (Moon) Laird, Sam B. Davis, Mr. and Mrs. John W. Galligan, Oscar Bloom, Macon E. Willis, Mr. and Mrs. Dee Lang, Elmer Brown, Mr. and Mrs. John Francis, James C. Simpson, Morris Lipsky, George Davis, William R. (Bill) Hirsch, Julia Hirsch, Joseph Monsour; Mr. and Mrs. Sidney Belmont and daughters, Harriet and Lorraine; Mr. and Mrs. Frank Hauss, Mr. and Mrs. Charles T. Goss, Mr. and Mrs. B. T. (Buff) Hottle, John Hoffman and Sam Solomon.

Mrs. Catherine Oliver, of Oliver Amusement Company, is at present in the city visiting with friends. She plans on returning to Springfield, Ill., where she will reside for remainder of winter.

Mrs. James C. Simpson and Mrs. Bertha (Gyp) McDaniel departed for Birmingham, Ala., after spending several weeks here.

H. C. (Whitey) Warren, last season trainmaster with Glick Shows, is here for winter months engaged in his usual commercial business.

Milford H. Smith, of Fulton Bag and Cotton Mills, of this city, returned from meetings at Chicago and reported that he has booked many orders for their new USAMP green canvas with many show owners.

Mrs. Viola Hayes was among other *Billboard* visitors en route to winter quarters, Little Rock, Ark.

L. S. (Larry) Hogan is at present in the city visiting with friends. He plans on staying in these environs until the big doings of the HASO, Kansas City, during the holidays.

Mr. and Mrs. R. M. Smith, Whitey Wolfe and Jimmy O'Keefe, all well known to showfolk in this vicinity, advise that they will spend winter in Corpus Christi, Tex.

Joseph S. Scholibo is in the city visiting with relatives of Mrs. Scholibo, whose home is in this city.

Zindar's Shows

MEMPHIS, Dec. 12.—Show is housed in building equipped with heat, electricity and water. Sailor Harris, Pearl Harris and Betty Belle Muse, young acrobat, came in from Georgia. Sailor will have charge of paint department and will book his Slide Show for coming season. He also has a small show. Hank Weeks and family and Pee Wee Wethe went to Litchfield, Minn., to spend holidays. Harry Zindar and wife and Artie Zindar and wife (two brothers who married two sisters) went to Dallas to spend a few days with their wives' mother. Upon their return work will begin. Ten men will be put on at start. Reported by Charles Solp.

15 Years Ago

(From *The Billboard* Dated December 17, 1921)

After extending their closing engagement by one week, Greater Sweeney Shows went into winter quarters at San Diego, Calif. Caravan traveled across the continent during the season. . . . Included among the contingent of showfolk who visited the Cincinnati office of *The Billboard* following the eighth annual banquet and ball of the Showmen's League of America in Chicago were: George H. Coleman, M. W. McQuigg, Larry Boyd, Con T. Kennedy, Arthur Brainerd, Thad Rodecker, Beverly White, W. J. (Bill) Floto and California C. Frank Haffley. . . . Original decision of Con T. Kennedy to have his show take the road in 1922 as two units was retracted when, after a thorough consideration of things in general as well as the fact that plenty of fair time had been booked, he decided to make his present show one of the largest and most beautiful ever to go out under the Kennedy banner.

It was vacation time for Harry E. Crandell and the missus at their home, Sunset Cottage, Sorrento, Fla. They were enjoying motoring, boating and fishing trips and a good rest from the season's grind. . . . An able corps of skilled workmen, under the direction of Capt. Fred DeVey, were beginning work in earnest on the rebuilding program of the J. F. Murphy Shows in their Greenville, S. C., winter quarters. . . . National Exposition Shows were undergoing a complete overhauling at Akron, O. . . . S. W. Brundage Shows had just added two new flat cars and a ride besides installing electric lights thruout the show train and providing staterooms with electric fans.

The growing interests of Clarence A. Wortham's enterprises necessitated the setting up of temporary headquarters in Chicago. George E. Robinson, general agent for the Wortham interests, was named office manager. . . . After sailing for some time Mrs. Jack McMahon, carnival worker, died in Australia of Bright's disease. . . . Roberts United Shows continued to attract huge crowds to their lot at the Garrison showgrounds, Tampa, Fla., where they were showing under the direction of the Tampa Police Benefit Association. . . . Billie C. Martin's Great Pacific Shows were doing an okay business in the coal fields of Alabama. . . . Business in Groveton, Tex., was just fair for the W. H. McClannahan Shows.

Kempf Brothers had just completed arrangements to have their Model City with the Sanger Brother's department store at Dallas. . . . Eddie Linton and the missus were daily sporting themselves in the surf at Miami, where they were vacationing preparatory to sailing for the Bahama Islands. . . . Gloth Exposition Shows, after closing their season at Savannah, Ga., hustled into Pittsburgh, where they established winter quarters.

Pittsburgh

PITTSBURGH, Dec. 12.—Gus Kant and Lew DeVine, burly comic with an Izzy Hirst show, are repewing acquaintances here this week. They used to be concessioners with old Col. Francis Ferari Shows.

Clyde McFall, formerly with the Burns Greater Shows, is the co-producer of the old-time melodrama *Snatched From the Noose*, which is now running at a local hotel.

Joe Allen, human corkscrew, has been held over for a fourth consecutive week at a Youngstown, O., night club.

Leo Abernathy, international president of the billposters' union, returned from the AFL convention.

George Hamid's *Revelations of 1937* moved from the Showboat here to Sharon, Pa.

Harry Thomas is planning once again to serve as local exploitation representative for the Great Lakes Exposition next year.

Nano De Cento, local concessioner now wintering in Cleveland, became a grandfather recently.

Harry and Daisy Reeves, who have been with the Arena Shows this season, are wintering in Tampa, Fla.

Bert Otto has been doing his old medicine-show routines between the acts of the Pierst-McFall melodrama here.

Waxo, mechanical man, is working at a department store here.

Miami

MIAMI, Dec. 12.—Bob Morton is busily engaged supervising the building of a palatial residence at Miami Beach. . . . Joe Rowan is acquiring a coat of tan while awaiting the opening of the horse-racing season. He will be connected with one of the tracks. . . . Harry Bentum, after a very good season with the Glick Shows, has connected with the Endys at Panland Park as promoter. . . . George Reinhardt's restaurant on West Flagler street is rendezvous for show people. Captain Bob Walters, owner and operator of the Aquarium Ship, was chairman of the contest committee of the air races held here December 10-12. . . . Building operations in Miami and Miami Beach for 11 months of 1936 totaled \$23,000,000. No boom, just natural, healthy growth.

Eddie Arlington has disposed of his chain of hotels in New York and New Jersey and is located permanently in Miami. He has purchased a beautiful estate on Alton road. . . . Professor Seward, astrologist supreme, is still doing business at the same old stand on East Flagler, wowing the crowds with his witty cracks and selling plenty of forecasts at a buck a throw. The professor is owner of a number of the most swanky cottages in Miami Beach and is building one of the finest hotels in that section.

South Beach, only spot in Miami Beach where games are permitted, is the scene of great activity. Painting and repairing are proceeding merrily. . . . Million-Dollar Pier is dark and will probably remain so with the exception of the Minsky burlesque, which will open in late December. . . . George Harmon has built an addition to his property and now has a number of apartments rented. . . . Abner Kline is placing an Octopus in the new Kady Bros. Park. . . . Mrs. Melville's Scooter, under management of Bill Peyser, is now operating in the new park with a street location and doing a very satisfactory business.

Matt Riley, cigar and all, is seen nightly at South Beach. . . . Hilton Hodges, a chip off the old block (Jimmy Hodges), is sojourning at the Ollie Trout tourist camp after a fine season with Royal Palm Shows. . . . There is so much red neon used here that it is difficult to pick out the traffic signals when one is a stranger. . . . Joe Aaron, concessioner, is vacationing here. . . . George Tashian and Paul Prell just blew into town. After a brief period of deep sea fishing they will try to get some of the millions of dollars to be spent here this winter.

Henry Ford is erecting a semi-permanent exhibition building at the foot of Flagler street for the display of his wares. Believed this will mark the beginning of Miami as a permanent Winter World's Fair. . . . A lion farm has been established near Fort Lauderdale. Money has been most lavishly spent by the McKillips, father and son, who are sponsors of this venture. . . . Miles Reilly, trainer of the lions used in Lion Motor-drome on Royal American Shows, is presenting a seven-lion act and is in charge of all beasts at the lion farm. . . . Eddie Rosenbaum is the Fortune-Tango-Beano King of South Beach. Eddie has most all of the prime locations on long leases. . . . Miami is to have a vote of property owners on question of building a municipal stadium at a cost of \$250,000. Part of this money is to be loaned to the city by the federal government for a long term if 50 per cent of the voters say aye. . . . Peejay Ringens is off on another one of his international tours, heading this time for Singapore, where he will have his first engagement. Has his properties here nicely routed for long terms.

Majestic Exposition Shows

TUSCALOOSA, Ala., Dec. 12.—Closed season at Thomastville, Ala. General Agent MacBee arranged nice quarters. Work will not start until after holidays. R. O. McHendrix, general manager, gave a Thanksgiving Day dinner, at which Pappy Conway was toastmaster. A real time was had by all. McHendrix is away on booking trip for next season. Shows will be enlarged to 8 rides, 13 shows and additional concessions. Three free acts will be carried in 1937. The writer is in charge of winter quarters. Seven people waiting for work to start. Reported by H. L. Pasa.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Dec. 12.—President J. C. McCaffery in the chair for his first regular meeting. Everything running along smoothly and the situation handled to the complete satisfaction of all. Chairman Fred Kressman stated that the audit will be ready for the next meeting and a complete report of the financial condition of the League will be available for the members.

The 1937 membership drive is on the way and again there is a gold life membership card for the member presenting 100 or more new applications. Other prizes will be forthcoming and will be announced later.

Action will be taken on the question of another addition to Showmen's Rest as soon as the committee has made full investigation and reports back to the body. The contemplated addition is a plot containing space enough for 147 more graves. This will doubtless make this plot the largest and most beautiful of its kind in the United States.

Report of the death of Brother Simplico Godino was received with deep regret and the brothers uttered silent prayer to his memory.

Banquet and ball committee unable to give full report at this time, but same will be ready for the next meeting, as will also the report of the Cemetery Fund Drive.

Membership committee has set a goal of 400 and expects to exceed this. Some work, but a capable committee and it will no doubt do the job it has undertaken. Relief committee reports Brother Col. F. J. Owens still confined to his home, hoping to be able to be at the meetings should the weather show moderation.

Committee appointed to arrange for a big New Year's Eve party includes Maxie Herman, M. J. Doolan, Jack Benjamin, Ray Oakes, Max Brantman, John L. Loerman, Frank Ehlens, Lew Keller and Maury Brod.

Chairman Doolan reported the festivities of the week, including testimonial party and open house for installation, had been handled with a very small expense. Total \$8.44. Some committee and some mighty fine work.

Brothers Peazy Hoffman, Irv J. Polack and Rubin Gruberg are still enjoying the hospitality of their many Chicago friends, as is also Brother Nate Eagle.

Brother Walter P. Driver will handle the matter of representation of the Showmen's League of America at the Heart of America banquet on New Year's Eve.

Applications presented for ballot and duly elected to membership were Lee A. Sullivan, M. W. Sellner, Sol Alper and Jake Shapiro. Cards were mailed.

Brother Harry A. Illions has been elected to fill vacancy on the board of governors caused by resignation of Brother Al R. Cohn.

Well, it's time for dues, brothers, and if yours has not been sent in why not do so at once? It is your solemn duty to keep your membership paid up in the finest organization in the world.

President J. C. McCaffery is expecting great things of the new chairman of the Cemetery Fund Drive committee, and

O. J. Sedlmayr is going to put this over in a big way. Vice-President Frank R. Conklin is on the Coast for a visit. Says we may expect him back this way most any time.

Well, just a short respite and then it will be just one fair meeting after another, so the boys will be on the go again.

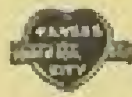
Past President G. R. Fisher is back from Dallas and again one of the regulars at the League rooms.

LADIES' AUXILIARY
How Do You Do?
How do you do, President Keller, how do you do?

May the incoming year be good to you. With new members we will greet you, and respect will always meet you. As we pledge our vows anew. How do you do?

First meeting of new year a full slate (See SHOWMEN'S LEAGUE on page 54)

Heart of America Showmen's Club



Coates House Hotel

KANSAS CITY, Dec. 12.—At the last meeting of the club the following officers were elected for one year: Jack Ruback, president; Orville Hennes, first vice-president; Harry Duncan, second vice-president; Art Brainerd, third vice-president; Harry Altshuler, treasurer, and G. C. McGinnis, secretary.

Voting on the idea to have three new members serve on the board of directors was passed over to another meeting. Mr. Duncan, chairman of the entertaining committee, reported that the advance ticket sale for the banquet indicated it would be a sellout.

Word has been received from President Castle that he will be here for the holidays and that he was enjoying the California weather.

The membership drive continues to be a heated affair, but from the looks of things Harry Altshuler will hold first place up to the finish. Standing at this writing is as follows: Harry Altshuler, first; Jake Brizendine, second; Orville Hennes, third, and Toney Martone, fourth.

New and old members who have received their 1937 cards are Harry Rittmaster, M. E. Willis, J. Ray Tarpey, Roy Roberts, Jim Craig, Mat Dawson, L. Hoffman, Frank McDow, Sam Spallo, J. N. Miller, George Duvall, A. D. Jenkins, J. George Loos, Kent Hosmer, Frank Ryan and Tommy Martin.

The club will erect a Christmas tree in the lobby of the Coates House Hotel. Tacky party and dance is scheduled to be held in the large ballroom December 30.

All members of the club who attended the Chicago meeting have returned home and expressed themselves as having a wonderful time.

Mr. and Mrs. Toney Martone returned home in time to be present at the club's regular meeting. Martone is a half owner of the Fairly-Martone Shows.

Another brother act was added to the club roster when Roy L. Shubert joined recently. His brother, C. V. Shubert, who has been a member for some years, will furnish the floor show and music for the banquet and ball. Pat Dunn and Miss Pauline Small, local talent, will assist with the singing.

Jim Pennington has been appointed assistant to the chairman of the house committee in looking after the club during the holidays.

LADIES' AUXILIARY
Ladies' Auxiliary held its regular meeting on Friday before going to the men's social.

The new ticket for the election of officers which will be held December 18 was put up. Three new members, Etta Parkey, Bertha L. White and Julia B. Wood, were admitted to the club roster. Quite a few of the ladies who have been in Chicago did not return in time to attend the meeting, but Myrtle Duncan gave a brief resume of her trip.

Several nice articles for the bazaar, to be held December 17-18, have arrived from out-of-town members and the ladies expect to realize a nice sum on them.

Texas Notes

SAN ANTONIO, Dec. 12.—Doc Scanlon is hibernating here and frequently is heard giving one of his famous lectures on snake life. Dallas Cantrell is also in for the winter and says he is

All-green tents seem to have been the vogue in 1936. Wonder what the big color scheme will be in 1937.

—Midway Confab, November 7.

We offer ELECTRIC GRAY

as used, tested and endorsed by us over the last four years.

Water proof—perfect protection.	Lock stitching—no ripped seams.
Mildew proof—not subject to dry rot.	Combines well with red, blue or green for super flash and extra customer appeal.
Army duck—lasts longer.	
Gray color—does not fade or show dirt.	

The showman or concessioner looking for something different yet practical in a quality tent, is invited to submit his specifications.

SIGMUND BROS., KEOKUK, IOWA
Write now for Samples and Low Winter Prices.

REYNOLDS & WELLS UNITED WANTED FOR SEASON 1937

Concessions that work for Stock and all Slum joints. Nothing that works for over 10c. All personnel must be in keeping with show, as this show will be new from the ground up.

Fair Secretaries and Celebration Committee Men in Missouri, Illinois and Wisconsin, wishing a clean and moral show with a positive guarantee of same, get in touch with this show, 1918 Water St., Corpus Christi, Tex. P. S.—Will open in Springfield, Mo., second week in April.

SEASON'S GREETINGS AND THANKS TO ALL OUR FRIENDS HAPPY DAYS SHOWS, INC.

NOW BOOKING ATTRACTIONS FOR THE SEASON OF 1937.

Opening MONTGOMERY, ALA., FEBRUARY 22, followed with Best Route of Bill Dater, Celebrations and Fairs in Our History.

WANTED—SHOWMEN WITH WORTHWHILE ATTRACTIONS. Organized Musical Troupe with Band, Gigophone Revue for Six-Down Show, MOTORCROME, PENNY ARCADE, WAXY IN-SIDE ACTS, Talkies and Grinders FOR SIDE SHOWS. Have complete HOTEL FUN HOUSE, GRIND SHOWS, WITH OR WITHOUT OWN OUTFITS. WILL BOOK OR BUY MERRY-GO-ROUND AND ONE FLAT RIDE. WILL BOOK Merchandising Concessions ONLY. EXCLUSIVE ROUND AND ONE FLAT RIDE. WILL BOOK Merchandising Concessions ONLY. EXCLUSIVE COOK HOUSE, DROGGER, PHOTOS, Scales, American Paints, Peanuts and Popcorn, Candy Press, etc. WANT Seasonal PREP ACTS (Krause & Zorny answer). UNIFORMED WHITE HAND, Electrician (Pat Brown answer). Hipster with Sound Car. Secretaries in Indiana and Illinois meet our representative, A. H. FINE, at the meetings. All replies to T. L. DEBRIK, Manager, Winter Quarters, Montgomery, Ala.

just resting. Roy and Betty Shepherd have plenty of company in their apartment. Betty has been named the world's most famous biscuit maker.

Roy Hughtit is striving for the 7-up championship but has quite a ways to go according to rival players.

Karl J. Walker's Gay New Yorkers is clicking in Riverside Gardens, where the unit opened recently.

Teddy Webb has quarters in a local apartment here and does his share of entertaining.

Carol Lytton has shown up in San Antonio and will perhaps remain until opening of Loos, with whom he is to troupe next season.

M. S. Hale, side-show manager, has signed with Doc King (Benevides) and will have inside of illusion show on one of the big ones next season.

Pete Cortes has gathered up his troupe and left for points west. Had a good opening in Ogden, Utah.

Charley (Whitey) Duke, who had the concessions past season, has made his appearance here. He reports an enjoyable and prosperous season.

Kansas City

KANSAS CITY, Dec. 12.—Mr. and Mrs. W. P. (Bill) Wilcox have gone to Emporia, Kan., to confer with Manager Bud Anderson of the Seal Bros.' Circus on matters pertaining to the coming season.

Jack Ruback left for a Western trip and then to San Antonio. He will return here for the holiday festivities.

Tommy Martin arrived from the South, where he finished the season with Hennes Bros. Shows. Tommy is a partner with Ed Phillion and operated a cook-house on the show. Coming season they will be with Fairly-Martone Shows.

Mr. and Mrs. Abner Kline left here for Pottelown, Pa., to visit the former's mother. They will return for the Heart of America Showmen's Club banquet and ball.

Frank Delmaine left for Houston, where he will spend the winter.

Phil Little stopped off on his way home to Dallas.

Billy Scanlon arrived from Shreveport. Carl Byers and Harry Beach, of Byess

Bros.' Shows, are here on business for the show.

Jack Moon and George Ross have started another business venture. Now it is the coal business.

El Paso Notes

EL PASO, Tex., Dec. 12.—Offices of Verne Newcombe are headquarters for El Paso's winter colony of show people.

Mr. and Mrs. Mel Vaught, owners of State Fair Shows, are back from the Chicago convention.

Mr. and Mrs. Paul Towe and Mr. and Mrs. Art Hansen, of Silver State Shows, are here.

Mrs. Eddie Constock, Molly O'Neill to the public, is working in a floor show at a club, Juarez, Old Mexico.

Bob and Johnny Sandberg arrived from San Francisco, where they were for opening of the bay bridge. They will be connected with the Sun Carnival.

Frank Hughes is improving at Masonic Hospital, where he submitted to a major operation.

Harry McCormack, of Yellowstone Shows, in town from Albuquerque, N. M.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

In addition to being the oldest institution of its kind in America, it also is outstanding among fraternal organizations.

LORDS PRAYER

ENGRAVED ON YOUR PENNY

GO IN BUSINESS FOR YOURSELF
BE YOUR OWN BOSS
MAKE '2 TO '5 AN HOUR
OPERATING THE MOST BEAUTIFUL ENGRAVING MACHINES ON CARTS

UNIQUE, UNUSUAL, & F. L. MONTGOMERY & CO. 112 N. MONTGOMERY ST. CHICAGO, ILL. 60602

2 LOOK 2

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Shrine Circus Staff At Work in Denver

DENVER, Dec. 12.—Fifth annual El Jebel Shrine Circus will have matinees on Wednesday and Saturday and total of eight performances will be staged in the City Auditorium, the same as last year, and again under generalship of Lew Parsons, who is credited with tremendous success of the annual event for the past four years.

This year's plans have every indication of exceeding all past attendance and financial records, in spite of the fact that it ran thru an eight-day period last year. Advance sale is said to show marked improvement over last year at this time and demand for group lots is greater. Near-capacity and one complete turnaway marked the business last year, which stands as a record for the four years.

Orrin Davenport will stage the show, which will be presented in one ring owing to limited facilities of building. Executive staff appointed by General Manager Parsons includes Orrin Davenport, equestrian director; Ora O. Parks, publicity; Harry Zimmerhackel, finance; L. G. Truby, Activity Club president; B. C. Dade, advance ticket sales; E. C. Barthes, comptroller; L. W. Houseman, treasurer; S. G. Peck, secretary; A. A. Blakley, tickets and ushers; Bert W. Kelly, public relations; W. W. Kline, workers, and J. S. Leick, bandmaster. Downtown office in the Hotel Albany has Earl (Cas) Emile Casimir Barthes in charge.

Indoor County Fair Planned

NEW YORK, Dec. 12.—According to present plans all the thrills and scenes of a real county fair will be produced next spring in Commerce Hall of the Port Authority Building here by Campbell-Fairbanks Expositions, Inc., operator of the National Sportsmen's Show. Campbell-Fairbanks, a Boston firm, has taken rooms at the Hotel Roosevelt for a headquarters from which to handle details of creating a typical county fairgrounds indoors. According to reports, a regular midway and series of farm and industrial exhibits will be erected on the 165,000 feet of floor space in the big hall.

Tobacco Festival Largest

MAYSVILLE, Ky., Dec. 12.—With largest attendance in history of the event, seventh annual Tobacco Festival here on November 25-28, sponsored by the Lions' Club, was the most successful ever staged in the burley tobacco belt, reported Managing Director Elwood Dillin, who was assisted by Helen Dillin. All available space was sold to commercial exhibitors and concessioners, he said.

REVIEWS
Of the Year
And Other Special
Features
in the
Holiday Greetings
Number of
The Billboard
OUT NEXT WEEK

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Jackson Event Has Huge Draw

JACKSON, Mo., Dec. 12.—The 17th annual Home-Comeers' Celebration here recently set a new high record for any similar event of its kind in many years. Event of a week's duration had more than 20,000 in attendance on the last day. Total for the week was estimated at more than 60,000. All concessioners, local and outside, reported good business.

Dee Lang Shows, with rides, concessions and shows on the midway, reported one of the best weeks of the season. Gross receipts for the week were about \$6,000, with 4,451 tickets on the Caterpillar and 3,095 on Ferris Wheels being sold the last day.

Shows also had good business. Other features, which included band concerts, free attractions, local and paid, and various contests were received with great favor.

Anniston's Labor Doings Featured by Circus Acts

ANNISTON, Ala., Dec. 12.—Central Labor Unions' Indoor Circus opened night of December 11 in Calhoun County, new garage adjacent to City Hall Building, beautifully decorated. Seating for 1,500 was erected, all equipment, seats, ring and lighting effects furnished by Tom Mix Circus.

Performers from the Mix Circus were booked. Little Eva and Topsy, under personal direction of Max Gruber, presented Oddities of the Jungle. Rhoda Royal and troupe of educated horses presented an elaborate Liberty act. Mr. Royal is equestrian director of the Tom Mix Circus. Asher Sisters, two of the Mix performers, presented two acts: double ladder and loop-the-loop. Roy Leonhart, of producing clowns of the Downie Bros' Circus, presented two acts, a one-man baseball game and comedy acrobatic and table act. Miss Dorothy Taylor, another Mix performer, appeared in a single-ladder act.

Willie Clark, one of the oldest clowns in the business, presented globe-juggling and a cross-clown act. Finale was the Lenton Trio, of the Mix Circus, in a roping act. Clown alley had Roy Leonhart and Willie Clark, assisted by three other clowns. Proceeds of the circus will be used to defray expenses of the Alabama Federation of Labor convention in Anniston in April, said Circus Director W. E. Franks.

Bingo Parties' Floor Show

MACON, Ga., Dec. 12.—Sam Glickman, concession operator, closed a contract with Joseph N. Neel Jr. Post, American Legion, for a series of bingo parties in Macon auditorium for eight nights. Glickman and William J. Klingler Jr. are here and advance sale of tickets has started. Charles O. Morgan and Dr. Grover Jones head the Legion committee. A floor show will be presented each night and a band will play for dancing.

"Couldn't Do Without"

MAYSVILLE, Ky., Dec. 12.—"Having completed 16 sponsored events the past season, I wish to express appreciation to The Billboard for splendid support and co-operation. I can frankly state that I could not stage any event successfully without the assistance of The Billboard, in which we purchase advertising for all of our events. I have just concluded my fifth engagement in Maysville and my third annual Tobacco Festival, sponsor this year being the Lions' Club. We are closing the season here, going to Florida for the winter. I can certainly be counted upon in the 1937 season as one of The Billboard's greatest boosters, as we have secured results from every advertisement placed in the publication."—ELWOOD DILLIN, managing director, Maysville Seventh Annual Tobacco Festival.

Hamid Acts Featured At New Britain, Conn.

NEW BRITAIN, Conn., Dec. 12.—Despite three days of inclement weather which curtailed attendance somewhat, Fourth Annual Masonic Circus in Stanley Arena here on November 30-December 5 was a success.

Featured acts provided by George A. Hamid, Inc., included Roberta's dogs, ponies, monkeys and bucking mule; Emil and Katherine Pallenberg's Bears and Royal Doberman Pinschers; Rose Ellis Troupe, teeterboard; Captain Rudy and his elephant. Jumbo; dogs, camels and ponies; De Cardos, barrel jumping; Casting Campbells; Janet May, aerialist, and clown troupe. Concessions were handled by Roy Carvel.

Fred Cadrex and Charlie Milos were in charge of prize candy, while the latter acted as head prop man. Billposting was done by Al and Red Pilz and Danny Cronin. Show also realized a bit of publicity when Captain Rudy's elephant, Jumbo, set off a fire extinguisher and flooded concession stands. No sooner had the flow of water been stopped than Jumbo again began to cut capers. He picked the pockets of Emil Pallenberg and stole keys for his bear and dog cages, which nearly made him late for his acts.

Shorts

ACE MASON and Company, in mysteries of magic and Valdare, trick cyclist, were booked at annual entertainment of Gibsonburg (O.) Volunteer Fire Department on December 3, reported President Frank Ottney.

A STAGE show, concessions and other features will be presented at a Children's Indoor Circus in Canton, O., being directed by Leuthold & Melton.

LAWN bingo games are becoming popular among Elks' lodges in Florida, three recent ones in Gainesville, staged by Ben Weiss and Al Gorman, having entertainment in conjunction with them.

SIXTH ANNUAL Fall Festival in Paris, Ky., recently, was the most successful and most useful to the community of any similar event ever to be held in Bourbon County, said officials of Bourbon American Legion Post, sponsor. Legionnaires in charge reported that response from business men, county and public was best ever noted and plans are being made to improve some features for the 1937 event.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

HELP This Department by Telling Committees' About It.

Golden Gate Bridge Fiesta Project Started in Frisco

SAN FRANCISCO, Dec. 12.—Plans for an International Golden Gate Bridge Fiesta here in May, upon opening of the span that will connect San Francisco and North Bay counties, were formulated at a meeting of Mayor Ross's citizens' committee.

Supervisor Arthur M. Brown Jr., a director of the Golden Gate Bridge and Highway District, was elected permanent chairman, with Miss Lotus Coombs as secretary. Redwood Empire Association, fostering the festivities, thru Clyde Edmondson, general manager, presented a tentative program for a three-day celebration which includes spectacular land, sea and air parades; a civic ball, fireworks, pageantry and other events.

Criticism of Market street decorations during San Francisco Bay Bridge Celebration was voiced by Wallace Kibbes, committee member. Supervisor Brown replied that the Golden Gate Bridge fête would be "an artistic triumph."

Attractions Are Lined Up For El Paso Sun Carnival

EL PASO, Tex., Dec. 12.—Measure Trail, fun zone of Southwest Sun Carnival here, will feature Streets of the World, said Verne Newcombe, general manager. Already signed, he said, are Nude Ranch, from Fort Worth Centennial; Docen's Freak Animal Show and Chambers' Monkey Show. Free acts signed include Valencia, Four Jacks and Capt. Frank Cushing. Fifteen major and four children's rides have been contracted for, Mr. Newcombe said. The Octopus, new ride, will be featured.

Nearly 75,000 tickets for Pleasure Trail have been sold to El Paso business firms to be used in advertising and good-will giveaways. Commercial exhibits from other concerns are being lined up. In contests and special events a trip to the National Orange Show, San Bernardino, Calif., will be prize in a Miss Victory popularity contest. Pet and hobby parade, amateur jamboree, public aerial wedding and costume night will be features.

Al (Big Hat) Fisher, Crafts Shows, has been invited to defend his honors as champion "barker" in a contest with Fred (Happy) Myers, who was talker at Sally Rand's Nude Ranch in Fort Worth.

Utica Circus Successful

UTICA, N. Y., Dec. 12.—Winter Circus staged by Utica Maennerchor in Maennerchor Hall is reported by officials to have proved very successful. Purpose was to raise funds for a saengerfest next summer which is expected to attract about 1,000 singers to Utica. Included in acts were Edward DeLong, strong man; William Tell, clown; Bobolink, acrobatic roller skater; Pete Ruth, juggler; Miss Helen Wade, contortionist; Australian Earles, whip-cracking team, and Mark Cameron and his trained dog.

SHOWMEN'S LEAGUE—

(Continued from page 53)
of newly elected officers at table included President Mrs. Lew Keller, First Vice-President Mrs. Bob Brumleve, Second Vice-President Mrs. James Chas. Third Vice-President Mrs. Elizabeth Ernst, Secretary Cora Yeldham and Edith Strelbich, treasurer.

New applications presented for ballot and elected to membership were Pearl Vaught, Mrs. Jack Balle, Jewel Belser, Margaret Kayson, Norma Dee Lang, Grace Goss, Margaret Haney, Mrs. John Frances, Babe McCabe, Myrtle Jackson, Ruth Martone, Ruby Velare, Hazel Harris. The roster of members is gradually forging ahead to an all-time record.

Prizes in the 1936 membership drive were awarded as follows: President Mrs. Lew Keller, \$10, and Edith Strelbich, a lady's leather bag.

Co-operation shows Hallie McCabe will be a serious contender for the 1937 membership drive prize. This week she presented the application of Hazel Harris.

Mrs. Bob Brumleve and Secretary Cora Yeldham have completed the annual audit, which shows the organization to be in a flourishing condition.

Regular biweekly social will be held the 17th, Edith Strelbich as hostess. Meeting and social have been canceled during the holidays on account of fallouts on Christmas and New Year's.

Dues for 1937 are due and payable. Many have sent theirs. As a reminder, why don't you?

G

DO YOU NEED MONEY?

A

H

Does your organization need that last-minute pull for that welfare, sick, benefit or other fund total? Make it sure-fire by calling on us for your circus, variety show, revue, pageant or whatever you have in mind. Complete units and productions in every category, with aid on ticket sales, organizing, etc. If it's sensational, we have it. Scouts now in Europe sending over attractions.

1560 6TH AVENUE
NEW YORK,
N. Y.

GEORGE A. HAMID, Inc.

Hartmann's Broadcast

IN ANNOUNCING the New York engagement of the Cole Bros.-Clyde Beatty Circus at the Hippodrome, opening next March 18 and running thru April 11, the metropolitan newspapers played up "circus-war" angles—war with the Ringling Bros. and Barnum & Bailey Combined Shows, which open each spring at Madison Square Garden.

Altho appreciative of the publicity given the engagement by the newspapers, the "war" angles didn't set so well with Zack Terrell, who so expressed himself over long-distance telephone to me last Friday night from Rochester, Ind. Altho opposition enters into the case, Zack does not look upon it as a "circus war," openly admitting that it would be foolhardy to try to fight the Big Show. He and Jess Adkins, he said, figured there was room for another circus indoors in New York City, and especially since their Manhattan run, which will be sponsored by Mrs. William Randolph Hearst, precedes the Ringling-Barnum engagement, or will have about ended when R-B opens.

Incidentally, the Hippodrome contract was the culmination of a verbal agreement made by Mike Jacobs with Zack when they met at the Louis-Schmeling fight some months back.

AMOTION picture exhibitor in the South recently sent out a warning-to-the-public card against carnivals and found much to his surprise that it acted more as a boomerang than anything else. Just listen to this rot from the holler-than-thou:

"Our community, rich in harvest, is being infested by parasites under canvas offering cheap bunk and fake for entertainment.

"We poison boll-weevils, army worms, hoppers and other pests of the crops. The former parasites that come to take away the returns of harvest can be gotten rid of, too. The way to do this is by denying them your presence and your pocket book.

"Do not be misled by free tickets, as these smart tenters charge you to sit down after you get in and then sell you a lot of trick stuff to get your change. We offer you good, clean, high-class entertainment in a well-ventilated house with comfortable, cushioned seats. And one price admits you to all of it.

"We are here 365 days in the year, pay rent, taxes and give employment to many. We spend our money with you. Resolve to patronize your local theater."

The public is not so dumb nowadays to believe that "we spend our money with you." It knows full well that only the small portion of money left after the canned amusement is paid for is spent locally.

YOU might as well laugh, too; that is, if you haven't already read about what I am going to tell you. A newspaper dispatch from Oslo, Norway, December 5 over the AP reads: "A 16-foot boa constrictor escaped from a music hall in the heart of Oslo. When police failed to find it they gave permission for performances to continue with the provision that the audiences be warned each evening of the risk they ran if the snake should turn up among the seats." One can well imagine how many people, especially women, girls and children, would sit thru a show after such a warning.

CLYDE and Harriett Beatty will have plenty of experiences to relate when they get back from that trip abroad. An undated pictorial card from them mailed at Gibraltar reads: "Arrived here today after quite a bad trip. Sailing

tomorrow for Algiers and then to Naples. Will write you again soon."

"CLEVELAND'S first annual Children's Show is advertised as For Children 6 to 66. Looks like the world is growing younger and younger." This item, which appeared in our Christmas Number, fetched reaction from Arthur Borella. Art says: "For Children 6 to 66 is my slogan. I use same in writing for kiddie shows and entertainment."

Rao Bros.' Show

Saratoga, Tex. Week ended November 22. Business and weather, good.

Rao's sister-in-law's death caused him a trip to Louisiana. Openings which were made for Hula Show by Rao were made by Freeda Hunt. Rosaloe Gordon made a three-day visit to Houston. A birthday party was given to Tommie McDonald before he left for Ohio to visit his mother. John Davis left for a visit in Tennessee. The writer and Lola Potter spent a few days with former's mother in Dallas. Rao is taking three rides into Beaumont, Tex., which will run in a park there.

FREEDA C. HUNT.

Notes From the Crossroads

By NAT GREEN

DES MOINES was the crossroads of the country for outdoor showfolks last week. If the fair secretaries had given each attraction man at the Iowa meeting a contract it would have brought together the largest and most varied aggregation ever seen in one State. Of course, no such thing happened! The largest carnivals and probably the smallest were represented. Likewise the whales and minnows among booking offices. There was the usual conniving always to be found in this highly competitive game, and it was an ideal place for the Crossroads mugg to gather material for his "off the record"

archives, from which he'll get many a chuckle in years to come.

The rotary merchandiser in the Savery Hotel lobby held an uncanny fascination for Sam J. Levy, who finally succeeded in pushing a hefty bundle into the hopper and found himself possessed of a bright silk (?) kimono. . . . Who was the son who congratulated his father on buying a carnival and signed the wire "Ruth, Joe and Mother"? . . . Billy Williams, of Williams & Lee, was alone this year, his wife having recently undergone an operation. . . . E. B. Emery, trainer of the elephant "Baby Mine," was booked at the convention by Jay Gould for the coming season. . . . A bunch of the boys taxied out to Sunset Inn and on their return reported they enjoyed the finest rib dinner they had ever eaten. . . . In the bunch were Bill Crunz, Noble Fairly, Dee Lang, V. McEmore, Phil Little, Sunny Bernet, Lou Kienast and Harry Beach. . . . Harry Brandt, the efficient steno, who has been reporting the convention for many years, was called away Tuesday to attend the funeral of his father-in-law. . . . Russell Green was on deck as usual and hoping he wouldn't have another auto accident this winter. . . . He spent a goodly portion of last winter in a hospital as the result of a smashup, the first he ever had in his travels of some 600,000 miles. . . . J. W. Marcellus hasn't been in the game for some years, but he showed up, as he always does, to renew acquaintances. . . . Likewise Bob Clay, who quit show biz to peddle diamonds. . . . Bob Lohmer showed Wednesday morning for the State meeting. . . . Rube Lieberman had the entire lobby dotted with signs reading "I want to see you in Room 402." . . . The choice county fair plum, Spencer, was still hanging when the meetings adjourned.

Back to Randolph street: Rubin Orstberg, Carl J. Sedlmayr and a few more of the boys still around the Magic Carpet a week after the meetings closed. . . . First Christmas greeting of the season came from Jack Crooks, who postcarded from Hamburg, Germany. . . . That Hungry Five Band did its stuff in a big way at the Showmen's League Banquet. . . . For a small outfit it can pep things up astonishingly. . . . Most of the fair men who came to Chi managed to find time to visit the International Live Stock Show, which this year registered an attendance of 480,000. . . . Orrin Davenport will be equestrian director of the Al G. Barnes Circus next season.

The boys down at Hot Springs must have their fun, so they kill time by dopping out stuff like this, which came with the signature of "Windy de Van Hoosten" but which we suspect was the concoction of Harry Canale, Art Hopper, Jake Newman and sundry others: "A circus owner is said to be a man who knows a great deal about very little and who goes along knowing more and more about less until finally he knows practically everything about nothing. Whereas his manager, on the other hand, is a man who knows very little about a great deal and keeps knowing less and less about more and more until he knows practically nothing about everything. The circus press agent starts out knowing practically everything about everything, but in the end knows nothing about anything, due to his association with circus owners and managers. The general agent of a circus is not expected to know anything and lives up to expectations. He is to get his data from the circus owner who knows everything about nothing, then transmits the data thru the manager, who knows nothing about everything, and advises the press agent, who knows nothing about anything. Then the circus owners ask the general agent how he can justify his existence when he never knew he had any. So what the hell is it all about?"

Museums

Address Communications to Cincinnati Office

Anthony's, Traveling

ABILENE, Tex., Dec. 12.—Milo Anthony's Museum, after 10 days' good business, closed its first engagement here November 27. The date was sponsored by Veterans of Foreign Wars.

Roster: Milo Anthony, manager; Captain White, assistant manager; Major Hall, lecturer; Mrs. Milo Anthony, secretary; Jerry Miller, human telescope; Ho-Jo, ostrich man; Flippy, Frog Boy; Pygmies; Blade Box, Billie Browning; Le Roys, impalement act; Captain Le Roy presents Princess Judy, educated dog; Earl Shoemaker, man who sews buttons on his body; Sailor Bob, tattoo man; magic, by Milo Anthony; Mecano, man of wax; Punch and Judy; Whip Cracker; mentalist, Mrs. Milo Anthony; Captain White, human fish; George Dupont, general utility man; Jack Crabtree, ticket seller No. 1; Jack Cortez, ticket seller No. 2; Annex No. 1, half and half, Edna and George; Annex No. 2, Hawaiian dancers, Mary Smith, Louise Johnson and Loretta White; Mr. and Mrs. Chuck Holt and Mr. and Mrs. Chief Lamont, concessions.

MRS. MILO ANTHONY.

F. W. Miller's, Traveling

PINE BLUFF, Ark., Dec. 12.—Opened here for week's engagement, auspices American Legion. Rain first three days. Business good.

Manager F. W. Miller away on trip. Mrs. Miller managing until his return. Everything clicking. Edward Von Schoen keeping show running smoothly.

Mrs. John Dunning, professionally known as Lady Vivian, and Captain Nelson working together in sword-swallowing act. Prince Le Roy, Man with Iron Eyelids, proving a feature, as well as Bobo and Kiki, Monkey Children, Harlo and Mario, impalement act.

Business manager, William Sylvan, arranged tieup with P. Q. Smart Chevrolet Company, and Prince Le Roy staged a performance pulling auto by his eyelids in front of building.

Chief Joe Brown adding to his reputation as a cook par excellence. Jack Davenport, colored dish washer, gained 10 pounds in three weeks.

Last three days El Dorado proved profitable due to better weather, with Saturday's business way above normal.

Jones, advertising manager Morning News and Evening Times, co-operated with the management to fullest extent and presented Manager Miller with nice letter.

J. C. MCGOWAN.

Aloa's Traveling

ROCK HILL, S. C., Dec. 12.—Aloa's Traveling Museum in its seventh week on tour. Manager William Bradley Smith is pleased that he has not lost any money. He said things were picking up in North and South Carolina, the two States in which his museum will play.

Acts are Charlie Hanson, strong man; Bobbie, human corkscrew boy; Aloa and Alice, alligator twins; Van Tattooing; Halt and Halt, known as Patricia-Pat;

Chief Dabio, human ostrich; annex attraction, Dr. Charles Adams' Unborn.

Museum travels on trucks and trailers, with two cars in advance. Adams and Smith are booking. Alice, alligator girl, and Chief Dabio, late of R. E. (Dick) Best's Ripley Show on Royal American Show, will close in January. J. P. Flippo, manager of Alice, is home in Roanoke, Va.

Museum played two weeks at Albemarle, N. C., under VFW auspices. Business fair. Then came here for Bugle and Drum Corps of American Legion.

Eddie Richardson handles front with loud-speaker. He is in his eighth year with Smith. Chester Emerson takes tickets. Mrs. Ann Smith, wife of manager, is hostess. The management does not feed but pays each night and employees eat where they choose. Carleton Collins, press agent, late of John H. Marks Shows, is engaged to take charge of the press, working a week with museum and a week ahead with Adam and Smith. Several people from West Shows visited recently.

JACK WILKINS.

