

15 CENTS

JANUARY 16, 1937

The Billboard

The World's Foremost Amusement Weekly



Gale Page
NBC's Songstress of
Melody, being en-
tertained by an au-
tomatic phono-
graph.



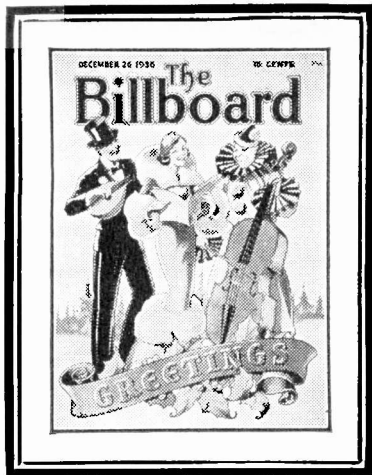
Henry Hite
Of Lowe, Hite &
Stanley, famous
comedy trio, finds
bowling game easy
as partners look on.



Virginia Clark
(Helen Trent)
CBS dramatic ac-
tress, tries her
skill with a radio
rifle.

Gus Van
Stage, radio and
screen star, plays
pin ball games for
relaxation.

1937 CONVENTION
NUMBER



MUSIC-SHOWMANSHIP, et al

Music is the trail that leads ALL the way through the Amusement Business.

We mention "All the way" because The Billboard alone travels the trail ALL the way.

There are Radio papers, for instance, that go along with Music so far as Radio goes. There are Motion Picture papers that deal with Music in a limited way. Then there are the Music papers which, strangely enough, confine themselves mostly to news of dance orchestras.

Musical Comedy, Burlesque, Repertoire and Tabloid, which claim no exclusive trade papers of their own, depend upon The Billboard for vital news of their particular fields.

Then there is the great outdoor realm of show business, made up of Circuses, Amusement Parks, Fairs and Expositions, Carnivals, etc., which play no small part in the use and sale of Music.

Last but not least is the Automatic Phonograph Industry, which has perhaps done more to step up the royalties on music discs than any other single factor in show business.

So what! Just this: Isn't show business the sum total of ALL the branches of the amusement business? Then showmanship, real showmanship, can be no greater than the showman's familiarity with ALL the branches of show business.

Only real showmen, and those who can appreciate real showmanship when they see it, know how much the outdoor amusement business means to the indoor, and how the two of them are inseparably linked together. It is in the outdoor field that showmen are both born and made, and it is there that the red blood of showmanship flows and the true pulse of showmanship beats.

The Billboard alone LEADS the way, and ALL the way through ALL the branches of the amusement business. It brings you each week ALL the news of ALL the shows and presents this news EVERY WEEK in ONE paper,

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The Billboard

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The World's Foremost Amusement Weekly

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WOULD CODE CANVAS SHOWS

La West Gets Top Pix Cash

Actress' earnings in 1935 second only to those of W. R. Hearst in all industries

NEW YORK, Jan. 9.—Movie stars, crooners, gals with sex appeal and men who kiss them, together with the moguls who are responsible for putting all this on the screen, are the highest paid folk in the United States, according to a Treasury report released to Congress Wednesday. Topping all talent and industrial classifications, however, is William Randolph Hearst, whose services in various capacities during 1935 netted him a cold \$500,000. Mae West follows him closely, with \$488,833.

Marlene Dietrich, actress with the legs, cornered some \$368,000. W. R. Sheehan, president of Twentieth Century-Fox Corporation, staved the wolf from his door with \$344,230; Bing Crosby, boo-boo-boo boy who grows bashful when Mischa Levitsky plays on his program, pocketed \$318,907; Charlie Chaplin twirled his cane at \$260,000; the late Will Rogers garnered \$258,000; Fred Astaire made \$127,875; Katharine Hepburn, \$121,572; Joe E. Brown, \$173,438; Irving Berlin, \$150,000; Stan Laurel, \$156,266; Pandro S. Berman, \$138,852; the late Irving Thalberg, \$151,762; Paul Whiteman, \$242,472; Rudy Vallee, \$166,348; Sidney R. Kent, \$167,310; Gary Cooper, \$261,138; Spyros Skouras, \$189,500; Charles P. Skouras, \$176,500; William Le Baron, \$227,487; Ernst Lubitsch, \$260,000; Eddie Cantor, \$150,000; Roy Del Ruth, \$206,333; Warner Baxter, \$203,000; Lewis Milestone, \$223,700; Carl Laemmle, \$159,000, and Janet Gaynor, \$169,750. And there are many, many more.

Compared with these, salaries paid radio notables are generally chicken feed. William S. Paley, however, received \$169,097 as president of Columbia Broadcasting System, and David Sarnoff, president of Radio Corporation of America, got \$75,000.

Heavy Demand for World's Fair Space

NEW YORK, Jan. 9.—In a talk before the Brooklyn Traffic Club Thursday (7) Grover Whalen, president of the New York World's Fair of 1939, disclosed that "no fewer than 5,000 applications" have already been received for concession privileges and that approximately 1,100 prospective exhibitors have already visited the fair headquarters in the Empire State Building to make first-hand contacts. No concession contracts have yet been signed, nor will there be for another six months, according to present plans of the committee.