L. B. Lamb's Hollywood

JACKSONVILLE, Fla., Dec. 12.—After a long season on the sawdust trail L. B. (Barney) Lamb opened his first indoor engagement here in an ideal location. With a really excellent show inside business has increased daily. Since opening day the weather has been of the favorable Florida variety. Two birthdays have been observed, Barney Lamb's and Roy McGovern's, and festivities for both were arranged by Lamb's daughter, Bernice.

Roster: Cash Wiltee, general agent; Imo Lamb, lecturer; Jack Huber, armless artist; Billy Tirko, human seal; Jack (Twisto) Fitzgerald; Carl Jeffries, known as Bruno, human pincushion; Diamond Ray Harter, tattooer; Frank McHugh and Noma Estelle, mentalists; Ella, elephant skin girl, and Red Moran, fire act. Annex: Doral Dins, with Dessie McKinney as maid. At front door customers are invited in by Roy McGovern and Heavy Baker. Walter (The Billboard) Williams and Louie Commanche see to it that all are well fed.

MARK WILLIAMS.

Shooting Gallery Takes Holiday Slump

DETROIT, Dec. 12.—Crackshot Target Range, Detroit's downtown shooting gallery, is now being operated by George Cheney and Christopher Youngjohn. Youngjohn was the original sole owner of the enterprise. Business took a heavy slump this week with opening of Christmas shopping, according to William Wilsher, manager.

MEDICAL PICTURES

FOR SEX AND UNBORN SHOWS.

The Kinds You Need To Improve Your Exhibit. Very Best.
Set of 30 Colored Pictures, 12x14", \$25.00; Set of 30 Colored Pictures, 11x14", \$20.00; Set of 30. From Wood Plates (Black and White), \$15.00. All Mounted on Heavy Card Board. PATRICK MURPHY, 1310 E. 7th Street, St. Louis, Mo.

FOR SALE

Miniature Wooden Railway Passenger and Freight Cars, also Locomotives, Railroad Shops, old Grist Mills, Dancing Negroes whittled from wood. All working parts move as in real locomotive. Ideal for exhibition purposes. Will send photos of complete group to any interested party for sum of \$1.00, to be refunded upon return of pictures. For complete details communicate with

J. D. CHRISTMAS

Christmas Lumber Co.,

Harrison, Tenn.

RELIABLE, DEPENDABLE CARNIVAL OWNERS! NOTICE! H. "DOC" ALLEN

General Representative, desires connection with high-class Carnival Company for 1937. Book Tour Show First In, Best Industrial Cities. Strongest Auspices, Live! Conventions. Your Territory or Mine, and "I Don't Give Your Show Away." Have car. Address

BOX D-54, Billboard, Cincinnati, O.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Circulation Premiums Prove Big Boost to Merchandise Biz

That merchandise, in the form of premiums and prizes, plays an important part in getting and maintaining the circulation of American newspapers, magazines and other periodicals is revealed by the fact that an average of well over a million dollars a month is spent for circulation premiums and prizes. Direct premiums are used in two ways—in direct mail offers and thru subscription salesmen. The volume of merchandise used in this way is very large. A typical example of the volume used is the case of two Chicago newspapers that have been giving such items as dictionaries, electric table lamps and the like and have used hundreds of thousands in their most recent campaigns.

But not all merchandise used in circulation work is in premiums. Another tremendous use of merchandise is in "prizes"—merchandise given in lieu of cash to pay a person for getting subscriptions. Items which have gained tremendous distribution in this way include dolls, roller skates, bicycles, footballs, pocketknives, flashlights. In fact, everything that appeals to boys and girls is used.

The importance of using quality merchandise for the circulation premium market is so well recognized that little inferior goods is now being used. It is pointed out that the merchandise doesn't have to be new or novel and the year-after-year popularity of chinaware, glassware, cutlery, books, sporting goods and

the like is pointed to as proof. For when subscriptions expire they have to be renewed and the recipients of premiums and prizes must think as much of the merchandise as they do of the publication that gave it. The premium wholesalers, it is believed, are in an excellent position to move a much greater amount of merchandise thru the development of more effective plans whereby the premiums and prizes can be used to obtain more subscribers.

Sales of Winter Accessories Up

One of the most pleasing notes of the year-end activity of many wholesalers is the sharp rise in volume of accessory business, with winter items in strongest demand. A chief factor in the necessities gain is the heater demand, which is practically double that of last year. It is estimated that a higher percentage of cars in use in the heater area of the North and Middle North States are equipped with heaters than ever before.

Another accessory proving to be among the most popular is the windshield defroster, offered in several types. One operates from an auxiliary blower on

Trade Volume Boosted By Holiday Buying

Holiday season buying swung into full stride during the past week with the result that the end of the six-day shopping period saw retail stores extend their closing hours in an effort to care for the heavy Christmas buying rush. Crowds in stores throughout the country increased daily and merchants reported buying moving with a highly satisfactory spread over all lines. The week showed trade volume picking up much more rapidly than in the corresponding holiday season of last year.

Generally healthy business conditions were also reflected in increased volume of building getting under way; automobile demand and production employment; bank clearances; output of electric current, as well as continued heavy activity in the wholesale markets. The surge of wage increases, begun by industry a few weeks ago, continued during the week, adding millions to the probable income of the nation in 1937.

the heater and two flexible tubes which emerge at the base of the windshield; the other is the defroster fan. Another best seller is the booster pump for the windshield wipers which insure constant operating speed regardless of engine speed. Grill covers, seat covers, tire chains, cushions and other items of year-round utility are also moving at a good pace, according to reports.

Philly Wholesale Trend Is Upward

PHILADELPHIA, Dec. 12.—Philadelphia is not only holding tight on her wholesale trade but is forging ahead. 423 new firms having located here since January 1, 1935, records of the Philadelphia Chamber of Commerce show. Compiled from certified government data, the chamber records show the wholesale establishments in Philadelphia increased from 2,833 in 1929 to 3,043 in 1935. With this increase came a tremendous boost in the volume of wholesale business, the dollar value jumping from \$975,022,110 in 1929 to \$1,293,245,000 in 1935.

The trend upward in volume of trade increased the pay roll of employees in the thousands of firms from \$50,045,737 in 1929 to \$64,032,000 in 1935. The in-between year, 1933, shows the total number of wholesale firms in the city was 3,418 with a dollar volume of trade totaling \$1,047,178,000 and a pay roll of \$55,093,000. In those years the whole number of employees in the wholesale firms of the city was 31,947 in 1929, 33,980 in 1933 and 36,709 in 1935.

The wholesale bureau of the chamber issued the following statement: "Philadelphia steadily is forging ahead in its wholesale business. Following a lull in the development of wholesale business here shortly after the World War, when many changes came in transportation methods, including the increasing use of the motor truck, Philadelphia settled down to develop its wholesale markets a decade ago and continued to improve its position even during the depression.

"Official government figures clearly show this great development. Not only did the number of wholesale establishments in Philadelphia increase but in addition the volume of business done by these wholesalers showed a tremendous increase."

Photo Button Business Good

LOS ANGELES, Dec. 12.—With better times comes more loose money and brisker business for the photo button man, who is a familiar figure at expositions, exhibitions, fairs, circuses, parks, carnivals and special events, says the Pacific Bliscope Company.

This company has for many years played a leading role in supplying streetmen and demonstrators with machines and supplies. The firm lays claim to having at all times kept abreast of the times in its line. It reports that its new machine looks like two silver torpedoes and is probably just as fast, as it actually takes two pictures at a time and develops them simultaneously in broad daylight.

Sam J. Haberman, president of the company, recently returned from a tour of Europe, West Indies and parts of South America. He says he is very much elated over the future prospects and as a result has taken larger quarters at Glendale, where the bliscope will be manufactured. New offices have been opened in this city to take care of the booming photo button business.

Philadelphia Trade Report

PHILADELPHIA, Dec. 12.—Commercial reports of business activity in the Philadelphia trading area for last week continue to show widespread gains over the figures for 1935. Brisk weather conditions, the Thanksgiving holiday and the presence of Army-Navy football crowds helped considerably in moving merchandise, while holiday shopping was the outstanding factor in piling up results. Department store sales increased 4.4 per cent over the previous week and 1 per cent over the same week last year. Specialty shops, aided by promotional sales, showed increases of 13.4 per cent over the preceding week and 13 per cent over the corresponding week of 1935. The wholesale and manufacturing fields were marked by a continued advance in prices with the mounting holiday demands in most instances running to such lengths that difficulties are beginning to appear in fulfilling all the orders on hand.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THIS being the in-between season it seems to be a good time to talk about fashion and merchandising trends that will affect business during the coming spring and summer. There is much of interest there for pitchmen and carnival operators. Everybody expects business to be good. This is understandable in view of the general improvement of the economic situation. What is less understood is that the market has taken a turn that gives the carnival seller more than his normal chance. Fashion favors the things that pitchmen can sell and for the distribution of which they have built a reputation.

Take jewelry for an example. It has not been selling at anything like its usual volume for years. Next year it will come back with a bang. It will be the sort of jewelry that can be handled by the fair trade. Jewelry of cheap and medium grades has become an indispensable dress accessory. Even outdoor dresses will need jewelry ornament this spring. The tendency is for showy pieces of the sort that can easily be made in imitation materials and which therefore make excellent fair merchandise. Jet is coming into vogue again, in line with the coronation fashion, with the designs favoring mid-Victorian patterns. Showiness also governs the taste for men's jewelry. Signet rings are shown and large tie pins with imitation stones. The almost forgotten watch chain is frequently seen in show windows. If you want to know what's going on in the medium-grade jewelry field look over the 25 cents-\$1 variety store jewelry displays. They will prove a positive eye opener.

Or look at cosmetics. The fashion is for combination sets, such as perfume, soap and powder in one box. This is exactly what the carnival merchandisers have been waiting for. Get a good cosmetic combination set and you have little to worry about. Another good cosmetic item is a bathroom combination of bath crystals, soap and talcum powder. A fashionable twist is given to these by the vogue for color. This makes it necessary to keep a larger stock. But the sales attraction of a bottle of colored bath crystals and a soap of the same color fully compensates for the inconvenience of carrying a double or triple stock. Lavender, green and blue will fill the list for ordinary purposes. The advantage is that you can have a showy demonstration and still make good profit on sales, because these combinations can be bought at comparatively low cost.

It will be a good plan to push combination deals. Fair crowds were very partial to them during the past summer and next year should find them "tops." There is something to a combination that gets the consumer's fancy. Among other combination deals stationery and fountain pen sets find much attention. Cameras, especially the small midget types which are now so popular, sell better if a set of films is included. This is particularly the case in fair merchandising because it makes it possible to put the prize to immediate use. Most wholesalers now quote cameras with one pack of films included. Ties, complete with tie pin, make a good combination seller. The double header makes it possible to get a better price and operators feel that they could do with larger cash returns on their transactions.

News from the amusement parks is that much rebuilding will be done early this spring, as operators are asking for better quarters. There is plenty of money available for that purpose. This may raise rentals, but increased business is expected to make up for it. If I were you I would make my next year's plans early.

Jersey Paper's Contests Help Camden Merchants

CAMDEN, N. J., Dec. 12.—The Courier-Post, newspaper, has initiated novel stunts, with the co-operation of distributors in this territory, to aid readers in solving the ever-present gift problem and at the same time provide a stimulus for moving the stock off the shelves. A total of \$50 in cash prizes will be awarded to those showing the greatest skill in composing the funniest "Chuckle Ad." Idea calls for contestants to select four lines from any of the ads in the sheet and combine them together to make it humorous. For example: New and used electrical appliances. Get our blood-tested baby chicks. Rotary type, little used, \$40 to married couples or single persons.

Another contest is run in connection with a Shopping Guide. For the four Wednesdays prior to Christmas paper runs a full page of gift suggestions. Forty-two local merchants are represented each week on the page, each advertising his outstanding Christmas gift bargain for that week. The reader must visit any two of the merchants on that page and inspect the gift advertised, then writing a short letter describing the articles. Best notes get merchandising orders totaling \$100 for the entire four weeks.

N. E. Good Soap Market

William Engleman, of the Weco Soap Company, reports that salesmen are firmly convinced that New England is the richest territory in the United States—with financial statements to back up the observation and first-hand proof obtained via the house-to-house canvass route. "More housewives are purchasing novelty soaps today and in greater quantity than for some time," said Engleman.

LAST CALL For Christmas TOYS

- COMIC XMAS CARDS (With Envelopes), 75c Per Hundred.
- HURST GYROSCOPE TOPS, \$1.25 Per Dozen, \$14.50 Gross.
- POP-POP BOATS, 25c Dca., \$0.00 Gross.
- POP-POP BOATS, smaller, 40c Dca., \$4.50 Gross.
- SWIMMING DOLLS, 80c Dca., \$0.00 Gross.
- HULA HULA DANCER DOLLS, \$1.00 Dca., \$11.50 Gross.
- FUR JUMPING DOGS, 85c Dca., \$8.50 Gross.
- CLOTH JUMPING DOGS, 40c Dca., \$4.50 Gross.
- PECKING BIRDS, 30c Dca., \$0.00 Gross.
- RUNNING MICE, 25c Dca., \$3.50 Gross.

A 25% Deposit Must Accompany All C. O. D. Orders.

LEVIN BROTHERS,
Terre Haute, Ind.

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.

Shell-Less Egg Boiler

To make possible the easy and convenient removal of the shell from an egg before it is boiled, the McKee Glass Company has developed a unique Shell-Less Egg Boiler that comes in sets of two and four cups. The painted footed cups, with their tight-fitting covers and easy-grip handles, are held in place by a specially designed wire rack. The inside of the cups are first greased with butter and then the eggs—one or two to a cup—are broken into them. Then the cups are placed in the rack, which is immersed in boiling water to three-fourths of their depth and allowed to stand for three minutes, more or less as desired, then lifted from the water, removed from the rack and served, ready to eat, from the cups. Because these egg boilers are registering particularly strong with housewives they offer the trade a splendid opportunity to capitalize on a really new item.

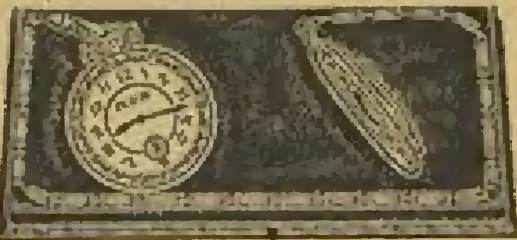
In that direction by simply leaning in the direction of the desired curve to be taken without taking the feet off the ground has just been offered to premium users for the first time by W. L. Ralston & Company. Another feature is "knee action" in the rear trucks, providing a shock-absorbing ride. The skates are also fitted with demountable wheels that can be taken off for replacement like automobile tires. It's the tire on a skate wheel that eventually will wear out, so Tern-Rite wheels only need a new tire. Tern-Rite skates are cadmium plated for rustproofing and insuring long life to the bright finish. A sponge rubber ankle pad adds materially to comfort.

REMOVAL SPECIALS

- NEW SQUIRTING CIGARETTE TRICK, Dozen 50c
 - HOT SEAT NOVELTY, Dozen 60c
 - POWDER & PERFUME COMBINATION—Cello Wrap'd, Dozen 42c
- PUSH CARDS — SALESBOARDS**
- 10-HOLE CARDS 1c Each
 - 25-HOLE CARDS 1 1/2c Each
 - 50-HOLE CARDS 2c Each
 - 100-HOLE CARDS 3c Each
- SEND FOR XMAS CATALOG.
25% Deposit, Balance C. O. D.
NEW ADDRESS:
BENGOR PRODUCTS CO.
878 Broadway, NEW YORK, N. Y.

ELGIN OR WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches. In New White Cases.
7-Jewel, 16 Size, Elgin and Waltham, \$2.75.
Flash Cameral Watches that do not run, \$50 each.
Send for Price List.
Your Money Back If Not Satisfied.
ORSCENT CITY SMELTING CO.
604 Gold and Silver Buyers and Refiners,
118 N. Broadway, St. Louis, Mo.



ELGIN OR WALTHAM

Rebuilt Watch, Chain and Knife Combinations, ... \$3.70
Men's 15-J. Swiss Wrist Watches
Yellow Top Cases, New Style Fancy Dials, Rebuilt Movements, ... \$3.75
7-J., \$3.25.

Ladies' 15-J. Swiss Wrist Watches

Round, Yellow Top Cases, Fancy Dial, Rebuilt Movements, ... \$4.00

Jewelry Novelties

Values \$1 to \$7.50
Dozen, 25 for \$1.00, \$4.50 Gross.
10% with order, Bal. C. O. D.

TUCKER-LOWENTHAL, Inc.
WHOLESALE JEWELERS
8 So. Wabash Ave., Chicago.

Novel Camera Case

A camera case from which the camera does not have to be removed in order to take a picture is now being manufactured and distributed nationally by Hillburg & Company. Case is of leather and is made only for folding cameras. A strap, fastened to each side of the case, is worn about the neck to hold the camera in position. A picture may be taken in a flash after simply unsnapping and turning back the flap of the case. A round opening is cut in the case directly underneath the flap so that the camera view is not obstructed.

Christmas Tree Mat

Believing that a Christmas tree deserves an attractive and uniform base for the Christmas display, Fidelity Felt Company has introduced a neat, clean floor covering of green felt matting. Measures 4 1/2 by 9 feet, allowing ample space for toys, gifts or the traditional "yard," and extends beyond the tree enough to catch all needles that may drop. In this manner it gives protection to the rug, carpet or floor upon which the tree stands. Other sizes are obtainable on special order. Mats last indefinitely and can be put away each year with the tree trimmings for use over and over again.

Chrome Trimmed Radio

J. M. Bregstone has proved another good radio to be a real play-getter on salesboards. It's a fire-tube AC, DC, RCA-licensed set capable of bringing in amateur, police and radio calls and sold under positive R. M. A. guarantee. The cabinet is graceful and modern in shape and is trimmed with brilliant chrome. Also has alprlate illuminated dial. Bregstone has tested this radio on his own salesboard route in and around Chicago and reports it is surpassing all expectations because it pulls as well and sometimes better than the all-white model which he placed on the market several weeks ago.

Tern-Rite Skates

A new-type roller skate that instead of skidding around curves actually turns

Pitch These For Fast Sales

GET YOUR SHARE OF THE HOLIDAY PROFITS



MECHANICAL HULA DANCER with Raven Skirt. Has powerful Spring. When wound up the doll whirls. Each in a Box.

6 1/2" Size, B40N130—
PER GROSS 10.00

3" Size, B40N76—
PER GROSS 21.00



JUMPING FUR DOGS. Complete with Rubber Ball and Tug. Every Child will want one.
B38N264—

PER GROSS 6.75



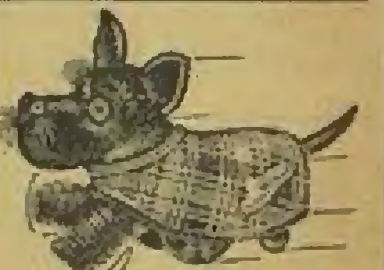
MECHANICAL PECKING BIRD. 1 1/2" over all with long felt tail. Bright colors. Each in Box.

B40N75—
Per Gross, 9.00



MECHANICAL INDIAN ON HORSE. 5" overall. Strong Spring Motor.

B40N74— Per Gross 9.00



MECHANICAL SCOTTIE AND SPANIEL DOGS. Made of metal covered with cloth. Glass Eyes. 1 Dozen Assorted in Box.

B40N13— Gross, 21.00

N. SHURE CO. Adams and Wells Sts. CHICAGO

NEW STYLE SINGLE BLADES
ON ATTRACTIVE DISPLAY CARD.

- 28 Packs Collophanned, 4 for 10—Per Card 85c
 - Snappy XMAS CARDS With Envelopes—100 for \$1.00. Sample Ass't. 25c. Provald.
 - XMAS CARDS, Beaded, Strik-Die Engraved, 10 Cards & Envelopes. Dot. Beaded ... \$1.20 Sample Box ... 13c
 - 21-XMAS CARDS and Envelopes. Col. Boxes, ... \$2.10 Sample Box ... 35c
 - Beautifully Trimmed WREATHS Doz. ... 35c
 - SIDE LINE GOODS Gross ... 75c Includes Postage on All Orders Except Samples.
- CHAMPION SPECIALTY CO.**
614-H Central Street, Kansas City, Mo.

"AUTO JOKER OF WHIZ BANG"
For New Year's Eve. A job that gives thrills and excitement. It is nationally known.
"THE FUN OF THE CENTURY."
Beware of imitations; the original made here. Registered U. S. Patent Office. Write, wire or call for particulars.
ILLINOIS FIREWORKS COMPANY, INC.
Box 752, Danville, Ill.

BINGO

Midget Cards, 3,000 Set, \$0.00; 500, \$1.00. Heavy Table Cards, \$3.00 for 100, with numbers. Lap Boards, \$4.00; Table Cards, \$1.25; Automatic Case Shaker, \$7.50. Paper Markers, 10c 100.
HILLSIDE MFG. CO.
189 Eddy Street, Providence, R. I.

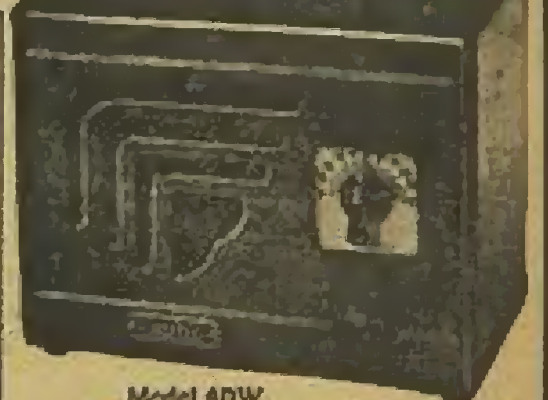
RED HOT SELLERS
COMIC SPIGY XMAS CARDS, NOVELTIES, Etc. No. 1—50 Red Hot Cards, all different, 80c per 100, or \$3.50 per 1,000.
No. 2—21 Different, in 3 Colors, 60c per 100; \$4.50 a 1,000, No. 3—50 Kinds, in 3 Colors, Best Stock, 80c 100, or \$7.50 1,000.
Envelopes for above Cards, 15c a 100, or \$1.00 1,000.
HOT BARONIAL CARDS, 15 to Ass't. \$1.25 100, with Envelopes. Folders (spicy), 10 Ass't, \$1.75 100. Diplomas, very funny, \$2.00 100. Fan Dancer, 40c; Toilet Paper, 40c; Sand Card (Santa), Jaros, 40c; Shut Door Folder, 30c; For Ho Mem, 75c; Foot Gift, 80c; Gift On Luce, \$1.20; Special Gift, \$1.20; For the Neck, 75c. All the above Comic Gifts are Splendid Sellers.
NO. 7 NO. 1 1,000 Times No! Pair of SILK Panties with LOCK AND CHAIN, \$1.20 Doz.
NOY SELLER, NEW JOKES (Listed at Ocean Park): SQUIRT Cigarettes, 75c; SQUIRT Gift, 80c; Chair Banger, \$1.25; Gooey Matches, 25c; Fooler Matches, 80c. These and many other new items listed in new Bulletin and Catalogue. Send 10c by name, or \$2.00 for 100 Samples of Jokes, Cards, etc.
MAGNOTRIX NOV. CORP., 138 Pk Row, N. Y. C.

AMERICAN-MADE LAPEL WATCH, 14 S.
Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.
No. B100, Ea. \$.92 1/2
TEN for, 9.00
Send for Catalog.
RONDE-SPENCER CO. WHOLESALE HOUSE
223-225 W. MADISON ST. CHICAGO

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 1/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litt Wound Cells
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
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- R. C. A. Licensed Tubes
- Exclusive Style
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- Set and Tubes Guaranteed



Model 4DW.

\$6.10 each \$6.75 each

PLAYLAND SUPPLY CO.
118 East 28th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

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.

SELL WHOLESALERS RETAILERS & EVERYBODY

Quantity	Description	Amount
	Razor Blades, D. E., Assorted Brand, 100	\$.27
	Creams & Lotions, Large Assortments, Soiled, Dsc.	.54
	Cards with 20 So Packages	.08
	Aspirin, Etc., 25 Lbs. Gd. Needles, Stock, Bills for	.63
	10c. 100 Papers	.05
	Sales Cards, 100-Hds. Dozen Lots, Each	1.35
	Fuses, 10 to 30 Ampere, Big Value, 100	.64
	Pencils with Inscribed Emblems, Fast Sellers, Gross	.35
	Shoe Laces, Paired & Hand-ed, American, Grd. Laces	

AND 1000'S OF OTHER BARGAINS. For Direct Import and Factory Prices—Send Order to NEW YORK ONLY. Deposit of 25% with All C. O. D. Orders. FREE CATALOGS.

OUR ONLY MAILING ADDRESS
★ MILLS SALES CO. ★
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HOT SPICY XMAS CARDS. Folders, Novelties
 100 different spicy cards, 80c, is my special. To MY Dear Friend... is a folder with a poem that is a knockout. Also 9 others, 30c each. **CARTOON BOOKS**, 10 different, \$1.25 per 100. Send Cards, Hummie Dancers, Gemie Mirrors, Fan Dancer, Art Postcard (3) Sets. All for 30c Des. Send \$1.00 for 50 Assorted Samples and Catalog.
 T. R. PAYNE, 20 Cardinal Place, New York.



Thomas Manufacturing Company has been formed by Henry E. Tischler, Eric H. Rose and Thomas A. Tischler. Company makes a support of tubing for a hammock. This hammock is portable, can be taken down and placed where desired, or can even be placed in a car.

The latest trade stimulator for coin-machine men is announced as a new major award salesboard by the Jersey Trading Company. This deal is made up especially to feature an electric revolving clock, an original creation in timepieces that has swept the country. Deal includes four clocks for capital prizes and the percentage of the board is worked out to give payoffs and other awards in cigarette. The deal was originated by Sam Broudy, head of the Jersey

organization. Company is also known as bingo headquarters, meaning in the parlance of the amusement world that it is the center of supplies for the various bingo and corn games.

The Supreme Specialty Company, Kansas City, Mo., headed by Joseph Berkowitz, recently leased the two-story building at 2460-62 Grand avenue for quarters, which have five times the space formerly occupied in the Davidson Building. Building contains about 75,000 square feet of floor space. The Supreme concern is a wholesale distributor for premium merchandise in the Southwest territory and is proud of its slogan "Originators of Business Stimulators." Much credit is due Berkowitz, who started with one salesman 11 months ago and now has 15 salesmen covering the territory. Officers active in the firm, in addition to Berkowitz, include S. L. Herman, office manager; O. L. Roberts, sales manager, and Jack Daly, warehouse manager.

One of the latest and most important announcements concerns the greatly enlarged activities of John A. Fitzgibbons, who early in the year opened the Bally Building in New York. He has just launched another enterprise in Newark which will be known as the Fitzgibbons Building at 362 Mulberry street. Fitzgibbons is one of the oldest distributors in the industry, his experience dating back to the early days in merchandise lines. "Fitz" is launching a profit-sharing plan similar to the coupon idea, and these trade certificates, which are given operators with each purchase of merchandise, can be redeemed in either the New York or Newark offices, or thru regular Fitzgibbons jobbers. The certificates are good for the operator's choice of a wide variety of merchandise premiums. "Fitz" states that his premium merchandise has been adjudged of the finest quality and includes such outstanding features as Philco radios and jewelry selected from such well-known names as Tiffany. In addition to the certificate plan, Fitzgibbons maintains a credit plan which he originated on a pay-as-you-earn basis.

Sav-a-Run is an unusual product which prevents runs in hosiery and extends the life of such other garments as women's lingerie. There is enough of the product in a sample package of Sav-a-Run to treat 12 pairs of hosiery. It looks like a good pitchman and specialty salesman item in view of the tremendous call for samples as a result of recent advertising in *The Billboard*.

Rex Mineral, a product of Waddell Rex Products Company, carries a reputation for cleaning everything. Product has many advantages, including a quick dissolution, water softener and a soap saver. It also saves labor and is absolutely pure. Besides cleaning household equipment and utensils, Rex Mineral is an ideal cleaner for shops and garages and is recommended very highly for use in the bath. It is used in hot or cold water. Rex is a pure mineral, contains no animal fat and is triple refined. In cleaning, it also refreshes and invigorates. A special inducement to the housewife is the protection Rex offers in keeping the hands soft. The Waddell Company has been an established company of cleaning manufacturers for the last 30 years, and its name is on display in grocery and department stores thruout the nation. In placing Rex on the market Waddell offers what experts consider the best cleaner to wreck dirt. Over a half million packages were distributed during

the past year. It has a wide distribution in homes, laundries, shops and numerous other fields where a thoro cleaner is an asset.

Old-Type Stoves Supplanted

BOSTON, Dec. 12.—Abraham Cohen, of the Lafayette Distributing Company, distributor of radios and oil heaters, comments that oil stoves are rapidly taking the place of old-type coal stoves. Sales of oil heaters, which originally started in New England some five years ago, are spreading thruout the country at a fast pace. They are as economical to operate as a coal stove and in addition have no soot or ashes. Oil stoves today are built attractively to harmonize with furniture and radio design.

DIAMOND WRIST WATCH
 With 30 sparkling Facet-cut Diamonds, Latest Vogue in Ladies' Jeweled Wrist Watches. Copied From \$100 Model. In 1/2-Dozen Lots, Each

\$4.25

WALTHAM
 16 Size—15 Jewels, R. E. movements, Etched in new chron. cases, Complete with chain to match. Special Price. Lots of 8, 12, 24, 36, 48, 60, 72, 84, 96, 108, 120, 144, 168, 192, 216, 240, 270, 300. Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.
PILGRIM WATCH COMPANY, New York City.
 161 Canal St.



SHIRLEY TEMPLE PEN & PENCIL SETS
THE SEASON'S LATEST SMASH HIT SELLER
 No. B15349—Get to retail at 50c. In three colors, red, green, orchid. Per Dozen \$3.92
 No. B15350—Get to retail at \$1.00, beautiful tiara pearls. In blue, green, red and brown. Per doz. 7.65
 This is hot new item not in our catalog. Order from this ad. Prices net.
JOS. HAGN CO.
 217 W. MADISON ST., CHICAGO, ILL.

GENERAL WIRELESS LABORATORIES, Inc.
 240 W. 23rd St. (Dept. J-F) New York, N. Y.

FREE 5 DAY TRIAL
5 TUBE GENERAL RADIO
SATISFACTION GUARANTEED
 Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money returned. No questions asked. (Less freight charges.) **FAST SALES! BIG PROFITS!** Modern Walnut Cabinet, Powerful Armco Speaker, Super tone. **NEW 5-COLOR DIAL.** E. C. A. Licensed Tubes—see Metal. No serial or record needed. A. C. D. C. Packed in air cushioned cartons. **FREE 1937 CATALOG.** Gammas General Build Business.
\$6.95 LOTS OF SIX
\$7.45 SAMPLE SET
 25% with order, balance C. O. D. Remember—Get Satisfaction or Money Returned.

FAST SELLING SPECIALTIES FOR DEMONSTRATORS—Pitchmen and Novelty Workers

<p>XMAS CARDS ASSORTMENTS EXCEPTIONAL VALUES</p> <p>B2405—12 Assorted Xmas Cards in Box. Per Dozen Boxes... \$1.10</p> <p>B2406—20 Assorted Xmas Cards in Box. Per Dozen Boxes... \$2.00</p> <p>B2407—24 Assorted Xmas Cards in Box. Per Dozen Boxes... \$2.85</p> <p>B2408—21 Assorted Xmas Cards in Box. Per Dozen Boxes... \$4.50</p> <p>B2409—Hurst Gyroscope Top. Per Dozen, \$1.30; Per Gro., \$15.00</p> <p>B1384—Florescope. Per Dozen, \$2.10; Per Gro., \$24.00</p> <p>B2150—Black Cramping Mouse, Sparkling Eyes. Per Gross... \$3.75</p> <p>B2247—Running Baby Turtle. Per Gross... \$3.75</p> <p>B2210—Mechanical Swimming Doll. Per Gross... \$8.50</p> <p>B2109—For Jumping Dog, with Rubber Tube and Balls. Per Gross, \$6.75.</p>	<p>B2460—Movable Hand Wrist Watch. Each in Box. Per Gross... \$3.50</p> <p>B2707—Krinkle Dancing Flipper. Each in Glassine Envelope. Per Gross... \$4.00</p> <p>MINIATURE CHARMS</p> <p>B2313—Donkey Charms with Silk Cord. Per Gro., 75c</p> <p>B2326—Elephant Charms with Silk Cord. Per Gross... 75c</p> <p>B2310—Scotty Dog Charms with Silk Cord. Per Gross... 75c</p> <p>B2325—Dolphin Charms with Silk Cord. Gro., 85c</p>
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NOVELTY SWISS DANCERS
 \$5.00 Per Gross
 With Instruction Sheets.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

CONCESSIONERS—PEDDLERS—PITCHMEN
 WE HAVE OPENED A WHOLESALE DEPARTMENT FOR **PREMIUMS—SLUM NOVELTIES—PEDDLERS SUPPLIES**
 Send for Complete Price List. Write in the South Make This Your Headquarters.
EULA CANDY CO.
 1203 Calhoun Bldg. Columbia, S. C. MANUFACTURERS. WHAT HAVE YOU TO OFFER A LIVE-WIRE GROWING CONCERN?

AGENTS—PITCHMEN
 Double your money selling the famous **REX MINERAL SOAP**. REX cleans everything within the home (softens water). Every house, wide, shop, garage or factory live essential prospect. REX is a natural restorer. Get your share of this business. Write for latest circular and price list. Send 10c today for full size package.
WADDELLS REX PRODUCT CO., Inc.
 444 West Grand Ave., Chicago

BIG CHRISTMAS BUSINESS FOR PENMEN
 Our line of Fountain Pens and Automatic Pencils is the finest in America for the money. Under-sells and outwits all competitors. Contains all the new streamline models in every favored color combination. Our beautiful sets are great sellers for Christmas gifts. Get Our Reduced Price List.
STARR PEN CO., Dept. 12
 300 W. Adams St., Chicago, Ill.

MIAMI BERK MDSE-145W45 NYC
 Jeweled Ladies Link or Cord Bracelet in Box \$3.75
 SAMPLE 50¢ EXTRA CATL. ON REQUEST

YES! ONLY \$8.45 LOTS OF 6
R. C. A. Lic. 5 TUBE MONARCH RADIO
 Here is a REAL Radio and Push Card Deal. \$16.95 value Monarch 5 Tube AC-DC R. C. A. licensed set. *Beautiful walnut finish cabinet. *Oversize super dynamic speaker. *4 color illuminated airplane dial. *Standard broadcasts, police calls and amateur stations. *5 tubes, including 1 latest type Metal Tube. **ONE YEAR GUARANTEE.**
 Free Push Card with Each Radio
NATIONAL SALES & NOVELTY CO.
 1407 Diversey Pkwy., CHICAGO, ILL.

Size 9x7 1/2 x 4 1/2 in. SAMPLE \$8.95. With \$2.00 deposit with order, balance C. O. D. 7. a. 9. Chicago. Purchase price refunded within 6 days if not absolutely satisfied. Send 10c for sample push-card, photo and plan. Give Radio away FREE and make \$10.00 on every deal. Irony, Green, Orchid or Blue, 85c Extra.

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IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS. JOHN F. SULLIVAN 435 Broadway, NEW YORK CITY. Fast Service Sully.

5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases.

16 Size, Cased in Ice or Engraved: 15 Jewel \$3.75 12 Size, Cased in Round, Octagon or Engraved: 7 Jewel \$3.25 Men's O Size Waltham or Elgin Wrist Watch with Chromium Bracelet, 7 Jewels, Boxed, \$4.75

Sample Watch, 50c Extra. Deposit required. Send for Free Catalog. New Plan. THE NEW YORK JOBBERS, 74 BOWERY, New York, N. Y.

XMAS PEN SALES

100% Workers. Extra Heavy Point. AUTOMATIC PLUNGERS Fountain Pens in Solid Gold and Gold Plate at all prices. "GET OUR PRICES FIRST" NASSAU PEN & PENCIL CORP. 116 Nassau St., NEW YORK CITY, N. Y.

HAND STROPPERS \$6.00 per Dozen, Sample, 35c. RAZOR STROPPERS \$4.00 to \$72.00 per Doz. WALLENBECK MOLAND MFG. CO., Sandwich, Ill.

IT'S BANKER PENS AGAIN Fountain, Vacuums, Combinations, Stream Line and Bulb Styles. All fitted with the Silvery looking Pen Points. It's all in the Pen Point. DEMONSTRATORS — Xmas Pitch Package, \$24.00. (Free Holly Boxes). Sample by Mail, 25c. JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y. C., CHICAGO, 180 W. Adams St. 724 Mission St., San Francisco, Calif.

CHRISTMAS CARD AGENTS Large Profits easily earned selling new 21-Folder Assortment. Sell at slight for \$1.00. Write for particulars. DOROTHEA ANTEL 226 West 72d Street, New York, N. Y.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE Write us your needs. ARGO PEN-PENCIL CO., Inc. 206 Broadway, NEW YORK CITY.

SILK HANKIES FREE Plain Black Silk Handkerchiefs Uniform Magic-Knot Ties. Also Beautiful Patterns and Colors in Satin, Madras, Moire and Satin Combinations, Polka Dots, Stripes, Checks and Plaid Colors. \$2.00 PER DOZEN. Terms: Cash with orders. Send \$1 for 3 85c Ties and 3 Gift Boxes. Hankies Free With Each Tie. Also Sample Branches and Information. MAGIC KNOT TIE CO., 1462 West 9th Street, Cleveland, O.

Save 80% Buy your Stamps, Specialties, Supplies, Blanks, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog. THE N-R MFG. CO., Dept. H-51, Box 353, Hamilton, Ontario.

MEDICINE HEADQUARTERS A complete Medicine Room, retails label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request. GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring Street, Columbus, O.

PITCHMEN by BILL BAKER (Cincinnati Office)

BERT CLAUNER... and the missus have a large assortment of merchandise to take care of the holiday trade around Detroit and adjoining spots.

PITCH PERKINS... pipes from Tulsa, Okla.: "Arrived here from Dallas a few days ago to find several well-known pitchmen and med men here. Hay-a-Laf Walker is principal comic at the Roxy Theater. Chief Myers and the missus have their cars parked near the city, with the chief working near-by towns. Phil Presson has a swell outfit of manikins and charts and is working a window on the main stem with Satanic. Many sidewalk and doorway joints are also in evidence. Saturday finds many song-book men working, and they all seem to be getting a little money. Will be here until the missus joins me and together we will head for California."

YOU CAN afford a card or letter. Write to the loved ones at Christmas.

DOC LES WILLIAMS... pencils from Chaffee, Mo.: "Season just closed was a little better for me than I had anticipated. Have leased a home here and the missus and I are comfortably set for the winter. Our son, a recent addition to the family, is at present making a high pitch in the front room of our little cottage here. Am preparing a new deal in the med business. Will build it this winter and expect to have it all set for the big opening March 1. Have hopes of its being the one big flash of 1937. Have been meeting all the big shows which are heading southward and they all seem prosperous. I really believe the coming year will be one of the best the show world has experienced in many years. But the lads will have to go out and get it and show the public they have something. My advice is to clean up the outfit as well as oneself. The public will do the rest. A person can't expect any business when he doesn't have anything to sell. Many's the time I followed an organization of this kind in a town and they left it so flat that no other show could ever play it again. I have been working the same territory for years and am always welcome."

J. R. BURROUGHS... veteran sheetie, who has been doing a swell business with the paper on the West Coast, advises from Medford, Ore., concerning the prevalent conditions in that State. Eugene, swell corner, \$1 per day and no city or any other type of reader, spot is good for several weeks. Klamath Falls, auto lot and Main street, both good locations, \$1 per day. Portland, Market and Front street, good all winter, \$1 per day and \$2 on Saturday. Medford, first auto lot on Main street, \$1 per day and no reader.

HUSTLER'S TIP: Boys handling the razor paste could enhance their sales and increase their incomes greatly by selling, in addition to the product of their own manufacture, goods that are bound to be needed with the article. For instance, a razor strop, stopper or blade holder.

JACK SCHARDINO... after a long silence, peps from Miami: "Have been enjoying the weather here. This town is full of people and a real building boom has just begun. Natural Health Association has a pitch store here on Flagler street with some real workers. Professor A. P. Seward is also here with a swell flash and is building a beautiful hotel at Miami Beach. Will open in auditoriums here about the first of the year. Readers are plenty high in these parts. Just returned from a week's visit to Tampa where I met many trouperas."

DEWITT SHANKS... letters from Columbus, Miss.: "Some time ago I noticed in the column that I was holding down Nashville. Well, I held it down for five years and worked the same territory over and over again and it is my opinion that an honest pitchman can sell the natives his wares and build a trade like any other merchant.

However, I've been sneaking one over on the 'wise guys.' Have been working Mississippi with a five-person show. State has been closed with a \$750 license for each county. I have seen three med shows closed and forced to leave the State, which left the entire State to myself. Mississippi had its biggest cotton crop in 20 years, with some pickers receiving as high as \$1.25 per 100 pounds. Have also worked thru Louisiana and the boys on the leaf there seem to be getting top dough. Would like to read pipes from Clarence Heckendorn, De Mills, Sam Base, Harry Malers, George Hall and Shorty Treadway. Why don't you pipe in, Doc Deafenbeck? Nina Scott, the queen of the med show women, should loosen up with a word, and her secretary, Dr. Neal, might uncover. Plan to spend the holidays in Biloxi, basking in the sunshine; then to Texas after New Year's."

DE CLEO... magician, info from Gramplan, Pa., that he recently joined Madame Mayfield's Players at Brockway, Pa. He will do his magic and escape acts as an added feature. The mystic declares that the show has been doing okeh in the Pennsylvania mining section.

JOSEPH A. (FELIX) FINN... of sheet and carnival note, pencils from Tewksbury, Mass., that he has been confined to bed with t. b. at the Bancroft House, Ward D, State Hospital, Tewksbury. He is anxious to hear from his friends on the Art Lewis Shows and sheeties.

DALE BROTHERS... who closed their med opy at Marianna, Ark., November 23, info from that city that the past season was one of the best in the organization's history. They advise that they will head southward, as is their custom each year.

DON'T EAT too much turkey and fall asleep on the job. Remember, New Year's follows Christmas by exactly seven days and then some real touches with the noise makers, fireworks and confetti. Order your stock NOW.

TOBACCO TOWNS... active this time of the year in Kentucky are Mayfield, Murray, Winchester, Mayeville, Mt. Sterling, Glasgow, Bowling Green, Hopkinsville, Harrodsburg, Elizabethtown, Lancaster, Nicholasville, Stanford and Lexington. The more important tobacco centers in Tennessee are Springfield, Hartsville, Cookeville, Woodford and Franklin. Other good Tennessee towns are Lewisburg, Fayetteville, Columbia (with the greatest music market in the world), Pulaski, Lawrenceburg, Tullahoma, Shelbyville, Murfreesboro, Sparta, Livingston, McMinnville and Tracy. The latter towns have a variety of industry or farm products and are in the money. Take your best hold, boys.

MARY RAGAN... shoots from Los Angeles: "Stopped over in Dallas and had a nice visit with Dr. and Mrs. Huston. Also ran into Bill Cody and Texas Tommy there. In Farmersville, Tex., I saw my sister, Madeline Ragan, and while on the desert we met the Harcourts, who were returning from the Coast. Well, here's the lowdown on the Coast and you boys and girls can use your own judgment about coming out here. All medicine sold in the State of California must be manufactured by a California pharmacist. The name of your product must be registered in Washington. Then you must take your medicine to the board of pharmacy and have it passed on. If okeh you can get a reader for each le-

In answer to many requests: The Billboard's Mail-Forwarding Department is governed by United States Postal Regulations and is not permitted to give out information concerning the whereabouts of a person, nor is it permitted to make known to inquirers where mail is forwarded.

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ture, selling your medicine for \$100 a year and no pro rata. Then you have to get a city license which will cost \$300 a year, and, believe me, you better have a license before you work. The foregoing is also applicable to oils, ointments, salves, mineral and corn remedies. For anything outside of used they give you a break. No State reader, but a Los Angeles merchant's license is \$50 a year. Mineral, seeds and health books are classed as medicine in California, but books can be worked on the \$50 reader. This is the straight dope. I just got it at the Statehouse."

THE SUGAR BEET industry of Southern Colorado is running at full blast. According to statistics, 9,500,000 tons of beets are going thru the mills in that section, with the farmers producing the crops receiving over \$60,000,000 and factory hands receiving an increased wage. Look this one over, you fellows in that section of the country.

"HERE'S THE LOWDOWN... on Detroit, and you boys who know me also know that I never gave anyone a bum steer," inks James E. Miller from the Motor City. "Not that the information in the Christmas Special wasn't true, for it was. Times are booming here and a fellow can work lots, but they are tied up plenty tight. There are six different joints on Monroe street at \$4 per spot. The boys are literally setting up on top of each other; in fact, they are so close it's almost impossible to make a pitch. Woodward and Laurel street lot is n. g. Barney Kaplan and myself have the Monroe and Randolph lot tied up so that's out. It's true that the shows are working and how, but the crushers have been making the rounds and a fellow is likely to be sloughed any minute.



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Here Are the Best Values on the Market Today. Immediate Delivery.
No. 12-7—13" Colored, with Widespread Bottom, Red and Blue Metal Mouthpiece, Gro. \$ 4.20
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For Shows, Pitchmen, Private Label Distributors, Cochen Workers. Many profitable items. Write today.

GENERAL PRODUCTS LABORATORIES,
Manufacturing Pharmacists,
137 E. Spring Street, Columbus, O.

Besides this a fellow has 10 or 15 peddlers yelling at the top of their voices with Mcs, mufflers, blades, shoe laces, toys, caps, gloves and what have you to contend with, which makes it difficult to get near the gates. The weather isn't any too balmy here either, so if you are making it where you are I'd advise you to stay there. The Christmas Special was a honey."

OPENING OF THE tobacco markets at Lexington, Ky., December 7 is usually the signal for the auctioneers in the tobacco barns to fire away with their selling vocabulary, which is unintelligible to anyone but those doing the talking and taking of the bids. While the bid takers are talking in their Chinese-sounding lingo, time is high for the knights of the tripod to get in their best ticks in garnering the money off the tobacco realm. Hundreds of growers who are hanging around waiting for their lots to be sold are perfect prospects for pens, blades or what have you. In addition to the barn outbursts, the court and community sales days are many in that neck of the woods and those working that territory should be able to keep the wolf away from their doors.

THE ONLY pitchman who is put on the pen by others in the business is the successful pitchman. The cause is jealousy. The cure for the knocker is hard work, if he knows how.

ISSIE SWARTZ . . . after a long silence, pencils from Vincennes, Ind.: "Have been working The Breeders Gazette to a good business. As a matter of fact, I got 418 subs last week. One has to work square these days because no postage gag will work. Am working hose and ties and have been getting the money. Glad to learn that Ray Bowers, of dog-show fame, was elected alderman of Barry, Ill. He'll make a good city dad and his honesty will never be questioned. What has become of Fred X. Williams, of rabbit-show fame? 'Half-Pint' Meyers, of Grand Rapids, tells me that Fred has been married to a Southern beauty from Louisville. Come on, Tom Sexton, Frank X. Murphy, Frog Uilman Thornberry, King Tub, Bill Ross, Ray Bowers, Sam Studman, Richardson Ted Reese, Bill Dow, Muskegon Baldie, Harry Wherry, Cotton Williams, Eddy and Roy Atherton, give us a pipe, so we will know where

and what is going on. The fairs were not so hot for me, altho in one spot in Mississippi I gave away five gross of canes on the paper. I understand Walter Richardson and his old partner, Harry Wherry, are working together; that Harry (Pop) Ewing and Thornberry are partners again, and that the boys at the auto show in Toledo had a big week. I'll stay on the routes and work house to house until Christmas before going to my home in Duluth, Minn. Take it easy, boys, and work square and you'll be the recipients of a fat bonus from your publisher."

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

"HERE WE ARE . . . the missus and I, still in the Carolinas working med." Inks Doc Lerins from Fayetteville, N. C.: "Quite a few of the boys are here too, but none of them are getting big money. Met Doc Smith and the missus in Laurinburg, N. C., working tonic and oil. While in Winston-Salem I met Chief Red Wood and Chief White Eagle. We're leaving this spot and are heading for Georgia, where we will winter. Stopped off in Bennettsville, S. C., and watched English Tommy Evans work. Tommy, in my opinion, is one of the best jam pitchmen in the business. Would like to hear from the boys up north. Let's have some pipes from Art Cox, Howard Cruise, Morris Kahn-troff and the Ragan sisters."

FRENCHY THIBAUT . . . cards from Seattle: "The maritime strike has things pretty well sewed up here. The newspaper strike ended recently and that will probably help some. Boys around Detroit seem to be going to town. Sure would like to be there. Shorty Woodard is the only other knight in here. He has been getting his with strops and dressing. Took note of Herb Johnson's pipe and will see you in Fresno soon. Herb. Hope everyone has a red one for Christmas."

S. N. ULLMAN . . . after a long silence fogs one in from Charleston, S. C.: "Leaving here for Savannah, Ga., and Jacksonville, Fla., then down to the West Coast and across to Miami and then back to Jacksonville. Things have been pretty well worked down here, but I'm managing to get mine. Have been working by myself, riding buses and on the heel and toe. Make more money that way because one doesn't have to split the take nor do so much biz. Will celebrate my 70th birthday March 13. Am feeling great and believe I can get around as well as anyone else in the paper business. Would like to see some pipes from Cotton Williams, Ray Bowers, Jackie Meyers, Dave Eling, Bill Ross, Harry Ross, Ross Eliga, John Bradley, Dave Blite, Sammie Gist, Dave Wells, Pop Ewing, Hemple Ewing, Frank O'Neal and Tommie Johns."

YOU NEVER see a live town without an occasional pitchman.

"IT'S BEEN SOME TIME . . . since I shot a pipe," writes W. O. Wheatley from Mullins, S. C.: "Dr. J. A. Spengle, of Spengolax fame, visited me here recently. He came in from Columbia, S. C.,

where he obtained a license to practice in this State. He was driving a new DeSoto and looked like a million. Business here wasn't so hot this year. Quite a number of the boys passed thru here for parts unknown. Didn't have a big turkey Thanksgiving Day, but, oh, boy, what a spread!"

"SEE WHERE SOME . . . of the boys want a pipe, so here goes." blasts Ray Redding from Topeka, Kan.: "Have been visiting my mother here since leaving the West Coast and must say this place is a hurray. Plan to stay for about two more weeks before heading South, where I hope to see Slim Rhodes, H. L. Crumpton, Joe Morris and all the boys. Had a nice visit with Jimmie Watson in Los Angeles. Would like to see pipes from Bill Goforth, Whistle Aim, Hank Vogt and Bill Sperwick, and where is Harry Corey? Will shoot another pipe in soon relative to open towns after leaving this spot."

THE HEIGHT OF a pitchman's ambition is to go into a strange town and fix the mayor so that he can use the fire department for his belly.

CHIEF LA-WAN-NO-DOS . . . pencils from Columbus, O.: "Have met several pitchmen since I've been here. The one who interested me most was a little man with a loud voice who is known as Chief Little Bear. He really gets the long green on his passouts. When I asked him how he got into the game, he replied that Chief Van Redfeather, greatest man who ever worked off a platform, put him where he is today. Little Bear comes from the Opelida Tribe in Green Bay, Wis. He is small in stature, but a big name in Columbus. Besides having the people going for his herbs, he is a good brother to all pitchmen. I found that out."

"AFTER A GOOD SEASON . . . at fairs I have finally tied up here," inks Slim Rhodes from San Antonio: "Have found this spot to be the land of plenty rain and mud, with business very poor. One needs a \$2.50 license for the remainder of the year on private property, with absolutely no p. p. available in the money. There are several small towns in this territory, however, that can be worked for a small reader with some being free on p. p. or o. m. Met several of the boys going thru here on their way to the Coast. Noticed in a pipe where one pitchman don't have time to pitch for taking care of his wholesale trade from merchants thru Mississippi. Mississippi merchants kept me busy this fall, too, moving from one location to another. They complained that I hurt their business. If a fellow takes in a few dollars in a few minutes it seems to give some of the old chair sitters heart trouble. So, all the boys can have the cotton country. I'll take the North from a working standpoint."

THE LIVE-WIRE pitchman usually starts in a town selling first to an official who won't grant a working permit.

"PITCHMEN . . . both high and low, are plentiful around here, pipes Frank Burns from San Antonio: "Met Morris Kahn-troff in Beeville, Tex., teamed up with Sparks, a pupil of the late Tom Rogers. They were both looking fine. Expect to work out of here until after the new year. Many new faces in the business, but all seem to be keeping the wolf from the door." Burns adds that he has been unable to locate Harry Corry or Mickey Wilkes.

MERCHANTS wait on buyers, while pitchmen are sellers and demand creators.

DR. LASALLE . . . operating his vaudeville show in Western Texas, has had many compliments on his unit. Show, which is motorized and carries nine people, offers music, vaudeville and med.

HUBERT POTTER . . . takes pen in hand to pipe that Bob and Peggy Dexter were in Arkansas a few weeks ago en route to Texas . . . that Lawrence and Ginger Granger played host to the stork recently and were rewarded with a baby boy. It's their third child, and are they proud? Yes, man! . . . that Tom Dean and wife, Aletha, have returned to Blytheville for the winter. They have just purchased a new car and trailer and the old boy looks like a million. Potter says that the first night their son Bobby slept in the new trailer he woke up and his mother asked him if he knew where he was. Sleepily the boy replied: "Yes, mother, I'm in the top drawer."

Pitchdom Five Years Ago

Rustling Russell opened a Christmas store in Charleston, S. C., after eight years in sheetwriting. . . . Pido Kerr and Fred (Six) Cummings were working pens in Kansas City. . . . Billy Randall was spending his fourth Christmas season with the Penn Traffic Company. . . . Mary Hagan was reported to be going strong in Barrington, Mass. . . . Snow flurries and cold weather didn't keep the natives away from Doc L. H. Reeves' Show in Gaithersburg, Md. . . . Homer Brannon was doing a little door-to-door canvassing in Memphis to an oked business. . . . Among the contingent of tribes and kelster boys flocking to Florida were Doc Brennan, Scotty Forbes, Bill Badger, Charles and Frank Roberts, Bill Donnelly and Walter Ewing. . . . Eddie Ross, accounted a top-notch in New York, was working a lot in Philadelphia. . . . Among the workers in evidence at the annual flapjack battle at Harlingen, Tex., were Jim Delaney, Frank Wheatley, Matty Matelson, Dave Gibson, Jack Ellison and Red McKenzie. . . . Charles (Yiddle) Gamel-ter made a flying trip to New York, where he visited with Phil Unger and Harry Malers. Harry was in bad shape physically and was being treated at the Montefiore Hospital there. . . . Bubbles and Tillie's Band Box Boys were finding things plenty forte while working out

Pitchmen I Have Met

By SID SIDENBERG

Herbert Potter wrote me a letter about six months ago, informing me that rumors were making the rounds to the effect that the veteran Dr. Dee Colby had made his last spot and was in the Happy Hunting Grounds, where the towns have no mayors, city clerks, chiefs of police or cops to interfere with his widely known money-garnering med lecture. Later on, tho, Potter wrote me, telling me that he saw the doctor in a cotton town in Missouri taking his share of the shekels with his talk to the natives on how to get healthy—stay that way and also become wealthy.

Potter's last letter was right, for shortly thereafter I had the opportunity to meet the much-heralded doctor. He was working a courthouse lawn in a Tennessee town. He was doing some stunts with cards and keeping the natives laughing with his draw-out conversation on health, wealth and happiness; all the while styling himself as the "crazy doctor," the "health evangelist" and the "gentleman from Arkansas."

To me the doctor was interesting, especially after I made a few trips to the homes of the natives with his highness. Well, if you should ask me, that dude will never see a hungry day as long as there is food being cooked. He invites himself and takes a home by storm. I don't think the town was ever incorporated that is closed to this baby. I don't even think the chief of police was ever born who could say no to the old doctor and make the doctor believe that he means "no."

The worst thing that ever happened to this gentleman occurred when his pet monkey took a tall-spin and died. The doctor is over that now, but for a while he was a heartbroken goose. It cost the "gentleman from Arkansas" just 500 smackers for a veterinary to try to save his stork's life and just 300 more for burial when Bozo died. This tapped the doctor out and it became necessary for him to hock his timepiece for a sawbuck so that he could get out of the town and to the next spot.

Colby is 79 years old and a johnny-come-lately in this business, having crashed the portals of pitchdom just 04 years ago when he went to work with the old Healy & Bigelow med opera. He has worked off the same platform with "Big-Foot" Wallace, Dr. Lithfall and Jim Perdon, the latter known as the Great Pianzo.

The world is this baby's home.

of Hot Springs, Ark. . . . Sam Lewis and Ned have just set up a swell flash in Boston. . . . J. M. Dalrymple, after a long stage of illness, had recovered sufficiently to return to the road. . . . The Wilson family was rambling northward and working the U-Kan-See item to an okeh biz. . . . Boys on the leaf who invaded Memphis found things plenty tough. No permits were being issued on the paper. . . . Doc C. L. Mayberry's Tex-a-Tone Entertainers continued to ramble along in Southern Texas and were not missing any pay days. . . . Dr. Victor Edison Perry, working from early morning until late at night, was busy as a bee in New York. . . . Sioux City, S. D., proved to be a big bloomer for James E. Miller. . . . Alex Wittenberg (Canadian Kid) was pitching scarf sets, pearls and novelties to just ordinary business in Portland, Ore. . . . That's all.

HERE'S AN opportunity for the lads who are always borrowing trouble. Why not go to Spain?

MAX GRODSKY . . . en route from El Paso to San Antonio, had an accident in which his car was demolished and considerable merchandise destroyed. Grodsky proceeded to San Antonio, where he is now working.

IF IT WERE not for the Fitchdom's demonstrations a large majority of merchants would be unable to sell half their stuff, because the purchasers would not know what the item is or how to use it.

THOMAS (HAYNES) McCLUSKEY . . . pens from San Francisco: "Well, the three days and nights of festivity heralding the completion of the world-famous San Francisco-Oakland Bay Bridge is over and it certainly was a big thing while it lasted. In my estimation it out-rivalled any similar pageant ever presented anywhere. Readers were \$10 for four days and the city sold more than 600 of them. Everybody got money, with the humatoes and little white mice doing extra well. Sure glad to read a pipe from Edward Gurner. Let's see some more pipes from the Motor City. Where are you, Art Freckett?"

MAGIC

(Continued from page 27)

Leavenworth, Kan., was initiated into the Hoosier body at the meeting. The Indiana magic boys are laying plans for a big magic show, open to the public, to be staged some time in March.

GUS KANT, in a speech before a recent meeting of the I.M. Ring 13, Pittsburgh, urged the society to abandon its present headquarters in the Walton Hall, an old building, for more modern quarters. Ted Heuber has been appointed to scout for a new club in the downtown Pittsburgh area.

TAMPA, Pittsburgh magician, was in his home town last week, meeting friends and making several business appointments.

RALSTON THE MAGICIAN, in his 18th month in New England, has added *The Floating Zeppelin* to his routine. The miniature model of the Von Hindenburg, with small motor and lighting equipment, is made to float about the stage, thru hoops and apparently without means of support. Ralston is this season also presenting *The Chinese Water Fountain*, which includes a billiard ball routine, wherein the balls pass from the hands of the performer to space and ride the top of the stream as they are produced. The trick is German made. Ralston recently entertained the governor of New Hampshire.

GEORGE THE MAGICIAN posts from Lott, Tex.: "Doing excellent business in this section. Have nine people. Madame Marie is successful in booking. We have two elaborate house trailers and have just purchased a new Nash."

JOE BERG, Chicago magish, entertained at the King Koko Coronation, Hotel Hermitage, Nashville, December 12.

WIZARDS' CLUB, Chicago, plans a huge magic show in the near future at which many well-known magicians will appear.

GEORGE TROSETH is busy playing clubs and special children's parties in the Windy City area.

WILLARD THE WIZARD is reported to be getting a good play in the Louisiana territory. Show carries 10 pieces of rolling stock, including a calliope for bally purposes. With all equipment in

tip-top shape and with wardrobe above the ordinary, show makes a crackerjack appearance, according to those who have seen it recently.

FRED BREZIN, English prestidigitator, is at the Rex; Tallamas, card manipulator, is at the Petit Casino, and Waddington, illusionist, is at the Palais-Berlitz, all in Paris.

CARRINGTON AND COMPANY of illusionists are playing an extended tour in Northern Africa.

PROFESSOR ARIS and Miss Pakara, mentalists, are at the Forum in Zurich, Switzerland.

BENEVOL and his troupe of magicians are at the Majestic in Algiers, Algeria.

ALBENICE, billed as a Hindu magician, has succeeded Howard Brooks at the William Penn Hotel's Chatterbox, Pittsburgh. Brooks left for San Antonio.

JOHN BOOTH, after an extended engagement at the Mon Paris, New York, is in at the Chez Maurice, Montreal, for a fortnight's stay. From Montreal Booth will jump 450 miles to spend the holidays with the homefolks in Hamilton, Ont.

SIR FELIX KORIM, writing from Utica, N. Y., under date of December 10, says: "Business so far this season has been far better than ever at this time of year. In spite of unusually rigorous weather, we have managed to hang out the SRO sign two or three times. Two days before Thanksgiving the temperature dropped suddenly and the car which pulls the trailer froze so badly that the block cracked and water poured into the crankcase. Result—had to buy a car in a hurry to keep moving. Are we glad that business is good! Our present plans call for a few dates, a vacation in Florida and a stopover in Columbus, O., for the Magic Fest in January."

JACK CLIFFORD (Punjab) played the Colonial, Utica, N. Y., December 5 with his spook show. He packed the house, but the rough boys almost crabbed the act, so Jack cut it to the bone.

London Magic Briefs

LONDON, Dec. 8.—Dante, world-traveled illusionist, presenting the greatest show of its kind in Europe, is back again in London and currently scoring at the Penge Empire.

Here as an assistant to Fred Sanborn, American silent comedian, Christopher, American conjurer, is hitting with his novel rope and other magical problems.

Tommy Bradley Martin, young American magician, continues his triumphant tour of Europe. He is at the Scala, Berlin, for the month of December.

Russell Swann, popular American emcee-magician, is hitting solidly at the Trocadero, London. It's Swann's eighth month in the principal London niteries and he's been a success at all of them.

Horace Goldin, the "Royal Magician," who is featuring his version of the elusive Indian Rope Trick, continues to score solidly and to play to capacity business with his own unit.

The Great Carmo, International Illusionist, is another magical entertainer running his own unit in England. Carmo has a good lineup of acts and the introduction of plenty of comedy in the show adds to its popularity.

Fred Culpitt, foremost of England's conjuring comedians, is once again set for a principal role in Christmas pantomime.

AFM GRANTS

(Continued from page 4)

Evansville: Morgan Alvey changed to Universal Orchestra Service.

Boston: Cy Shribman changed to Simon Shribman.

Detroit: Fred Zierer changed to Paramount Attractions.

Minneapolis: Frank Fabman, temporary license, changed to Frank Fishman, New York City, regular license.

New York City: Al Rogers, temporary license, changed to regular license.

Columbus: United Feature Attractions Corporation, address changed to St. Louis.

The following were deleted from the list of active licenses: Paul Spor, Des Moines, Ia.; Leon Knapp, Grand Rapids, Mich.; Inez Miller Komla, Winona, Minn.; Joseph Barnett Agency, Kansas City, Mo.; Charles Parkening, Elkhorn, Neb.; Frank R. Martuccio, Canton, N. Y.; Roland (Nick) Shafer, New York City, and Betty Meeker, Johnstown, Pa.



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New licenses have been issued to:
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CONNECTICUT—Bridgeport: James V. Scalo. East Norwalk: David Fromer. Middletown: Earl J. Almqvist.
GEORGIA—Griffin: Billy Austin.
ILLINOIS—Carlinville: Ted Lutger. Chicago: Armand H. Bulmeret, Bill Donaldson, Edward Varza. Evanston: Annabel Robbins. Joliet: Universal Orchestra Company. Rockford: St. Charles Hoskins. St. Charles: Palmer Whitney. Urbana: Universal Orchestra Service.
INDIANA—Bloomington: Cole J. Keyes, Robert E. Masters. Evansville: Paramount Music Enterprise. Kokomo: E. E. Albright. West Lafayette: Clinton and Stepath.
IOWA—Council Bluffs: Continental Booking Service. Des Moines: Lehard Brown, Harold Wilkinson. Sioux City: C. A. Templeton.
KANSAS—Manhattan: F. H. Betton.
KENTUCKY—Covington: Mutual Orchestra Service.
LOUISIANA—New Orleans: Ruth G. Tibler.
MARYLAND—Baltimore: Louis W. Jenkins, Virginia Lee Marchant.
MASSACHUSETTS—Pittsfield: James McCaffrey.
MICHIGAN—Battle Creek: Lyle J. Sage. Detroit: Colored Musicians and Entertainers' Booking and Service Bureau, Inc.
MINNESOTA—Minneapolis: "Red" Carter, Mrs. C. C. Clark. St. Paul: Connell Theatrical Exchange.
MISSOURI—Kansas City: Paramount Theatrical Enterprises. St. Louis: Myles Haggall.
NEBRASKA—Elkhorn: A. M. Parkening. Omaha: Ernie Priesman.
NEW JERSEY—Camden: Popular Amusement Company. Newark: Joe Rebo.
NEW YORK—New York City: Artists' Syndicate of America, Inc.; Rudolph J. Baum, Joe Burns, Harry Carlin Theatrical Enterprises, Cress Courtney, Myron Degnon, Maxine Freeman, Frances Hall; Harris & Steele, Inc.; Hesse & McCaffrey, International Concerts Corporation; Kane Artists, Inc.; Lester Lanin; Abe Lyman Enterprises, Inc.; Stanley McCaffrey, Guy Martin, Zeppo Marx Agency, Paul Meyer, Jane Robb Murdoch, Philip L. Ponce, Ricardo Rodriguez, Malne M. Rountree, Maryan P. Snyder. Potsdam: Samuel J. Gattel. Rochester:

John T. Coghlan, Syracuse; Parling Entertainment Units.
OHIO—Akron: Rudick's, Inc. Canton: Earl H. Forsyth. Cincinnati: Ruth Heubach Best, Donald C. Brown, William Ferran, Francis J. Taney. Cleveland: Artists' Reference Bureau, Milt Gary Theatrical Agency, Dayton: Jim Prod. Euclid: June Parley, Lakewood: Alyn R. Breyley. Lancaster: John W. Brown. Lima: Bob Deikman. Marietta: Phil M. Becker. Warren: Donald McCracken.
PENNSYLVANIA—Brownsville: Triangle Amusement Company, Ekins Park: Karl Bonawitz, Gettysburg: Paul P. Ecker. Norristown: Richard J. Foley. Philadelphia: William Jaffee, Perry - Trachtenberg Artist Bureau, United Theatrical Enterprises. Pittsburgh: Frank Bland, Mary Goodwin, Reading: Danny Goodman. Scranton: Karl H. Strohl. State College: Richard P. Nicholas Jr. Waynesboro: Majestic Orchestra Service.
SOUTH CAROLINA—Greenville: W. R. Jackson. Sumter: Palmetto Orchestra Service.
SOUTH DAKOTA—Huron: Louis Langbehn, Charles Ollinger.
TENNESSEE—Memphis: W. M. Hardwick. Nashville: J. W. Kendle.
TEXAS—Beaumont: Augustus Thomas Patterson. San Antonio: Jean Sarll.
VIRGINIA—Newport News: A. L. Shield. Winchester: Shenandoah Valley Attractions.
WEST VIRGINIA—Charleston: Jack Berry.
WISCONSIN—Beaver Dam: Charles Norenberg. Milwaukee: Alyce May. Pewaukee: Eddie Wirth. Stevens Point: Stevens Point Artists' Bureau. Wausau: George Stolze Jr.

Siamese Twins' Widows May Return to Vaudeville
NEW YORK, Dec. 12.—Natividad and Victoria, widows of the Siamese twins Lucio and Simplicio, may later return to show business with a vaudeville unit, according to Louis I. Fabricant, attorney, who says he is now exercising a protective supervision over them. Fabricant claims that neither J. G. Del Pozo nor Noel Meadow, previously reported to be agents of the Godinos, are qualified to act for them in any business capacity whatever.
Statements in the press to the effect that the Godinos contemplated selling Lucio's body to a scientific institute were branded as completely false by Fabricant, who says the widows resent and never harbored such a thought.
Thus far several newspapers have angled for a series of articles

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Dec. 12.—Another big crowd attended Monday night's meeting. One hundred and seventy-three members were present when Theo Forstall, who presided, got the assemblage under control and called the meeting to order. Dr. Ralph E. Smith, first vice-president; Roy Ludington, second vice-president, and John T. Backman, secretary, were the other executives present. As an aside from the usual routine of business, many were introduced to the gathering and time given for brief talks. For this Al (Big Hat) Fisher did the introducing in a rather formal manner. Preceding each introduction he did "his act," a line of patter, which Pete Peterson declared was proof that "a leopard could not change his spots." "It was," Pete said, "the regular Al Fisher stock talk." To which Ed Maxwell added: "Al doesn't need proof that he is good, he admits it."

Reading of the financial report followed. This report is intended for the information of members only and not for broadcast or to be given publicity. Financial condition, however, is most healthy and showing continuous growth, as is the membership.

Communications: Eddie Tait sent a new epistle of matters of interest concerning the Churchill and Tait interests and news of the Orient; Manila, P. I., together with a much appreciated inclosure. From Mrs. Ethel B. Krug, president of the Ladies' Auxiliary, came an expression of thanks for the use of PCSA clubrooms for their Thanksgiving social event.

New members: J. L. Landee, credited to Doc Hall and George Moffat; Hymie Smith, credited to E. W. Coe and Dan Callahan; Jeff Barnhart, credited to Steve Henry; Carl F. Holt, credited to W. T. Jaup and Mike Krekos; J. O. McCaffery, credited to Theo Forstall; Joe Bowers, credited to Joe Krug and Al Fisher. Reinstatement: Pat Shanley, credited to Steve Henry. Five names were posted to be acted upon at the next meeting.

Discussion by Joe Olacey, A. Samuel

Goldman, Harry Taylor and Mike Herman went to considerable length, with others cutting in at intervals, on the matter of interpretation of the by-laws and constitution governing this body. It was decided to re-code the laws. A special committee for this work will be appointed. It is felt that the clarifying of the by-laws will enable the club to work out plans which should be of great benefit. C. L. Daniels, of Turlock, Calif., well known to outdoor showfolk, was introduced and asked to sing a number at the ball. Johnny Castle read a letter from the Middle West which got a big hand for the meaty substance incorporated therein and for a keenly enjoyed impromptu monolog. And so, as a diversion, a few were called on to speak. Joe De Mouchelle entertained with a round of French-Canuck stories, as did Roy Ludington with several dialect stories. Then there followed a discussion on "wisecracks," which prompted E. Maxwell to narrate an incident. He, with several others, were passengers on a mixed freight and passenger train in Northern Iowa some years ago. Due to below-zero weather and snowdrifts, the train was stalled. There were two drunks in one of the seats who apparently were not accustomed to train travel. One inebriate said to the other: "See that case up there with saw, hammer and other tools covered by glass front, and that sign, 'In case of accident, break glass? What the hell is that for?' The second stew scornfully answered: "Surprised how dumb you are. That case was put there for a good reason. You see, the laws of Iowa have placed a limitation of \$5,000 on account of deaths caused by rail accidents. But those only injured and maimed have often been awarded huge sums. In fact, I heard of one case where a man got over \$20,000 for his injuries. So you see, those cases were put in ours, with instructions to trainmen, that in case of accident they were to break the glass and kill every damn cripple on the train 'cause it was cheaper." Ed got a big hand for this one.

C. F. Zeiger's plans for next year's cemetery fund drive are taking shape and it is a definite intention to put this new and excellent idea over in a tremendous way. Usual lunch and refreshments were served by W. D. Corbett, L. A. Gregory, Will E. Smith, Ted Le Pors and Jack Bigelow. This organization has grown not alone in number of members or affluency, but as an important factor in the affairs of the West Coast. There is just a bit of dignity in wearing the PCSA lapel button. The "welcome" sign is now hanging out for trouper and there is no assurance that the initiation fee that was off during the membership drive will not be reinstated. Anyone interested in his business, if he is a showman, should be prompted to join an organization that has done and is doing a good job in the direct interest of all showfolk.

Kemp Has New Drome Ideas

CHICAGO, Dec. 12.—Walter and Marge Kemp were in Chicago this week, having come on from Tampa after having flown to the Florida city from St. Louis. Kemp stated that he has sold his fighting lion act to Hennies Bros. Shows, but is retaining his riding lion. For the 1937 season he is working out some new ideas, which he states will greatly improve his show.

Kemp said that Ed Nelson now has seven men working on changes in the Motordrome.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

Lauther Opens New Style Museum

WILMINGTON, N. C., Dec. 12.—Carl J. Lauther, well-known showman, opened his new-style indoor museum, "Unbelievables of 1937," here this morning in a downtown location. For its 12-day engagement the attraction is being sponsored by the Empty Stocking and Salvation Army Christmas Fund.

The show equipment has been completely rebuilt and introduces circular stages as an innovation for this class of indoor show. The attraction platforms are masked in with orange and black colored drops, with neon lights around the edges of the drops. There are 16 such stages. Lauther has displayed rare showcraft technique in framing this, the most pretentious and elaborate of his career in this field.

The roster reveals that 16 attractions and 42 people are employed. Transportation is effected in a mammoth overland bus, six private autos and two semi-trailers.

The opening day's business was exceptional despite drizzling rain which kept many shoppers out of the business and theater section. This is believed to be the first museum to exhibit in a storeroom in this city. The strength of the stupor has prompted reams of publicity and a strong advance strip-ticket sale. Reported by Roy B. Jones.

Showmen To Plan Sanatorium for Showfolk

EL PASO, Tex., Dec. 12.—Plans for a ward in a Southwestern sanatorium for tuberculosis victims in show business will be discussed at the convention of the Southwest Showmen's Association here December 30.

A dinner and ball will be held in Juarez, Old Mexico.

Reservations for the convention, to be held in connection with the Sun Carnival, are O. H. Hilderbrand, Mr. and Mrs. C. F. Zeiger, Archie Clark, Mike Krekos; Ed Foley, of Foley & Hurk Shows; Mr. and Mrs. Arkie Blaser, Mr. and Mrs. Louis Ringold, Mr. and Mrs. Pickles Pickard, Mr. and Mrs. George Coe, Roy Ludington, John T. Backman and Mr. and Mrs. S. L. (Buster) Cronin.

FINAL CURTAIN

(Continued from page 32)

favorite in the '90s, appearing under the banner of Charles Frohman, and was best known for her work with William Gillette in *Secret Service*, *The Heart of Maryland*, *The Girl I Left Behind Me* and *Frou Frou*. She also appeared with William Pavensham in *Julius Caesar*, and in 1897 played a command performance before Queen Victoria. She retired from the stage in 1913. She helped organize the Los Angeles Philharmonic Orchestra, Grand Opera Association and the Shakespeare Foundation of UCLA. Survived by her husband, R. D. Shepherd, who as R. D. Maclean was a noted Shakespearean tragedian 25 years ago.

SPROULE—Walter B., 68, Boston theatrical pioneer, at his home in Belmont, Mass., December 8. He established the third motion picture theater in Greater Boston at Charlestown many years back. Later he opened another theater in East Boston, and in 1915 erected the present Central Square Theater in East Boston. In 1901 married Bertha R. Munsey, who survives with two daughters, Mrs. Grace V. Hanson, Belmont, N. Y., and Mrs. Ruth Rogers, of Wakefield, Mass. Funeral services at his home December 10.

STEVENS—Dana, 55, actor, in New York December 6. His last engagement was in the Federal Theater Project production of *Horse Eats Hat*.

STONE—William (Dad), 75, carnival attache, who had trouped over 40 years with the Col. Ferari Shows, Bostock, Con T. Kennedy, R. H. Wade and Howard Bros. shows, December 3 of a heart attack at his home in Millfield, O. Burial in the West State Street Cemetery, Athens, O.

SWISHER—Ira L., 60, former manager of Gennett Theater, Richmond, Ind., and associate manager of Murray Theater, that city, at his home there November 30. He was also formerly manager of North Bros. dramatic company and advance agent of Mrs. Temple's Telegram Company. Survived by a widow and two brothers. Burial in Richmond.

TAYLOR—Robert, 63, actor, suddenly in New York December 9. He had played in vaudeville and also on the

legitimate stage. He appeared in *Easy Come, Easy Go*; *Grand Hotel*, *Dodsworth*, and his last appearance was as understudy to Maurice Evans in *St. Helena*. Survived by his widow, known professionally as Frances Meek.

THOMAS—William, 58, employee of the RKO Distributing Corporation, December 5 in Milwaukee. Survived by his widow and two sons.

TUDOR—Charles J., 65, secretary of the North Central Kansas Free Fair, at his home near Republic City, Kan., November 22. Survived by his widow, four sons and one daughter.

VERDEAL—Carlos, Spanish guitarist, accompanist of the dancer Goyita Herrera, in Paris November 20.

WAINWRIGHT—Jane A., 60, wife of John W. Wainwright, Long Island (N. Y.) realtor and amusement financial backer, December 6 at her residence in Rockaway Beach, N. Y. She was a resident of Rockaway more than 35 years and was connected with the women's division, Rockaway Beach Board of Trade; Ladies' Auxiliary, West End Democratic Club; Knights of Columbus and hospital and church boards. Survived by her husband and one daughter, Margaret M. Mantell.

WATSON—James, 18, former attache of Golden Meadows Shows, in New Orleans December 10 of a skull fracture. Survived by brother, David Watson.

WILSON—Clara N., 73, musician, organist and music teacher, November 29 at her home in Lanedowne, Pa., after a brief illness. A brother and two sisters survive.

Marriages

BARRON-MOORE—Mark Barron, newspaper man, to Erin O'Brien Moore, actress, in Ossining, N. Y., December 7.

BRECKS-PARRAR—Lewis Tabbetts Brecks, nonprofessional, and Jean Parrar, night-club entertainer, in Ekton, Md., November 30.

COURTNEY-WATKINS—Robert Courtney, bow ticket seller with Cole Bros. Circus, and Polly Watkins, equestrienne with the show, at Memphis December 7.

DEGUIR-COLE—J. Ferguste DeGuir, saxophone and clarinet player with the Jimmy Hull Show, and Vera Cole, daughter of Mr. and Mrs. Clyde Cole and granddaughter of Harry and Eva La Reane, also members of the Hull Show, December 3.

DRIESSENS-RICHARD—Colby DriesSENS, radio editor of *The New Haven Register*, and Beatrice Richard at Harrison, N. Y., December 6.

GOULD-PAXTON—Dave Gould, motion picture dance director, and Frances Paxton, singer and dancer, at Yuma, Ariz., December 5.

HADDEN-ROLAND—O. E. Hadden, of Chicago, and Thelma Roland, formerly of the vaudeville team of Jack and Thelma Roland, at Chicago December 10.

HAKE-SHAYS—Edward W. Hake, non-professional, and Celeste Shays, former dramatic actress and sister of Thurston Crane Shays, musical comedy juvenile, December 3 in Philadelphia.

JENKINS-DUDLEY—Jack E. Jenkins, nonprofessional, of Beverly Hills, Calif., and Doris Dudley, screen actress and daughter of Bide Dudley, New York dramatic critic, recently at Yuma, Ariz.

JONES-BUCKNER—Harry P. Jones, of the transportation department of the Eyerly Aircraft Corporation, Salem, Ore., and Gladys Buckner, dancer, in Miami November 17. Jones is now employed by Abner K. Kline in the operation of the Octopus ride.

KURRUS-CUMMINGS—Theodore Kurrus, Westchester (N. Y.) orchestra leader, and Ellen Jane Cummings September 18 at White Plains, N. Y., it has just been learned.

LOEB-FELIX—Lee Loeb, Columbia Pictures writer, to Florence Felix, non-professional, at Yuma, Ariz., December 7.

MADISON-ARMSTRONG—David Madison, musician, and Laura Armstrong. (See MARRIAGES on page 77)

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Catching Up

SORRY this corner could not be with you last week. It was a long and tough week at the conventions in Chicago that caused us to miss a beat and folks who have been in attendance at the annual outdoor conclave are well aware of how time is at a premium.

Altho it seemed as if just about everyone was there, we were disappointed in not seeing several familiar faces at one time or another in the Hotel Sherman lobby. Among those absent this year were Joe Rogers, of the Dufour & Rogers Attractions—Joe is recovering from a broken arm in Dallas; John M. Sheesley, captain of the Sheesley Mighty Midway, who was kept in the South on business; Matthew J. Riley, erstwhile g. a. for the Strates Shows, who played it smart and spent the week resting in the sunny climes of Florida (Miami to be exact); Leonard Traubo, whose duties for George A. Hamid, Inc., compelled him to remain in New York, and Bert Novins, p. a. for Palisades Park over in New Jersey.

It was a lively and interesting week for everyone concerned, and aside from a few unnecessarily dull hours spent at the combination Showmen's League-Park Association banquet Wednesday night things kept moving at a rapid pace. To this reporter's mind, however, the SLA will do well in the future to place the routine of its big and colorful banquet into the hands of a less loquacious toastmaster. More entertainment and less after-dinner speaking will be a more than welcome change of policy not only to the writer but to most everyone else, considering the reception and response some of the speakers received.

J. W. (Patty to you) Conklin and his brother Frank, two of the swiftest guys in the business, buzzed here and there all week handling SLA arrangements and signing 1937 contracts of sensational proportions. And the Conklins' able staff men, Maxie Herman and Nell Webb, were again the two busiest boys on the lot. Patty should be thankful, or should we say congratulated, for surrounding himself with such competent and willing aids-do-camp.

Patty's position as manager and operator of the Toronto Exhibition's midway under the new policy is a big step for the young Canadian showman, and, according to Mr. Conklin, no one realizes the responsibilities he's shouldered more than Mr. Conklin. Elwood A. Hughes, head of the ONE, in officially releasing the news to *The Billboard*, stated candidly that the new policy is strictly an experiment, and as such he is convinced that the best man possible has been selected for the job. It will be an independent midway at Toronto next year with Conklin at the helm. The title of his show will not be connected in any way. Mr. Hughes, in commenting on the subject, emphasized the fact that not the least inkling of ill feeling exists between him and Rubin Gruber, owner of the carnival that has held down the ONE midway for the past nine years. Mr. Hughes stated further that in all his experience he has never seen a carnival that offered as much on the inside of its shows as Gruber's did in 1936.

Around the town this week:—Law Dufour here from Chicago, presumably to contact New York World's Fair moguls. —William Gilck, who sold his show to Max Goodman in Chicago during the meetings, back in town and making plans for the future. —Max Linderman, at 1600 Broadway, signing L. H. (Doc) Cann for another term as general agent and attending to other interests. —Frank W. Darling resuming his duties at the World's Fair offices in the Empire State Building. Mr. Darling's enlightening description of progress of the fair as told to the parkmen assembled in

Hamid Likes Indie Games

NAAPPB told parks should not operate own concessions of this type

CHICAGO, Dec. 12. — "Amusement parks should not operate their own amusement games," declared George Hamid, head of George A. Hamid, Inc., New York booking office, before a session in the Hotel Sherman here on December 1 of the annual convention of the National Association of Amusement Parks, Pools and Beaches, speaking on *Should Amusement Parks Own and Operate Their Own Amusement Games?* Mr. Hamid said:

"President Baker, delegates and any others within range of my voice whose precious time is about to be stolen by America's greatest orator: The floor of a national convention, with its august serenity, is certainly not the place to

Chi was one of the highlights of the program.—Maurice Plesen, head of Maurice Plesen, Inc., new Coney Island game manufacturing concern, beat a snow-storm home by plane to be in time for the arrival of an addition to his family. It's a boy, Peter H., 7½ pounds.—Felix Riley in town on business.

TEX SHERMAN, rodeo press impresario, writes from Hollywood that he "is putting in the winter here and has several irons in the fire for the coming season. Cowboys working pictures here are going to have the best year they ever had, as I understand approximately 110 Western pictures are lined up for production. —And while on rodeo personalities, Colonel W. T. Johnson left recently for an extensive hunting trip thru the interior of Mexico.—Guy Weadick came down out of the Northwest cattle country to meet his old friends at the Hotel Sherman last week. Guy's broad-brimmed hat added a touch of color to the Sherman lobby and we understand helped garner him a heap for 1937.—Frank Braden remaining in the Broadway district indefinitely.—Friends of Beverly Kelly will be sorry to learn that the death of his father called the p. a. of *White Horse Inn* back to his Delaware (O.) home last week.

Mrs. Stanley Wathou and her niece, charming and talented standard bearers of the *Pine Juggling Jewels*, sailed for their native London this week. Act has been in this country since last June and planned to remain thruout the winter. Important engagement with the Christmas Circus in London's Agricultural Hall cut their stay short, however. Before departing on the *Benegaria* Mrs. Wathou announced that early August will see them back again for a tour of George Hamid-booked fairs.—Bob Morton, winter circus operator, resting in Miami (Fla.) prior to offering his next sawdust pageant.—And hale and hearty Omer J. Keuon, general rep for the Morton units, is due in New York in the near future.—Bob Hickey, that pipe-smoking derby-bedecked p. a. for the Cole Bros.-Clyde Beatty Circus, also expected to spend plenty of time here this winter now that the CB-CB show is definitely scheduled to show at the Hippodrome next spring.