This large interest, Whalen said, gives definite advance indication that the size and scope of the fair will set new records in international expositions. Every activity of the fair, he reported, is up to or ahead of schedule, and considering the fact that opening date is still more than two years away, the corporation should have ample time to complete preparations. Whalen also urged support of the campaign for the sale of \$27,829,500 bonds to meet pre-fair cost of construction and development.

Fame!

NEW YORK, Jan. 9.—Wally Wolyniec, guard on the WPA Federal Theater project here, is hiding his notable past under a bushel basket. He's a former Olympic champion, having taken first place with the 400-meter relay swimming team in 1928 when the games were held in Antwerp. His confreres were Duke Kahanamoku, now mayor of Honolulu, and Johnny Weismuller and Buster Crabbe, both successful movie stars. Wolyniec is a graduate of University of California, holds B.S.S. and B.A. degrees, is a member of Phi Beta Kappa and Sword and Penman, honorary fraternities, was mentioned for the all-American football team and during 1927-'29 was national intercollegiate heavyweight wrestling champion.

Newton Makes Plea for Gigantic Organization for That Purpose

Says each branch of outdoor traveling show business could have separate association within organization if desired—feels confident new form of NRA coming

CINCINNATI, Jan. 11.—Feeling confident that this country is in line for a new form of NRA, William Newton Jr., co-manager of the Walter L. Main Circus, makes a plea to owners and managers of all transient outdoor amusement enterprises to get together immediately and form a gigantic organization for the purpose of drawing up codes, and not wait until the government sets a deadline and this work has to be done in an unorganized way, and perhaps haphazardly because of lack of time. Each branch of outdoor show business could have its own association, but it is Newton's idea to have the parent organization appoint or elect a committee representative of all to ratify the code submitted.

In a letter to *The Billboard* he outlines his plan as follows:

"It looks as if we are going to have another NRA. It may not be called NRA, but the purpose and climax will be the same. Anyway, what's in a name? A rose called by any other name would smell just as sweet, says Shakespeare. In order that we may know what we are talking about we will still call it NRA.

"President Roosevelt, thru Mr. Berry, is fast creating an organization under which every corporation and even every private industry must submit. This organization this time will knock the ball for a home run and not be put out at first base by the Supreme Court.

"The purpose of this letter is to inform outdoor showmen of all kinds that this thing is brewing and, believe me, it is an extremely bad policy to put off (See *WOULD CODE* on page 6)

Amusement and Sales Tax Brings Public Protests in the South

NEW ORLEANS, Jan. 9.—The sales tax question continued to rock the legislatures of nearly a half dozen Southern States as the public begins to turn against the ever-mounting taxation costs, of doing business and enjoying amusements of all kinds.

This week a crowd estimated at about 5,000 marched on Montgomery, Alabama's capital, in protest to the proposed 2 per cent general sales tax and amusement tax bill in the Legislature and to ask that the recently enacted 1½ per cent tax on gross sales and amusements be nullified. While the march went on legal talent went into the courts to ask that the gross tax be invalidated

at once. The dailies of the State are leading the fight against the tax.

Governor Leche of Louisiana has been asked to quit because of dissatisfaction over Louisiana's sales tax of 4 per cent in New Orleans and 2 outside the city. The governor refuses to drop out and even intimates that he will soon hold another session of the Legislature to increase the taxation.

The few Arkansas legislators willing to discuss their views on re-enactment of the retail sales tax of 2 per cent are nearly four to one against any movement to increase the levy and a number of others say they will vote for (See *TAX BRINGS* on page 6)

Federal Theater in Illinois Spends Over Million in Year

CHICAGO, Jan. 9.—Production costs of Federal Theater units in Illinois in 1936, the first year of their operation, amounted to \$1,151,420, according to figures released by E. Kendall Davis, State director of theater projects, this week. These figures are the first analysis of costs prepared anywhere since the WPA began the projects, it is said.

O Say, Can You Sing, musical review that rehearsed for close to six months before it opened at the Great Northern Theater, has cost \$55,042 to date, this project employing some 250 people. According to reports, the show has grossed

\$3,794, at \$1.10 top, since it opened December 11.

Costs of the American Repertoire Theater unit at the Blackstone Theater, under the direction of Harry Minturn, total \$114,595, which includes \$32,677 for expenses other than labor. This unit, numbering 135 people, has produced three successful shows, *Three Wise Fools*, which ran from April 20 to June 13; *Broken Dishes*, from June 15 to October 17, and *It Can't Happen Here*, which closes January 23 with a run of 13 weeks. Future activities at this house (See *FEDERAL THEATER* on page 6)

French Exposition Delegates Tour U. S.

NEW YORK, Jan. 9.—Marquis Melchior de Polignac and Charles Millard, delegates of the Franco-American committee for the Paris Exposition of 1937, arrived here January 7 to tour the United States on a good-will campaign to encourage American exhibitors, concession operators and showmen to participate in the forthcoming French exposition, opening in May of this year.