John T. Benson, Nashua (N. H.) wild animal dealer and operator of the famous Benson Wild Animal Farm near that New England town, received loads of space in Boston dailies recently when he publicly predicted that we are in for a rigorous, cold winter, beginning early and lasting thru January. Local weather forecasting officials have predicted an unusually mild cold period, but Benson was wont to disagree with them. "Our readers' here indicate just the reverse," said Mr. Benson. "Heavier fur than ordinary and frantic efforts on the part of the squirrels, beavers, wildcats, etc., in preparing extra careful winter abodes are a certain sign of storms ahead." —Add nice gestures: Mlle. Roberts, mistress of Roberts's Circus, sawdust and fair grand-stand attraction, writes from New Britain, Conn., that the personnel of the Mason-sponsored circus there paused for a minute of silence at the Stanley Arena in honor of the memory of the late John Ringling. Dexter Fellows was present at the performance.

indulge in free advertising. That being the case, permit me to introduce myself. I am George A. Hamid, president of the company bearing my name. We are engaged in the booking of attractions, and our prices are simply swell. I have introduced so many acts in my time that I could not resist the temptation to pave the way for myself in the hope that my speech act will throw you so far into the air that I will have done a noble service in the cause of surgery.

Concession Line Index

"But do not be deceived. Even if I were capable of it, the nature of the speech assigned to me certainly does not lend itself to humor. The game concession industry is too serious a subject for that and any attempt to poke fun at a potentially large segment of the amusement park empire would not only be in bad taste but would offer no solution to what I think is a most difficult problem.

"Even a hasty study of the framework of any amusement park would show that the park is only as good and only as worth while as its concession line. And yet this fundamental and easily proved fact is, I am sure, not very deep in the consciousness of amusement park owners, operators and managers.

"That is a terrible statement to make and I was greatly tempted to eliminate it from this talk, but I could not, in fairness to an industry which means much to me. With the additional factor that I happen to own a park myself, I could not see where the presumed disadvantages of a statement, frankly put, could not offer more food for thought than the presumed advantage of silence on a subject which is, or at the very worst should be, close to our business consciousness.

Profit Not Only Point

"The history of commerce, industry and finance in our country establishes this incontestable fact: That no large enterprise is a one-man show, admitting, however, that inspiration, driving force and the power of personal prestige may derive from a single personality. You see I have already answered the question made in the topic. In short, amusement parks should not operate their own amusement games. There is this reservation: if the game concessions represent only a very small and minor portion of the park, it may be advisable to thrust the responsibility for their operation, attractiveness and effectiveness on the shoulders of a single individual whose ability and integrity are unquestioned. I do not present this as a binding rule not to be altered or changed, since local peculiarities are the mandate by which all park officials should be guided.

"The subject under discussion here is not confined to the question of the profit motive; in plainer words, self-operation may produce more revenue, but that is emphatically not the point. Our commercial seamen should tell us, and I know that the experience of many of you present will bear me out, that the mere fact of greater revenue is no index to merit, satisfaction or enjoyment from the point of view of the people to whom we cater.

Business by Itself

"There are people in the concession business who earn their livelihood in great part, if not exclusively, from that business. In other words, they know their stuff. They represent the people to whom we let out or contract a certain phase of our work; let us call it customer orders, and they can do it better than we can, all things being equal. The park manager must exercise great care, of course, in selecting his contractor or contractors, as to honesty and ability, as to personal appearance and personality, as to his contact with patrons, as to his taste in choosing merchandise and the like. The man who has made a business of concession operation is the man who must be vested with a personal responsibility for their operation. The parkman should be the overseer, but in too many cases he is the overlooker.

"If the man whom you charge with the important job of operating the concessions proves inadequate, that is your cue to prepare for a change, even if it happens to be during the season. Do not delude yourself so far as to think that you, as a park impresario, can do a better job with the games than a concession impresario. You have enough to do with respect to your own enterprise without saddling yourself with a

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OUT-OF-TOWN

(Continued from page 21)

lacks of means are want to gabble, the play is therefore woefully deficient in motivation. Further, it is never quite able to work up sympathy for any of its characters, tho most of them seem to have the usual trouble with their adulterous husbands. Nevertheless, Miss Booth has cloaked it all with brilliant dialog, sometimes smart and sometimes smutty, and with occasional snatches of satire that border on the witty. An evening of well-bred entertainment, with moods ranging from the comic to the tragic.

Standing out like a sore thumb is the fact that *The Women* is not only a play enacted by women about men, but that its appeal is limited to women. In spite of the fact that his indiscretions are excused and even defended in the stage-world, no man wants those words jammed down his throat. Especially when the lady sitting in the next seat happens to be his loving wife. It is hardly fair that this exposition gives women both the first and last word. In fact, some women themselves may resent it, especially those who still believe that the Ten Commandments were never broken. But those who tarry over teacups will love it, and even go as far as to carry it on with a bit of their own circle's winchellisms.

Its ultimate acceptance in this season's array of attractions must depend on the state of mind of playgoers, and reaction will be as varied as the various types of women depicted on the date. The immediate task calls for a word-chopper; the cutting of at least a half hour in running time is necessary. Any attempt to pick individual acting honors would mean singling out practically the entire cast. And with 38 of them in toto, a deserved nod to them all. ORO.

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ABDICATION

Today's headlines say that King Edward has abdicated the British throne. What better occasion could arise for editors to leave off the business of telling how to run the world and write of love? Even conservative political writers like Mark Sullivan have fallen victims to the temptation.

The immediate subject for debate is whether David Windsor should have stayed by his guns against all opposition, or was abdication the proper course. When all the arguments are in there is still no way to tell which might have been the best course for the two lovers and the world, other than to let time write its own answer. The man has quit and there are times when it may be best to be a quitter.

When the flood of bills begin to pour into legislative mills during the first quarter of 1937 the coin machine industry may face just such a question as to the advisability of fighting or quitting. There is a possibility that more could be gained by stepping aside to let law-making groups pass excessive taxes on coin machines. That might be the quickest way for some of them to learn that excessive taxes will produce less revenue than reasonable rates and regulation. The issue for the coin machine trade will probably be decided by its representatives that in some places it is best to fight, while in others it may be best to let legislation take its course.

But King Edward's quitting is not so simple as all that. It has seemed to be a coincidence in history that three such liberal leaders as King Edward, Mackenzie King and Franklin D. Roosevelt should head three great English-speaking nations of the world at a time like this. Now one of these men has resigned his job. Of the three men he was the most strategically typical of the liberal movement in modern times. If there is any hope in present-day liberalism, certainly David Windsor was needed at the head of the British Empire to symbolize all that is best in the future ideals of democratic government.

The hope of the coin machine industry is that the liberal movement will make such progress that many outworn statutes and ideas adverse to mechanical amusements will be replaced by more liberal regulation. Members of the coin machine industry in England who visit this country seem to have high admiration for the Prince of Wales and his sportsmanship. One could almost assume that if the question of amusement games had been placed personally before the young ruler he would have said let the people have their own popular amusements under proper restrictions.

The radical departure of such an attitude can be seen when it is realized what a paternalistic attitude the British government and the upper classes assume toward the lower classes. Recent news dispatches from London show that horse and greyhound races have taken in more than \$180,000,000. The Betting Act legalizes these sports. I once asked a British distributor visiting

in this country why Britain legalizes racing and yet forbids the fruit or bell machines. "It is the old idea that races are a sport for the upper classes, while fruit machines take the pennies of the poor, and the upper classes feel they must protect the lower classes against squandering their money," he said.

The comedy in the situation arises from the fact that the lower classes are regular patrons of the races as well as the lords and ladies. The liberal spirit typified in King Edward would call for a facing of the facts and a changing of statutes, customs and ideas to meet new times.

David Windsor as king would have understood the value of friendly trade relationships as progressives in all countries have come to understand today. The coin machine industry during the past five years has realized that trade between the nations not only creates new opportunities for profit, but it also gives rise to personal friendships that go far toward insuring permanent peace in the world. The interchange of visits of coinmen in America and England is an indication of what would happen on a far larger scale if trade handicaps were removed in keeping with liberal standards.

The American coin machine trade probably has not fully learned the lesson of free trade. With the rise of the pinball game American manufacturers have been the sellers, while British distributors and operators have been the buyers. If the order had been reversed our American trade might have grumbled as some of our British neighbors did about buying American products. There can be no objection to any country doing its best to encourage home production and manufacture, but excessive tariffs and restrictions are not the best way to encourage home industry. Trade between the nations under reasonable terms is just as essential to good times as reasonable taxes and regulation in local communities for the success of the operator.

The opposition to King Edward suggests some interesting parallels. In his personal freedom he was opposed by the upper classes, the church and a large section of the press. The liberal movement in America has faced the same opposition. The coin machine industry has faced opposition from some of these sources also. Many newspapers pounce upon coin machines and yet profit immensely from racing news and gambling. Formal religion also thrusts its drives against the coin machine trade. A careful distinction should be made, of course. A man's religion, whether he be Protestant, Jew or Catholic, should be respected for all it is worth. It is formal and professional religion, such as that in opposition to King Edward, which leans to conservatism, domination and even dictatorship. All men, whether they affiliate with religion or not, are reformers and imbued with the reform spirit. But the reform spirit needs reasonable regulation and control, just as the coin machine industry needs it.

It is possible that King Edward may have accomplished more for the liberal cause by abdication than by fighting the issue to a finish. His abdication may be a challenge to liberals the world over to rally to the cause, or the fickleness of mass sentiment may let him be forgotten as the one-time world symbol of a more liberal attitude.

Keeney's Targette

ELECTRIC RAY RIFLE GAME

ON DISPLAY AT OUR SHOW ROOM
BABE KAUFMAN, Inc., (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

Stoner Firm Appoints Adelberg Sales Manager

AURORA, Ill., Dec. 12.—"When a constantly growing volume of business resulted in more orders than our staff could handle," reports Ted Stoner, of the Stoner Corporation, "we were faced with the necessity of creating an important new position bearing the title of sales manager. But the personal service ideal of our firm had played so large a part in our success that to intrust the new position in capable hands became a problem in itself.

"For a sales manager must be much more than the title of his position implies. Here it is essential to have a man who possesses not only a keen business sense and practical knowledge but one of genuinely congenial personality, a spirit of friendliness, a lively interest in the problems of his fellow men and a generous capacity for human understanding.

"In C. R. Adelberg, the man who was finally selected to fill the position, we found all these qualities combined to a rare degree, as scores of operators and distributors who have had the pleasure of dealing with him will agree.

"Those who have met him face to face cannot escape the magnetic qualities of his personality. Adelberg is friendly but not too familiar. He is generous but not to be imposed upon. He trusts you and expects you to trust him. He is honest but quick to detect the sleight-of-hand artist. Thus introduced, Adelberg is destined to become a leading and widely admired figure in the coin-machine industry."

Operators Soon Discover Winners, Exhibit Says

CHICAGO, Dec. 12.—It's a well-known fact that when a new coin machine is built it doesn't take long for everyone in the industry to know whether it is a winner or a dud, exhibit officials say. Not yet thru its first production run, Shoot-a-Lite, Chuck-a-Lette and Jockey Club are positive successes and the so-called grapevine system is already clicking out the news that all three are winners, according to exhibit heads. Such well-known men as A. H. Bechtol, of Florida; Carl Hoelzel, of Kansas, and Meyer Wolf, of Atlantic City, report that the machines are meeting the approval of the trade.

Exhibit has orders on Chuck-a-Lette that oversubscribe the first production by more than 1,500 machines, company reports. Texas, Wisconsin and Florida are particularly popular spots for Jockey Club and Chuck-a-Lette. Both are seven-coin-play reel-type machines in beautiful hand-pollished solid walnut

cabinets with brilliant, colorful playing fields. The games are outstanding in player appeal, particularly because they are the only multiple coin games that allow three possible winners on three different winning combinations at one play.

Loudon & Company Open Jobbing Biz in Newark

NEWARK, N. J., Dec. 12.—Al Loudon, well-known jobber, formerly connected with Eastern Machine Exchange, opened a jobbing and distributing business under the name of Loudon & Company at 140 Astor street here recently.

Loudon has been catering to the wants of operators for many years and knows exactly what each operator desires for his own best interests. His policy will be to keep a sample of all the new machines on display in his showrooms at all times so the operators can see for themselves just what new equipment is being made. Loudon also has the services of an expert repair man who has been furnished with a complete set of tools to repair used games.

"Every game that leaves my shop will be guaranteed to be in perfect working condition," Loudon says. "The operators will be able to take the machine right out of my office and put it on location."

Sales Plans Draw Continued Interest

NEW YORK, Dec. 12.—Sales plans recently announced by Fitzgibbons, Inc., Eastern distributor for Bally Manufacturing Company, continue to arouse widespread interest in this area. John A. Fitzgibbons, president, says that visitors, many of them coming from miles around, show that the interest continues unabated. "Our first plan," Fitzgibbons says, "the profit-sharing plan, gives certificates with the purchase of every game, and these certificates may be redeemed for beautiful gifts. This has proved the most popular plan in many years. It has even attracted the attention of ops in foreign countries, who have written us for further details.

"The credit plan, known as the pay-as-you-earn plan, is the most widely discussed of any of its kind ever known to operators. Both plans have been responsible for greater interest in purchases from our firm. Salesmen are now on the road making full arrangements for the plan with jobbers everywhere and an announcement will soon be forthcoming regarding the operation of the plans."



"The Best of 'em all"
 ACCORDING TO EVERYBODY

Now shipping

SEE TARGETTE AT YOUR NEAREST KEENEY DISTRIBUTOR . . .

ADJUSTABLE for ANY HEIGHT or cabinet may be hung on wall to fit into any size or requirement of location. With the two uprights or standards being 52" in height, there is sufficient clearance to stand TARGETTE behind a counter, booth or bar, or to hang the cabinet on the wall if desired. Can operate at as short a distance as 15 feet; there is practically no location too small to accommodate it.

★ DIMENSIONS

- Height overall: 7' 10" or lower
- Gallery Cabinet: 3' 8" wide 3' 5" high 1' 2" deep
- Base: 1' 8" x 5' 2"
- Gun Rack: 3' 4" high 1' 10" wide 1' deep

★

BACK and FORTH

MOVING TARGET

travelling at faster speeds with every successive hit.

Keeney's Targette

ELECTRIC RAY RIFLE GAME

Here's What They Say:

NEW YORK CITY—"Congratulations on Targette. Sample working perfectly. Everybody who has seen it claims Targette to be the best. Ship as many as possible as quickly as you can."—Babe Kaufman.

DETROIT—"Targette a sensation here. Ship 20 a day until otherwise advised."—O. D. Griffin.

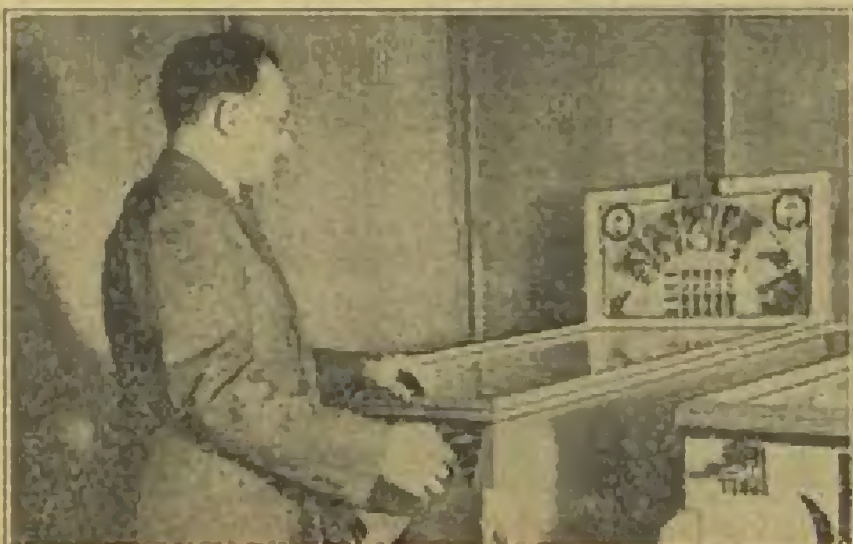
MINNEAPOLIS—"Oh, boy, what a hit Targette is making here! Double our standing order until otherwise advised."—Silent Sales Co.

MILWAUKEE—"Sample Targette working perfectly ever since received. Rush shipments of orders on hand."—Mack & Co.

And so it goes—enthusiastic praise wherever Targette has been shown, both as to the mechanical perfection of the game as well as its longer and greater play appeal.

Don't Buy a Rifle Game Until You See TARGETTE

The greatest favor you can do for yourself is to see and shoot TARGETTE. You will at once appreciate its powerful money-making opportunities, TARGETTE is not just another shooting machine—it has features that make it more appealing, more attractive and more profitable for you. Your Keeney distributor has TARGETTE on display—see it—shoot it—you'll like it!



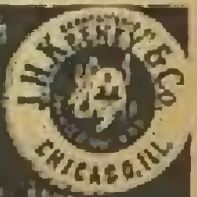
HERM SEIDEN, of Henry W. Seiden & Company, Albany, N. Y., tries his hand on Targette during a recent visit to Bally Manufacturing Company.

FULL PARTICULARS - PRICES FROM KEENEY DISTRIBUTORS, OR FROM

J. H. KEENEY & CO.

2900 S. MICHIGAN AVE. CHICAGO, ILL.

NEW YORK CITY OFFICE 250 WEST 54TH STREET BABE KAUFMAN, Inc.



AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.

There is no better time than the present to increase the size of your route. . . . Our Extended Credit Plan gives you the means to add more machines and increase your profits.
YOU CAN'T GO WRONG!

Lu S. Jones

P. S.—Alibi No. 1 for leaving wife at home during convention! Strictly stag (she might believe it).

Bally Springs Novelty Games

CHICAGO, Dec. 12.—Bally Manufacturing Company, long known for its habit of springing surprises, lived up to its reputation this week by the simultaneous announcement of two novelty (non-payout) games, described as revolutionary departures from usual game design. Both games are built into pin-game-size cabinets and both games are played by propelling balls with the flip of a spring plunger. But there the similarity to pin games ends. The games have no pins, and one of them actually has no pockets either. Yet both are said to embody strong skill appeal.

Pockets, the name for one game, resembles a miniature pool table and indeed is played much like pool, 10 composition balls being used. The play field is perfectly flat; that is, it has no slant as in the case of a pin table. Ball action depends not on gravitation, but entirely on the player's skill in gauging the driving force of the plunger.

Discussing the new game, Ray Moloney, president of Bally, pointed out that the old problem of injecting a unique thrill into miniature pool or billiards had been solved by combining billiard-ball action and pin-game plunger action. "In the past," Ray stated, "various designers have experimented with games based on pool. But they all tried to use the regular cue principle, which means the player must push the ball by means of some sort of swivel cue. This for some reason or other does not give the same satisfaction derived from the flip or snap of a regular pin-game plunger. Then our engineers asked: 'What will happen if we use the spring plunger, which is now so familiar to thousands of people, but shoot the balls onto a flat table devoid of pins?' Our Pockets game is the answer, an old favorite sport with a new thrill.

"Pockets has only six pockets, one in each corner and one in the center of each side, exactly the same as a pool table. Balls are shot up a regulation runway, strike the curve of an arch and roll onto the flat field, which is covered with a new synthetic felt material, extremely resistant to wear, but resembling in color and texture the green felt of a billiard table. Genuine billiard action is also obtained by means of rubber bumper rails which surround the entire table. By putting the right english on the ball the player is able to bank off of the side and drop the ball into a pocket. Frequently, of course, a ball will remain in the center of the table and then the player must attempt a real billiard shot, using one ball to drive another into a pocket. All balls remaining on the table at the end of the game are cleared by the entire play field tipping forward when a coin is deposited.

"Pockets is equipped with a light-up backboard, on which the score is recorded, showing the total number of balls placed in pockets. Cabinet size is 20 inches by 41 inches. Lights and electric anti-tilt are battery operated.

"The second of Bally's two new novelty games is the pinless, pocketless Bumper, which is built for operation with five balls. Heavy 1 1/2-inch steel balls are used. These are shot to the top of the field, from where they bounce and bump down thru a series of heavy coil springs. The impact of ball against spring momentarily closes an electric

Baby Production

It's a boy at the home of Mr. and Mrs. Maurice Pleson in Brooklyn, and Pete, as Maurice is known in the industry, is receiving felicitations from his many friends throughout the country.

Maurice is still basking in the fame gained by being in a great measure responsible for the Skee Ball alley wave of popularity and now becoming an FPP (Fond Paternal Parent) is additional glory.

Mrs. Pleson is formerly of the stage. Before her marriage to Pleson she was identified with several Russian vaudeville revues.

switch and records one point on the light-up backboard totalizer.

"Bumper is packed with suspense due to the wild manner in which the ball bumps drunkenly down the field, often hitting as many as seven or eight springs and sometimes bumping the same spring several times before skidding on its way. A double-award pin is located toward the center of the board and if this is hit the words Double Award are flashed on the backboard. Bumper is 4 1/2 inches by 22 inches and is electrically operated."

High Court on Fair Trade Laws

WASHINGTON, Dec. 12.—The Supreme Court has spoken on fair trade laws. While not a question immediately affecting the coin-machine manufacturing industry, fair trade laws and court decisions will ultimately influence all business. State fair trade laws were up for decision, prohibiting the sale of standard trade-marked and labeled products at prices below those fixed by the manufacturers.

Two opinions, both unanimous, were delivered by Justice Sutherland. Justice Stone, who is still ill, did not participate.

In its ruling, which amounts to a reversal of the decision of the New York State Court of Appeals in January holding Section 2 of the State Feld-Crawford Act invalid, the court drew a distinction between the right of the retailer in property bought for resale and in his right in the good will of the manufacturer as represented by his trade-mark on the merchandise. It held that title to the trade-mark did not pass and thus the manufacturer had the right to set the sale price of the merchandise and the trade-mark considered together.

There were two cases on the Illinois law and two on the California statute. The opinion is expected to have a far-reaching effect on retail practices, since 14 States have similar laws. A New Jersey law with almost identical purposes and language has been declared invalid by Vice-Chancellor Alfred A. Stein.

Section 2 of the Feld-Crawford Act of New York is word for word identical with Section 2 of the Illinois act upheld by the court. Thus the decision is assumed to have the practical effect of a reversal of the New York Court of Appeals ruling.

The court chose to take the cases involving the Illinois State law as the principal text for its opinion, merely remarking that the same issues were presented by the California cases.

WE SELL TO SELL AGAIN
The following machines have been reconditioned

BALLY MULTIPLE . . . 550.00	CREDIT . . . 535.00	DERRY DAY . . . 840.50
BALLY BONUS . . . 46.00	ALAMO . . . 22.50	TURF CHAMPS . . . 22.50
BALLY ALL-STAR . . . 44.00	QUEEN MARY . . . 75.00	PAMCO CHASE . . . 37.00
BALLY DERRY . . . 44.00	WESTERN RACER . . . 37.00	PAMCO BALLOT . . . 42.50
BALLY HIALEAH . . . 47.00	WHEEL OF FORTUNE . . . 40.00	PAMCO Leatherstock . . . 35.00
BALLY FEARLESS . . . 47.50	DAILY RACES . . . 32.50	PAMCO SARATOGA . . . 50.00
BALLY JUMBO . . . 31.00	GRUB STAKE . . . 35.00	SUNSHINE Baseball . . . 50.00
BALLY PROSPECTOR . . . 22.00	PARAGON . . . 35.00	SKILL ROLL . . . 60.00
BALLY AOK . . . 18.00	MAMMOTH . . . 17.50	GOLD AWARD . . . 17.50
TOP ROW, Large . . . 30.00	DAILY LIMITS . . . 40.00	DIAMOND MINE . . . 45.00
CARROCA . . . 10.00	PUT A YAKE . . . 7.00	GRAND SLAM . . . 32.50
MYSTERY 2 . . . 15.00	BALLY ROUND UP . . . 45.00	KEENEY BOWLETTE 150.00

NOVELTY GAMES

DITTO . . . \$10.00	BANK NITE . . . \$24.00
DRAW BALL . . . 30.00	MAD CAP . . . 22.50
BALL PAN . . . 10.00	HOME RUN . . . 9.00
RAMBLER, Coin & TIL . . . 25.00	SHORT BOX . . . 90.00
DOUBLE KUGGET . . . 22.50	

We have these new games in stock. Prepayment, Belmont, Snappy, Speed King, Derby Day, Railroad, Daily Limits, Bee Jay, One Better. Write for prices. One-fourth deposit.

VEECH SCALE CO. DECATUR, ILL.

HALF PRICE OFFER
RECONDITIONED—READY TO OPERATE

3 BIG SHOTS . . . \$22.50	2 RAINBOWS . . . \$39.50
6 ALL STARS . . . 37.50	3 ROUNDUPS . . . 47.50
7 BONUS . . . 27.50	2 SUNSHINE BASEBALL . . . 47.50
9 CHALLENGERS . . . 37.50	6 SUNSHINE DERBYS . . . 22.50
12 FEARLESS . . . 27.50	3 VELVETS . . . 47.50

Immediate Shipment Guaranteed. Terms: \$10.00 Deposit Each Table, Balance C. O. D.

AUTOMATIC AMUSEMENT CO., 504 Seventh St., San Antonio, Texas.

CORRECTION
In our advertisement in the November 28 issue of The Billboard, the street address of our new location appeared as 5997 EUCLID AVE.
It should have read:
AVON NOVELTY SALES CO. CLEVELAND, OHIO
5997 EUCLID AVE.

\$5.00 PRE-INVENTORY SALE
ON GUARANTEED RECONDITIONED MACHINES.
Any of the Following Machines Are Yours for \$5.00. Full Amount Must Accompany All Orders.

AUTO DART	PIPPIN
WING LITE	SPITFIRE
SCORE-A-LITE	T. H. T.
SCREAMO	HORSE SHOES
RAPID TRANSIT	SELECT 'EM
PAR GOLF	ROCKET

SPECIAL
REEL "21" . . . \$12.50

Write for Our Complete Pre-Inventory Price List.

BESSER NOVELTY CO. 302 N. OLIVE ST., ST. LOUIS, MO.

Nickels Gain In U. S. Coins

WASHINGTON, Dec. 12.—Operators of coin machines saw in the recent report of the U. S. mints the most encouraging news in many years. Among other encouraging factors, the report stated that largest increases in coinage were in good American nickels. Altho other reasons for the increase were given in the report, operators could see only one reason and that is the demand for nickels to play vending and amusement machines.

The Mint Bureau reported its coin-manufacturing plants have been operating on a 24-hour basis for the last six weeks, turning out millions of dollars in bright new dimes, nickels and other coins.

Officials suggested that State sales taxes, increased business and the recent flood of dividend checks probably were contributing to the demand. Dividend checks, they explained, usually are for odd amounts, necessitating change.

For the first five months of this fiscal year (July to November), the bureau said, coinage of pennies, nickels, dimes, quarters and half dollars totaled \$27,939,000, compared with \$17,195,000 in the same period last year and only \$0,123,000 in the similar 1929 months.

The largest increase was in coinage of nickels, aggregating \$4,621,000 for the first five months of this year, compared with \$1,926,000 in the same period a year ago and \$1,206,000 in the same 1929 months.

The Treasury Department also reported that money in circulation increased by \$115,000,000 in November. Total money in circulation on November 30 was \$0,465,726,394, compared with \$0,350,905,090 at the end of October and \$5,846,403,190 on November 30, 1935.

OPERATORS!
Give Your Locations
Western Equipment's
• CENTER SMASH
• TOP 'EM
• REEL RACES
Write for Jobber Prices!
NATIONAL PREMIUM CO., 1312 Farnam St., Omaha, Neb.

EARL MONTGOMERY
107 South McLain Blvd., Memphis, Tenn.
Serving Operators in Arkansas, Mississippi and Tennessee with
ROCK-OLA PRODUCTS



SANTONE COIN MACHINE COMPANY, San Antonio, features music. Harry Drollinger, Warlitzer representative, is to the left of the photograph in center, and Dick Warnock, Santone manager, to the right.

SWAMPED
WITH ORDERS FOR
SHOOT-A-LITE
CHUCK-A-LETTE
and
JOCKEY CLUB

Operators everywhere have swamped us with orders for these great winners. . . . Please be patient. . . . We are working night and day in an effort to give prompt delivery. Rush orders NOW for delivery in 2 weeks.

EXHIBIT SUPPLY CO.
 4222 W. Lake St., Chicago, Ill.

Baby Production

CHICAGO, Dec. 12.—House of Atlas rejoiced with Maurie Ginsberg when Mrs. Ginsberg presented Maurie with a baby girl, Gail Inez Ginsberg, December 7 at Passavant Hospital. Mrs. Ginsberg and the baby are doing fine and expect to leave the hospital in a few days.

Their room at the hospital overflowed with flowers received from Maurie's friends in the coin-machine business, and the fact that an extra room was made available to accommodate the avalanche of flowers was ample proof of the host of friends Maurie has in the trade.

This being Maurie's second experience as a father, he was quite inured to the ordeal most fathers go thru and came out of it like a major.

The Atlas Novelty Corporation personnel presented Mrs. Ginsberg with a bouquet of white chrysanthemums and joined with the coin-machine trade in congratulating Maurie and Mrs. Ginsberg and wishing their new baby all the happiness and prosperity possible.

Triple Assurance Idea In Seeburg Development

CHICAGO, Dec. 12.—With production figures mounting into the thousands, the J. P. Seeburg original Ray-o-Lite rifle range is strongly entrenched as an outstanding amusement creation in the automatic field, officials of the Seeburg firm report.

Directly responsible for the tremendous success is the Seeburg Triple Assurance idea, three factors which are characteristic of all this firm's productions, company heads say. An investment in the Seeburg Ray-o-Lite is not only secure but well returned. Any operator or jobber who has had contact with the machine will strongly support the claim that the Seeburg Ray-o-Lite rifle range assures mechanical reliability, playing appeal and location adaptability. Seeburg officials announce.

"Mechanical reliability is a much-used word, frayed and worn out by hollyhoo and illogical promises," the Seeburg sales manager says. "The term has so many angles and details affiliated with it that its definition is rather varied. In the case of the Seeburg Ray-o-Lite mechanical reliability is not only a claim but an actual fact, being made so by Seeburg engineers. Not satisfied with the assumption that anything they produced in the routine of assembly would possess that much-talked-about mechanical reliability, they worked incessantly for over two years laboring with experiments, conducting innumerable research tests. Only after they had attained perfection in every detail were three engineers willing to state that the original Ray-o-Lite is absolutely mechanically reliable.

"Today the operating record of these machines on thousands of locations is the final conclusive evidence that its mechanical reliability is not a keyword to willfully toss about, but an actuality and a definite assurance necessary for operating successfully.

"In conjunction with its mechanical

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

SPECIALS

BRAND NEW—IN ORIGINAL CRATES
 ALAMO (1 BUL) \$42.50
 RAMBLER (10 Ball Ticket) 42.50
 RAMBLER CASH (1 BUL) 39.50

USED COUNTER GAMES

Red 21 \$13.50	Firing Color, Jr. . . . \$ 5.00
High Stakes 12.50	Tiny (Automatic Payout) 15.50
Red Race 10.50	Half Mile 14.50
Bally Baby 8.25	Win-A-Pack 8.50
Tilt-Top-Top 7.00	Sportland 7.00
David Haze 11.50	Turf Flash 4.50
Hold 'N' Draw 6.75	Penny Bucks 3.50
King Bix, Jr. 15.00	Auto Punch 32.50
Punch-A-Lite 20.00	Booster 7.50
Mystarion Exp. 18.50	Punchette 5.00
Black Magic 21.50	

WRITE FOR LIST OF 1,000 GUARANTEED RESULT PAYOUT TABLES.

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE., CHICAGO, ILL.

1500 FIFTH AVE., PITTSBURGH, PA.

Personal Service

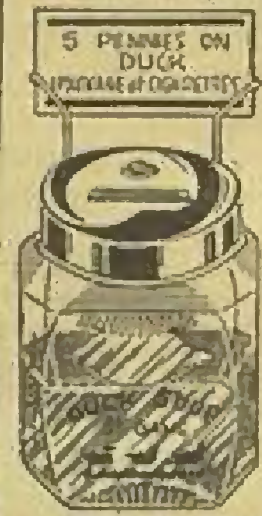
reliability, the Seeburg Ray-o-Lite possesses playing appeal. These two factors are combined to provide unlimited possibilities for big profits. Capitalizing on a universally accepted hobby of duck hunting, the designers of this amusement device injected the general atmosphere of this sport. Added to its fascination is the skill appeal of a moving target and, last but not least, the mystery and traffic-stopping feature of the electric ray gun. Employing a photo-electric cell principle, the target is placed in the center of the duck. The range located within the modernistically constructed cabinet, made of handsomely matched woods, is highly colorful and conducive in furthering the pleasure of playing. The gun is of regulation size, sighted and handled exactly as a rifle. Naturally it is absolutely harmless.

"The third of Seeburg's Triple Assurance principles is Ray-o-Lite's location adaptability. Never before in the history of the coin-machine industry has an amusement creation been so widely distributed in regard to both the number and variety of placements. Thousands are on active location constantly running up big profits every day of the week. A typical array of location possibilities are night clubs, town and country clubs, theater lobbies, amusement arcades and parks, hotel lobbies, waiting rooms, taverns, etc. These are not location suggestions, but comprise a cross section of definite placements that are characteristic of Ray-o-Lite's location adaptability throughout the whole country. Its attractive appearance makes it an asset to the decoration of any type of location.

"An aggressive and active operator can land good locations, but it takes the right machine to make proper use of it. A lot of time, effort and good will has been lost due to unauthentic machines.

"In direct contrast to this is the unsurpassed record of the Seeburg original Ray-o-Lite rifle range. Thousands of these machines placed from Coast to Coast have convinced not only members of the industry but location owners as well that this machine is not only a real pleasure but highly profitable to operate."

DUCK SOUP 1c Skill Game



IT'S LEGAL
 100,000 LOCATIONS
 Open for this MONEY MAKER
 Earns \$2.00 to \$10.00 Every Day
 CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!
 PRICES Sample . . . \$1.90
 1/2 Deposit Lots of 6 . . 1.40
 Bal. C.O.D. Lots of 12 . . 1.20
 No Personal Checks, Please.
 Protect Your Route Without Delay
STAR SALES CO.
 3901-09 Wayne, Kansas City, Mo.

1/2 PRICE OFFER CONTINUES!

We recently acquired a choice assortment of five used games. . . . have reconditioned them thoroughly and include them in our 1/2 price offer:
 Buy One Game at Quoted Price . . . then buy another of the same or lower price at HALF PRICE. Buy as many as you want . . . get an equal number of equal price, or lower price, for HALF!

A FEW EXAMPLES:
 Big Richard, dice panel, \$49.50; Peerless, \$49.50; Alamo, \$39.50; Pinch Hitter, \$39.50; Sunshine Derby, \$34.50; Pat 'W' Take, \$11.50.
 F. O. B. Dallas. 1/3 cash with order, balance C. O. D.

ELECTRO-BALL CO., Inc.
 1200 Camp DALLAS

BARGAINS

- Reconditioned—Ready To Go on Location.
- CHALLENGERS \$50.00
 - NATURALS 37.50
 - CREDITS 35.00
 - MONOPOLEE 27.50
 - PROSPECTORS 20.00
 - EXHIBIT TICKET GAMES . . . 17.50

WRITE for Bargain List, or tell us your needs.

THE MARKEPP CO.
 Ohio's Largest Distributors
 3328 Carnegie Ave., Cleveland, O.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES



THIRTY-FIVE EMPLOYEES OF THE SNACKS MANUFACTURING PLANT at Somerville, Mass. The Snacks bulk vender is distributed nationally by the Trimount Coin Machine Company, Boston, of which Doug Bond (right center) is president.

BARGAIN BOX
 Midland's Most Reliable Distributor
 Red 21 . . . \$ 8.00
 Red Race . . 11.00
 David Haze . 12.00
 Mad Cap . . 22.50 (Bal.)
 Totals . . . 10.00
 High Toss #3 8.00
 High Stakes 12.50
 Champ . . . 7.00
 Mad Cap (Etc.) . 25.00
 Zoom 7.00
 Try "HAPPY DAYS" at Our Expense. Write for Our Price List. All Bargains.
ATLAS NOVELTY CO.

CAN USE A NUMBER
 Of used ROCK-O-BALL Bowling Alleys. State condition, quantity and lowest cash price. Must have 3-score register, showing number of balls played, score of game and high score.
MOSELEY VENDING MACHINE EXCHANGE, INC.
 80 Broad Street, Richmond, Va.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Weekly MUSIC Notes

Final Wurlitzer Party Is Record Entertainment

Climax to series of 21 district parties—talent is recruited from New York's best night spots—crowd fills the Waldorf-Astoria's Grand Ballroom

NEW YORK, Dec. 12.—Climax in the series of 21 district banquets, a good-will program initiated by the Rudolph Wurlitzer Company, of North Tonawanda, N. Y., came December 6, when the Wurlitzer-Modern grand party was given in the Grand Ballroom of the Hotel Waldorf-Astoria. The good-will program contributed much to the music division of the coin-machine industry. Attendance at the New York party was of such proportions as to set a record for banquets in the industry. Program and entertainment were of unusual merit. Guests came from many cities to swell the gay crowd that enjoyed every minute of the evening. All Wurlitzer executives and department heads were present for the affair. J. A. Darwin, representing the Wurlitzer firm, and Nat Cohn and Irving Sommers, of the Modern Vending Company, planned details of the party and its success testifies to their ability.

Guests began arriving in the city early Sunday afternoon and at 7 p.m. there was already a line at the ticket desk in the hotel. By 8 p.m. the lobby of the ballroom was filled. At 8:30 the doors to the Grand Ballroom were opened and Harold Kahn and his orchestra played the processional march as the guests found their seats. Hung over the stage was a full-length painting of Homer E. Capehart as a surprise welcome to him. Huge banners and slogans completed the decorations of the beautiful ballroom.

At 9 p.m. the following took their places at the speakers' table: Homer E. Capehart, guest of honor and vice-president of Wurlitzer; Paul S. Bennett, manager games division; C. E. Johnson, plant manager; Robert S. Bleckman, Chicago manager; Harry P. King, secretary to Capehart; J. A. MacIhenny, assistant to Capehart; P. R. Powers, New York store manager; Paul Fuller, design engineer; W. R. Deaton, manager of Carolina district; E. H. Petering, sales manager; William P. Bolles, credit manager; S. T. Cass, New York and Pennsylvania district manager; Robert J. Norman, advertising manager; J. E. Broyles, assistant to Capehart; Alan A. Seeger, Asbury Park operator; Sydney J. Levine, attorney for Modern Vending Company; R. J. Reinhart, *The Billboard*; William Landsheft, Landsheft & Warman Advertising Agency; Bill Gersh, Byrd, Richard & Pound Agency; Nat Cohn, Modern

Vending Company; J. A. Darwin, of the Wurlitzer Company, master of ceremonies, and B. L. Kulick, New England manager for Wurlitzer.

Darwin first introduced Nat Cohn, who in turn introduced Capehart as the principal speaker of the evening.

Capehart spoke of the opportunities in the business and suggested some of the possibilities in the future. He condemned the chiseler and stated that the coin-machine industry had just begun to grow. He finished his address with the toast: "As New York goes, so goes the coin-machine world," and drew thunderous applause. While the cheering was on an operator presented Capehart with a gold wrist watch from the operators of New York City. Capehart appeared visibly affected in his brief response.

After Capehart's talk Milton Berle, popular stage, screen and radio comic, took charge to introduce the following acts: Seldler's Society Stoppers, a chorus of eight dancers; Koloah, sensational septa dancer from the Cotton Club; Stan Kavanaugh, comedy juggler from Ziegfeld Follies; Gypsy Rose Lee, strip-tease queen of the Follies; Kavanaugh Sisters, tap dancers; Benny Goodman, "king of swing music"; Teddy Wilson and Billy Holiday, septa stars of song; Dolly Dawn, singing star of George Hall's Orchestra; Pat Nann, of Ziegfeld's Show Boat; Chick Bullock, singer, and as a finale the Four Mills Brothers.

Nat Cohn stated: "There never was and there never will be another party like this one!"

The following guests registered at the party during the evening: Mr. and Mrs. Beriman, Jack Haidnick, Frank Burelio, Mr. and Mrs. Sol Wohlman, Max Abe-



ARTHUR WEINAND, assistant manager of Rock-Ola phonograph department, declares large phonographs are finding favor.

Demand for Larger Phonos, Says Weinand

CHICAGO, Dec. 12.—Arthur Weinand, assistant manager of the Rock-Ola phonograph division, declares that there is a distinct demand upon the part of many operators for the larger size phonographs, as well as for beauty and tone. "Operators realize," says Weinand, "that a majority of locations are no longer content with just an ordinary old-style phonograph and location owners are seeking the best. There was a wave of interest when the Rock-Ola factory announced the new 1937 Rhythm King and many orders were booked on the mere strength of a photograph mailing. There has been a steady stream of visitors to the factory who would not be convinced that the photograph was not exaggerated in some way until they had an opportunity to see the Rhythm King with their own eyes. Comments made by some of the large distributors, jobbers and operators convinced us that a larger machine of exceptional beauty was really in demand.

"The mechanism and superb tone of Rock-Ola Multi-Selector had been maintained for some time and the machine recognized as an outstanding phonograph, but the augmented size both in cabinet and speaker has set at rest any doubts about the growing demand for larger and more beautiful phonographs. The 1937 Rhythm King, in my opinion, has been designed to fit the most exacting requirements."

rhose, Harry Siegel, M. B. Hulsapple, Mr. and Mrs. Viggiano, Mr. and Mrs. E. Adams, Mr. and Mrs. S. H. Barclay, Al Glickman, Mr. and Mrs. J. Kay, Murray Cohen, William J. Alberg, Mr. and Mrs. L. Asseo, Mr. and Mrs. L. Rublnow, Siegel, D. Barfield, Mr. and Mrs. D. (See FINAL WURLITZER on page 72)

Sheet-Music Leaders

(Week Ending December 12)

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 allowances for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

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

1. In the Chapel in the Moonlight (1)
2. Pennies From Heaven (2)
3. It's De-Lovely (3)
4. I'll Sing You a Thousand Love Songs (4)
5. The Way You Look Tonight (3)
6. South Sea Island Magic (5)
7. I've Got You Under My Skin (12)
8. Organ Grinder's Swing (6)
9. You Turned the Tables on Me (9)
10. Here's Love in Your Eye
11. When Did You Leave Heaven? (7)
12. Santa Claus Is Coming to Town
13. Midnight Blue (13)
14. Who Loves You?
15. Talking Thru My Heart (15)

Radio Song Census

Selections listed represent *The Billboard's* accurate check on three networks, WJZ, WEA and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, December 4, to Thursday, December 10, both dates inclusive.

- I've Got You Under My Skin (17) . . . 26
- Pennies From Heaven (14) 25
- It's De-Lovely (25) 24
- Chapel in the Moonlight (24) . . . 22
- I'll Sing You a Thousand Love Songs (24) 22
- I'm in a Dancing Mood (20) 21
- Did You Mean It? (21) 18
- Talking Thru My Heart 17
- The Way You Look Tonight (18) . . 17
- You Do the Darnedest Things (12) 17
- Midnight Blue (11) 11
- There's Something in the Air (11) . 10

Honor Homer Capehart

ST. LOUIS, Dec. 12.—In appreciation of the services he has rendered the automatic music industry, Missouri operators presented Homer E. Capehart, vice-president of Rudolph Wurlitzer Company, with an expensive Elgin pocket watch at the party which Wurlitzer gave for the operators of this locality at the Statler Hotel here November 28.

The watch was engraved "From the Operators of the 49th State."

Capehart was almost overcome with gratitude, stating that such tokens of appreciation would inspire him to carry on harder than ever in the interest of operators.



SETTING A RECORD FOR COIN MACHINE TRADE BANQUETS, the Wurlitzer-Modern party was the climax of a series of 21 district meetings held by the Rudolph Wurlitzer Company. The above scene is at the Waldorf-Astoria Hotel, New York City, December 6.

Demand
PERMO-POINT
PHONO NEEDLES
 FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS

It Helps You, the Printer and Advertiser to Meet Dem The Billboard.

In appreciation to the
RUDOLPH WURLITZER COMPANY

Homer E. Capehart
GUEST OF HONOR

J. A. Darwin
HOST

FOR THE MAGNIFICENT BANQUET TENDERED
TO THE EASTERN OPERATORS OF

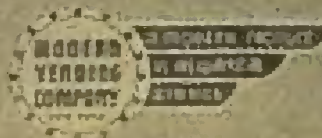
WURLITZER PRODUCTS
at the

Waldorf-Astoria

SUNDAY, DECEMBER 6TH 1936

...AN EVENING THAT WILL BE MEMORABLE
FOREVER IN THE MINDS OF THE ONE
THOUSAND GUESTS WHO WERE PRESENT.

MODERN



VENDING COMPANY
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Two Mills Phonographs, in A-1 condition, can hardly be told from new. \$89.50 each. F. O. B. Louisville.

FINAL WURLITZER

(Continued from page 70)

Engel, S. Brown and friend, Mr. and Mrs. Tietelbaum, Mr. and Mrs. Aronson, Mr. and Mrs. Kaufman, Mr. and Mrs. Weinstein, Mr. and Mrs. Budin, Mr. and Mrs. Buckstein, Harvey Fisher, Jack Budnick, Frank Burello, L. Nelson, S. Berger, Mr. and Mrs. William Blazer, Mr. and Mrs. D. Schwartz, Arthur Breslin, George E. Briggs, Mr. and Mrs. J. Bullock, Mr. and Mrs. H. Samplin, Mr. and Mrs. H. Cutler, Mr. and Mrs. J. Marcus, Mr. and Mrs. N. Campbell, W. R. Conrad, Mr. and Mrs. C. W. Cotners, Mr. Duffy, Sol Bierman, Charles Bierman, Ralph Colucci, Mr. Skrelow, Mr. Kerrigan, J. H. Clair, Harry Wasserman,

Mr. and Mrs. Berner, William Gronk, G. Dorian, Mr. De Muccio, Mr. Horneman, Mr. Jones, P. Fabricant, Herb Adler, Mr. and Mrs. Dell, A. Manisoes, H. Horowitz, Fred Katz, Mr. Finger, Mr. Counolly, Michael Furde, P. Franceschini, Otto Freedman, Junior Fitzgerald, M. Skolnick, J. Fishman, I. Taub, Junior Forsythe, D. Friedman, Junior Heller, J. Tashman, D. Goldsmith, M. Grossman, B. Guber, I. Guber, B. Gottlieb, M. Giammetti, M. Emerson, H. J. Gross, Mr. and Mrs. Gleason, C. Giaccone, V. Girenti, L. Gunn, Mr. O'Brien, Mr. and Mrs. Gold, J. Hartnett, M. Harrison, H. Harrison, M. Green, D. Baron, S. Silverstein, Claire Grant, Mr. and Mrs. Hahn, Frank Hart, Louis Herman, Jay Kramer, Assemblyman Ollan, Mr. and Mrs. J. Howard, Bob Jacobson, Barney Sacks, Mr. and Mrs. Jacobson, Mr. and Mrs. Schwartz, Mr. and Mrs. M. Kaufman, Meyer Kottler, Frank J. Kotasek, Mr. and Mrs. H. Kolsky, Mr. and Mrs. B. Koppel, Sam Kessell, Mr. and Mrs. J. Coddle, Max Klein, Fred Klein, Mr. and Mrs. Kirsch, Moe Kahn, Mr. Smith, Irving Klick, Don Blant, Max Levine, Leib and Goldstein, David Lowy, Mr. and Mrs. A. Leeds, Mr. and Mrs. Lacour, Charles Lichtman, Murray Lichtman, A. Orenstein, I. Orenstein, Mr. Murphy, Mr. and Mrs. William Levy, Mutko Leroy, Marvin Leibowitz, Moishe Leibowitch, Henry Zetchner, Frank Marcus, J. Medley, John Moran, Max Munves, Mike Munves, Joe Mandel, Louis Marshall, Otto Zetchner, M. J. Miller, Mrs. Chester Morris, Mr. and Mrs. Demogua, Mr. and Mrs. E. Johnson, Mr. and Mrs. B. Meltzer, Mr. and Mrs. Kochansky, John J. Metz, Irving Horowitz, Mr. and Mrs. M. Marder, Mr. and Mrs. George Holzman, Mr. and Mrs. Simon Marian, Mr. and Mrs. William Newman, Walter Otto, James Noonan, Charles Sachs, Mr. and Mrs. Becker, Catherine O'Neil, Anthony Pasquale, Charles Pollack, Anthony Pellegrini, Milton Adler, Mr. and Mrs. G. Van Peltz, J. Pasquale, Herman Reich, Mr. and

Mrs. Finger, Herman Jacobs, I. Ritter, August Russo, Mr. and Mrs. G. Faris, Mr. and Mrs. Martin Roth, Mr. and Mrs. Kelly, Mr. and Mrs. Hermann, Henry Cooper, Mrs. Agid and daughter, Dr. Lato, Mac Belter, Mr. and Mrs. Dave Stern, Harry Wichansky, Louis Rosenberg, Herman Rosenberg, Frank Schelicher, Mr. and Mrs. Phil Simon, Mr. and Mrs. J. Stoler, Mr. and Mrs. Viggiano, A. T. Snyder, Mr. and Mrs. I. Snyder, Mr. and Mrs. H. Siskind, Mr. and Mrs. Blatt, Sam Strauss, Mr. and Mrs. L. Scholz, Phil Seaman, Mr. and Mrs. M. Simon, Mr. and Mrs. N. Springer, Mr. and Mrs. H. Salmon, Messrs. Berlin and Fraier, Mr. and Mrs. Sarnowich, Mr. and Mrs. I. Scultz, Mr. and Mrs. Max Cohen, Mr. and Mrs. M. Schwartz, Mr. and Mrs. Dave Segal, Royal Smith, Mr. and Mrs. M. Spar, Mr. and Mrs. P. Bennet, Ben Palestran, Al Schlesinger, Mr. and Mrs. Theodore Sutter, Mr. Suesens, Mr. Connors, Frank Pariotti, Mr. and Mrs. Phil Kurtz, Mr. and Mrs. Dave Fisher, E. P. Tetreault, Samuel Tucker, Louis Terris, G. G. Tiltonson Jr., V. Trella, Mr. and Mrs. T. Truax, Mr. and Mrs. Weiner, Mr. and Mrs. N. Turkel, Mr. Uchitel, Mr. and Mrs. F. Varrichio, R. Van Wyck Jr., Max Weiss, Orry Winkler, Max Wolters, Mr. and Mrs. F. Dandio, Mr. and Mrs. S. Lieberman, Mr. and Mrs. B. Garrick, Mr. and Mrs. M. Wollman, Mr. and Mrs. William Weiner, Mr. and Mrs. B. Weiner, Max Zalkin, Mr. and Mrs. P. Zimner, E. H. Volkman, Mr. and Mrs. S. Levin, Mr. and Mrs. Goodman, Mr. Lockwood, Mr. and Mrs. I. Katz, Mr. and Mrs. A. Solomon, Mr. and Mrs. M. Amchin, Mr. and Mrs. M. Epstein, Dave Stern, Mr. and Mrs. S. H. Levine, S. C. Levine, M. I. Robbins, Irving Raff, Mr. Weisberg, Mr. and Mrs. A. Reiffin, Mr. and Mrs. J. Reiffin, Frank Beaumont, M. Bernstein, Mr. and Mrs. J. Moyersfeld, Sidney Held, Dr. and Mrs. Gliboff, Mr. and Mrs. J. Steinberg, Mr. and Mrs. A. Bernstein, Mr. and Mrs. H. Gold, Mr. and Mrs. H. Noble, Larry Noble, Mr. and Mrs. Woolrich, Mr. and Mrs. J. Benson, Mr. and Mrs. H. Dickeler, Jack Cooper, Edward S. Klausner, Yale Cooper, Mr. and Mrs. H. Rosen, Mrs. R. Robbins and sister, Dr. Archer Robbins, Mr. and Mrs. J. Goldstein, Dr. and Mrs. A. Rogen, Mr. and Mrs. C. Klepper, Fred Sellman, Mr. and Mrs. M. Levy, Jack Suchin, E. T. Cluett, M. Blitzer, D. Gelband, L. Vesco, J. Seml, H. Krinsky, S. Delewin, J. Coppi, A. Blazer, C. Sofia, Mr. Fetman, Judge

Irving Sommers Absent

Homer L. Capchatt, vice-president of the Rudolph Wurlitzer Company, paused in his speech at the Wurlitzer-Modern party to express his regret and that of all the guests that Irving Sommers, of Modern Vending Company, could not be present at the party he had worked so hard to help make a success. Sommers was convalescing at the time in Miami, and Capchatt read a telegram expressing his greetings to the guests.

Goodman, Mrs. Levine, Mr. Levine, M. Carey, Mr. Feldman, Leon Takeon, Mr. Glickman, M. Cooperstein, S. Kolson, L. Goldberg, Ben Haskell, Harry Goldberg, Theodore Blatt, L. Sandler, C. E. Johnson, E. H. Petering, J. K. Buoybes, R. G. Norman, Ralph Rigdan, William Landshaft, A. Segar, E. Douglass, W. Ashmore, G. Haden, D. Pine, A. Wright, E. Elworth, B. Brigger, R. Layton, J. Young, G. Groom, A. Herman, J. Herman, A. J. Miller, E. V. Ross, H. Bietzer, I. Cohen and son, Mr. Esterson, Mr. Hoffman, Mr. Dannenberg, J. Aicplete, D. Margolin, J. Eisen, I. H. Rothstein, F. Engel, Mr. Spector, M. Margulis, Mr. Fairchild, Mr. Noakes, Mr. McLaughlin, Mr. Bernstein, Jack Cloenfeld, Edward Mark, E. Masterson, Mr. LeMassella, W. Kochansky, H. Pearl, J. Fitzgibbons, M. Iskowits, J. Hopfenberg, P. Bowers, J. Metz, Joseph P. Orlock, William Gerah, Maurice Piesen, Bob Bleckman, Mr. and Mrs. M. Deaton, S. T. Cass, E. G. Liadrakis, Mr. and Mrs. H. Gelman, Mr. and Mrs. J. Rickard, Rita Bernstein, Mr. and Mrs. J. Rosenthal, Phil Shulman, Mr. and Mrs. M. Cohen, Mr. and Mrs. G. Goldstein, Mr. and Mrs. M. Zelchner, E. Samplin, B. Kimmelman, Iris Kwalwasser, Meyer C. Parkoff, Gary Karp, Mr. and Mrs. J. Segal, Mr. and Mrs. P. Bogin, Mr. and Mrs. M. Saposnick, Elmer Johnson, Howard Kyle, I. Perlman, Mr. and Mrs. S. Harris, Ben Kulick, Ralph J. Reinhart, Harry Kruse, Mr. and Mrs. A. Simpson, Mr. and Mrs. L. Schneider, A. E. Satherby, Ben Sterling and eight guests, Mr. Ehrenfeld, Mr. and Mrs. Stegelbond, S. Halpern, Louis Lalli, S. Marcus, Sam Weinstein, Sam Lerner, Irwin Newman, Louis Levy, M. P. Knowles, Mr. and Mrs. Goldhagen, Mr. and Mrs. Mallamut, Mr. and Mrs. B.

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in the nickels
for You!



Listen to him go on
Victor Record 25478

Tain't Good

Hallelujah! Things Look Rosy Now

("Fats" Waller)

"Fats" Waller is at the top of the list when it comes to bringing in the nickels... and your customers' appetites have been whetted because there hasn't been a new "Fats" Waller recording for some time. Now he's back, with two hits in his very best style.



**VICTOR and
BLUE BIRD RECORDS**

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

Ten Best Records for Week Ended Dec. 14

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	86640—"In the Chapel in the Moonlight" and "You're Ev'ry-thing Sweet." Shep Fields and orchestra.	7777—"I'm in a Dancing Mood" and "Someone To Care for Me." Music in Russ Morgan Manner.	25406—"Love Me or Leave Me" and "Exactly Like You." Benny Goodman and orchestra.	3367—"For Sentimental Reasons" and "It's Love I'm After." Mildred Bailey and orchestra.
2	86639—"It's De-Lovely" and "Wintertime Dreams." Shep Fields and orchestra.	7781—"I Can't Give You Anything But Love" and "Sailin'." Teddy Wilson and orchestra.	25442—"Organ Grinder's Swing" and "Peter Piper." Benny Goodman and orchestra.	3369—"Should I?" and "St. Louis Blues." Joe Haymes and orchestra.
3	86654—"You Turned the Tables on Me" and "Keepin' Out of Mischief Now." Tempo King and orchestra.	7780—"You Don't Love Right" and "Got a Date With an Angel." Hal Kemp and orchestra.	25471—"Dinah" and "Latch On." "Fats" Waller and orchestra.	3368—"What a Dummy Love Has Made of Me" and "Riffin' at the Ritz." Dick Stabile and orchestra.
4	86662—"Swamp Fire" and "Now That Summer Is Gone." Shep Fields and orchestra.	7778—"There's Something in the Air" and "Take Another Guess." Art Shaw and orchestra.	25431—"Pennies From Heaven" and "So Do I." Eddie Duchin and orchestra.	3370—"Indian Cradle Song" and "I'm a Ding Dong Daddy." Louis Armstrong and orchestra.
5	86664—"Let's Put Our Heads Together" and "With Plenty of Money and You." Frank Dalley and orchestra.	7779—"Rainbow on the River" and "You're Too Good To Be True." Lud Cluikins and orchestra.	25467—"Bugle Call Rag" and "After You've Gone." Benny Goodman and orchestra.	3302—"When Did You Leave Heaven?" and "Aiglers Stomp." Henry (Red) Allen and orchestra.
6	86592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25410—"La-De-De, La-De-De" and "Loazing at the Waldorf." "Fats" Waller and orchestra.	3333—"A Fine Romance" and "I Can't Pretend." Billie Holiday and orchestra.
7	86666—"Tell Santy I Live in a Shanty" and "Take Another Guess." Frank Dalley and orchestra.	7775—"Something Has Happened to Me" and "An Apple a Day." Hal Kemp and orchestra.	25432—"It's De-Lovely" and "You've Got Something." Eddie Duchin and orchestra.	3372—"When Lulu's Gone" and "Dede" If the Old-Fashioned Way." Bang Boys.
8	86643—"I Was Saying to the Moon" and "Swingin' the Jinx Away." Tempo King and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25441—"In the Chapel in the Moonlight" and "You're Ev'ry-thing Sweet." Richard Himber and orchestra.	3374—"You're Just a Cream Puff" and "Black and Evil Blues." Lil Johnson.
9	86636—"Wrappin' It Up" and "Time for One More." Frank Tanner and orchestra.	7753—"It's De-Lovely" and "You've Got Something." Leo Reisman and orchestra.	25393—"South Sea Island Magic" and "I'll Sing You a Thousand Love Songs." Eddie Duchin and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bannel." The Sweet Violet Boys.
10	86637—"To Mary—With Love" and "Thru the Courtesy of Love." Tempo King and orchestra.	7748—"Copper-Colored Cat" and "The Wedding of Mr. and Mrs. Swing." Cal Calloway and orchestra.	25461—"Goodnight, My Love" and "Take Another Guess." Benny Goodman and orchestra.	3358—"I Was Saying to the Moon" and "Tox on the Terrace." Dick Stabile and orchestra.

Jacobson, Berlin and Frazer, Bill Silverman, Eli Oberstein, Mr. and Mrs. I. Dukoff, Jack Agid, Mr. and Mrs. Gross, Mr. and Mrs. Jack Price, Elias E. Sugarman, H. Germain, Paul Gerber, Larry Dandilo, W. Angus, B. Bogard, Jack Abrams, P. Bower, Mr. and Mrs. Goldberg, Mr. and Mrs. P. Kramer, Mr. and Mrs. Al Lipshay, Mr. Foote, Gilbert Engelman, Mr. and Mrs. Lou Herman, Max Stitch, Mr. and Mrs. Asseo, Mr. and Mrs. Milton Snyder, Mr. and Mrs. Linehan, Mr. and Mrs. P. Skolnick, Mr. and Mrs. H. Silver, Mr. and Mrs. Schoen, Mr. and Mrs. B. Robbins, Mr. and Mrs. Raisin, Mr. and Mrs. S. Kramer, Mr. and Mrs. H. Goldstein, Mr. and Mrs. B. Mintz, Mr. and Mrs. Leibner, Mr. and Mrs. Gordon, Mr. and Mrs. B. Hartnett, Mr. and Mrs. Lou Rose, Mr. and Mrs. M. Silverstein, Mr. and Mrs. W. Pragnell, Mr. and Mrs. Joe Herzsch, Moe Gladstone, Mr. and Mrs. Joe Kleinman, Jack Jaffe, Mr. and Mrs. Martin Katz, Mr. and Mrs. Phil Sapir, Mr. and Mrs. Lester Klein, Mr. and Mrs. George Unger, Mr. and Mrs. Mike Russo, Joseph Fishman, Jack Blockman, Joe Huber, J. M. Regoitz, Art Herman, J. T. Muller, Mr. Ungerman, Mr. Staplee, M. Fuller, Mr. Levy, Mr. Norickes and family.



C. R. ADELBERG, recently appointed sales manager of the Stoner Corporation, Aurora, Ill.

Dartnell Issues Book by Mangan

CHICAGO, Dec. 12.—Dartnell Corporation, publisher of business books and magazines, has announced *Thoughts on Salesmanship*, a new inspirational volume by James T. Mangan, advertising manager of Mills Novelty Company. The book has received high compliments from reviewers and is suggested by the publishers as a feature gift for salesmen.

Publisher's announcement says: "It is a brand-new book filled with hundreds of practical tips on approaching buyers, operating the interview, overcoming handicaps and making sales. It overflows with irresistible enthusiasm and inspiration; it is sympathetic to the salesman and written entirely from his point of view. The author, James T. Mangan, one of the nation's leading advertising men, is famous for his innumerable and sensational merchandising and sales promotion stunts."

Mangan is well known to the coin-machine industry and has introduced the inspirational style of writing to operators. He is recognized as a national leader in the field of inspirational writing, and operators who feel the need of pep and enthusiasm to meet location owners will profit by reading this volume on salesmanship.

First Birthday Candle For Bally Baby Machine

CHICAGO, Dec. 12.—"Bally Baby is one year old," said Jim Buckley, general sales manager of the Bally Manufacturing Company, in commenting on the company's three-in-one counter game, "and it's getting healthier and more profitable every day!"

"It was just a year ago this time that Bally Baby saw its first light of day, coming in answer to the cries of operators everywhere who wanted a counter game so small that it could fit in anywhere and be carried around in wholesale lots, yet flashy enough to get plenty of hot play. Bally Baby gave the operators all they asked for and more, three different games in one machine. As a result we are still in full production on the Baby's first birthday and there's every indication that the game will maintain its popularity for a long time to come."

Southeastern District Shows Trade Optimism

BALTIMORE, Dec. 12.—Trade conditions in the Southeastern section are reported as generally favorable by jobbers here. Phonographs and the major games are said to be having a favorable demand from operators in this vicinity. Operators seem hopeful of the future for the machines and are buying in good quantities. Distributors are said to be awaiting the 1937 exposition in Chicago before definitely starting promotion drives on particular machines.

Novelty pin games and the smaller bowling games are reported to be the chief items of trade in Washington due to restrictions on other devices. Trade leaders, however, expect adjustments that will permit operators to make plans for using acceptable devices.

Trade reports from Richmond are favorable and some suggest that this city will point the way to better operating plans and ideas for the entire Southeastern territory. The Carolinas report improving conditions as operators become accustomed to using the games in the manner prescribed by law.

Reel Dice Sells Fast To Calcutt's Customers

PAYETTEVILLE, N. C., Dec. 12.—One of the fastest selling machines in this area at the present time, according to Joe Calcutt, of the Vending Machine Company, is Reel Dice, made by Daval Manufacturing Company. "Reports from successful operators to whom we have already sold games," Calcutt says, "show that Reel Dice is earning as much or more than any of the counter games produced by Daval."

"Many operators report that Reel Dice is even exceeding the money-making power of the Reel '21' on many locations."

"There has also been a great revival in the sales of Penny Pack, and we have been ordering the penny counter games almost every day from the Daval factory."

"The game is getting started all over again in many territories and many operators are demanding quantity shipments. In our estimation Penny Pack is the greatest counter game ever built. It even exceeds in sales, for our firm at least, the tremendous business we did on Reel '21' and the business that we are now doing on Reel Dice. Game being perfectly gauged for a penny payout play, is so different that operators find it one of the best machines for profitable counter operation. We already have sold Penny Packs to operators who have actually worn out their first machines from the tremendous play they received. Reel Dice is the same kind of game and both machines are selling faster than we can deliver them at this time."

Royal Takes Over Large Building in Expansion

NEWARK, N. J., Dec. 12.—Royal Distributors, Inc., has taken over an entire building, which is to be called the Royal Building, at 54 Elizabeth avenue. Dave Stern, president, reports that the expansion move was necessary due to increased business which the firm is doing. Past year has been a banner one for them, he reports.

Harry Wiehanaky, sales manager, believes that the new Royal Building will become one of the most popular distributors' headquarters in the country. He is especially pleased with the move, since it opens at the new year. Building is complete in every detail, having formerly been the offices of the now defunct Stirling Novelty Company and the Essex County Cigaret Service Company.

There is a special driveway so constructed that operators can drive their cars right into the building and unload their machines in the repair department. Sales offices and showrooms are toward the front of the building, with the repair department in the rear and a specially constructed cement and concrete basement for storage of used and new games.

Gerber Enters Role of Sports Prognosticator

NEW YORK, Dec. 12.—Paul (Potash) Gerber, of the Chicago firm of Gerber & Glass, while visiting here recently to attend the opening of the Supreme Vending Company building turned into

a baseball prophet of the hot-store league.

"I predict," says Paul, "that even tho the baseball meeting in Montreal did not develop any trades, the moment Charley Grimm, manager of the Chicago Cubs, comes to New York there will be trades reported in which leading players will be concerned."

It so happened that the day Paul arrived here the sports pages here carried streamer headlines telling the fans that Charley Grimm had traded Woody English and Roy Henshaw to the Brooklyn Dodgers for Lintz Prey.

Paul has since been swaggering about the city advising all and sundry of his prophecy.

Paul is popular here and has become the "great purchaser of used equipment." Some of his deals are said to involve hundreds of used games. He says that within a very short time he will have had every good used game in this part of the country pass thru his office, and if the statements of jobbers here are to be taken literally his office are now the clearing house for much of the country's used equipment.

Morris Elected President Of St. Louis Operators

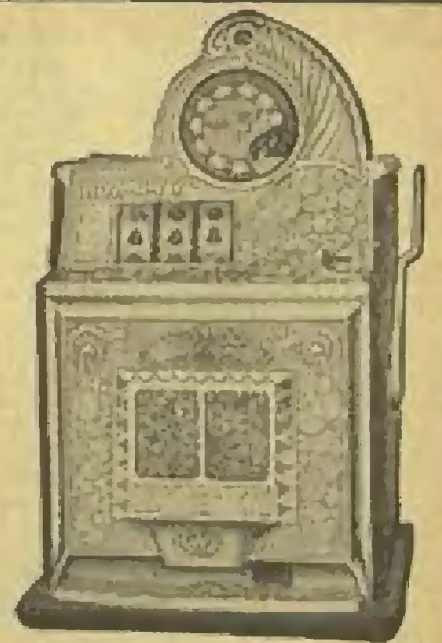
ST. LOUIS, Dec. 12.—At the regular monthly meeting of the Missouri Amusement Machine Association Monday night at Mustedans' Hall here Louis Morris was elected president of the association for 1937. Abe Jeffers was named vice-president and John H. Beckman secretary-treasurer.

Walter Koch, retiring president, was renominated, but withdrew and thanked the organization for the confidence it put in him during the past year.

Among those present at the meeting were Louis Morris, Walter Koch, Abo Jeffers, John H. Beckman, Nathan Wolff, Barney Prodricks, Harry Davies, W. B. Woodward, John Winkelman, Lester Montgomery, Otto Grief, Sidney Morris, Lee Turner, Dick Westbrook, Herbert Besser, William Haak, Lon Kornbloom, A. McCall, Ray James, Walter Bowman, Carl Tripps and others.



McCALL NOVELTY COMPANY, St. Louis, in one year had become a prominent distributing organization. Delivery service is shown here.



ROL-A-TOP BELL

The above Bell machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1888—Tel. COLUMBUS 2770. Cable address "WATLINGITE" Chicago

Above Model and Other WATLING ROLATOP SLOTS in Stock at Our Offices READY FOR IMMEDIATE DELIVERY.

"TIME SAVED IS MONEY MADE."

ELECTRO-BALL CO., Inc.

Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Oklahoma City, New Orleans, Memphis.

10 RAYS TRACKS

- Used 4 Weeks \$255.00 ea.
- MULTIPLES 49.50 ea.
- REEL 21s Like New 11.00 ea.
- BALLY ROLL, Bowling Game 110.00 ea.
- CENT-A-PACKS 6.00 ea.

One-Third Deposit, Balance C. O. D. Write for Full List.

AUTOMATIC AMUSEMENT CO.
101-103 N. Fulton Ave. EVANSVILLE, IND.

SELLING OUT ALL USED PAYOUT GAMES

- | | |
|-------------------------------------|--------------------------|
| Pence-Palooka, 6 Slides ... \$40.00 | Golfing Plus ... \$40.00 |
| Tycoon ... 35.00 | Challenge ... 45.00 |
| Daily Horse ... 35.00 | Hitsah ... 45.00 |
| Sunshine Derby ... 37.00 | Shells ... 17.00 |
| King Fish ... 17.00 | Pages Races ... 260.00 |

Terms 1/3 cash with order, balance C. O. D. Complete stock WURLITZER PHONOGRAPHS and SKEE-BALLS. Also PACE RACES and PACE SLOT MACHINES.

OHIO SPECIALTY CO.
120 W. Central Parkway, CINCINNATI, O.

Good Working Slot Machines, \$10 Ea.

Mills, Jennings, Paces, Watling, Twin Jacks, \$25.00 Each; Mills Escalators, \$35.00 Each; Penny Duke, \$17.50; Penny Paces, \$25.00; Brand-New Paces, Watling, O. T., Reel Dice, \$14.75; Reel Races, \$17.50; Cent-a-Packs, \$13.50; Turf Champs, \$137.50. Slot Ball Games, new and used.

LEHIGH SPECIALTY CO.
N. W. Cor. 2nd and Green, Philadelphia, Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

SOMETHING TO CROW ABOUT!



GENCO'S BANK ROLL IS RECOGNIZED BY ALL OPERATORS AS THE LARGEST, STEADIEST PROFIT-MAKER OF THEM ALL.

TERMS YOU CAN EASILY AFFORD

THREE SIZES
10'8"—11'8"—13'8"

Genco's BANK ROLL is the ONLY Bowling Game that has PROVED itself mechanically perfect and a steady BIG MONEY MAKER!

ON DISPLAY THIS WEEK

At our N. Y. and N. J. Offices.
Genco's New Photo-Electric Gun

GEORGE PONSER CO., Inc.

N. J. OFFICE
11-15 East Ruyon St.
Newark, N. J.
SALES OFFICE
1140 Broadway, New York City

Exhibit List At 1937 Show

The list of exhibitors at the 1937 Coin Machine Show, January 11 to 16, includes the following firms as of December 10 (released by the National Association of Coin-Operated Machine Manufacturers):

A. B. T. Manufacturing Company, Chicago; the Ad-Lee Company, Chicago; Advance Machine Company, Chicago; American Chicle Company, Chicago; Atlas Vending Machine Corporation, Cleveland; Automattic Age, Chicago; Automatic World, Fort Worth; Bally Manufacturing Company, Chicago; The Billboard, Cincinnati; J. M. Bregstone & Company, Chicago; Brunswick Record Corporation, Chicago; Buckley Manufacturing Company, Chicago; Caille Bros. Company, Detroit; the Capitol Corporation, Fort Wayne, Ind.; Central Pattern and Foundry Company, Chicago; Chicago Coin Corporation, Chicago; Chicago Lock Company, Chicago; Churchill Cabinet Company, Chicago; Coin Machine Journal, Chicago; Coin Machine Review, Los Angeles; Columbus Vending Company, Columbus, O.; A. Dalkin Company, Chicago; Daval Manufacturing Company, Chicago; Dean W. Davis & Company, Inc., Chicago; Decca Distributing Corporation, Chicago; DePoe Finishing Company, Chicago; Dudley Lock Corporation, Chicago; Electrical Products Company, Detroit; L. B. Elliott Products Company, Inc., Chicago; H. C. Evans & Company, Chicago; Exhibit Supply Company, Chicago; Philip Florin, Inc., New York; John Gabel Manufacturing Company, Chicago; Gardner & Company, Chicago; Gay Games, Inc., Muncie, Ind.; Genco, Inc., Chicago; John N. Gernack, Detroit; Globe Trotter Radio Company, Chicago; A. Goretta & Company, Cleveland; D. Gottlieb & Company, Chicago; Groetchen Tool and Manufacturing Company, Chicago; Guardian Electric Manufacturing Company, Chicago; Hannahs Manufacturing Company, Kenosha, Wis.; Louis Henry, Philadelphia; Hub Manufacturing Company, Milwaukee; Hunt Clubs, Inc., Chicago; Illinois Lock Company, Chicago; International Microscope Reel Company, Inc., New York; Jasper Brokerage Company, Chicago; O. D. Jennings & Company, Chicago; Howard B. Jones, Chicago; J. H. Keeney & Company, Inc., Chicago; Little Nut Vendor Company, Lansing, Mich.; McCormick Vending Machine Company, Greenville; Makin-Illion Corporation, Newark; Mills Novelty Company, Chicago; National Carbon Company, Inc., New York; National Chicle Company, Cambridge, Mass.; National Vendors, Inc., St. Louis; the Northwestern Corporation, Morris, Ill.; Pace Manufacturing Company, Inc., Chicago; Pacent Novelty Manufacturing Company, Inc., Utica, N. Y.; Pacific Amusement Manufacturing Company, Chicago; Pan Confection Factory, Chicago; Paris Bend and Novelty House, Chicago; RCA Manufacturing Company, Inc., Camden, N. J.; D. Robbins & Company, Brooklyn; Rock-Ola Manufacturing Corporation, Chicago; Rowe Manufacturing Company, New York; Scientific

Acme NOVELTY CO.

23-25 NORTH 12th ST. MINNEAPOLIS MINN.

NOW READY!!!

Our Latest Circular. It will pay you to be on our Mailing List. Write Now.

PUT AND TAKE, Front Door Model, \$ 7.50
AUTO FLASH, Ticket Model, 10 Ball, 17.50
RAFFLE BALL 14.50

AGE STAMPEDE REPEATER PROSPECTOR MAMMOTH DAILY DOUBLE **\$17.50**

TOP ROW (Floor Sample) \$24.50

10 BALL AUTOMATIC PAYOUTS
BALLY'S AIRWAY, Ticket and Cash KERNEY'S BOOSTER BALLY'S Golden Harvest **\$29.50**

ROCK-OLA'S CREDIT \$25.50

DAILY LIMIT PAMCO PARLAY DOUBLE HEADER BALLY'S PEERLESS WHEEL-O-FORTUNE PINCH HITTER **\$34.50**

BALLY ALL STARS \$27.50

SUNSHINE DERBY \$32.50
BALLY'S JUMBO 35.00
PAMCO RED SAILS 30.00

BALLY'S PEERLESS MULTIPLE \$69.50

BALLY DERBY PAMCO BALLOT SUNSHINE BASEBALL MULTI-PLAY GOTTLIEB RACES, Multiple MILLS TYCOON, New Front, Electro Pak JENNINGS FLICKER **\$44.50**

PAMCO BELLS HIALEAH, Multiple BLUEBIRD, Bally PAMCO SARATOGA CHALLENGER, Multiple BROKER'S TIP, Mystery GOTTLIEB RACES, Mily. GOTTLIEB'S Fence Buster **\$59.50**

STONER'S TURF CHAMPS ^{Like New} **77.50**

SUNSHINE BASEBALL, Cash and Ticket BALLY'S Challenger, New EXHIBIT'S ELECTRIC EYE, Equipped with Jacket **\$79.50**

HURDLE HOP, 10 Ball Bill Roll Game **New 69.50**

STONER'S TURF CHAMPS ^{Floor Sample} **89.50**

NEW COUNTER GAMES

DAVAL'S REEL "21" \$10.75
DAVAL'S PENNY PACK 15.00
DAVAL'S RACES 14.00
DAVAL'S CENT-A-SMOKE 11.00
BALLY'S BABY 15.00

USED COUNTER GAMES

REEL "21" \$10.00
HOLD AND DRAW 7.50
PUNCHETTE 4.00
RELIANCE JACKPOT, Like New 50.00

WRITE FOR SPECIAL PRICES ON WURLITZER PHONOGRAPHS—All Models.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Machine Corporation, Brooklyn; J. P. Beeburg Corporation, Chicago; N. Shurt Company, Chicago; Shyvers Manufacturing Company, Chicago; Simmons Coin Machine Company, Inc., Chicago; Simon Bros. & Company, New York; Standard Device Corporation, Chicago; Standard Transformer Corporation, Chicago; Stewart & McGuire, Inc., New York; Stoner Corporation, Aurora, Ill.; Superior Products, Inc., Chicago; Tri-mount Coin Machine Company, Boston; U-Need-Pak Products Corporation, Brooklyn; Universal Manufacturing Corporation, South Bend, Ind.; Thomas A. Walsh Manufacturing Company, Omaha; the Werts Novelty Company, Inc., Muncie, Ind.; Western Equipment and Supply Company, Chicago; W. W. Wilcox Manufacturing Company, Chicago; the Rudolph Wurlitzer Company, New York; Muncie Novelty Company, Muncie, Ind.; Shipman Manufacturing Company, Los Angeles.

GUARANTEED RECONDITIONED MACHINES!

ALL LATE MODELS

JENNINGS FLICKER, \$67.50	PAMCO PARLAY SR., \$34.50	MILLS McCOY \$49.50
BALLY ROUND UP, 39.50	SKY HIGH 34.50	JENNINGS Daily Limit 39.50
CHALLENGER 49.50	TURF CHAMPS 67.50	ROCK-OLA ALAMO, 34.50
BALLY BONUS 39.50	BALLY ALL STARS, 39.50	GOLDEN HARVEST, 19.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.

Ready for Immediate Delivery.

BADGER NOVELTY COMPANY-2546 N. 30th St., Milwaukee, Wis.

BOLO

Just Like Real Bowling. Strikes and Spares. 2 Balls for 5c. Price \$54.50. Order a sample on 10 days free trial. One-third deposit. Jobbers and distributors, write for quantity prices. Immediate Delivery.

KENTUCKY AMUSEMENT CO., Inc.

BOLO DISTRIBUTORS FOR THE SOUTH.

226 W. WALNUT STREET, LOUISVILLE, KY.

PURCHASE PRICE REFUNDED IF NOT A-1

JUMBO \$22.50	ROCKOLA CREDIT \$20.50	GABLE, JR., PHONO. GRAPH \$40.50
MULTIPLE 35.00	BONUS 10.50	KERNEY BOWLETTE 20.00
MAMMOTH 10.00	DOUBLE SCORE 17.50	PEERLESS 22.50
TROJAN 10.00	DE LUXE 10.00	PACES RACES, Rm. 100.00
REPEATER 10.00		

One-Third With Order, Balance C. O. D.

SANTONE COIN MACHINE CO., 1524 Main Ave., San Antonio, Texas

WILL BUY FOR CASH

Used ROCK-O-BALL Bowling Alleys, any quantity, must be Rock-Ola make. Not interested in any other. Must have new triple-score feature, number of balls played, score of game, and the high score.

BIRMINGHAM VENDING COMPANY

2117 Third Avenue, North, Birmingham, Ala.

YOU WILL IN TIME "BUY"

Slot Machines—Pin Ball Games—Merchandise Machines—Supplies—Mints—Ball Gum, Etc., From Us—Why Put It Off?

ALL THE LATEST MACHINES AT BARGAIN PRICES

HUBER COIN MACHINE SALES CO.
600-610 W. VAN BUREN ST., CHICAGO, ILL.



FOUR HOURS TO DELIVER a Genco Happy Days game to American Distributing & Sales Corporation, Brooklyn. Delivery by plane does it.

MERCHANDISE MACHINES

Ad-Lee Reports Renewed Interest in Gum Vender

CHICAGO, Dec. 12.—With the return of interest in counter devices, the Ad-Lee Company reports great interest in the E-Z ball-gum vender. The Ad-Lee firm, according to Jerry Werthimer, sales manager, originated the machine and the idea of drilling the ball gum and filling it with numbered slips. The game has certain elements akin to salesboards. It requires little or no attention on the part of the storekeepers and it produces a nice profit all along the line.

"The E-Z machine has been showing a steady increase in popularity during the past few months," Werthimer says, "and in many sections of the country the distribution has reached nearly the same volume as back in 1925 and 1926. This seems to bear out one fundamental of the counter-game business, that there is a steady progression of cycles in this industry."

"A new E-Z deal has been recently an-

nounced which will interest many operators and location owners. Our plant is in full production on the unit and all indications point to the fact that the E-Z machine will be one of the biggest sellers during the winter and spring."

Organize Vending Firms

ALBANY, N. Y., Dec. 12.—Vending Service, Inc., of Manhattan, new automatic vending machine enterprise, was granted a charter of incorporation recently by the secretary of state. Company is capitalized at \$20,000. Promoters and principal stockholders are R. Feldberg and H. Shermack, of Brooklyn, and Samuel M. Jacoby, New York.

Westchester Merchandise Vending Corporation, New Rochelle, N. Y., has also been incorporated. It has a capital stock of \$10,000, to which the subscribers are Irving J. Bland, John B. Cortright and Jason D. Radding, Mt. Vernon, N. Y.

Western Plant Busy To Supply Popular Games

CHICAGO, Dec. 12.—With its extensive line of amusement devices the Western Equipment and Supply Company reports the production department busily engaged to fill volume orders. Jimmy Johnson, president, says that since the introduction of Reel Races some months ago many machines have come up over the horizon and many have disappeared. But so wise was the design of the machine, so durable its construction, that today it still stands as one of the outstandingly popular counter machines.

Selling for a low price, Reel Races has four reels and a four-coin play. It is smooth in operation, absolutely reliable and once on location can be depended upon to supply the utmost maximum operating time, Johnson claims.

Another of Western's popular numbers is Thoro-Bred. This de luxe race-horse machine is considered by many operators as one of the greatest machines of its kind ever offered to the trade.

One of the latest of Western's most modern developments is Center Smash, a one-ball automatic payout football game. Colorful in its action, it has a dynamic playing appeal whose earning power ranks this machine among Western's famous array of money makers.

BITTER MUSICIANS'

(Continued from page 3)

leaves local affairs for a post as Weber's assistant, received notice to appear before the State Commissioner of Taxation, bringing with them their books for the past few years. Saturday a spokesman for the administration said that Mark Graves, the commissioner, had been advised by Harry Suber, treasurer of Local 802, that these notices came at the height of a political campaign and that indications were that political enemies of the incumbent officers had somehow brought about the move. Suber's letter to Graves, in part, after explaining receipt of notices by all officers, said: "This unusual coincidence . . . arouses my suspicions, and it appears to me to have been instigated by some political aspirants for office in our organization. I am acquainting you with this situation, feeling you would certainly resent any attempt . . . to use your department to further . . . political purposes."

Blue ticket representative said that many of the letter recipients had already appeared, including Max Arons, trial board chairman, and that everyone had

been cleared. It was further said that Graves promised to send similar letters to every candidate regardless of ticket and that an investigation would be made to see if the political factors alleged were true.

On Wednesday (9) Liese, Fusion presidential candidate, sent a letter to local members, reading, in part: "I have read the story in The Billboard that the present heads of Local 802 have been called down for investigation of their tax returns by the government."

"I wish to emphatically deny the aspersions and inferences that this is a political move insofar as I and the Fusion ticket are concerned. It is regrettable for the present incumbents of Local 802 to be called for questioning at this particular time by the government, but I doubt very much if the government could be persuaded to be used as a political weapon. I deny that I or my ticket had anything to do with it and I am glad that the responsible heads of a financial organization as great as Local 802, Mr. Rosenberg and his associates, are in a position to say that they have absolutely nothing to fear."

In a final statement Liese also said: "If the administration had functioned in a manner the membership deserved; that is, by getting legislation of benefit to all, not for a select few, there would not have been a Fusion ticket. Fusion party was the outcome of the general protest against inefficient and selfish leadership."

Claiming the support of all musicians on WPA projects thru Marcel Honore, as a Yellow ticket leader, a representative of Weissman said many who had voted against him two years ago are switching to him now. The Yellow ticket has accused and has proof of non-union men working with union musicians, seemingly with the approval of the present board. The board did not pull out non-union men, with the International Workers' Order band a specific instance. The Yellow ticket has 2,000 enrolled voters and the party leaders are confident the outcome will be a surprise."

Speaking for Rosenberg, a Blue ticket rep said: "The record of the present Blue ticket administration has been so impressively excellent that we know the members of the local will want to continue under the leadership of the present administration."

AMATEUR DEMAND

(Continued from page 3)

give money away more than one or two nights a week.

In New Jersey the lads and lasses are getting more of a break, Bank Nights being illegal. New York spots, however, are legally covered with the exception of niteries that have been warned that such practice would result in forfeiture of liquor licenses. Less stable clubs, lacking the wherewithal for genuine talent, have therefore hit upon the idea of grabbing up the floating amateurs.