Cities included in the tour are New York, Washington, Dallas, Fort Worth, Los Angeles, San Francisco, Kansas City, St. Louis, Chicago and Cleveland. Short stopovers will be made by the two Frenchmen in other cities not definitely listed as yet.

Bill Calls for Federal Stadium in Washington

WASHINGTON, Jan. 9.—Washington Circus Fans are keenly interested in a bill introduced by Representative Crosby, of Pennsylvania, to appropriate \$1,000,000 for a new Federal Stadium. If this is passed it will make possible the completion of the free circus lot for which the James E. Cooper Top has long planned in Washington. The stadium will be large enough to hold the Army-Navy games and other important athletic events.

Frank Cook Very Ill

SARASOTA, Fla., Jan. 9.—Frank Cook, legal adjuster of the Ringling-Barnum Circus, is seriously ill at Polytechnic Hospital, New York, according to word received here.

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THEATER WORKERS JITTERY

Fear Transfers Prelude to Ax

**Allied Theatrical Crafts
protest curtailments —
Pres. says needy to stay on**

NEW YORK, Jan. 9.—In a letter answering a protest by Representative William Sirovich, New York, Democrat, President Roosevelt gave assurance that all in need would be kept on the various projects of the WPA. Federal Theater workers are still jittery, however, and regard imminent transfers to other projects merely a dodge which will lead to final canning. Nothing in this direction will be done, tho, until the supervisors meet next week to mull over the contemplated switching of some 800 people. Meanwhile, committee representing Allied Theatrical Crafts, organization composed of 21 AFL unions, powwowed Colonel Brehon B. Somervell Wednesday and protested curtailment, on the ground that reabsorption of indigent workers by private industry has not yet reached the theatrical field. Committee further asked reopening of placement bureaus to maintain quotas by substituting qualified persons for those discharged because of lack of qualification. The Colonel agreed to all this, but cautioned that everything depends upon a Federal appropriation.

Spokesman for the committee was Ralph Whitehead, executive secretary of the American Federation of Actors. Others present were Dorothy Bryant, representing Chorus Equity; Paul Dullzell, Actors' Equity; Fred Marshall, scenic designers; Theodore Mitchell and John McCarron, Association of Theatrical Agents and Managers; Tracey Hubbard, traveling WPA stagehands; Mrs. D. Keating Nimmo, wardrobe workers; Ivan Van Auw Jr., Authors' League of America; Elizabeth Hoepfel, Grand Opera Artists, and Messrs Feldman and Cokey, representing Musicians' Local 802, and American Newspaper Guild.

Earlier in the week, Frank Gillmore, Equity president, also met Somervell and requested setting up a board composed of representatives of Equity, Actors' Fund and other theatrical interests to investigate Federal Theater workers. Current investigation is in the hands of the Emergency Relief Bureau. Somervell stated nothing could be done, insofar as an exception would pave the way for beefs by other WPA groups.

Variety project workers are currently being quizzed to determine who can and who cannot do a complete act. Those who are able to do only bit parts in production acts will be transferred to other projects. In legit, the investigation is said to stress Equity membership cards, all people having them supposedly being safe from canning on the grounds of being amateurs.

Newest quirk to pop up in the Federal Theater is the organization of conservatives to fight for the transfer of Leftists, who are allegedly ruining the entire project. Among those particularly aimed at are Virgil Geddes, Edward Goodman, Morris Watson and Stephen Karnot.

CONCORD, N. H., Jan. 9.—Mary Harriet Head has been appointed director of women's and professional projects under the WPA by William P. Fahey, State Administrator. Supervision will include Federal music, drama, art, writers, and other projects.

BRIDGEPORT, Jan. 9.—After a close-

down for over a month, during which a reorganization took place, the Federal Theater Project in Bridgeport, Conn., is opening this week with a new play, *Cellini*, written by Joseph Walsh, in blank verse. It is Walsh's first play, and its theme is the life of Benvenuto Cellini, Florentine goldsmith, sculptor, musician and soldier of fortune. The high period of the Italian Renaissance forms the setting, with 10 stage sets, unusual lighting effects and colorful costumes. Walter Bradley Klavun, supervising director of the local project, will take the leading part of Cellini and Charles Atkin will direct the production.

SAN ANTONIO, Jan. 2.—With the offering of Texas Unit of Federal Theater chosen, rehearsals have been started here. The play, *The Good Old Summer Time*, had been casted after the local showing of *Taming of the Shrew*. Title, it is said, will probably be changed.

Two N. Y. Cafes Settle With AFA

NEW YORK, Jan. 9.—Picketing by AFA of the American Music Hall and Beachcombers Bar here since Sunday ended today when the management of the Beachcomber, Inc., which operates both cafes, made a cash settlement of the AFA's claim on behalf of 13 members. Eleven acts involved claimed they were locked out Sunday night even tho they held a blanket AFA contract running until last night. Claiming unpaid salaries for the acts for the two weeks ended last night, the AFA began a picketing campaign and prepared suit. A settlement was reached today involving a total sum of \$899. New show opens January 23 and AFA shop continues.