WILLIAM BLATT (extreme right) poses with his family amid flowers at Supreme opening party, Brooklyn, December 5.

Season on amateurs reached its peak exactly one year ago, when some 6,700 trekked wearily to the big city from such outlying areas as Montana, California, Texas, etc. At this time WHIN sopped up 2,100 aspirants. Checkup on the unsuccessful ones, comprising by far the greater proportion of the total, is almost impossible. Most have returned to more usual occupations. Some, as indicated, remain on the fringe of show business. And the remainder gravitate to welfare agencies.

"O, SAY—"

(Continued from page 3)

actor, who becomes Secretary of Entertainment in the cabinet of an unnamed President. His activities from the first scene are best described in his statement that he "promised to do for the Federal Theater what Broadway never thought of doing." For instance, he organizes a circus unit because he has an elephant he wanted to get rid of that he won in a crap game. This episode, called *Poor Little Circus Girl*, introduced Gracie Herbert as the circus girl whose mother and father were married during a layoff and whose girlish delights are sewed up in her tights. This is an example of the satirical contents of the lyrics and dialog.

Every form of entertainment is employed in the mammoth revue. Performers from vaudeville WPA units are woven thruout and ballets trained by Grace and Kurt Graff and Berta Ochsner proved highlights of the production. *Renaissance*, a Graff choreographic creation, was a masterpiece in conception and costuming. Berta Ochsner's satirical pantomimes were also enjoyed by ballet connoisseurs. There is so much real entertainment crammed into the show that the Great Northern should be a sellout at a dollar top for months to come.

Gracie Herbert proved a talking comedienne of the first water as well as a singing one and chalked up one of the hits of the evening. Her sense of comedy values should come in handy for some other producer soon. Joe Whitehead gave a brisk performance in the leading role, applying his years of experience as a comedian to a role that fit him like a glove. One of the biggest hits was the harmony singing of Vivian Holt and Lillian Rosedale, who practically stopped the show in the second act. Other talent that stood out was Virginia Crane and Buddy Rich, dancing juveniles; Sherry Wynn and Ray Charles, singers; Olive Bernard, dancer; Little Marie Brown, colored tot singer and dancer; William Joy, actor; Dan Seymour, comedian; John Burdette, colored singer, and Charlie Herbert, songs and piano.

The finale of the second act based on the tune *Grandma's Got' to Town* was one of the liveliest musical numbers seen in any musical show around here for some time. Outstanding numbers in the show were *Poor Little Circus Girl*, *I Want a Pretty Girl To Love Me*, *Renaissance*, *Hollywood Story Conference*, *Grandma's Got' to Town*, *The Gambolero*, *I Could Go for You*, *Night After Night* and *Hedden on Earth*. Production was staged by Hedley Gordon Graham; Sammy Dyer and Hazel Davis shared the dance direction with the Graffs and Berta Ochsner; settings were designed by Olive Rickabaugh; technical direction by Paul Morrison; costumes by Kenn Barr; lighting by Duncan Whiteside and the entire show produced by George Kondolf.

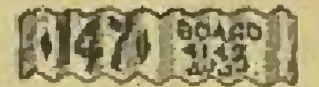
P. LANGDON MORGAN.

FREE E-Z 5c BALL GUM MACHINES

One Brand New E-Z 5c Machine absolutely free with your purchase of every 2 sets of K-Z Drilled and Filled Ball Gum. A wonderful Free Deal to prove you can operate K-Z Machines and make big money.



Dispensing the 5c Ball with the Hole in the Center with the Filled Slip Inside.



E-Z sits silently on the counter and innocently takes its toll. E-Z gets the play. E-Z TAKES IN 100.00 EVERY TIME IT EMPTIES—PAYS OUT 50 IN TRADE, A FAST MOVING, BIG PROFIT GAME, NO BOTH-ER, NO WORRY, NO RISK. E-Z takes less than one foot of counter space—comes with colored award chart, metal holder, lock, etc.—a complete, sturdy, money-making, mechanically perfect counter machine that is going bigger than ever.

This FREE DEAL gives you a splendid opportunity to get started with E-Z Machines now. We give you 1 Machine FREE with every 2 sets of Drilled and Filled Ball Gum (1,200 Balls in a set), at 59.00 a Set. Plus Government Excise Tax. Send 55.00 deposit (draft or money order), Balance C. O. D. Get your Free E-Z 5c Machine by ordering now. SEND YOUR ORDER TODAY.

THE AD-LEE COMPANY
125 SO. WABASH AVE. CHICAGO

PENNY CIGARETTE VENDOR

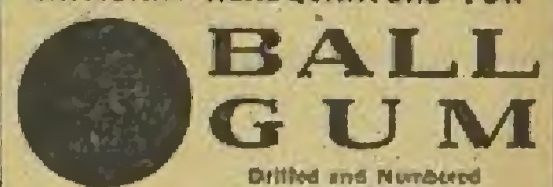


SILVER COMET is built to last indefinitely. Size, 6x8x8. Equipped with latest Type 800 Motor. Approved by Internal Revenue Department.

SILVER COMET has opened a new and profitable field of endeavor. It is "The Modern Method" of distributing the most universally consumed and most widely advertised product on the American market. The sale of cigarettes, one at a time through SILVER COMET allows an attractive profit, with a minimum of overhead. Jobbers and Operators Write for Particulars.

REDCO PRODUCTS CORP.
LA CROSSE, WIS.

NATIONAL HEADQUARTERS FOR



Drilled and Numbered
1 to 1,200

We Manufacture a Complete Line of Drilled Gum Without Numbers, Spotted, Striped, Prize or Assorted Ball Gum.

WRITE FOR PRICES TODAY.

Also a Full Line of Vending Machines.

R. F. TORR

2047 South 68th St., Philadelphia, Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

The United Coin Vending Machine Co.

198 Middle Street, Portland, Me.
When to introduce the Factory Directing for the New England States on the ROTARY MERCHANT-LIBER, the greatest money making machine in history. It is positively a sensation. No successful operator nor dealer can afford to be without them. Write or call to see us.

**THE GREATEST, NEW
AUTOMATIC PAYOUT MA-
CHINES IN THE BUSINESS**

WRITE FOR
DESCRIPTIVE
LITERATURE

**WESTERN EQUIPMENT
& SUPPLY CO.**
925 W. NORTH AVE. * CHICAGO, ILL.

**BINGO PRIZES
AND NOVELTIES**

Write for Complete Price List.
IMPERIAL MERCHANDISE CO., INC.
393 Broadway, NEW YORK.

**WANT
SMALL BAND
FOR
MY MERCHANTS' SALES DAYS**

Want six pieces, preferably Connet, Treachors, Bass, Saxophone and Drums. Using Platform Free Acts for drawing card.

THOS. P. LITTLEJOHN, Troy, Ala.

Crystal Exposition Shows

NOW BOOKING SHOWS AND CONCESSIONS FOR 1937.
French Orbits to reliable showman. Address W. J. BUNTS, Crystal River, Fla.
FOR SALE—25 K. W. Light Plant, Ebe new. Chapp.

**IT'S NOT A SALE UNLESS YOU'RE SATISFIED!
VALUES AT ROCK-BOTTOM
PRICES!**

JUMBO, Cash \$29.50	SPECIAL BALLY ROLLS \$129.50	RELIANCE . \$42.50
JUMBO, Ticket 39.50		DE LUXE 46. 19.50
TYCOON, Batt. 29.50		BAFFLE BALL 19.50
RED SAILS . . 32.50		IVORY GOLF 19.50
PAMCO PAR- LAY 32.50		HOLLYWOOD 19.50
ROUNDUP . . 42.50		DAILY DOU- BLE 19.50
ALL STARS . . 42.50		

**GERBER & GLASS 914 DIVERSEY
CHICAGO, ILL.**

**DON'T BE DISAPPOINTED
WHEN ORDERING from DELUXE
"DELUXE PLASTER"
LATEST CREATIONS—FINEST FINISH
CORN GAME FLASH
'NUF SED—YOU'LL BE SURPRISED**

**Beacon BLANKETS
and SHAWLS"**

Order Now—While They Last—Beacon Magnets—Mingos

**WISCONSIN DELUXE CORPORATION
1902 NORTH MILWAUKEE,
THIRD STREET, WISCONSIN**

**BILLY BOZZELL
WANTS FOR
FOLEY and BURK
SUPER SIDE SHOW SEASON 1937**

Real Live Human Freaks. Will also Book Performing Monkey Act, or will Buy Ten Performing Monkeys. Please state your salary first letter.

BILLY BOZZELL, Care Olympic Hotel, Oakland, Calif.

**Meyer Wolf Makes Trip
To Chicago for Games**

ATLANTIC CITY, Dec. 12.—Meyer Wolf, one of the oldest distributors of coin machines in the United States, returned this week from a trip to Chicago, where he contracted to handle in parts of New Jersey, Western Pennsylvania, Maryland and District of Columbia the Exhibit Shoot-a-Lite, rifle target game, and Chuck-a-Lette, seven-coin-play automatic dice and horse-race game.

"I looked them all over in Chicago, had a swell time and decided that Exhibit's Shoot-a-Lite and Chuck-a-Lette were the games to concentrate on," Wolf said upon his return here. "Frankly, I have never in my 18 years of distributing coin machines seen two games at one time from any manufacturer that could possibly earn the money that Chuck-a-Lette and Shoot-a-Lite are earning. I agree with Exhibit's officials when they describe Shoot-a-Lite as the greatest of all rifle target attractions and Chuck-a-Lette as the money-getting classic of all time."

Wolf was accompanied to Chicago by his son-in-law, Bernard Rosenberg, who is associated with him in the coin-machine business. Wolf's main office is in Atlantic City, and branches are located in Baltimore, Philadelphia and Washington. Wolf is reported to have placed an initial order for 500 Shoot-a-Lites and an even larger number of Chuck-a-Lettes and Jockey Clubs, all made by Exhibit.

Gets Record Sales Job

CAMDEN, N. J., Dec. 12.—H. S. Maranias, who has been identified with phonograph record sales and merchandising in various capacities for the past 12 years, has been placed in charge of Victor record advertising and promotion under the supervision of Thomas P. Joyce, advertising manager of the RCA Manufacturing Company here. Recently

Maranias prepared an exhaustive analysis of the wholesaler's function in record sales activity which is now being used as an authoritative standard by RCA Victor record distributors.

ROUTES

(Continued from page 35)

Hinda Belle: (Gayety) Detroit 14-19; (Capitol) Toledo, O., 21-26.
Hi-Pipers: (Capitol) Toledo, O., 14-19; (Roxy) Cleveland 21-26.
Moses and Models: (Howard) Boston 14-19; (Lyric) Bridgeport, Conn., 21-26.
Pirates of Melody: (Jacques) Waterbury, Conn., 21-26.
Red Hot: (Casino) Toronto 14-19; open week, 21-26.
Red Rhythm: (Garrick) St. Louis 14-19; (Grand) Canton, O., 21-26.
Scan-Ten: (Gayety) Baltimore 14-19; (Gayety) Washington, D. C., 21-26.
Scan-Dolls: (Empire) Newark, N. J., 14-19; (Troscadero) Philadelphia 21-26.
Snyce's, Bone Show: (President) Des Moines, Ia., 14-19; (Garrick) St. Louis 21-26.
Speed and Sparkle: (Gayety) Buffalo 14-19; (Casino) Toronto 21-26.
Steppin' Stars: (Gayety) Washington, D. C., 14-19; (Hudson) Union City, N. J., 21-26.
Too Hot for Paris: Open week, 14-19; (Hialto) Chi 21-26.
Vandewater: Harrisburg, Pa., 16; Reading 17-18; Williamsport 19; (Gayety) Buffalo 21-26.
Wine, Woman and Song: (Roxy) Cleveland 14-19; (Casino) Pittsburgh 21-26.

MISCELLANEOUS

Black's, L. E. Bears: Terre Haute, Ind., 14-19.
DeCloe, Magician: Curwensville, Pa., 14-19.
Dressen's Circus Capers: (Stars) New Orleans 14-24.
Elmer, Prince, Mentalist: Fargo, Pa., 14-19.
Harlow's Henry, Magician: South Bend, Ind., 14-26.
LaLonde, Lawrence, Magician: Alverad, Calif., 17; Reno, Nev., 18-23.
Long, Leon, Magician: Brunswick, Ga., 15-22.
Lucy, Theo, Elmore: Dallas, Tex., 16-18.
McHoy, Magician: Los Angeles 14-Jan. 4.
Merle, Magician: Portland, Me., 14-19.
Nickolas, Francis A., Magician: Rockford, Ill., 14-19.
Original Floating Theater: Beaufort, S. C., 14-19; Savannah, Ga., 21-26.
Rickett's Show: Rupert, Oa., 14-16; Reynolds 17-19.
Robertson's, John, Museum: Detroit, Mich., 15-19.
Sugarfoot Sam From Alabama: Titon, Oa., 15-19; Nashville 21-23; Oella 24-26.
Turtle, Wm. G., Magician: Seattle, Wash., 14-19.
Walsh & Zelt's Museum: Indianapolis, Ind., 14-19; Ft. Wayne 21-26.

REPERTOIRE

Billy Comedy, Billy Webb's: Donna, Tex., 15; San Benito 16; Brownsville 17; Harkogen 18; Raymondville 19; Kingerville 21; San Diego 22.
Harvey Players: Dyersburg, Tenn., 14-19.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alabama Am. Co.: (Wash. & Va. sta.) Mobile, Ala.
Alamo: Perry, Oa.
Campbell United: Leesburg, Fla.
Cracker State Attrs.: Adel, Ga.
Dyers Greater: Shannon, Miss.
Florida Expo.: Spa Beach Park, St. Petersburg, Fla.
Great Coney Island: Hooma, La.; Baton Rouge 21-26.
Green's, Dco. United: Ehrhardt, S. C.
Isler Greater: Houston, Tex.
Lucky Strike: Orlando, Fla.
Metropolitan: Auburndale, Fla.
Roberts United: Statesboro, Oa.; Savannah 21-26.
Royal Flush: Monterrey, Mex., 14-19.
Work, R. H.: Abbeville, S. C.

CIRCUS AND WILD WEST

Pelack Bros.: Clovis, N. M., 14-19.

Additional Routes

(Received too late for classification)

Danah, Magician: Ottawa, Ill., 14-19.
Gilbert Comedians: Jacksonville, Oa., 14-19.
Green's, Lew, Golden Gift Show: Princeton, Pa., 14-26.
Italians, The: Hot Springs, Ark., 14-19.
Johnson, Ray: Beausille, Calif., 17-24.
Lucy, Theo, Elmore: Kansas City, Mo., 18; Wheaton, Kan., 20; Wakefield 22.
McNally Variety Show: Oxford, Md., 14-19.

REX ROSSELLI

(Continued from page 3)

ber of dancing girls besides a limited number of standard circus acts.

The Hippodrome will be renovated somewhat for the Cole-Beatty date, with possible reinstallation of the revolving stage used in Billy Rose's Jumbo. Front part of the regular stage, located in back of the arena, will probably be utilized for the 25-day stay.

Ringling-Barnum's annual run at Madison Square Garden will not begin until second week of April, due to the extended hockey season.

N. Y. WORLD'S

(Continued from page 3)

Equity Association, was present in behalf of the players; Fred Marshall represented the United Scenic Artists of America; Don Angus Douglas attended for the Dramatists' Guild of the Authors' League of America and James

Brennan for Theatrical Protective Union No. 1.

Helman pointed out that, aside from the fact that the fair will undoubtedly bring benefits and employment to actors, stagehands and other workers in the theatrical field, the debenture should also be regarded as a reasonably sure investment and that in all likelihood the principal and interest would eventually be paid. Gilmore expressed the opinion that if during the summer of 1939 when the fair will be held, four theaters ordinarily closed thru the summer will be open as a result of the fair, it would certainly be worth while to the theatrical profession in general.

Plans for distributing the debentures were developed originally by the finance committee of the fair, headed by Harvey D. Gibson, president of the Manufacturing Trust Company. Members of the committee include Winthrop W. Aldrich, Mortimer N. Buckner, Floyd L. Carlisle, Thomas L. Chadbourne, Cleveland K. Dodge, Walter S. Gifford, Charles Hayden, Thomas H. McInerney, Thomas I. Parkinson, Bayard P. Pope, John M. Schiff, James Speyer, Myron, C. Taylor, George Whitney and Frederick E. Williamson.

RINGLING WILL

(Continued from page 3)

residence, "Ca d' A-Zan," together with all paintings, pictures, works of art, tapestries, antiques, sculptures, library of art books, which may be contained in said museum and or residence, or which may properly belong thereto, as well as all objects of art held in the name of the Rembrandt Corporation or any other corporation with respect to which the testator had power of disposition, such bequest and or devise being subject to the following conditions:

- A. That the residence be joined to and become a part of the John and Mabel Ringling Museum of Art and be used for the general purpose of hanging Venetian paintings, thereby becoming a museum of Venetian art.
- B. That the museum shall always be known as the John and Mabel Ringling Museum of Art without power in anyone to change said name, and such name shall appear on all catalogs, printings and stationery issued by and in connection with said museum.
- C. No change by sale, trade or other means shall be made in any of the paintings or objects of art which may form a part of said museum at the time of testator's death.
- D. The income and or principal which may be paid to the State of Florida from the trust hereinafter described shall be used for the purpose of adding to, embellishing or increasing the contents of said museum.
- E. Unless said museum has been endowed by the testator prior to his death, the maintenance of said museum shall be provided for by the charge of a reasonable admission fee, provided, however, that on at least one day per week admission to the public shall be granted without charge. In the event that the State of Florida fails to accept this bequest or devise subject to the conditions expressed in the will, then it shall go to the city of Sarasota, Fla., on the same terms and conditions.

Emily Hang Ringling, recently divorced wife of the testator, was bequeathed the sum of \$1

One-half of the real, residue and remainder of the estate was devised and bequeathed to John North and Henry North, nephews of the testator, and Randolph Wadsworth, of Cincinnati, husband of Sally North, niece of the testator, to be held by them in trust, to pay over the net annual income therefrom in quarterly or other convenient installments to the representatives of the State of Florida having management of the art museum and residence, and such trustees are further authorized in their uncontrolled discretion to advance or pay over any part of the corpus of the trust estate to said representatives of the State of Florida for the purpose of adding to, embellishing or increasing the contents of said museum. In the event the State of Florida fails to accept the bequest, the same provision is to apply in the same effect to the city of Sarasota, Fla.

One-half of all the real, residue and remainder of the estate is given to Ida Ringling North, sister of the testator.

The petitioners for probate placed in the custody of the court a paper purporting to be a codicil, the probate of which was postponed. This instrument purports to modify the bequest to Ida Ringling North, giving her \$5,000 per year and passing the balance of her bequest into the residue of the estate.

The petition states that the value of the estate is in excess of \$10,000.

McClellan Sees Gains Ahead for Target Units

CHICAGO, Dec. 12.—Fred C. McClellan, president of Pacific Amusement Manufacturing Company, maker of Marksman and Flying Duck target machines, this week issued several significant statements on the prospects for target devices in the near future. "First," McClellan said, "the surface has only been scratched and the business of operating target gun units is in the hands of a comparatively few operators throughout the country who are doing a capacity business in their own right. But, being limited in their territorial activity and ability to invest, have only been able to cover a fractional part of available locations.

"A considerable number of inquiries for target gun units are being received from operators who have phonographs installed in taverns, clubs, hotels, stores and other locations. This is most significant, for it points to the fact that operators of music equipment are beginning to take notice of the revenues being taken by gun-light equipment."

McClellan also asserted that a large number of target gun units now being installed have been purchased by men who have never operated any kind of coin-operated equipment before, and that the experienced operators have been watching the ray-gun field with a view toward moving in with heavy installations of proved products as time goes forward. As a result of his surveys, made while watching the trend move in a large measure from their other products to Pameco's gun-light equipment, McClellan forecasts bigger and better things in the gun-light field of operation during the balance of this year and through 1937.

Epcor Production Hits Top To Meet Demand

DETROIT, Dec. 12.—Reporting a rising activity in the coin machine industry preceding the 1937 show, officials of the Electrical Products Company say that it has been necessary to use a double shift to supply the demand for electrical equipment.

In order to keep pace with the mass production of rifle ranges employing the photo-electric cell principle the company had been forced to increase its assembly staff to meet the tremendous demand for Photopak, Epcor heads say. The device has aided greatly in the perfection of this type of amusement machine. For some time the finished manufacturing of electric rifle ranges was impeded because of certain technical difficulties. Epcor engineers, co-operating with the industry's leading technicians, surmounted these problems with the Photopak.

At present the volume production of Electropak, Adaptapak and the Electrolok and Epcor Fuse Eliminator is increasing in direct proportion to the industry's activity, company leaders report. These items constitute the Epcor line used by the automatic field as standard equipment.

MARRIAGES

(Continued from page 64)
nonprofessional, in Philadelphia December 6.

MERINO-SULLO—Eam Merino, Warner Bros. camera man in New York, and Henrietta Sullo, of Medford, Mass., and Warner Bros. screen actress, in New York last August, it has just been revealed.

MOELLER-ROBERTS—Henry Moeller Jr., nonprofessional, and Jeanie Roberts, screen actress, at San Bernardino, Calif., December 7.

MORELL-DAVENPORT—Rosco H. Morell, lithographer, of Athens, Ala., and Mary P. Davenport, equestrienne, of Oklahoma, at Huntsville, Ala., December 10.

MULVIHILL-MARCELLE—Charles Mulvihill, of Johnstown, Pa., and Sugar Marcelle, night club songstress and part owner of the Ace of Clubs, Johnstown, recently in that city.

WANTED GIRLS

To work Swinging Ladders. Also any good Novelty Act that can get laughs. Also fast Musical Act. Season opens January 12, Large, Fla. Address

RAYNELL

ROYAL AMERICAN SHOWS.

Winter Quarters, Tampa, Fla.

Coming Marriages

John A. Dowd, advertising and publicity director for RKO Theaters, and Muriel W. Gerson, associated with her father, Myer Gerson, prominent Broadway restaurateur, January 7 in New York.

John Camp Neely, son of the West Virginia senior U. S. senator, and Luetta Sutton, professionally known as Blossom Day, night-club entertainer, in Fairmont, W. Va., December 25.

Ray Graef, trumpet player with Evelyn Lee's Playboys in El Centro, Calif., and Dorothy Kirton, of the Revelations of 1937 unit, which has been playing the Show Boat, Pittsburgh, soon.

Births

A girl, Joan Stephanie, to Mr. and Mrs. Mickey Sabols in Pittsburgh. Father is a vocalist and saxophone player in that city. Mother a former vocalist at the Plaza Cafe, Pittsburgh.

A six-pound daughter, Bonita, to Mr. and Mrs. J. S. Underwood at Macon Hospital, Macon, Ga., December 3. Father is a musician with 'Ted Jennings' Band.

To Mr. and Mrs. Al Boyd a seven-pound nine-ounce girl, Carol, at Masonic Hospital, Chicago, December 3. Father is production man of the WLS Barn Dance, Chicago.

An eight-pound daughter to Mr. and Mrs. Buddie Ryan at Dallas November 15. Father is connected with the Southern Premium Company, Dallas.

WPA MASS

(Continued from page 4)

cessful in gaining the platform. A chair hurled thru the air. People near the scene denied reports that a guard had flashed a gun while trying to restrain the militant men. Announcement from the platform followed, stating that supervisors' council would call a strike Thursday in the event the dismissed project workers were not reinstated. Support was unanimously pledged.

LOS ANGELES, Dec. 12.—Discord flared again this week in the ranks of local Federal Theater workers as critics of the administration of J. Howard Miller, assistant national director in charge of the Western States, charged "amateurism," "favoritism" and "coercion." The charges, registered before the chairman of the Democratic Central Committee, were made by a committee of nine project employees who listed approximately 100 complaints against Miller's regime, according to William J. Perlman, member of the protestant group.

Use of non-relief talent and in many cases talent imported from the East for the Federal Music Project's grand opera season is being severely criticized in union music circles. Employment of non-relief players by the project, it is charged, curtailed the opportunities of local needy musicians to secure work.

Executives of Local 47, AFM, declared that until such a time as actual government supervision of musical ventures is attained they will be content to see WPA give less attention to ethical and artistic standards and more to providing employment of a constructive nature for needy musicians.

J. Howard Miller, regional head and assistant national director of Federal Theater Project, departed by plane for Washington this week for the purpose, it is reported, of talking over the establishment of a film project with Hallie Flanagan, national head of FTP.

SALEM, Mass., Dec. 12.—Mrs. J. Russell Hawka, Salem WPA supervisor, received protests last week from five members of the WPA writers' project in Essex County, citing grievances against the December 15 layoff of WPA "white collar" workers.

The writers also wired like protests to Harry L. Hopkins, national relief administrator, and to Mayor George J. Bates of Salem.

BOSTON, Dec. 12.—Effective January 1, the federal "show biz" projects of Massachusetts will be drastically reduced 356 persons from a total of 1,608 and will be stricken from the federal pay rolls in Boston alone.

The personnel of the so-called federal projects, art, music, theater and writers, already considerably curtailed by recent economies, suffered a severe slash when 175 workers were ordered clipped from the music project before December 14.

The cut in the music project this week brings the personnel to 1,600 from the

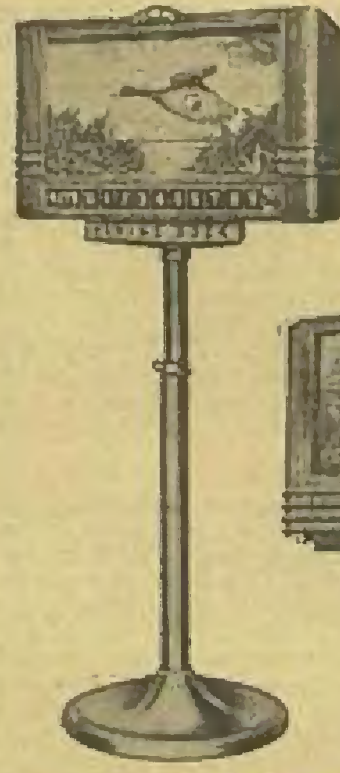


OHIO AND MICHIGAN DISTRIBUTORS FOR PACIFIC AMUSEMENT MANUFACTURING CO.

USE THE GADCO FINANCE PLAN

Enables you to operate two or three times your present number of machines . . . Double your earnings without increasing your investment. We will finance any deal for any responsible operator.

These 2 New "Gun Lite" Units have proved their profit-making qualities in actual location play. Several different types of installation available for every location requirement. Order these two Big Winners Today.



IMMEDIATE DELIVERY

GENERAL AMUSEMENT DEVICES COMPANY

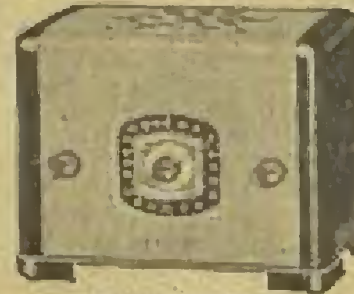
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YES! ONLY \$8.45 R. C. A. Lic. 5 TUBE MONARCH RADIO

SAMPLE \$8.95



Size 9 1/2 x 14 in.
SAMPLE \$8.95. Rush \$2.00 deposit with order, balance O. O. D., 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Purchase price refunded within 5 days if not absolutely satisfied. Send 10c for sample push-card, photo and plan. Give Radio easy FREE and make \$10.00 on every deal. Irony, Green, Orchid or Blue, 35c Extra.

Here is a REAL Radio and Push Card Deal. \$16.95 value Monarch 5 Tube AC-DC R. C. A. licensed set. *Beautiful walnut finish cabinet. *Oversize super dynamic speaker. *4 color illuminated airplane dial. *Standard broadcasts, police calls and amateur stations. *5 tubes, including 1 latest type Metal Tube. ONE YEAR GUARANTEE.

Free Push Card with Each Radio

NATIONAL SALES & NOVELTY CO.
1407 Diversey Pkwy., CHICAGO, ILL.

MUSEUM AGENT

ALSO BANNER MAN.
Must have car and be single. If you don't have the Museum business, don't answer. ALSO WANT Books and Oddities, also a clean H. & H. Wire
F. W. MILLER,
World's Fair Museum,
818 Main Street, Little Rock, Ark.

WANTED

For Savannah, Ga., Xmas Week, Acaplan Etk, Legitimate Concessions all kind. PLACE Rings for the date, also with 20 Grand Show. CAN PLACE Clairplane or any Flat Idle, also Loose-Leaf. WANT Musicians for Minaret Show. Get all winter. Address
STANLEY ROBERTS, Gilbert Hotel, Savannah, Ga.

BARFIELD'S COSMOPOLITAN SHOWS

NOW BOOKING ATTRACTIONS AND CONCESSIONS FOR THE 1937 SEASON.
Will open a Unit of Rings and Concessions in Florida in January for a winter tour. WANT a few more legitimate Stock Concessions. Show now in winter quarters at Fair Grounds, Jacksonville. Address P. O. BOX 4629, Jacksonville, Fla.

CONEY ISLAND SHOWS

CAN PLACE ALL KINDS LEGITIMATE CONCESSIONS,
Including Corn Cakes, Photos and Palms, etc. Get in Winter Home.
JOHN R. WARD,
Houma, La., this week, then Baton Rouge, La.

original 2,100. Of these workers remaining 700 are in Boston proper and 900 scattered throughout the six districts of the Commonwealth.

Other reductions follow: American Guide (writers' project), from 295 to 200; Art, from 353 to 275; Federal Theater, from 950 to 778.

SAN FRANCISCO, Dec. 12.—Regardless of mass meetings and appeals in protest against orders from Washington, slashes in the personnel and also consolidation of the San Francisco and Oakland Federal Theater Projects will go into effect next Tuesday with a total of 138 persons out of jobs. Dismissals hit all four sections of the projects, drama, vaudeville, marionettes and technical. WPA Administrator Frank T. McLaughlin refused to telephone a protest against reductions to Harry Hopkins, WPA chief in Washington. Approximately 140 project writers will lose their jobs in San Francisco next week, according to James Hopper, State director. Reduction for all federal cultural projects in the State will amount to about 40 per cent, according to Larry Estavan, official of American Federation of Government Employees.

"REEL DICE IS THE FASTEST MONEY-MAKER OF ALL THE DAVAL COUNTER GAMES WE'VE FEATURED," says Joe Calcutt.

THE 5-BALL NON-PAYOUT PIN GAME HIT SEQUENCE

IS SWEEPING THE COUNTRY! ORDER FROM VEMCO TODAY! ONLY \$57.50 TAX PAID



RUSH YOUR ORDER TODAY ON VEMCO'S 10-DAY FREE TRIAL GUARANTEE

\$18.75

TAX PAID 4-WAY PLAY

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

MEN & MACHINES

The topic of the day around all gathering places of coin machine men is the coming 1937 convention at the Sherman Hotel, January 11-14. Whispering campaigns are going around about new machines that will be introduced at the show. One of these is a new game to be shown for the first time, for which the company spent a quarter of a million dollars in developing the game. When a manufacturer invests that kind of money in one game before it ever reaches the market one must admit that the confidence in the coin machine industry is not a mere gesture.

"You can't keep a good man down," say Gerber & Glass, of Chicago, in referring to Ben Robinson, their sales manager for Iowa, Nebraska and Western Illinois, who has been constantly coming to the front with one sales achievement after another. Robinson reports good activity on Reel Dice and Daval's Races. Of these games, he says: "They're selling fast and a big percentage of the sales are repeat orders, conclusively proving profit ability."

Eddie Brothers, well-known columnar, recently purchased the Reliable Vending Company, of New York. Brothers is renovating the office and when completed will stock his showrooms with a complete line of all the latest in amusement games. Company also has a large stock of used equipment.

Irvin M. McCarthy, sales manager of the Pacific Amusement Manufacturing Company, Chicago, has been confined to his home the past week, suffering from flu. In his absence Ken Willis, Pamco's traveling representative, is attending to the demands of McCarthy's office.

Five more American beauties have been added to the already large assembly of stenographers in the offices of the Pacific Amusement Manufacturing Company. The new crew includes Mildred Ross, Rose McKenzie, Sally Gallagher, Margaret Thomsen and Ann Friberg.

Thornd Steffanson, treasurer of Electrical Products Company, Detroit, was a visitor in Chicago the fore part of the week. With Harold E. Johnson, Chicago manager of Electrical Products, he visited the various factories and other coin machine centers.

R. (Dick) Scott, of Scott-Adickes Company, London, is returning to England after completing a deal with Exhibit Supply Company for the foreign distribution on Chuck-a-Lette, Shoot-a-Lite and Jockey Club. Scott is already doing a splendid business with Exhibit's Rotary Merchandiser.

A. W. Juster, of the Badger Bay Company, Green Bay, Wis., prominent distributor, was a visitor at the Rock-Ola plant this week. He reports good business on Rock-Ola's Rhythm King phonograph and says that the Tom Mix Radio Rifles have taught the Badger State hunters how to really shoot ducks.

Fred McClellan and Ben MacDougall, president and general manager, respectively, of Pacific Amusement Manufacturing Company, Chicago, were in Detroit last Saturday attending the big annual party of General Amusement Devices Company.

Meyer Wolf and Bernard Rosenberg, of Atlantic City, Philadelphia, Washington and all points east, were callers at the Chicago office of The Billboard last Monday. The call disclosed many interesting events in the coin machine life of Wolf. How he started 18 years ago with a \$72 bank roll; his adventures, successes, his love for the coin machine industry and some of his trade tricks, including an incident when he offered six pennies for a nickel to successfully increase the gross business of an arcade. Wolf and Rosenberg, his son-in-law, returned to their Eastern activities last Wednesday.

Our sympathy to Lillian Baker, of

Pacific Amusement Manufacturing Company, whose mother died Thanksgiving Day. Miss Baker is secretary to Fred McClellan, president of the company.

Harry Moseley, of the Moseley Vending Machine Exchange, Richmond, Va., one of the busy distributors of the coin machine business, reports healthy sales on the Tom Mix Radio Rifle, claiming the Tom Mix name is magic in his territory and that it is a big feature in increasing operators' grosses.

Bowling Association of Illinois, made up of bowling-game operators around the Chicago area, is making great progress. Association was instrumental in securing a low license fee for alley operations and has done much toward making it a clean operating proposition.

Leo Kelly, genial sales manager and ambassador of good will for the Exhibit Supply Company, Chicago, returned several days ago from a business trip thru Ohio. He spent December 5 and 6 at the Markepp offices in Cleveland, where he assisted in making Markepp's special showing a success.

Mr. and Mrs. Joe Huber are back in the Windy City after a trip to New York, where they attended the Wuriltzer banquet, also the opening party of the Supreme Vending Company, a Willie Blatt enterprise. They made the trip by plane, the first for Mrs. Huber, who has already made plans for a second or many more.

George Clark, shipping clerk at the Atlas Novelty Company, Chicago, happily informs us of his engagement to Frances Prontezak, also of Chicago.

Letters from customers are pouring in daily at D. Gottlieb & Company, acknowledging with thanks the beautiful Hammond Electric office clock, a gift that came as a pleasant surprise when found hidden among their latest shipments of Gottlieb games.

Groetchen Tool Manufacturing Company plant in Chicago is busy turning out High Stakes, 21 Black Jack and Columbia, in addition to a new machine to make its first appearance at the coming coin show.

R. H. (Dick) Hood, of H. C. Evans & Company, has returned to his offices in Chicago after a busy summer at the centennial celebrations in Dallas and Fort Worth. Hood has plans to spring another alghth wonder at the show next January.

Following an all-night session at cards, Charlie Rose, of the Frankel-Rose Agency, Chicago, was seen leaving Nate Gottlieb's apartment in the wee hours of last Sunday morning laden down with an armful of men's suits. The question is—was it the winnings of a strip poker game or is Charlie picking up suits to be pressed with that electric iron he won at Electrical Products Company's outing at Bunker Hill last summer?

THE GREATEST AND STEADIEST MONEY-MAKER IN COIN MACHINE HISTORY.

At each check-up you will find a line set to carry away the loose amount of loose pennies O B N T A S M O K E H will gather tremendous odds of from 1 to 10 Percent of Cleareths for a penny H what gets them O B N T A S M O K E H of all the recent games is the OPERATOR'S FRIEND this year. A rule of 50 CENT A R M O K E H properly placed will give you a larger income than many times as much money invested in any other kind of business. Sample Machine, \$17.50 Net. Lots of 5-10, \$100. More, \$14.50. One-Half Deposit. Bronze C. O. D. THE P. K. SALES COMPANY, Cambridge, C.

SALESBOARD OPERATORS

2,400 in sales takes in \$24.00, nets \$19.30 after Charveta payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.00. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Out-Net Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company 121 4th Avenue, South, NASHVILLE, TENN.

Takes in \$24.00 Costs You \$2.90

One-Third Cash with Order. Balance C. O. D.

Tycoson, Electrophis. \$34.00	Challenger \$51.00	Galloping Plug Ticket \$48.00
Pinch Hitters 42.00	Gold Rush, Do or Don't 9.00	Junco Ticket 35.00
Put 'N' Takes, FL. Dr. 11.50	Billy Babes 8.00	Giant, Double Nigger 25.00
Derby Tickets 47.00	Daval Auto-Punch 25.00	Payout 25.00
Ranger, Repeaters 30.00	Daily Limit 30.00	Fence Posters 45.00
Dolly Owl, St. Jamboree 29.00	Roses & Pearless, Cash 35.00	Kings of Turf, Payout 20.00
Ten Grands 42.00	Multiples 34.00	Peck 40.00
Dolly Races, Late 45.00	Stock Market, Sunshine 33.00	Winkeln, Sky High 40.00
Big D, St. J. Treason 26.00	Derby 33.00	Red 21, Counter 12.00
Golden Harvest, Cash 31.00	Champion 8.00	High Stakes, Original 19.00
Velvet, Elec. Eye, Cash 45.00	Hot's Balls, Monarchs 11.00	1935 Int. Microscope 90.00
De Luxe 40, Prospect's 27.00	Roses & Pearless Tickets 44.00	Digger 90.00
Caricatures, Ivory Gulls 19.00	Red Balls, Sunshine 39.00	
Sportsmen 10.00	Traffic A, Triple Bank 10.00	

1/3 Deposit, Balance C. O. D. Send for Our List of Slot Machines, Pin and Counter Games. CONNECTICUT AMUSEMENT MACHINE CO. 204 N. MAIN ST., WATERBURY, CONN.

Pamco Broadway Light-Up Novelty Game Announced

CHICAGO, Dec. 12.—Keen interest is being manifested in Pamco Broadway, new five-ball novelty game, according to officials of the Pacific Amusement Manufacturing Company. Local operators

and jobbers, they say, who have seen Pamco Broadway liken its appeal to Pamco's popular Contact game, which did much to revive interest in pin games a few years back. Operators will remember Contact, which, by the way, is accredited with being the first game to introduce electrical energy into pinball play.

Pamco Broadway is a de luxe cabinet game, 50 by 24 inches in dimension. It includes a light-up backboard with nine sets of award symbols and their representative values directly connected with corresponding pockets on the playfield. The symbols are identified by spot illustrations of an Indian head, an airplane, a death's head, the winged horse, Statue of Liberty, etc. These symbols are screened adjacent to the various pockets located all over the board. Should a ball go into a Liberty pocket, for example, all Liberty symbols immediately become illuminated on the backboard. The same applies to other symbols as the balls drop into various playfield pockets.

Fred McClellan, president of Pacific, says: "This Broadway game should be a powerful money maker in novelty game territory by the very manner alone in which points of award are made and posted in full view on the light-up board. But, in addition to this, we've incorporated the principle of passing balls over a skill-switch at the top of the board, which automatically kicks balls from one pocket to another of higher denomination. Very often two balls will advance at the same time, pass up occupied pockets, and then come to rest in a pocket that will practically assure the player of obtaining an award. Early samples of Pamco Broadway have been viewed by Joe Fishman, of Fishman-Schlesinger Distributing Company, of New York City, and have met with his enthusiastic approval. Fishman, as well as numerous others who have seen the game on test locations, is prophesying a blaze of popularity for the new Broadway novelty game."



3000 BIG BARGAINS AT WHOLESALE PRICES. Hundreds of items from many parts of the world are shown in Sports Catalog, 1937. 194 pages thick full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it today.

SPORTS COMPANY
12-36 Erie St., Le Center, Minn.

YOU CAN'T BEAT AVON
Values!
USED GAMES
 BONUS PROSPECTORS . . . \$42.50
 JUMBO, Ticket Model . . . 20.00
 BALLY DERBIES . . . 27.50
 BALLY DERBIES . . . 42.50

"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO. 3807 CEDAR AVE. CLEVELAND 8

Supreme Vending Party Is Success

BROOKLYN, Dec. 12.—William (Little Napoleon) Blatt took another step forward in establishing his firm, the Supreme Vending Company, among the leading distributing agencies in the country by moving into a new location to be known as the Supreme Building. At the new building (formerly a U. S. Post Office Building) Blatt noted as host December 5 at a big party in celebration of the official opening of the new location. The new building is occupied entirely by Supreme, using the space for offices, showrooms, repair department, etc., with more than 10,000 square feet of floor space, said to be the largest space devoted to a distributing organization in the East.

Blatt's friends started to pour in early in the morning and kept coming until late at night. Among those who traveled into New York to pay their respects personally were Al Douglas, of Daval Manufacturing Company; Paul Gerber, of Gerber & Glass, Chicago, and Ben Palastrant, Boston distributor. Manufacturers who could not attend sent beautiful baskets of flowers. Hundreds of telegrams were received from all over the country, including a classic from Lee S. Jones, of Chicago.

Jobbers and distributors who attended included Jack Fitzgibbon, of Fitzgibbons Distributors, Inc.; Irving Mitches and Ben Cohn, of D. Robbins & Company; Babe Kaufman and Sam Rabinowitz, of Babe Kaufman, Inc.; George Ponsler, of George Ponsler Company; Barry Rosen and Meyer Parkoff, of Modern Vending Company; Herman Budin, of Budin's Specialties; Claire Grant, Mac Perlman and Sol Wohlman, of Acme Vending Company (Bronx branch of Supreme); Joe Fishman, of Fishman-Schlesinger Company; Jack Kaufman and Charles Aronson, of Brooklyn Amusement Company; Henry Cooper and Bill Lacour, of Rex Amusement Company; A. A. Berger, of International Mutoscope Reel Company; Milton Green, of American Distributing Company.

Among other visitors were Ben Haskell, Harry Goldberg and Theodore Blatt, attorneys; Louis Goldberg and Saul Kalsom, heads of the operators' associations in this city; George Braun and May Guerin, of General Carloading Corporation, and Leon Berman, of Electropak. Refreshments were served thruout the day, being supervised by Leo Simon, export manager; Ben Koepfel, manager, and Mrs. Blatt and two Blatt boys, Martin and Burton.

Among the many other guests present at the big Supreme opening were the following: J. C. Levy, Louis Marshall, Irving Marshall, C. G. Schneider, T. Abramson, Fred Andrews, Vincent Averna, Sid Abrams, D. Abar, Harry Rosen, S. Briggs, T. Bernhardt, D. Boles, Frank Brandes, Murray Boklan, Frank Bentsch, Lee Barshay, I. Brown, Block & Hillman, Dave Baria, Al Cohen, E. Cooper, F. Collins, B. Cohen, George Cowan, P. Culbert, Lou Davidson, T. Denver, C. Edwards, Abe Engleberg, M. Epstein, D. Elkin, F. Floor, Bernice Gold, Jennie Gold, Louis Gold, Thelma Katz, A. A. Berger, E. Epstein, E. W. Epstein, H. H. Cooper, Walter Morganstern, Jack Tashman, H. A. Fabricant, Joseph Greenberg, Seymour Siskind, William Sax, Evelyn Friedman, H. Godder, H. Goldberg, Meyer Levy, H. Nowak, Lawrence Serlin,

Phil Ralsin, Dave Friedman, I. Hahan, Lee Graff, Terry Reis, Lee Rubincow, Max Weiss, David Baron, Harry Blatt, Sadie Blatt, Minerva B. Gaslow, Dorothy B. Share, May Blatt, Sterling W. Cox, Benjamin Zimmetman, Samuel Lam, James McCue, Vincent Lanzusero, Harry Gilsky, S. Silverman, Harry Wagner, Henry R. Nowak, Samuel Seide, David E. Schoen, Harry Skakind, Isadore Lavenar, Abe Tesh, Lou Portnof, Mike Munves, Jimmy McCue, Maurice Zegibono, Bernard Hoey, Al Denver, Sam Kramer, Leo Simon, Charley Noble, Laura Goldberg, J. M. Rubin, Lawrence L. Friend, Alex Green, Sol Goldstein, Mr. Gottlieb, Mr. Greenwald, D. Gussman, I. Goldberg, H. Glazer, T. Myrons, Manuel Couveta, Ben Ouber, D. Gorman, L. B. Vending, Sidney Horn, J. Hahn, Percy Hewitt, Mr. Hillman, L. B. Harris, H. Herman, Mr. Jarvis, T. Josephson, Phil Kurtz, Sam Kramer, T. Knudson, S. Koffler, A. Klinger, H. Leff, C. W. Lewis, Leonard Berahad, William Gerah, Leo Bernstein, Paul L. Serlin, J. Rothstein, Pete Chiaro, Joseph Share, J. Rosen, G. Hogan, Aaron H. Sandler, Joe Orleck, S. Silverstein, Sol Wohlman, Thomas Ralph, Claire Grant, Joseph Fisher, H. A. Fabricant, Rymie Koepfel, Harry Koepfel, George Ponsler, David Gelband, Lillian Koepfel, Ann Koepfel, Marion Berkowitz, Joseph Hirsch, Al Lipsky, Simon Silverstein, J. Rubenstein, M. S. Haber, F. A. Rosenthal, M. Guerin, M. J. Halstead, Lawrence Gibbs, Murray Koepfel, Mrs. Anne Koepfel, Mrs. Lillian Koepfel, Harry Koepfel, Dick Katter, T. Shandler, Harry Gaffner, Paul Kelson, Bart Hartnet, Babe Kaufman, Mrs. Rabinowitz, Mr. Rabinowitz, George J. Braun, Max Wiesner, John A. Fitzgibbons, Jacob Goldberg, Mitty Green, Al Fischer, Leonard Block, Lucky Skolnick, Irving Block, A. E. Robert Friedman, Leon Berman, H. W. Friedman, Alfred Uber, Irving Weiner, Al Davidow, Monroe Lukask, John Dagiel, Murray Dax, Artie Norman, Kay Gold, Max Gaslow, Theodore Blatt, Block & Karltz, B. Haskell, H. Goldberg, Mrs. M. Nulel, Tom Nulel, Mrs. R. Brafstein, Meyer Parkoff, Harry Rosen, Morris Silverstein, Joe Kleinman, Phil Ralsin, Sam Berman, Bill Lacour, Henry Cooper.

Milwaukee Ops Go to Public in Wave of New City Ordinances

MILWAUKEE, Dec. 12.—In a four-column by 10-inch advertisement in The Wisconsin News the Skill Games Board of Trade of Wisconsin on December 7 explained its stand on the proposed ordinances regulating the business which were up for public hearing before the joint judiciary and license committee December 8.

At the three-hour hearing December 8, before an audience of more than 500, attorneys for the manufacturers and distributors of the machines, tavern keepers and other business men in whose establishments the games have been revenue producers advocated regulation.

It was declared after the hearing that the committee would make a decision at an early date.

The display advertisement placed by the Skill Games Board carried the heading: "AN OPEN LETTER TO THE PUBLIC. During the past few weeks," it said, "the public has been exposed to a vigorous campaign of misinformation thru the columns of certain newspapers against an industry which has risen out of the ashes of the depression and has become one of the leading industries of the nation."

"We take this means of coming before the public in the interests of FAIR PLAY. It is our desire to vindicate a much-maligned business."

"When the word 'pinball' is mentioned some newspapers see red and blindly and vociferously term it a 'racket' and those engaged in its promotion 'racketeers.' We resent such implication as untrue and offer proofs to show its unfairness."

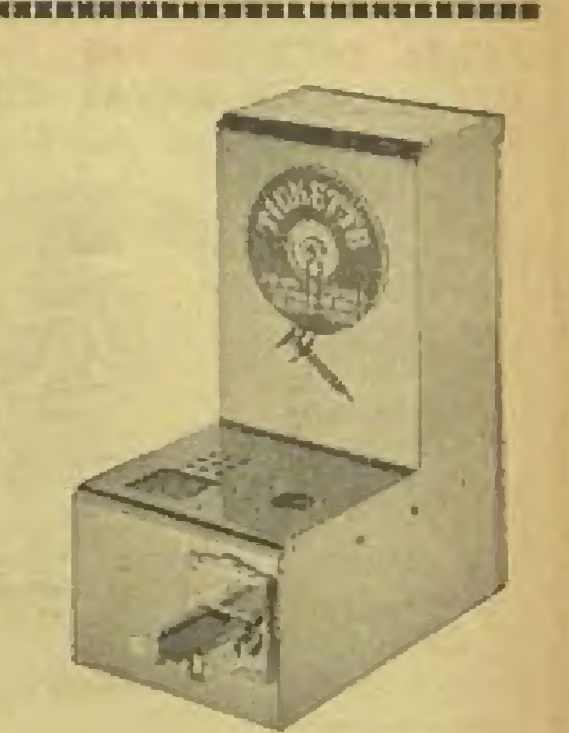
"THE SKILL GAMES BOARD OF WISCONSIN was organized in 1933 by Milwaukee business men to improve conditions in the pin-game amusement field and to work towards a higher plane of ethics in the conduct of all branches of the pin-game industry in this city. Its members are home owners, taxpayers and law-abiding citizens. Their families are part of the life of the community and participate in civic affairs. Their children attend public schools. They spend their money in Milwaukee. THEY ARE NOT 'RACKETEERS.'"

"Pinball machines are games of skill and amusement. They are not slot machines. Time and again in the Municipal Court of Milwaukee County juries have affirmed that these machines are not gambling devices."

"THE SKILL GAMES BOARD OF TRADE was the first to offer full co-operation to the Milwaukee Police Department in the regulation and operation of pin-game machines and the enactment of ordinances which would keep the industry up to the high standards adopted by this association. Stringent measures are constantly being enacted by this association to eliminate any possible evils from entering into a business which is keeping hundreds of Milwaukeeans employed on a full-time basis and enabling many small merchants, druggists, restaurateurs, tavern keepers, etc., to earn a legitimate income, and is keeping many citizens off the relief rolls."

"THE SKILL GAMES BOARD OF TRADE advocates and approves any legislation which may lead to higher standards in the pin-game industry in Milwaukee and favors the enactment of any legislation or licensing plan conducive to the betterment of the industry and offers full co-operation towards any plan which will protect Honest, Law-Abiding Citizens from the encroachment of undesirable elements or influences and pledges itself in full support to the public towards maintaining the high standards and ethics prescribed by the industry."

SKILL GAMES BOARD OF TRADE OF WISCONSIN.
 Michael Klein, Managing Director,
 161 W. Wisconsin Avenue.



*** Ticketette**
 Brand New—Latest Model
 Was \$17.50. Special for
 Immediate Clearance
*** \$5.50**
 each

Amazingly popular number—Ticketette. Put your coin in the slot, push it in. Then take punch in your hand and punch through your choice of any of 9 holes in top of the machine. Under these holes is a square ticket with nine spaces corresponding to the nine holes and one or two of these spaces are printed with figures or symbols signifying what you get if you happen to punch the right one. Now pull out your slot and the ticket you have just punched is delivered to your vision under glass. On the next play it falls into the bottom of the machine, acting as a perfect record of all payouts made by the merchant.

This machine is made in all chromium plated steel. It's stately designed, beautiful, compact, attractive. 15" x 15" x 6". All brand new machines in original cartons.

1000 Free Tickets (\$50.00 retail value) free with each machine. Additional tickets, 90c per 1000.

*** Ticketette**
 With CASH JACKPOT
*** \$7.50**
 each

Identical with illustration above, except for the cash jackpot which is loaded and paid out by merchant.

Mills Novelty Company
 4100 Fullerton Ave., Chicago, Ill.



GEORGE SHANNEN, owner of the Globe Novelty Company, Springfield, Ill., is all smiles upon being appointed distributor for Gottlieb products in Southern Illinois.

LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

**TRIPPE
 WILL BUY
 FOR CASH**

Mills Blue Fronts and Mysterlet, War Eagles (120 Stop Reels) and Jennings Chiefs in 5c and 10c Play; Q. T.'s (Both Models) in 1c and 5c Play.

When writing, give full particulars, such as Serial Numbers, type of machines and rock-bottom prices. Where quantity lots are for sale, after giving us this information, we will send our representative to close the deal.

IMMEDIATE DELIVERY AT FACTORY PRICES ON ALL MILLS AND PAGE NEW SLOTS.

IDEAL NOVELTY CO.
 1516-18 Market St., St. Louis, Mo.

2 HITS!

REEL DICE

7 DAYS FREE TRIAL!
THE FASTEST MONEY-MAKER OF ALL DAVAL COUNTER GAMES!
ONLY \$18.75
TAX PAID 4-WAY PLAY
RUSH YOUR ORDER NOW!
YOU CAN'T LOSE!!



SEQUENCE

THE GREATEST NON-PAYOUT 5-BALL PIN GAME IN THE INDUSTRY! EARN PAY TABLE PROFITS AT A PIN GAME PRICE.
\$57.50
TAX PAID.

GERBER & GLASS

914 DIVERSEY CHICAGO

Pittsburgh

PITTSBURGH, Dec. 12.—Pittsburgh Merchandising and Skill Game Association held a general meeting at the Hotel Mayfair Wednesday. A large crowd attended the affair, which was marked by a number of speeches urging greater co-operation within the industry's own ranks and the building of the coin machine industry's good will among outside circles. Meyer Abelson, of the American Cigaret Machine Company, is secretary of the association.

Jack Levin, formerly of the S. & L. Sales Company, is now working out of town.

Earn Stahl returned to New York. He will attend the annual coin machine show in Chicago.

Two hundred dollars' worth of pistachio nuts were stolen from the plant of Gus George's Pennsylvania Vending Machine Company headquarters here this week.

A large crowd attended the meeting of the Phonograph Operators' Association here this week.

A. Goretta Company, of Cleveland, is distributing many of its cigaret machines in this territory.

Detroit

DETROIT, Dec. 12.—General Vending Company has been formed as a new operating company, specializing at present in cigaret vending machines. Company operates a small route now, but plans to expand and will probably add several different types of machines at a later date. Owner of the General Vending Company is Jack Brilliant, who is already known to the industry thru his brother, Joseph, operator of an extensive route of music and amusement machines.

Champion Automatic Music Company has moved to larger quarters at 9854 12th street. Company, which operates Gabel automatic phonographs exclusively, has found business in the music-machine field so good that it has been necessary to take over the new location, tripling the former floor space. Company is operated by Louis Berman.

A further corporate change was made in the capital structure of the Electrical Products Company this week when amendment to the articles of incorporation were filed. Under the new change the company's capitalization is reduced from \$300,000 and 10,000 shares, no par value, to a straight \$300,000 structure. Company is the manufacturer of Electropak and other coin-machine devices.

Detroit Pack It Shops has been formed by Theodore Warren and Alice E. Warren, with headquarters at 3024 Townsend avenue, where they operate several machines. They consider the future of the business very promising and are now looking for a larger and more central location.

DOWN with OPERATING EXPENSE!
ELECTROPAK
Saves \$60 to \$90 per year on each Pin Game!
UP with BIGGER PROFITS!
Ends forever costly Battery replacements!
ELECTRICAL PRODUCTS CO.
6527 RUSSELL AVE., DETROIT, MICH.
Insist on the Genuine Electropak

BARGAIN IN PAY TABLES and DIGGERS

2 Rotarys Like New \$189.50
Buckley De Luxe - \$59.00
Treasure Island - \$29.00

A-1 Shape—Monarch Coin Slots.

TURF CHAMPS	\$39.50
HIALEAHS, 1 or 2 Ball	39.50
MULTIPLES, 1 or 2 Ball	39.50
DERBYS & PARLAYS, 1 or 2 Ball	29.50
TEN GRANDS, 1 or 2 Ball	29.50
GRAND SLAM, 1 or 2 Ball	19.50
PROSPECTORS, 1 Ball	14.50
HARVEST MOON, 10 Ball	14.50
WHAFFLE BALLS, 1 or 2 Ball	14.00
SHARPSHOOTERS, 10 Ball	9.50
BONANZA, 10 Ball	9.50
TRAFFICS and ACES	9.50
PLAY BALL, 10 Ball	9.50
KING OF TURF, 5 Ball	5.00
SPORTSMEN, Visible	4.90
SPORTSMAN, Non-Visible	2.50
ROCKETS, 10 Ball	2.00

KEMO NOVELTY CO. GR 2335
WEST ALLIS, WISC.

GENUINE DAVAL REEL \$12.50
21's
Guaranteed like new. Wire, with or without Third Deposit.
UNITED AMUSEMENT CO.,
608 McCullough, San Antonio, Tex.

A Clean-Up "Win \$180.00"

1,500 HOLES
JUMBO TICKETS—THICK BOARD
AT 25c A PUNCH
TAKES IN \$375.00—PAYS OUT \$185.00
All High Winners Protected With Counterfeit-Proof Tickets.
A REAL MONEY MAKER
PRICE \$2.10 PLUS 10% TAX
GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.
SEND FOR OUR NEW CATALOG

METROPOLITAN NEW YORK OPERATORS

It will pay you to call on us THIS WEEK regarding our 14 Ft. Bowl-A-Game.

International Mutoscope Reel Co., Inc.
516 West 34th St., New York



JOE ABRAHAM (second from left), owner of J. M. Novelty Company, Youngstown, O., visits the Gottlieb plant in Chicago with a group of his friends. Abraham placed a big order for Gottlieb machines.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

We Recommend
EXHIBIT'S
CHUCK-A-LETTE
The Classic
"Money Grabber"
of all time

... makes money so fast you wouldn't believe it if we told you the hourly earnings of several we have seen on test locations. You simply have to see CHUCK-A-LETTE with your own eyes.

NOW ON DISPLAY
AT ALL OUR OFFICES

ELECTRO-BALL CO., Inc.
Dallas, Fort Worth, Waco, Houston, San Antonio, Wichita Falls, Oklahoma City, Memphis, New Orleans.

Game Room for Elite Patrons

TORONTO, Dec. 12.—Club Esquire, Toronto's first real night spot, is featuring a new idea in its game room. The club has two ballrooms, with a passageway between, and as the guests saunter thru they are attracted by bowling alleys and pin games.

The idea was conceived by William (Bill) Beasley, promoter, and is proving popular among the "top hats" and beautifully gowned ladies of Toronto's 400.

Identification Cards For 1937 Show Mailed

CHICAGO, Dec. 12.—Swamped with requests from every part of the country for advance registration for the 1937 Coin Machine Show, the office of the National Association of Coin-Operated Machine Manufacturers reports that identification cards are now being mailed to operators, jobbers and distributors who have requested them as fast as they can be made up.

Every request for the identification card must have the name and address of the person to whom it is to be issued and evidence that that person is connected with the coin-machine industry.

Special advance registration forms are being distributed by exhibitors, by coin-machine distributors in various parts of the country and by those operators' associations which have made recent reports to NACOMM of their secretary's name and address.

All requests for advance registration must be received by NACOMM, 120 South LaSalle street, Chicago, by January 2. Otherwise there will be a registration fee of \$1 for admission to the show.

Additional advance registration announcements are available from NACOMM at the address above.

Kansas City Distrib Is Erecting New Building

KANSAS CITY, Mo., Dec. 12.—Carl Hoelzel, of the United Amusement Company, is thrilled with his firm's expansion prospects and sales record that promises to increase as the new year approaches. The firm has already started construction on a new building and plans call for its completion within 60 days.

The new property consists of a 90-foot frontage on Main street, directly across from the present location at 3411 Main street. The space is also 180 feet deep. Approximately half the space will be used for the building and the other half to provide free parking for patrons.

Hoelzel states that the firm plans to have the most complete jobbing business west of Joe Galeant in North Carolina. "We will have one of the best repair and paint shops in the country and one of the most elaborate displays of coin machines of all kinds," Hoelzel says.

Hoelzel said that the new building's opening would be celebrated with a big opening party and that many machines would be given away at the party as prizes to guests. Details, he said, will be given out later.



J. J. (MAC) McCARTHY (extreme right) with Mrs. McCarthy and members of his staff in front of the McCarthy Amusement Company, Parsons, Kan. McCarthy handles Kooney products in the Nebrasko State.

NOTHING LIKE IT IN AMERICA! NO OTHER MACHINE DARE MAKE THIS STATEMENT!

Genco's
HAPPY DAYS

OUT-PULLED 2 to 1 THE MOST POPULAR PAYOUT GAME IN THE FIELD IN ACTUAL SIDE BY SIDE TEST

The "Change Your Luck" feature and a score of other features make this new, novel, different game the talk of the country.

only **\$54.50** F.O.B. CHICAGO

ELECTRO-PAC EQUIPPED

GENCO INC
2621 N. Ashland Ave., Chicago, Ill.

WRITE OR WIRE

LOW-DOWN PRICES ON USED SLOT MACHINES AND PAY TABLES

MYSTERY 2	\$10.75
BALLY CHALLENGERS	17.50
GOTTIEB ELECTRIC RAFFLES	28.75
ROCKOLA STAMPEDES	14.75
ROCKOLA GOLD RUSHES	12.50
BALLY JUMBOS	35.00
ROCKOLA DE LUXES	19.75
BALLY ACES	14.75
BIG CASINO	19.75
KEENEY MAMMOTH	19.75
KEENEY REPEATER	24.75
JENNINGS DAILY LIMIT	19.75
JENNINGS SPORTSMEN	7.00
ROCKOLA HOLLYWOOD	24.75
GOTTIEB DABBY RACES	42.50
PARLAY	42.50
PALOOKA SENIOR	57.50
DUKE 5c Play Vendors, Triple Jacks	37.50
LITTLE DUKE, 1c Play	15.00
LITTLE DUKE TRIPLE JACK, 1c Play	20.00
TODAY VENDORS	7.50
TODAY VENDORS with Jack Pot	12.50
2c JACKPOTS	17.50
SKYSCRAPER, 5c	37.50
GOLDEN BELLS ESCALATOR	55.00
FOX DNL, J. P. BULL'S-EYE, 5c	22.50
SINGLE JACKPOT	17.50
SILENT SPIRIT ESCALATOR	37.50
OFFICIAL SWEEPSTAKES	5.00
SPARK FLUOB	10.00
SWEEPSTAKES	5.00
MILLS TICKETTE MACHINES	5.00
CALLE BALL GUM VENDORS	5.00
MILLS FRONT VENDORS	7.50

Purchases of \$10.00 or Less, Full Amount with Order Required. All Other Purchases 1/3 with Order, Balance C. O. D. Canadian Shipments, 50% with Order, Balance C. O. D.

TWIN CITY NOVELTY COMPANY
248 W. Broadway, Minneapolis, Minn.

SALESBOARD OPERATORS DON'T PASS THIS ONE UP

12 KNIVES On 200 5c Salesboard, Sample, \$3.00. Lots 6 or More.

\$2.85
Order Now, Send Full Amount With Order.

H. & D. SALES CO.
410 N. Gay St., KNOXVILLE, TENN.

SALESBOARD BUYERS!

NO RISK! NO GAMBLE! NO HEADACHES!

OPERATE JAY-ROSE TESTED DEALS

REPRINT FROM BILLBOARD

ST. LOUIS, Nov. 21.—Jack Rosenfeld, owner and manager of J. Rose & Company, today deposited with "The Billboard" office here \$1,000 to back up his seven-day money-back guarantee, which goes with every Jay-Rose tested salesboard deal. Rosenfeld insisted that "The Billboard" representative accept the deposit as a matter of good faith and surety. In the event any customer is not fully satisfied with the Jay-Rose tested deals he is assured of the fact that his money will be refunded in full.

A. McCall, President McCall NOVELTY CO., SAYS:
"From now on, we are using Jay-Rose Tested Deals exclusively on all our routes covering over 300 localities. We find that they are proven Money-Makers."

ACT NOW! SEND FOR OUR CATALOG ON JAY-ROSE MONEY MAKING TESTED DEALS. **ACT NOW!**

J. ROSE & CO., 2316 LOCUST, ST. LOUIS, MO.

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00

HOLIDAY BOARDS, HOLIDAY CARDS AND HOLIDAY HEADINGS

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

"BOLO"

Must Be Good

After months of peak production we are still unable to supply the demand for "BOLO", sensation that revolutionized the industry. "BOLO" in the payout model is now in full production.

May we take this opportunity of assuring those who have patiently waited for deliveries that we are making every effort to fill orders promptly.

PACENT NOVELTY MFG. CO., Inc.
Utica, New York

The mechanical and electrical principles of "BOLO" are fully protected and infringements will be vigorously prosecuted.

ORDER TODAY FOR

Immediate Delivery on

BALLY'S EAGLE EYE

PHOTO-ELECTRIC RAY-RIFLE MACHINE



Smart Operators—the men who can spot a big winner—are clamoring for BALLY'S EAGLE EYE—the ace profit-maker in the ray-rifle field! They know that its Triple-duck play-appeal means at least triple profit to them. That its eye-catching beauty and convenient adjustability will make it "spark" on locations everywhere. That its simple one photo-cell mechanism insures them long, trouble proof action. In other words, they know that BALLY'S EAGLE EYE has what it takes to make SMART MONEY. We're delivering now!

NATIONAL SCALE CO.
1415-17 Washington Ave., South,
Minneapolis, Minn.

Write or Wire for Prices!

Ponser Plans Extensive Sales Drive on Bowling

NEW YORK, Dec. 12.—George Ponser, head of the George Ponser Company, announces plans to form a sales force to cover almost the entire country. The plan is in keeping with the recent development of the distributing organization and its extensive plans to market the newest machines.

According to Ponser, his salesmen are turning in a record job on the sale of the bowling game Bank Roll. They claim to have created the most outstanding record for sales of bowling games and for other equipment in this price range. "We continue to receive large shipments of the games and we are certain to pass the 5,000 mark within a few more months," Ponser says. "This will be the most outstanding record of its kind in the history of our business."

"Our expansion program is under way

again and many surprise announcements are coming. We will have an organization spreading from Coast to Coast and from the Deep South to Canada before the year is over. Our plans are concentrated around this tremendous sales organization and are being made so that our sales force can give quick national coverage to good machines."

Exhibit Sales Expands

PHILADELPHIA, Dec. 12.—Exhibit Sales Company is now installed in its new building at 423 Market street. The company has made great strides since its organization three years ago. First floor of the new quarters is devoted to a showroom of premium goods and a shipping department. On the second floor is a display of salesboards of various styles. Members of the company are Philip Greenspan, Sam Mickelberg and Frank Kur, all well known to the premium and salesboard trade.



AL S. DOUGLIS, president of Deval Manufacturing Company; Mrs. Bill Gersh, and Paul L. Gerber, of Gerber & Glass, snapped in a hilarious mood at the Wurlitzer party held recently at the Waldorf-Astoria, New York. Al and Paul claim they were in charge of one of the most beautiful girls at the affair, while Mrs. Gersh thinks they're both "fine gentlemen."

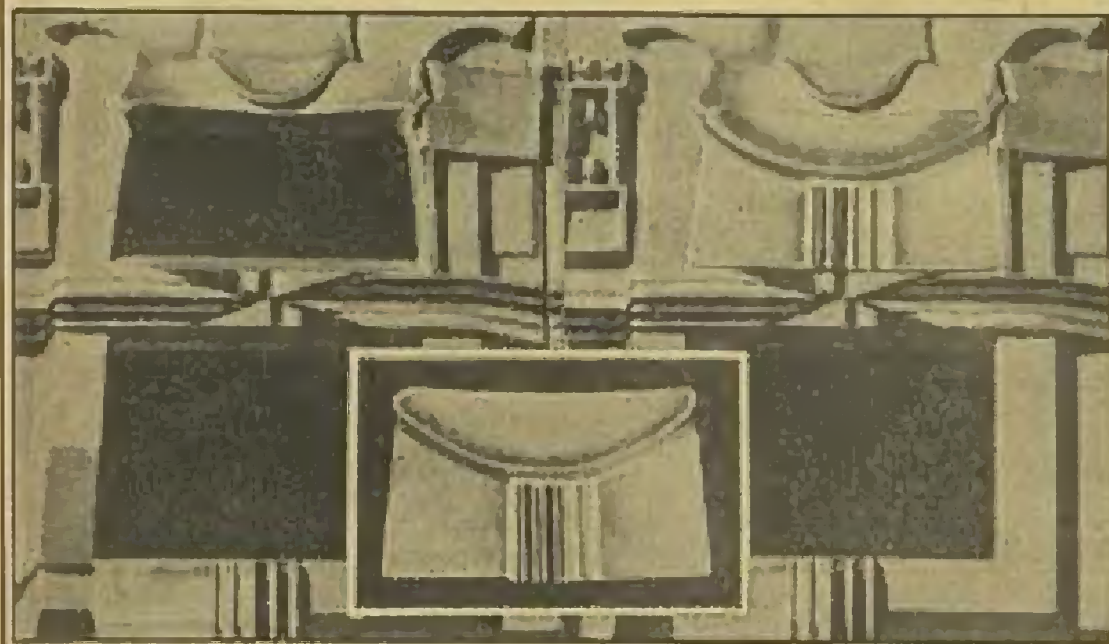
AMAZING SALE!

RECONDITIONED AND USED PAYOUTS

Brokers Tip	\$45.00	Pancho Belle	\$55.00	Footman, Jr.	\$ 8.00
Credit	40.00	Pancho Chase	75.00	Stampede	15.00
Daily Limit	40.00	Pancho, Sr.	80.00	Bonnie Derby	40.00
Double Header	35.00	Pancho Parlay, Sr.	40.00	Ten Grand	40.00
Flicker Ticket	85.00	Palooka, Jr. Ticket.	60.00	Traffic	15.00
Grand Slam	80.00	Red Bills	55.00	Whirlpool Ticket	20.00
Hollywood	40.00	EVANS ROLLETTE			
Jumbo Cash	30.00	ROLLETTE TICKETS			
Jumbo Ticket	35.00	PACES RACES			
Kings of Turf, P. O.	20.00				

WRITE FOR OUR COMPLETE LIST!

AUTOMATIC COIN MACHINE CORP.
37 - 43 ESSEX ST. * SPRINGFIELD, MASS.



CLOSE TOP JACK POT FROM VIEW AND SAVE SERVICE CALLS. ALUMINUM INSET QUICKLY AND SUBSTANTIALLY ATTACHED ON BLUE FRONT OR EXTRAORDINARY MACHINES. CANNOT BE DETECTED FROM LATEST MODEL MACHINES. \$1.00 EACH. ANY AMOUNT.

W. C. FAIRBANKS CO., Sioux Falls, S. D.



GOING BIG! WITH OPERATORS AND PLAYERS A NEW THICK BOARD

ORDER No. 2160-BPT (Size of Board, 11 1/2 x 16 1/2 In.)

Takes In, 2160 Holes @ 5c. \$108.00

Total Payout

Profit

PRICE \$3.70 PLUS 10% U. S. TAX

SEND FOR BROADSIDES AND COMPLETE PRICE LIST.

GARDNER & CO.
2309 ARCHER AVE. CHICAGO, ILL.

A SENSATIONAL FITZGIBBONS' CLOSEOUT 1000 USED MACHINES

EVERY TYPE—EVERY VARIETY—EVERYONE A "BLUE RIBBON" FITZGIBBONS' USED MACHINE

GUARANTEED MECHANICALLY PERFECT!!

WRITE FOR PRICE LIST TODAY!

JOHN A. FITZGIBBONS

453 WEST 47TH ST.,
NEW YORK, N. Y.

362 MULBERRY ST.,
NEWARK, N. J.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
Pacific Am. Mfg. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co. Exhibit Supply Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

TURF CHAMPS

*Dominates
The Entire
Field!*

TICKET MODEL



\$137.50

ELECTROPAK EQUIPPED

STONER

CORPORATION

Aurora, Illinois

IMMEDIATE DELIVERY OF STONER'S "HITS!"



D. ROBBINS & COMPANY - 1141 B De Kalb Ave., Brooklyn, N.Y.

*SALESBOARD OPERATORS—New, Outstanding Low Priced FURS

FUR COATS All Sizes, Styles, Designs, Smart, Fluffy Made, Beautiful Most Popular \$10 to \$27.50
MUFFS Fur Clean Up! \$3.00
SCARFS Black Seal Skin (Dyed Goney); Tallow Zipper. Retailers Everywhere \$7.00 and up. Order Now!
White Fox, Silvered Fox, Cross Fox, Smart, Beautiful, Tremendous Value and Fluff \$6.00

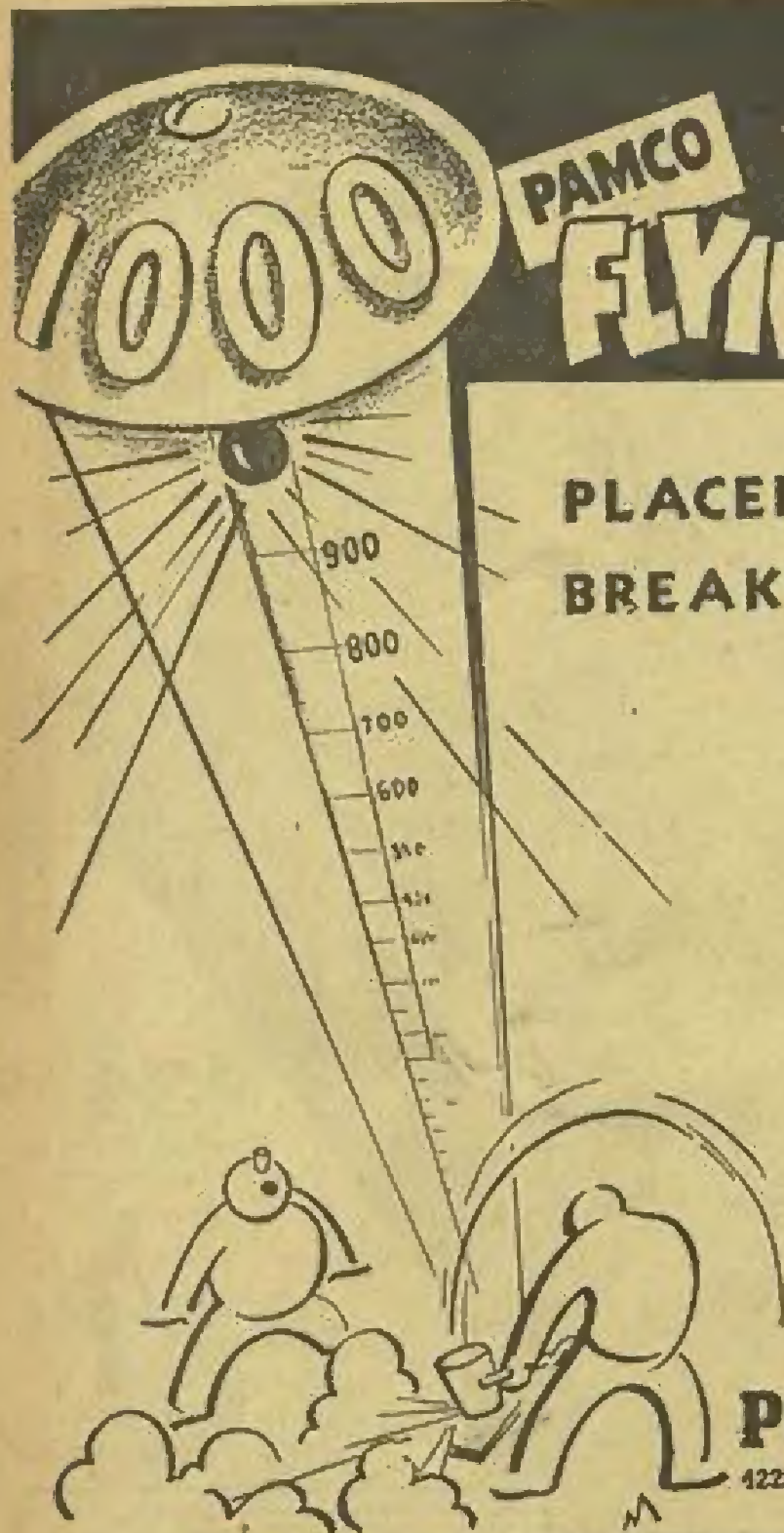
WRITE FOR ILLUSTRATED CATALOG, "EVERYTHING IN FURS."

CHARLES BRAND, 208 W. 26th Street, New York, N. Y.

SENSATIONAL SPECIAL ON RECONDITIONED MACHINES

BALLY DENNY	\$50.00	PANCO PARLAY, Sr.	\$45.00	ROUND 'N' ROUND	\$32.50
BALLY RAMBLER	31.00	B. U.	25.00	TOTALITE REGIS-TER	17.50
BROKERS TIP, Mty.	57.00	HOLLYWOOD	25.00	SIX-SIXTY-SIX	10.00
COCKTAIL HOUR	42.00	PUNCHETTE	5.00	CANNON FIRE, JR.	3.00
DAILY LIMIT	30.00	A. B. T. BIG GAME	12.00	ARMY & NAVY	4.00
DAILY RACES, Mty.	47.50	HUNTER, blue cab.	12.00	SQUADRON	15.00
deep Mt cabinet	47.50	BLACK MAGIC P. O.	18.00	RADIO RIFLE	80.00
FLICKER	37.50	TOPIT, A. B. T.	22.00		

Write for our list of closed-out machines. 1/3 deposit, balance C. O. D. (SETTS COIN MACHINE CO. 6822 Sheridan Road, Kenosha, Wis.)



PAMCO FLYING DUCK and MARKSMAN

**PLACED ON LOCATION WITHIN SIXTY DAYS TIME
BREAKS ALL RECORDS FOR RAY-GUN ACCEPTANCE!**

Like the "strong man" who rings the bell consistently . . . Pacific has just as consistently produced a long succession of money-making winners for operators! It's one thing to have a winner once in a while . . . but it's SOMETHING to have them SUCCESSIVELY! After many months of planning . . . Pamco MARKSMAN was announced to the Operators of America on October 10th of this year. Then, Pamco FLYING DUCK, December 10th—two months later—found a total of 1,000 Pamco MARKSMAN and Pamco FLYING DUCK units out on location ENRICHING operators beyond their fondest hopes. Today—the DEMAND for Pamco MARKSMAN and Pamco FLYING DUCK is MORE than ever before! America's MILLIONS are ALIVE to the sport of "Gun-Lite" shooting. Naturally, they have their favorites. Figures PROVE there's a PREFERENCE for Pamco MARKSMAN and Pamco FLYING DUCK. There's MUCH MONEY to be made. Will you get YOUR share?



PACIFIC AMUSEMENT MANUFACTURING CO.
4223 WEST LAKE STREET • CHICAGO 1320 SOUTH HOPE STREET • LOS ANGELES



**SALESBOARD OPERATORS
"TWELVE JACKS"**
A Sure-Fire Profit Maker. Over 100 Winners. 2,100-hole Board takes in \$105.00, and pays out a total of \$54.50, including jack pot payout, open numbers and sectional payout.
Sample, \$2.40; Lots of 5, \$2.00; Lots of 10, \$1.75.
H. G. PAYNE CO.
312-314 BROADWAY, Nashville, Tenn.

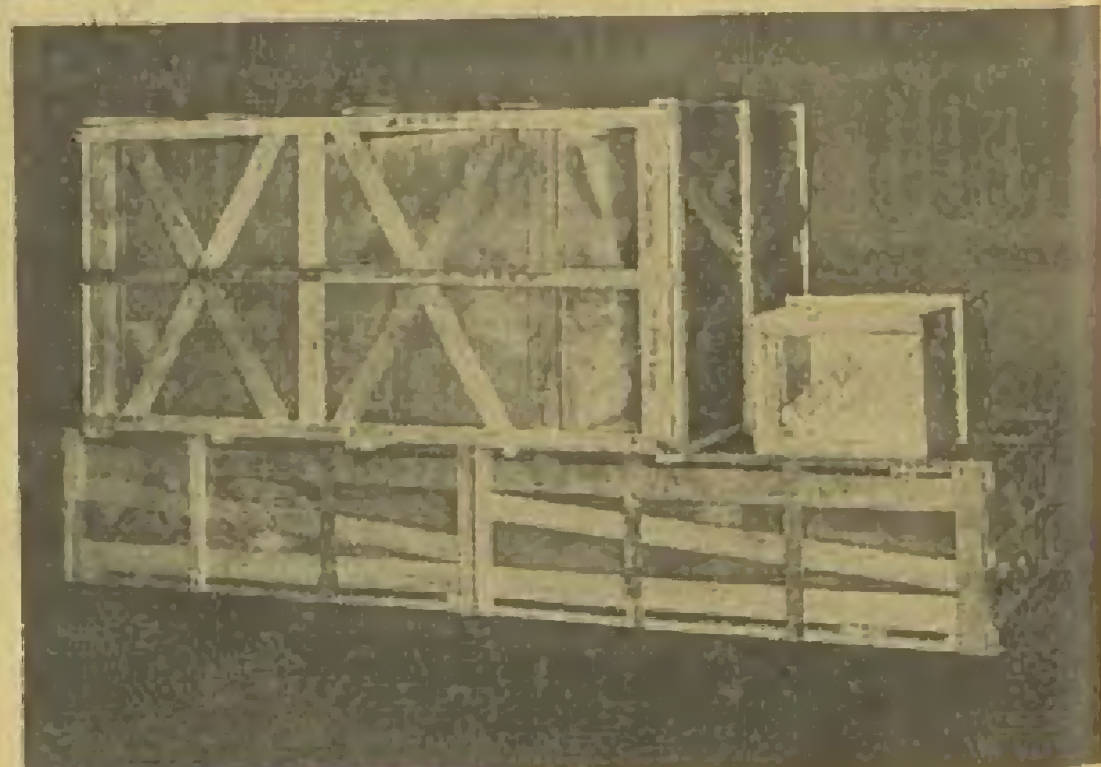
**Portable Feature of
Rock-o-Ball Stressed**
CHICAGO, Dec. 12.—"Quiet as a whisper, yet strong as a Hercules or a Samson," is the way a Rock-Ola official describes the new de luxe Rock-o-Ball. One feature which the manufacturers are stressing is the extreme portability of the game. The six legs are detachable and the entire machine can be placed on a small hand truck and moved about from location to location.
"In New York City alone," says a Rock-Ola official, "it was costing operators from \$7 to \$15 to move an alley. The Rock-Ola engineers were called upon to overcome this disadvantage and accordingly turned out the new de luxe Rock-o-Ball, which operators can move on a small truck and at very little expense."

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

The new model is said to be very beautiful, embracing a color scheme of six different colors. It also is claimed to be so mechanically dependable that operators voluntarily declare it an outstanding bowling alley in every respect. It has the triple-score feature, showing at a glance the high score of any previous game, the score of the game being played and at all times the number of balls played.



BIG PROFITS-FAST PLAY
6 LARGE ASSORTED FISHING & HUNTING KNIVES
Pearl Colored.
On 300-Hole Salesboard, Pays Out \$2.10 to Operator (14 Packages); Brings In \$10.00 NET TAKE, \$12.00.
No. 8115—Sample, \$3.25. 12 Lots, Each \$3.00.
25% With Order, Balance C. O. D.
OPERATORS: Write Us for Prizes on All the Latest Coin-Operated Counter Games.
Our New Colored Page Catalog Full of New 1-2-Go Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.
LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.



NEW DE LUXE ROCK-O-BALL crated for shipment, showing its extreme portability.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL
50 WINNERS
A 50 Salesboard.
COSTS YOU \$5.50

40 Boxes of High-Grade Candy—1 Lb.—1/2 Lb.—1/4 Lb.
6 Jars of Assorted Filled Candy.
1 5-Lb. Box Chocolates.
1 300-Hole Salesboard.
• TAKES IN \$15.00

QUICK TURNOVER DEAL
Every Punch Receives a 1-Lb. Box of Candy. Numbers Run From 1 to 99.
24 1-Lb. Boxes of Candy.
24 WINNERS
1 24-Hole Salesboard.
COSTS YOU \$4.25 • TAKES IN \$8.00
20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalogs.

CANDY FOR THE HOLIDAYS
5-Lb. Box of Assorted Chocolates. 65c
Per Box
5-Lb. Box of American Mixed Hard Candy. Per Box. 55c
All 5-Lb. Boxes Packed 1/2 Dozen in Carton.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK N. Y.



"Here's a tip, Ed; place this new game on location and give yourself a raise!"

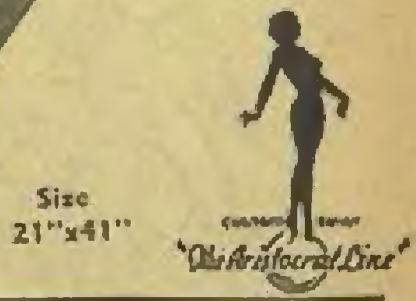
"Hold 'em"



"The only Novelty Football Game this season," says one enthusiastic Stoner Distributor, of HOLD 'EM. HOLD 'EM brings together two opposing football teams, each scoring against the other, providing the team-vs.-team rivalry of actual football. Player can play one team alone for 5c, or both teams for 10c. According to early reports from distributors, this feature is responsible for HOLD 'EM'S earnings practically doubling those of ordinary games. Beautiful Custom Built Cabinet Trimmed in Chromium

Lift Out Playing Field for Easy Servicing
Simple Scoring Principle Everyone Can Understand

\$54.50
ELECTROPAK EQUIPPED



STONER

THE STONER CORPORATION
AURORA ILLINOIS

IF STONER makes it
HOLD 'EM
STONER'S New 3-Ball Novelty Game
Ready for Delivery
TURF CHAMPS STILL GOING STRONG.
ATLAS sells it

2206 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

MICHIGAN DISTRIBUTORS FOR
STONER CORP.
"Hold 'em"
By Stoner

GADCO
Your Guarantee of Satisfaction

THE GADCO FINANCE PLAN
Enables you to operate two or three times your present number of machines . . . double your earnings without increasing your investment. We will finance any deal for any responsible operator.