"Mulatto" Leaving Chicago

CHICAGO, Jan. 9.—Martin Jones' *Mulatto*, headed by James Kirkwood, closes at the Studebaker Theater January 16 and opens at the Cass Theater, Detroit, the following day for one week or longer. Jones, who is expected here within a few days from New York, is planning to produce *Walkup*, a melodrama of his own authorship, at the Studebaker shortly. Equity bond for the company has already been posted in New York.

Asking About the NVA Drive? Let's Not Talk About It Now

NEW YORK, Jan. 9.—Several attempts to obtain a financial statement from the Will Rogers Memorial Commission and the NVA Fund, Inc., with particular reference to the money collected in the last NVA drive, were rebuffed during the past month by a cordon of efficient secretaries whose bosses are evidently too busy to be bothered with the NVA situation. A meeting of the Rogers board last Monday in the Will Hays office was productive of nothing at all, as far as info to the public was concerned. And, unless the boys are continually needed in the arm, the trade might become confirmed in a growing opinion that the powers that be are indulging in nothing but secret ping-pong practice or something.

Offices of the Rogers commission first diverted inquiries to Walter Trumbull, of the Hays office, who vouchsafed the opinion that he would probably have something definite to convey after the meeting of the board. Meanwhile, says Trumbull, "You know how lawyers are."

Queried on January 5, one day after the meeting, Trumbull said the question of a statement had been brought

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 32-34) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

United Drug Tests New Program Idea

NEW YORK, Jan. 9.—First use of the chain-letter theory as a merchandising stunt in connection with a radio series has been started by Rexall Drugs (United Drug) on a test campaign on WBZ and WBZA, Boston. Series is being tested to make it foolproof if possible preliminary to launching a national campaign over NBC, which sold the idea to Rexall. Understood that before offering the program for sale NBC checked the legal points involved thoroly.

Idea of the program when it hits the national stage will be as follows: Radio listeners, as contestants, will have to make a purchase of a Rexall product. The label on the product is then to be attached to a postcard provided by the retailer. Contestant then has to mail this card to a friend in another State, and the process is to be repeated until the card has traveled thru the 48 States. First one thru all the States wins, with each of those working on this card to share prizes. In Boston the territory, it is reported, is limited to a certain number of cities in that sector.

Chi Gets Yiddish Drama

CHICAGO, Jan. 9.—Charles Nelson, veteran Yiddish theatrical producer, in collaboration with Benjamin Blanc, is producing Yiddish operettas, dramas and comedies at the Eighth Street Theater here. Company, which opened last week with *Mollie's Millions*, is headed by Misha Fishzon, Betty Frank and Samuel Kasten and the performances are given each Friday night and Sunday afternoon and night.

New Craft Union In Theater Field

NEW YORK, Jan. 9.—Claiming that the present craft union setup in the theatrical field is unsuccessful, a new group, United Theatrical and Motion Picture Workers of America, has started to organize theater workers under the principles of industrial unionism. Whether or not Bernard Deckhoff, president of United, has any official connection with John L. Lewis, chairman of the committee for industrial organization and champion of this type of unionism, is doubtful.

Deckhoff, explaining his lack of clarity on this point, said that a new group cannot very well reveal such information right away. United, which started its membership drive a few weeks ago, offers membership gratis to operators, stagehands, musicians, electricians and every other type of theatrical workers. Thus far no performer tieup is indicated.

"Tobacco Road" May Reopen in Chicago

CHICAGO, Jan. 9.—Sam R. Grisman, producer of *Tobacco Road*, and Jack Kirkland, who dramatized the play, are here seeking a theater for a second engagement. The play's run was interrupted by Mayor Kelly after, it is said, pressure had been brought to bear on him by certain organizations, when he canceled the license of the Selwyn Theater on claims that the performance was obscene.

Tobacco Road management is hopeful that Mayor Kelly may have changed his mind because the example has not been followed elsewhere, and the show has appeared in every major city in the United States without interference by the authorities. Company which Grisman hopes to bring to Chicago has Taylor Holmes in the role of Jester Lester.

CAPA Elects Officers

CHICAGO, Jan. 9.—At a meeting held here this week by the CAPA, officers were elected for the ensuing three months. Herb Ellisburg, director of publicity for the Essaness Theater Circuit, was elected president; Larry Stein, of Warner Brothers' Theaters, vice-president; Cal Hermer, of Associated Publications, secretary; Harry K. Smythe, local Bank Night representative, treasurer, and Ted Morris, manager of the Drexel Theater, director of public relations. CAPA announced an enlargement program to provide additional clubroom space and lounges in its present quarters in the Sherman Hotel.

Lil Manley Coaches

NEW YORK, Jan. 9.—Lillian Manley has been named dramatic coach for all new Paramount Pictures' talent both east and west. She will be stationed in the east, handling, mainly, new contract players to go to the Coast. She succeeds Cecil Clovelly, who was sent by Para to London as talent scout. Miss Manley was previously assistant director on screen tests, under Eddie Blatt.

Hope for Pitt Aud

PITTSBURGH, Jan. 9.—Harmar D. Denny Jr., chairman of the Pittsburgh Civic Light Opera Association committee working to erect an amphitheater in Highland Park here, reported that recent developments indicate favorable action on the proposed auditorium. City council is reported to be looking favorably on the proposal of the association, which asks that the council assume joint responsibility with the Federal Government for the initial loan of \$450,000. Denny pointed out that the theater would provide needed employment to musicians, stagehands, carpenters, electricians and performers.

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Unite To Help Concert Field

New group formed to tackle problems—votes against passage of Dickstein Bill

NEW YORK, Jan. 9.—Concerts Association of America, a society of concert-sponsoring organizations and individuals, representing a total of over 10,000,000 people, was formed at the Hotel Plaza here Monday. According to Charles A. Sink, who acted as chairman, the new body will tackle pressing problems now confronting the concert field. First significant point considered was the possible reintroduction in Congress of the Dickstein allen actor bill, a measure calculated to restrict appearances of foreign artists in America. Bill had been kicked around gleefully in the last Congress, and Concerts Association of America will encourage it to keep it up. Accordingly, the organization put itself on record thus: that this association is unalterably opposed to any legislation calculated to impair the present standards of musical life by restricting the efforts of foreign artists in this country.

Invitation to Join Concerts Association is offered thruout the United States to all concert organizations, including local and national managers, advertising agencies engaging concert talent, orchestra managers, opera companies, festivals, chautauquas, forums and similar groups.

Providence "Bingo" Out

PROVIDENCE, Jan. 9. — "Bingo" parties, which have seriously cut into theater grosses in Rhode Island for more than a year, will cease to be opposition after February 1, for the Providence Bureau of Police and Fire has set that date as the deadline for all such affairs.

Investigators for the police found that most of the games run in the city are promoted for commercial purposes, tho under the guise of charity. Padded expense lists of promoters which left little for the charities sponsoring the parties and the giving of cash prizes instead of merchandise, reported by the investigators, prompted the police officials to act against the games.

Paris Pros Elect Officers

PARIS, Jan. 4.—The French actors' union, Union des Artistes, elected the following officers for 1937: president, Charles Martinelli; vice-presidents, Gaston Severen, Fernand Francell, Joan Dax, Robert Pizani, Duvalles and Raoul Marco; secretary, Martial Singher; assistant secretary, Andre Burgere, Jean Clarens; treasurer, Leon Belleres.

R. I. Teachers Elect

PROVIDENCE, Jan. 9.—Kay Merwin was installed as president of the Dancing Teachers' Club of Rhode Island at a meeting held during the week at the studio of Matthew A. McDermott in this city. Alice Constance Farrell was installed as first vice-president; Mrs. Edward Gonyea as second vice-president; Mrs. John Dugan, treasurer, and Thomas McGrane, as secretary at the same session, with Dugan and McDermott conducting an instruction period at the close of the meeting.

"Carrolls" Closes in Pitt

PITTSBURGH, Jan. 9.—B. A. Meyer's production of *The Two Mrs. Carrolls*, which has been playing at the Nixon Theater this week, is closing tonight for revision. Meyer now plans to offer the original English. The show here was panned by two of three first-string critics.

Skinner-Tuttle Combo

WASHINGTON, Jan. 9.—Richard Skinner, co-producing *In Gold We Trust* with Richard Aldrich, has signed on as combination biz manager-p. a. for Washington Civic Theater, semi-pro outfit. Skinner will commute between Capital and B'way. Tie marks renewal of association with Day Tuttle, Civic's director, formed on Westchester barn cirkl.

Pitt Exhibs Fight Tax

PITTSBURGH, Jan. 9.—Local theater operators are planning to send representatives to Harrisburg where the current session of the Legislature is ready to extend the life of the State amusement tax which was originally set to expire July 22, 1937. Continuing requirements for unemployment relief in this State serves as the legislators' chief argument for the re-enactment of the tax, which levies one cent for each 25-cent admission. The local delegation will fight to end the "nuisance" tax this year as scheduled.

Chi Bank Night Fight Waxes Hot

CHICAGO, Jan. 9.—Bank night and prize night situation here is far from settled. Superior Judge Niemeyer has been hearing arguments most of the week in behalf of 34 theater owners who are seeking a permanent injunction to halt police interference with prize night drawings. While the city and theaters are involved in the discussion, the police continue to hand out summonses to those who are still violating the city ordinance which prohibits such drawings.

Encouraged by an injunction issued last week in favor of the Iris Theater, prohibiting police interference with bank nights conducted by the theater, Balaban & Katz and Warner Brothers ordered their managers to resume bank nights. Aaron Saperstein, president of the Allied Theaters of Illinois, followed with an announcement that 77 theater members of the allied chain would also operate on the Iris' plan under which any person may win the prize, regardless of whether or not the winner has bought an admission ticket.

During the arguments, Corporation Counsel Barnet Hodes made the accusation that some of the theater managers were chiseling on bank nights. "Some of them paid solicitors to obtain thousands of names of people who never would attend," said Hodes. "These names would be put in a drum with the others to minimize the chances that the money would be won." He also stated that some women fans spent entire afternoons making circuits of theaters and attended four or five in the hope of cashing in on a drawing.