TURF CHAMPS
Still Ready for Immediate Delivery.

Size: 21"x41"

\$54.50
ELECTROPAK EQUIPPED.

ANNOUNCING
OPENING NEW OFFICES AND SHOWROOMS
LOUDON & COMPANY
(At Loudon, formerly with Eastern Machine Exchange)
140 ASTOR ST., NEWARK, NEW JERSEY
(Loudon Building)
NEW JERSEY AND PENNSYLVANIA OPERATORS. We Have a Complete Stock of All NEW GAMES and GUARANTEED PERFECT USED EQUIPMENT
TURF CHAMPS **9-FT. BOWLING ALLEYS**
On Display Liberal Terms Arranged

GENERAL AMUSEMENT DEVICES COMPANY
3136 CASS AVENUE
DETROIT, MICHIGAN
LESLIE G. ANDERSON
President

Direct Factory Selling Agents
ANGOTT COIN MACHINE EXCHANGE, 8625 Linwood Avenue, Detroit, Mich.
SICKING MANUFACTURING COMPANY, INC., 1922 Freeman Avenue, Cincinnati, O.

Superior
"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

WE SELL To Operators Only

SPORTSMAN—The Favorite Board of the Season
Dew, Rabbit, Quail, Squirrel, Hunting Grounds Jackpots—5 in All—48 Winners—\$15 Capital Award.
ODD-HOLE, 24 SECTION, 5c BOARD.
Board Takes In, 600 Holes at 5c. \$30.00
Pays Out (Average) 14.40

PROFIT (Average) \$15.60
Thick Board With Resalt and Cellulose Protector Over Jackpots.

SUPERIOR PRODUCTS, Inc
14 North Pearl Street, Det. C. Chicago, Ill.

FREE FOR 7 DAYS

Trial—The Greatest and Fastest and Only Money-Making Counter Game on the Market—Reel Dice! Rush Your Order to Us Today! Enclose 1/3 Certified Deposit—If You Are Not Completely Satisfied at the end of 7 Days—Return and Get Your Money Back — No Questions Asked! You Can't Lose!

\$18.75

TAX PAID
4-Way Play

N.Y. DISTRIBUTING CO.
3682 BROADWAY, NEW YORK
(Tel: EDgcomb 4-3545)

HARLICH SALESBOARDS

Note New Low Prices



90 WINNERS—High Speed Action
SLOW OR SNAPPY
 No. 1224 1200 Holes
 Takes in\$60.00
 Average Payout 24.33
 Average Gross Profit...\$35.67
Price \$2.90 Each
 Plus 10% Tax.
 Price includes easels and fraud-proof tickets.
A HARLICH JUMBO BOARD



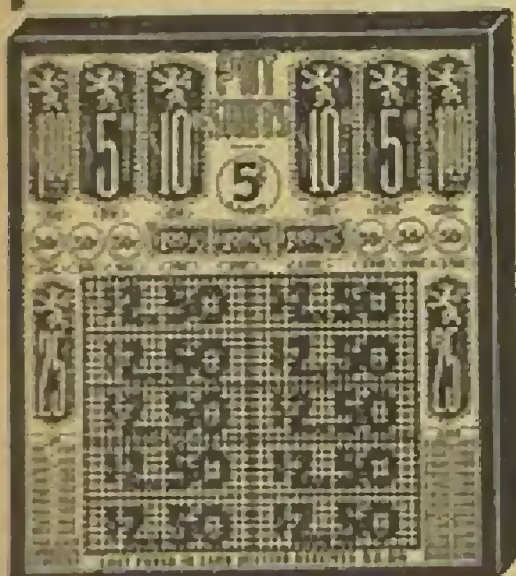
\$10.00 Definite Winner, Black Jack
 No. 1127 1000 Holes
 Played just like the popular card game of the same name.
 Takes in\$50.00
 Average Payout 22.88
 Average Gross Profit...\$27.12
Price \$2.42 Each
 Plus 10% Tax.
 Price includes easels and fraud-proof tickets for big winners.
A HARLICH JUMBO BOARD



FAST PLAY and BIG PAY
GOLD RUSH
 No. 449 400 Holes
 Takes in\$22.00
 Average Payout 9.38
 Average Gross Profit...\$12.62
Price \$1.56 Each
 Plus 10% Tax.
 Price includes easels and fraud-proof tickets for the Gold Dust and \$5 Tickets.
A HARLICH JUMBO BOARD



\$20.00 and \$10.00 TO GO AFTER
PAY DAY JACKPOT
 No. 2003 2000 Holes
 Takes in\$100.00
 Average Payout 44.34
 Average Gross Profit...\$ 55.66
Price \$3.58 Each
 Plus 10% Tax.
 Price includes easel & fraud-proof tickets
A HARLICH JUMBO BOARD



75 BIG WINNERS
POT SHOTS
 No. 3075 3000 Holes
 Takes in\$150.00
 Definite Payout 75.00
 Gross Profit\$ 75.00
Price \$4.06 Each
 Plus 10% Tax.
 Price includes easels and fraud-proof tickets for big winners.

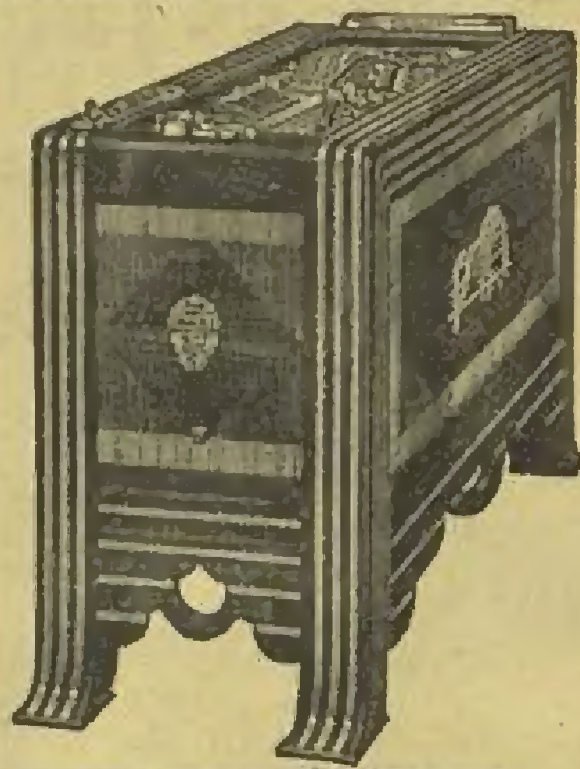
SEND FOR OUR NEW CATALOG OF PROFIT MAKERS

Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

1937 MODEL PACES RACES



The world's winner of all horse race machines. Operators and jobbers, wire, phone or write us as to your requirements on Paces Races, as we have an unusual proposition to offer on a deal of 5, 10 or more Paces Races. Also write us for price on any other machines you are interested in manufactured by Bally, Rock-Ola, Gottlieb, Pacific, Exhibit, Keeney, Genco, O'Neal, Mills, Grotzchen, Jennings, Stoner. To avoid delay in getting deliveries, place your order with us, and we can make prompt delivery when available on any of the above manufactured products.



- | | Each. |
|---|---------|
| 1 BALLY ROUNDUP | \$50.00 |
| 2 GOLDEN HARVEST | 25.00 |
| 1 BIG FIVE, 2 Ball | 15.00 |
| 1 MAGIC EYE EXHIBITS | 45.00 |
| 1 RODEO | 7.50 |
| 1 WHIMPOOL | 7.50 |
| 1 POLIOY, like new | 55.00 |
| 1 BROKERS TIP, like new | 35.00 |
| 2 ACE, cash payout | 15.00 |
| 2 BIG RICHARDS | 35.00 |
| 1 GIANT | 20.00 |
| 1 JENNINGS HUNTER | 18.00 |
| 6 BALLY ROLLS, good condition | 110.00 |
| 1 PACES RACES, 5c, ser. 3,000 | 200.00 |
| 7 TAVERN, bear seat | 5.50 |
| 26 BALL GUM, cigarette reel | 5.50 |
| 3 PENNY SMOKES | 3.50 |
| 3 REEL "21" | 13.50 |
| 3 RHYTHMICS | 7.00 |
| 10 TIT-TAT-TOES | 5.00 |
| SHAKES NUT MACHINE | 12.00 |
| 2 MILLS YELLOW FRONT, JPV, G. A., 5c | 45.00 |
| 1 REGULAR MILLS J. P. G. A. V., 1c | 25.00 |
| 1 MILLS BLUE FRONT BELL, new, 50c | 120.00 |
| 1 MILLS FUTURITY JPVGA, new, 25c | 75.00 |
| 5 TURF CHAMPS | 85.00 |
| 2 PAMCO BELLS | 55.00 |
| 1 PAMCO HANDICAP | 20.00 |
| 1 DOUBLE HEADER, like new | 32.50 |
| 2 ALL STARS | 35.00 |
| 2 TYCOONS, perfect condition | 27.50 |
| 4 DUCK SOUP, new, per dozen | 12.00 |
| 4 TICKETTY, with 1,000 tickets | 4.00 |
| 1 SUBWAY | 2.00 |
| 1 T. N. T. | 2.00 |
| 1 CHICAGO CLUB HOUR | 4.00 |
| 1 TURF FLASH, Counter Game | 100.00 |
| 1 SEEBURG SELECTOPHONE | 100.00 |
| 3 GABEL, JR., 12-record | 55.00 |
| 1 MILLS PHONOGRAPH | 25.00 |
| 2 DICE O'MATIO VENDERS | 5.00 |
| 3 TWINE, Counter Machine | 4.00 |
| 2 GOLD LINE, counter machine | 4.00 |
| 2 SELECT 'EM, counter machine | 4.00 |
| 1 SHOW DOWN, counter machine | 4.00 |
| 1 SPORTLAND, counter machine | 4.00 |
| 25 CLEARING HOUSE | 6.00 |
| 10 DIAMOND FRONT JPV, 5c | 45.00 |
| 1 SILENT F. V., 5c play | 25.00 |
| 1 SILENT F. V., 25c play | 25.00 |
| 3 MILLS MYSTERY J. P. G. A., Side Vender, 1c | 42.50 |
| 7 MILLS MYSTERY BLUE F. J. P., Ser. 331 to 333, 25c | 70.00 |
| 1 MILLS GOOSENECK JPV, 5c | 35.00 |
| 1 MILLS YELLOW FRONT JPV, Each, 25c | 30.00 |
| 1 MILLS BELL Edge Front, 25c | 30.00 |
| 1 MILLS VENDER J. P. V., 25c | 30.00 |
| 10 WATLINGS TWIN JPV, perfect, 1c | 25.00 |
| 1 WATLING TWIN JPV, 10c | 30.00 |
| 1 CAILEY J. P. BELL, 25c | 30.00 |
| 1 RELIANCE 2-3-5 pay, brand new, 5c play | 70.00 |

● NOTICE—Look at these Pick-up 10 brand new Paces Races offered subject to price sale and after these 10 are sold the old prices will prevail.
 5 Paces Races, Cash Payout, Brand New, 5c Play, 30-1... \$355.00
 1 Paces Races, 25c Play, Cash Payout, S. U., Serial 3541... \$25.00
 5 Paces Races, Brand New 5c, Check Separator, 30-1, in Original Crates, Never Unpacked... \$95.00

WE LIST BELOW THE FOLLOWING SLIGHTLY USED AND FLOOR SAMPLE MACHINES WE HAVE TO OFFER:

1 PAMCO SARATOGA	\$55.00
3 PAMCO PALOOKA, JR.	40.00
12 PALOOKA SENIORS	60.00
1 PAMCO PARLAY	30.00
2 PINCH HITTERS	20.00
17 PROSPECTORS, like new	21.50
2 DAILY RACES	35.00
5 DAILY LIMITS, like new	25.00
1 GALLOPING PLUG, like new	45.00
1 BALLY BONUS, cash payout	35.00

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., Inc., 80 BROAD ST., Richmond, Va.
 DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-6328.

Nicholl Finds Mix Radio Rifle Popular

CHICAGO, Dec. 12.—When the average hunter goes out to enjoy the sport of hunting he usually equips himself with a rifle which has what he terms "natural balance." Rock-Ola officials say that this natural balance is found in their Tom Mix Radio Rifle and has done much to popularize the gun among hunters.

The Tom Mix rifle, they say, is smooth, fast, has a natural sight and 10 shots can be made in 10 seconds or the player can shoot at any speed he desires. The rifle is said to be proving one of the greatest business stimulants ever known on locations. Hundreds of testimonial letters in the Rock-Ola offices testify to the satisfaction it is creating among location owners.

An excerpt from a letter from William Nicholl, of the Nicholl Recreation Parlors, is typical. Says Nicholl: "I can truthfully say that the Tom Mix Radio Rifle has increased my regular business very extensively. Customers who ordinarily came in for 15 or 20 minutes now stay as long as an hour or two to shoot the rifle. By doing so they naturally spend more money on everything else in my place."

Made Gottlieb Distrib

CHICAGO, Dec. 12.—George Shabreen, of Globe Novelty Company, Springfield, Ill., has been appointed distributor for Gottlieb machines in Southern Illinois, according to announcement by Dave Gottlieb.

"I feel that Gottlieb has paid me a great compliment," Shabreen says. "The way Gottlieb machines are selling I know I'll make a success of my new appointment."

He reports a terrific sale on Barrel of

Fun and invites all operators in his territory to give Barrel of Fun and his complete line of Gottlieb machines the once over.

Gottlieb Adds Features To Series of Five Games

CHICAGO, Dec. 12.—D. Gottlieb & Company announce two new features on five of their most popular games. A handsome mantel-style Hammond electric clock that can be adjusted by the location without touching any other part of the mechanism is standard equipment. And a new play feature that "gets 'em," at least two horses, two trains, two of whatever the game shows on the light-up rack every time, just like in Daily Races.

The new features apply to Derby Day, Speed King, Hit Parade, College Football and High Card.



TED STONER (left), of the Stoner Corporation, and Jack Bechtel enjoying the sun at Daytona Beach, Fla., Bechtel's home ballpark.

**CALLING ALL OPERATORS...
PAMCO BROADWAY**



BRAND NEW 5-BALL NOVELTY GAME

Two balls actually ADVANCE at the same time to establish winning combinations posted on life-up board.

Takes only 3 balls in one of nine combinations to score 10-20-50-80 and 150 points. Easy to check from any distance.

Pamco BROADWAY is a Ball-Advancing-Progressive Scoring Game with a riot of ACTION turned loose when ball runs over Skill-Switch at top of field.

Order Your Sample Pamco BROADWAY Today!

**THE PAYOUT OF PAYOUTS
PAMCO TOUT**

Horses actually rush on the commo-tator. 2 to 8 horses show up each time. Odds of 2 to 30 on the pay-off. A New "Daily Double" Award. It's DIFFERENT and BETTER!

\$129

**ANOTHER NEW RELEASE
PAMCO BEE-JAY**

Only three weeks in the field—Operators are REORDERING in QUANTITIES. How about YOURS?

\$129

WRITE • WIRE • WRITE • WIRE • WRITE

PACIFIC AMUSEMENT MFG. CO.
4223 W. Lake Street, • CHICAGO
1320 S. Hope Street, • Los Angeles

PAMCO TOUT

THE PAYOUT TABLE FOR YOU!

- 1-Ball Single-Coin
- A. B. T. Escalator Chute Shows 5 Nickels.
- 50"
- x
- 24"



Check Separator and Electropak Equipped.

SIZE 50" x 24"
\$54

Don't Miss Out on Pamco BROADWAY Operate it in Any Territory!

New Orleans
NEW ORLEANS, Dec. 12.—Western Equipment & Supply Company, Chicago, has named the American-Southern Coin Machine Company territory distributor for its full line of pin games, including Thoro-Bred, Center Smash, Top Ten, Best Ten and others. Firm this week received its first samples, and Ed Rodriguez, manager, says he is confident of big sales.
C. B. Jones, zone manager of the Mills Novelty Company, Chicago, spent a few days in New Orleans this week conferring with Frank Gleason, resident agent for the firm. C. B. is enthusiastic over prospects for 1937 and believes that sales of Mills products, especially the

Do-Be-Mis and Swing Kings, will establish new records for the firm.
Dixie Coin Machine Company announces the acquisition of the Pace line of Comet slots for distribution in this territory. This firm was awarded the franchise for the Pace Company following the visit here recently of Paul Jock, of the home office.
Earl Strong, Baton Rouge coin machine op, was in town for several days this week, looking over several lines of new machines. He finally went back home with a couple of Top Tens. He says that business is good at the State capital.
Another Crescent City visitor this week was Harry Moore, McComb, Miss., op. Harry says that business is decidedly on the up in his territory, where crops have been abundant and numerous factories have recently opened to help circulate more money. He bought a few new machines before leaving for home.

Baby Production
Mr. and Mrs. Bert Davidson (Morris O. Davidson Agency, Chicago) announced the arrival of Bert Jr. with a very novel and original card. Top of card was a marine scene, with Junior coming in on the bark, the stork flying away with empty bag and pop and mom waiting ashore for the landing of the new passenger.
"The Leg of the Good Ship Davidson" gave the following information:
Arrival: November 12.
Skipper: Bert Jr.
Tonnage: 83 1/2 Pounds.
Feet o' Call: Passavant Memorial Hospital.
Home Ports: 425 Roscoe street, Chicago.

Les H. Stivers, New Orleans branch manager for Buckley Manufacturing Company, returned this week from a trip north, during which time he returned some of the visits Pat Buckley has made down here recently. Les says that while he was away the sales of the firm's new De Luxe cigaret venders have shown marked improvement. He has put on location a sample of the firm's new "Combination."
R. M. Thomas, district manager for Mills, spent a few days in New Orleans and surrounding area last week. He says

REEL DICE The Greatest Dice ACTION Counter Game Ever Built.
Silent Mechanism. 4-Way Play—1c, 5c, 10c and 25c Through Same Slot. Unconditionally Guaranteed.

Order your Sample today. A few days on location will make you order more.
\$18.75

RACES \$17.50

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES Write for Complete Catalog

MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for resident section. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.
BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.
December is license-paying time in Louisiana and everybody here is saving up to get the necessary scraps of paper.

that business is steadily improving throughout the territory, which comprises Louisiana, Mississippi and part of Arkansas.
The George Bakera, he of the Louisiana Amusement Company office, are receiving congratulations of the New Orleans coin machine circle on the arrival of a nine-pound boy. George says that when Junior is christened everybody will be invited to help celebrate.

Triple DUCKS mean Triple "BUCKS"

WHEN YOU OPERATE AMERICA'S FINEST RAY-RIFLE RANGE

BALLY'S EAGLE EYE



LOCATION TESTS prove it! TRIPLE DUCKS mean TRIPLE "BUCKS" for you! Moving target of REALISTIC ducks can be hit the minute they appear! No waiting till ducks reach a certain point! Shoot at ducks WHILE in FLIGHT! Bag from 1 to 3 ducks every flight—and you've got 10 flights to test your skill. BALLY'S EAGLE EYE has "got something" for EVERYBODY—appeals to amateurs and rifle experts alike—fun for the beginner and a real test for the crackshot!

BALLY'S EAGLE EYE will get more LOCATIONS for you—earn MORE MONEY—and LAST LONGER on location! Invest in year 'round prosperity—with BALLY'S EAGLE EYE.

ONLY ONE PHOTO-CELL • ALWAYS IN FOCUS
 AUTOMATIC SELF-ADJUSTING AMPLIFIER
 CANNOT BE CHEATED WITH FLASH-LIGHT
 SIMPLEST MECHANISM GUARANTEED TROUBLE PROOF
WRITE, WIRE for DETAILS and PRICE!



ADJUSTABLE
 Metal Stand Model
 adjustable from 6 ft.
 2 in. up to 8 ft. 2 in.
 Base 26 in. by 41 in.
 ALSO AVAILABLE IN
 CONSOLE MODEL.

LONGEST FIRING RANGE
 From 1 ft. up to 75 ft.

Bally Payout Games Licensed by
 Consolidated Pat. Corp. (Pat. No.
 1,802,521) and Ace Pat. Corp.
 (Pat. No. 2,010,965).

PREAKNESS



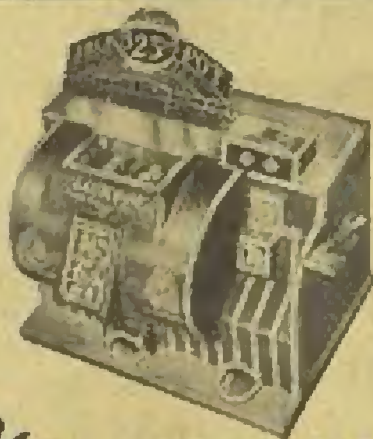
CHANGING ODDS
 1-SHOT

PAYOUT
\$14950

TICKET: \$459.50
 ELECTRO-PAX EQUIPPED
 NO EXTRA CHARGE FOR
 THESE FEATURES
 E. & C. Chicago

PAYS ON WIN • PLACE • SHOW
 AND ALSO 4th PLACE

BALLY'S BIGGEST HIT far surpassing even Jumbo and Bally Derby for consistently strong earnings! 28 winners possible on one board with 40-to-1 top that's the secret of the \$75 to \$175 weekly net profits now being reported on PREAKNESS. Get your share! Order today to insure prompt delivery!



New SUPER-FLASH RELIANCE PAYOUT DICE GAME

Genuine true dice whirl and spin as if thrown by hand, duplicating every play known to real "7-11" dice! NEW VISIBLE JACK-POT displays \$25.00 in quarters on Quarter Model—\$5.00 in nickels on Nickel Model. This flash feature has boosted play as high as 150 per cent. Get your share of these bigger profits by ordering RELIANCE today at the NEW LOW PRICE!

NICKEL MODEL QUARTER MODEL
\$92⁵⁰ \$95⁵⁰

F. O. R. CHICAGO

Both models can be set for cash-pay or check-pay.

BELMONT

CHANGING ODDS
 1-SHOT



PAYOUT
\$12350

TICKET: \$135.50
 BATTERY EQUIPPED
 NO EXTRA CHARGE FOR
 THESE FEATURES
 E. & C. Chicago

SIMPLE • SMOOTH • SPEEDY

A favorite among players because it's easy to understand! Just shoot a ball into ANY POCKET and get award indicated on LIGHT-UP BACKBOARD. Has real SKILL APPEAL to insure REPEAT PLAY. Odds change on every game and ODDS ALSO CHANGE ON FREE PLAY—30-to-1 top! Order BELMONT today—it will make real money for you!



BALLY MANUFACTURING COMPANY
 2640 BELMONT AVENUE
 CHICAGO, ILLINOIS

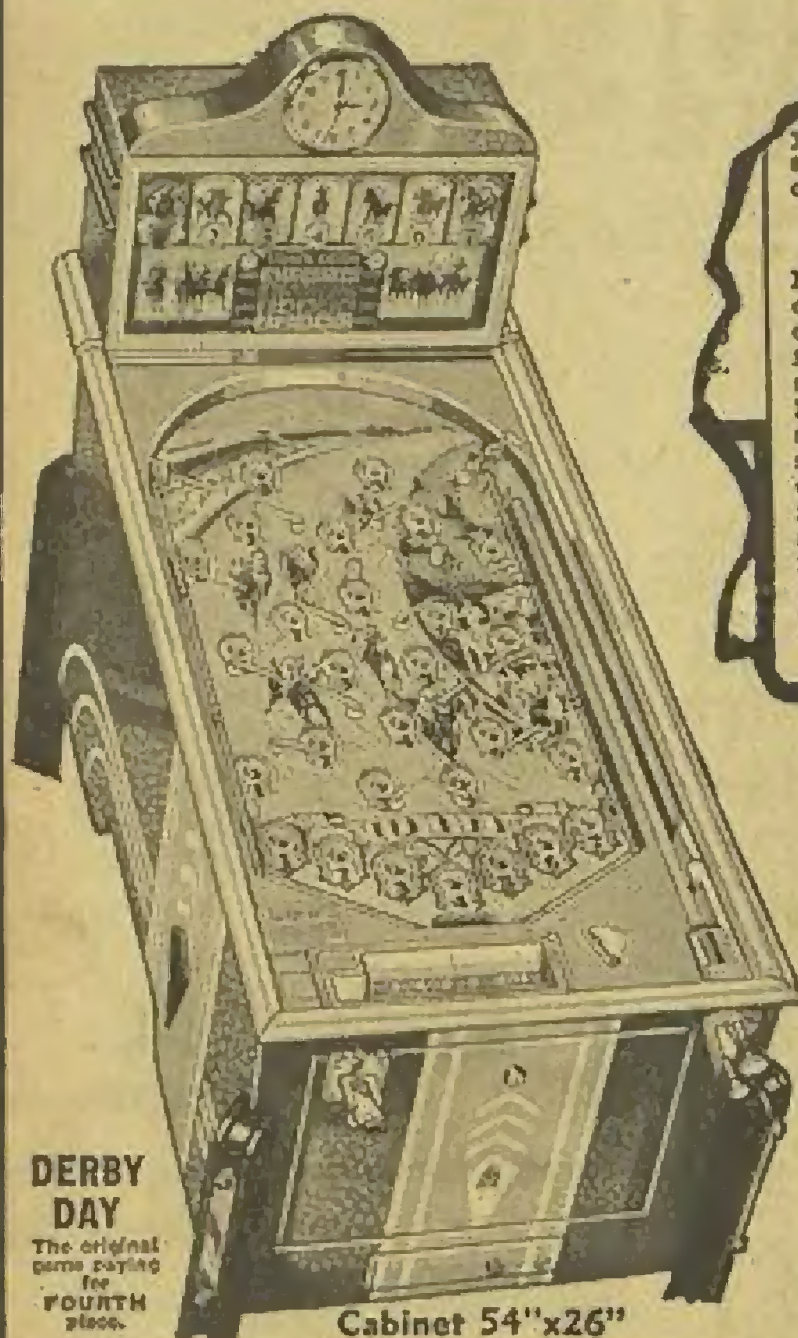
John A. Fitzgibbon

Eastern Distributor

453 W. 47th St., New York, N. Y.

**OPERATORS AND DISTRIBUTORS
AGREE GOTTLIEB PAYOUTS
LEAD THEM ALL!**

HERE'S PROOF!



DERBY DAY
The original game paying for **FOURTH** place.

Cabinet 54"x26"

... him in bringing his...
... orders for his organizati...
... order to make the trip the handso...
... young bachelor was forced to turn do...
... an important lead role in the forth...
... coming Civic Group Theater play.

Louis Boasberg, of the New Orleans Novelty Company, says that his profits on several dozen Gottlieb games now out on location are steadily mounting and far surpassing even his most enthusiastic predictions upon the arrival recently of his first new machines. Louis says that Derby Days are his top spots and that he wishes he could get quicker shipments for more machines to fill demands from many locations. In addition to his operations Louis has already sold over 50 of the new Gottlieb machines to other operators as this territory's distributor.

Joe Smith, head of the Capitol City...
... company, Baton Rouge, La., says...
... this...

This item appeared on page 88 in the December 12, 1935 issue of The Billboard.



Louis Boasberg, former football star of Tulane University, now owner of New Orleans Novelty Co., is an enthusiastic Gottlieb distributor.

You're not guessing—it's a sure thing! No wonder operators and distributors prefer Gottlieb payouts. They have more "come on." They get more play—more nickels in the cash box. They are the acme of mechanical perfection.

To make all five games even better, a handsome mantel-style Hammond electric clock has been added as standard equipment. Clock only is accessible to locations, if necessary. And another improved feature—just like on Daily Races—at least two horses, two trains, two of whatever the game, show on the colorful light-up rack every time. Buy Gottlieb games for maximum earnings like Mr. Boasberg and thousands of other operators and distributors. You lose profits every day you wait — so order today!

ALL 5 GAMES HAVE THESE SUPER FEATURES

- ★ HAMMOND ELECTRIC CLOCK—Sensation of the Industry.
- ★ MYSTERY SINGLE COIN SLOT—Another Gottlieb Origination.
- ★ IN-A-DRAWER MECHANISM—All Parts Easily Accessible.
- ★ AWARDS ADJUSTABLE — Invisible Mechanical Control.
- ★ ESCALATOR—Gottlieb Illuminated Belt Type.
- ★ MOTOR DRIVEN PAYOUT UNIT — Accurate, Jam-Proof.

1937 DAILY RACES

WITH ALL LATEST FEATURES

More Popular
More Profitable
than ever before!

A. B. T. Illuminated Escalator. New Smooth Action Plunger and Ball Lift. Beautifully Redesigned Cabinet.

ORDER NOW!

Any of These Five Games

\$149⁵⁰

Mystery Single or Multiple Coin Slot Optional. Equipped with New A.B.T. No. 400 Slot. Ticket Game, \$10 Extra. Check Separator, No Charge. D. C. Adaptapak, \$5 Extra. Electropak Equipped.

GOTTLIEB'S FAMED PAYOUTS

Clock Equipped Plus Super-Features

SPEED KING Throw the throttle wide open—clear the tracks for the seven streamline trains' record run to prosperity. 28 winning opportunities. Pays up to 40-1.

DERBY DAY Original horse race game paying for **FOURTH** place, in addition to Win, Place and Show. Odds up to 40-1. The leading payout of the industry.

COLLEGE FOOTBALL Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touchdown. Odds from 2-1 to 40-1.

HIGH CARD A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately designed playing field.

HIT PARADE Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on."

IMMEDIATE DELIVERY ON ALL GAMES

D. GOTTLIEB & CO.

2736-42 N. Paulina St., Chicago, Ill.

Same Low Price
\$125⁰⁰

Check Separator, No Charge. 2-Ball Play, \$2.50 Extra. Ticket Game, \$10.00 Extra. Electropak Equipped (Batteries Optional). D. C. Adaptapak, \$5.00 Extra.



LET "POCKETS" BY BALLY PUT POCKETS

Money in your

●The 1937 "Super-Charged" POOL TABLE

THE SLICK, soul-satisfying BALL-action of pool or billiards! The pep and power of pin-game PLUNGER-action! Add 'em up and you get a brand-new thrill for America! POCKETS! By Bally! POCKETS—the 1937 Super-Charged Pool Table!

Played with 10 CATALIN BALLS. PINLESS play-field has NO SLANT, is covered with a new "SYNTHETIC FELT". Balls may be pocketed by a direct shot — or by banking off the rubber cushion — or by using one ball as a cue ball to drive other balls into pockets. Success depends, not on the whims of gravitation, but on the player's ability to put the proper "English" on the ball when he snaps the plunger.

A few days on location will convince you that POCKETS really means POCKETS-FULL-OF-PROFITS-FOR-YOU. So order that sample now — while you can still get IMMEDIATE DELIVERY!

PRICE ?
IT'S EASY ON
YOUR POCKETS



20 in. by 41 in.

NO PINS!
ONLY 6 POCKETS
NEW "SYNTHETIC FELT"
PLAY FIELD HAS NO
SLANT. BALL ACTION
DEPENDS ENTIRELY ON
PLUNGER ACTION AND
RUBBER BUMPER RAILS
10 CATALIN BALLS
LIGHT-UP TOTALIZER

ANOTHER NEW SMASH HIT BY BALLY!

BUMPER

●5-BALL Novelty SENSATION

NO PINS! NO POCKETS! Just pure unadulterated action and suspense! Flip the ball off the plunger—watch it race to the top of the field—then bump—bump—BUMP from spring to spring—weaving drunkenly down the field—socking one spring two or three times—staggering all over the field—colliding with one spring after another! Every bump a kick—for the player! EVERY BUMP REGISTERS ON LIGHT-UP TOTALIZER! Awards for HIGH SCORE and LOW SCORE! Dizzily different! Fatally fascinating! Furiouly fast!

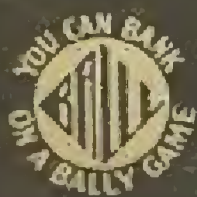
**ATTRACTIVE
NOVELTY - TYPE
PRICE**

A gold mine for novelty territory — and location tests prove it takes in the money RIGHT ALONGSIDE OF PAYOUTS! Get in on the new novelty boom started by BUMPER. Order at least a sample today!



22 in. by 46 in.

**NO PINS
NO POCKETS**
*but plenty
of action*



BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS

John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New York, N. Y.

"Look to Rock-Ola for LEADERSHIP"

in 1937

ROCK-O-BALL

★ ROCK-O-BALL! The PORTABLE Bowling Game!

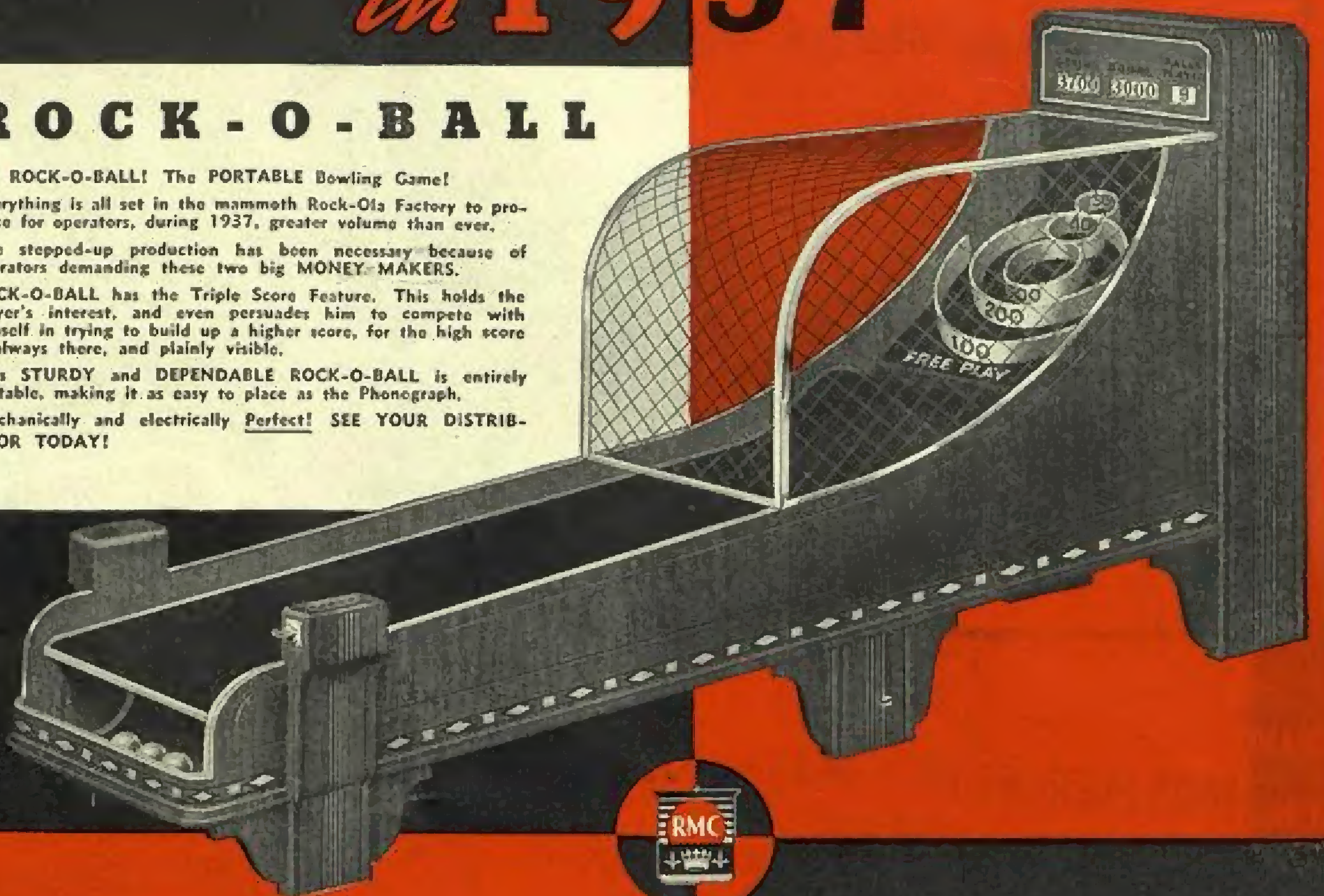
Everything is all set in the mammoth Rock-Ola Factory to produce for operators, during 1937, greater volume than ever.

The stepped-up production has been necessary because of operators demanding these two big MONEY-MAKERS.

ROCK-O-BALL has the Triple Score Feature. This holds the player's interest, and even persuades him to compete with himself in trying to build up a higher score, for the high score is always there, and plainly visible.

This STURDY and DEPENDABLE ROCK-O-BALL is entirely portable, making it as easy to place as the Phonograph.

Mechanically and electrically Perfect! SEE YOUR DISTRIBUTOR TODAY!



Rock-Ola's TOM MIX RADIO RIFLE

★ ROCK-OLA'S TOM MIX RADIO RIFLE—THE GREATEST BUSINESS STIMULATOR OF ALL TIMES!

Perfect precision performance under Patent Numbers 101,260, 101,744 and 2,061,092. Produces uniform results because of distinct features.

The magic of the name "Tom Mix" has caused this RIFLE to break records all over the land.

Records for profit-producing, for the lucky operators who have TOM MIX RADIO RIFLE on locations.

ASK YOUR DISTRIBUTOR ABOUT THE RECORD-BREAKING TOM MIX RADIO RIFLE!



In Defense of Your Investment!



RAY-O-LITE

THE
SEEBURG



The Original Rifle Range

On Guard!

... three triumphant Musketeers, ever present in all Seeburg Productions, offer complete protection for your investment.

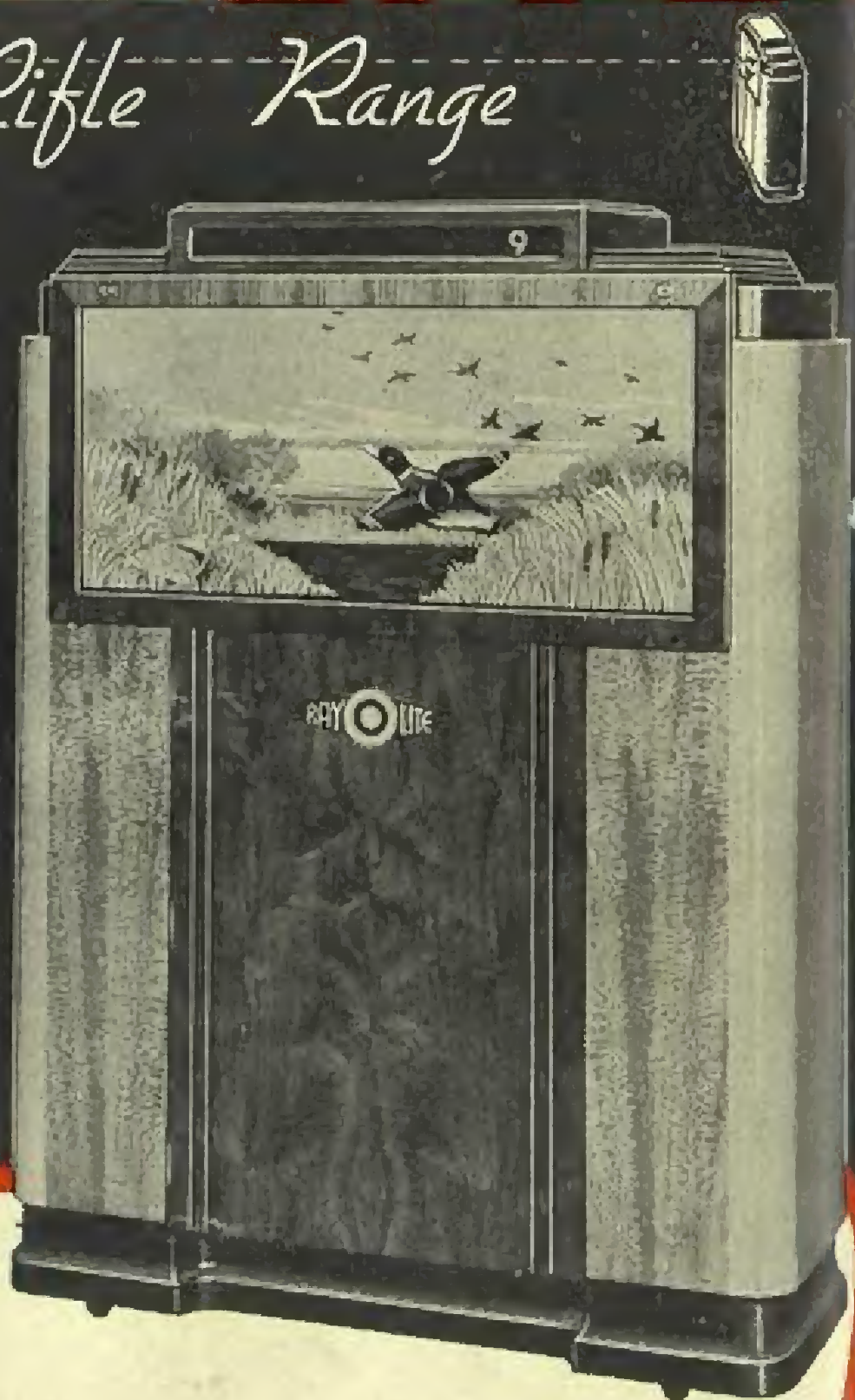
MECHANICAL RELIABILITY . . . attained after two years of intensive research to perfect all its advanced technical developments.

PLAYING APPEAL . . . a big money-maker on thousands of locations, the Seeburg Ray-O-Lite has definitely proven its tremendous earning power.

LOCATION ADAPTABILITY . . . night clubs, amusement arcades, theatre and hotel lobbies, taverns, town and country clubs . . . there is no limit to the placement opportunities and profits.

BEYOND IMITATION! . . . the original Seeburg Ray-O-Lite has been unsuccessfully imitated by unethical manufacturers who have rushed production to place inferior machines on the market. Don't you be the one to be fooled! Beware of these unreliable fly-by-night imitations! Defend your investment with the "Seeburg Triple Assurance."

Completely Automatic . . . All Hits Registered on Illuminated Panel . . . Regulation Size Rifle . . . Ultra-Modernistic Matched Wood Cabinet and Gun Stand



I. P. SEEBURG'S RAY-O-LITE RIFLE RANGE IS FULLY PROTECTED BY PATENTS 2,007,082 AND 2,007,083 AND OTHER PATENTS PENDING.

The J. P. SEEBURG CORPORATION has the exclusive manufacturing license rights, and they have NOT been granted to others. ALL INFRINGEMENTS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW.

J. P. SEEBURG

Corporation

1510 DAYTON STREET

CHICAGO ILLINOIS