Canadian's Music Fees Set

TORONTO, Jan. 9.—Performing rights for all music-using categories have been set for 1937 by the Copyright Appeal Board. Rates for theaters with 1,600 seats or over are 15c per seat; 800 seats or over, 12c; others, 10c. All rates hold until next November, when the Copyright Appeal Board meets to set fees for 1938.

Dickstein Bill in Again

WASHINGTON, Jan. 9.—As the big show on Capitol Hill got under way this week, two bills designed to prohibit entry of alien actors were tossed into the legislative hopper, one fathered by Representative Dickstein, of New York, other by Kramer of California. Latter would allow admittance to performers from countries permitting American artists to take bookings.

Washington Belasco Dark

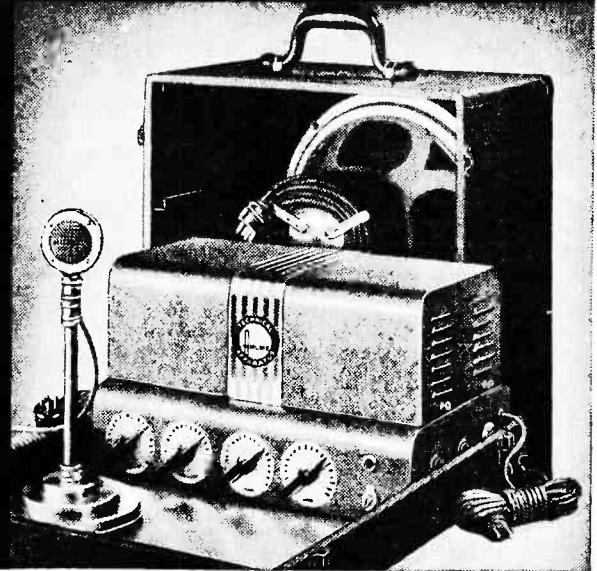
WASHINGTON, Jan. 9.—Closing for what was announced as "breathing spell," Belasco gave up pic fight this week, with paper up promising relighting January 18 under "new policy." Latest info had management undecided as to what to try. Jack Thoman will probably continue as boss under new set-up, erstwhile revival-foreign house serving up tab, stock or bidding for old glory with legit road shows.

Texas Teachers Convene

AUSTIN, Tex., Jan. 9.—Texas Association of Dancing Teachers, in convention here Monday and Tuesday, chose Dallas as their next convention city, for a date to be announced during 1937. Sam Bernard of Dallas was renamed president of the association, Francis Bergess Beecker, of Fort Worth, secretary-treasurer, and Bertha Lacey, of Corpus Christi, first vice-president.

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Equity Moves To Dismiss DuRoy Suit

NEW YORK, Jan. 9.—Counsel of Actors' Equity on Thursday filed a motion to have the New York Supreme Court dismiss Actor-Producer Robert DuRoy's suit for \$150,000 against Frank Gillmore, president of the actors' association. History of DuRoy's peave goes back to 1931, when suit was brought against Equity by DuRoy, the latter claiming the organization caused the closing of his play, *The Right of Happiness*, after a short run. Case was tried in 1934 and resulted in DuRoy getting an award of \$40,000. Equity appealed and won.

Current action, filed Wednesday, alleges that Gillmore, in an article in *Equity Magazine*, insinuated that DuRoy was not a competent actor. Latter believes this publicized opinion should net him some \$50,000. The remaining \$100,000 DuRoy is angling for is based on an alleged statement by Gillmore that the actor-producer was a good actor on the witness stand; so good, in effect, that he persuaded the jury to render a verdict not warranted by the facts.

Case is under advisement now by the court.

Billers Elect Gunderson

CHICAGO, Jan. 9.—Harry Gunderson was re-elected business agent of the Chicago Billposters' Union, Local No. 1, at annual election held here last week.

Revamp Chicago Clubs

CHICAGO, Jan. 9.—Irving M. Schoenwald and Jack Begun, operators of the Marigold Garden here, have signed a new five-year lease giving them control of the Marigold Room and the Palais de Dance and enabling them to make improvements and double the seating capacity. According to the Albert H. Wetten Company, who represented both parties in the dealings, the new lessees plan to handle big conventions and will incorporate stage shows when desired.

Two-Year Bookings Possible

NEW YORK, Jan. 9.—The French Casino Corporation, headed by Clifford C. Fischer, has now a potential two-year-run guarantee for the acts in its circuit. The Lavar Bros., comedy acrobats, will open at the French Casino, Miami, January 3, and stay for 15 weeks. Following that they have options on a four-month stay in London, a possible six months in Paris, then back for more New York dates. Act was booked by David Solti of the George Hamid office.

Two Units Merge

PITTSBURGH, Jan. 9.—Frank Sennes' *French Casino Brevities* has combined with George Hamid's *Revelations of 1937* and is touring Western Pennsylvania territory under the former name. Show played the Mishler, Altoona, Pa., this week and moved on to the Park, Erie. George Downey, formerly with Harry Krivits' *Broadway Nights*, joined the show.

Coast Musicians' New Scale Listens Like Dirge to Lee Web

LOS ANGELES, Jan. 9.—Recent ruling by Musicians' Local No. 47, American Federation of Musicians and upping of music men's pay rate may prove a headache to the Don Lee Web unless agreement can be reached between network officials and union executives to set the December ruling aside. KHJ, key station of the Lee-chain, has been planning a series of sustaining shows which were to be sent East soon over the new Don Lee-Mutual hookup, but the new music scale has upped production cost of the proposed programs beyond the budget.

New scale gives orchestra members \$22 per hour on all trans-continental sustaining shows, with \$2 per hour for any hour or fractional hour over the two-hour rehearsal. Half-hour rate is \$15 with one hour rehearsal. Leader gets 50 per cent additional, with doubles reaping 25 per cent additional and 10 per cent for each extra instrument over two. Current scale is complete change from former, which was a haphazard affair depending upon the number of instruments in the ork and other conditions. At the time the new scale went into

effect, Willet Brown, assistant manager of KHJ, contacted the musicians for the Lee Chain in an effort to have the ruling set aside or materially reduced. Frank Pendleton, union president, turned thumbs down on the plea and left no opening for appeal. Brown, who is acting for the radio chain on the issue, stated however that the matter would probably be taken up again.

Understood upping of scale is a step in the direction of raising musicians' wages locally in all fields. Recently bandmen at Orpheum and Paramount theaters here got a 15 per cent boost.

Loew Shows Into Balto on Feb. 5

BALTIMORE, Jan. 11.—Following a settlement last week with the musicians' union here, Loew has decided on a permanent combo policy at the Century Theater, starting February 5. Opening stage show will be headlined by Lupe Velez and Johnny Weissmuller. Clyde McCoy and his Sugar Blues Ork will be on the bill also.

Loew previously planned to use occasional stage shows here, but decided on a permanent policy to meet the opposition of the Hippodrome, other ace combo house in town.

Calloway Unit for RKO

NEW YORK, Jan. 11.—Cab Calloway will head an all-colored unit for RKO on a string of dates, the show already being contracted for Boston and Chicago, probably starting in March. No definite date set in view of the fact that Calloway awaits word as to when he leaves the Cotton Club here. Unit will include the tramp band at the Cotton Club and specialty acts.

Kirk's European Booking

NEW YORK, Jan. 11.—Neil Kirk, of the William J. Sullivan office, has lined up European dates for Bob Fisher, Three Miller Brothers and Three Rayes. Fisher sails tomorrow on the Berengaria and opens at the Shepherd Bush Empire, London, on the 18th, and is set for 16 weeks; Miller Brothers open in London February 18 with eight weeks booked and Three Rayes open in April in London on a 12-week tour.

Paris Strike Threatens

PARIS, Jan. 4.—Local pix and vaude houses narrowly escaped a shutdown over the holidays by a strike of stagehands, operators, ushers and other employees. A temporary truce was arranged until after the holiday rush, but a showdown is looked for soon.

Boston Met. Thurs. Opener

BOSTON, Jan. 11.—Metropolitan Theater here will switch to a Thursday opening day this week with the booking of the Fred Waring Ork as stage attraction and *One in a Million* as feature film. New opening day will be permanent, same as its opposition, the RKO Theater.

Sarasota Little Theater Gains

SARASOTA, Fla., Jan. 9.—The Players, little theater group here, already has a total of 520 members for the new season. Organization is now in its seventh production season. Policy is to produce five major plays at monthly intervals, giving each three performances in the Players' new theater. Direction is under Robert deLany. Activities include play readings, production of laboratory plays and other experimental theater work.

Rudnick Leaves Bklyn. House

NEW YORK, Jan. 9.—Bribill Amusement Company, operating the Casino Theater, Brooklyn, burlesque house, was dissolved yesterday. Max Rudnick and Sam Briskman, heads of the organization, split amicably, with Briskman taking over the house himself. There will be no immediate change of policy at the theater, and Moe Costello remains as general manager in charge of production and the theater.

WOULD CODE

(Continued from page 3)

action on a thing as important as this until the government's organization sets a deadline and we have so much to do in altogether too short a time. My idea is that we should have one gigantic organization composed of every transient outdoor amusement enterprise, out of which a committee should be appointed or elected to form a code covering all of the member amusement enterprises, and submit same to the organization for ratification and then to the Code Administrator. This will not prohibit the circuses, carnivals or other amusement enterprises from having separate organization if wanted, but I do think all should unite for power.

"The government will demand first, more pay for the laboring class; second, shorter hours, and third, fair trade practices. With reference to unfair trade practices, Mr. Berry says: 'Mindful of the unanimous Supreme Court decision against NRA the council expressed confidence that much, if not all, of business could be brought within congressional jurisdiction. Under the proposal Congress would prohibit as unfair competition any business activity characterized by misrepresentation, bad faith or oppression, unjust or unreasonable wage or hour standards or the employment of child labor.'

"Use of 'loss leaders' by business to attract trade would be damned; price maintenance, such as upheld recently by the Supreme Court, would be allowed. The Federal Trade Commission, or a new agency, will be empowered to prosecute violators."

"And with reference to organization and representation I quote again: 'In the great task of preparing to lay before the President and the Congress a sound and balanced program, which will advance the general welfare by stabilizing industry in its various phases, while guarding equally the interests of ownership, management, worker and customer, we need the fullest possible representation of every viewpoint.'

"A recommendation was made to President Roosevelt that the nation adopt a PERMANENT INDUSTRIAL POLICY, including MINIMUM WAGE and MAXIMUM HOUR standards and elimination of unfair trade practices."

"In my code work experience I found that nearly every outdoor amusement enterprise that had any prominence at all wanted to be fair when it came to wages and hours of those in their employ. We have a new law, known as the Social Security, that will take up a good deal of our time this year and many of these organizations that are paying labor a very small wage will surely be found out and criticized by the government labor board. Now the government says that this Social Security data will be kept private, but will it? I fear that when five cents or six cents per week per man is sent to the government something is apt to take place. It will be a good idea for outdoor amusement enterprises to give serious consideration to these things and whatever they do tote fair with the government.

"There are managers and agents of outdoor amusement enterprises who always want to 'let George do it' and lend no financial help or influence to put forth laws and regulations governing their own enterprise, but every outdoor organization will be a part of this, whether they want to be or not, so let's all join hands and circle to the good for all—and all for good.

"I would like to hear, thru the columns of *The Billboard*, from managers or agents of every kind of outdoor amusement enterprise, giving their ideas of what should be done and how."

TAX BRINGS

(Continued from page 3)

discontinuance of the tax. The same opposition seems on foot in the Lone Star State.

In spite of the ruling last week by the Texas Supreme Court against theater Bank Nights, the tax commission office continues to collect the 20 per cent levy placed on all such events in the State, with over \$15,000 collected thru this course in the first few weeks of enactment. Seven of the Interstate Circuit houses and two Will Horwitz theaters in Houston continued their Bank Nights in spite of the ruling.

FEDERAL THEATER

(Continued from page 3)

include the production of Marcus Bach's religious play, *Within These Walls*, which opens for two weeks on January 28 and

Notes From the Crossroads

By NAT GREEN

THE OLD FAMILIAR circus titles will be very much in evidence the coming season. And even liberally discounting the products of the winter rumor factory, it is evident that 1937 will see more circus activity than any season since back in the '20s. The Sells-Floto, John Robinson and Sparks titles are definitely back in the field, and chances are that by the time this is in print the Hagenbeck-Wallace will have entered the lists with a new circus impresario at the helm. This will, of course, be good news to performers and others who in recent years have found the pickings slim. Observers at Rochester, Ind., noting the large quantities of equipment of all sorts coming in and the activities in winter quarters, figure that there is entirely too much doing for just one show and they predict that the "Cole boys" will have two outfits on the road.

At this particular time of year it is difficult to obtain definite statement of plans from circus owners. It is doubtful that anything is gained by the secretiveness, for the news travels by the grapevine route, and while sometimes it is more or less garbled, those vitally interested have the "dope" long before it is released for publication. The poor scribe, hearing stories banded about, is in a tough spot. If he goes to headquarters for information he is likely either to get a denial or to be told "that's what we are figuring on, but we'd rather you wouldn't say anything about it yet." And by the time an okeh is obtained for release practically everyone in the game has already had full details. So the ambitious news hound should not be blamed too severely if occasionally he releases a wild story.

Mel H. Vaught, manager of State Fair Shows, wintering in El Paso, Tex., advises that his show has again been awarded the contract for Tulsa (Okla.) Four-State Fair. During the recent Southwest Sun Carnival at El Paso most of Vaught's rides were in operation, but the weather man was unkind and biz was bad. The rides are back in winter quarters, but soon will be taken out to play another winter event in Arizona.

Seen on the Magic Carpet at the Hotel Sherman during the last couple of weeks have been many well-known showmen. Charlie Hugo, international showman from Hongkong, in conversation with L. Clifton Kelley; Bischoff, decorator and show-front builder, from Fort Wayne; Bob Hickey, praise agent for Cole Bros.' Circus; Clyde Beatty, back from his European trip; Edward A. Hock, carnival owner; Ralph Clawson, J. D. Newman and Arthur Hopper, of the Ringling show; Dennis and Edna Curtis, Babe Boudinot, H. C. (Doc) Ingraham, Dave Tennyson, Charlie Sparks, to mention but a few of the many. . . . Joe Coyle playing many dates in and around Chicago. . . . Zack Terrell in on a brief business trip. . . . Paul Jerome, having finished his holiday dates, is spending some time here. . . . Danny Odom expected in town for the coin-machine convention this week, and with so much circus activity afoot it wouldn't be surprising if he bowed to the lure of the white tops.

is now being directed by Kay Ewing, and Martin Flavin's *Around the Corner*, currently on the New York stage, which opens an indefinite run beginning February 17.

Box office receipts totaled \$44,300 for the year at the Blackstone, which amount has been turned into a special United States treasury account to defray nonlabor costs of the unit, leaving a balance to be used in helping WPA vaudeville units which do not charge admission.

The Peoria unit has expended \$92,664 since May 15, including \$13,559 non-labor expenses. One of the activities of this unit was the production of the *Septatone Follies*, a white and colored revue, which traveled out of Peoria thru half a dozen down-State counties. With a 35-cent top, it grossed \$19,486 on the trip.

Unit's New Year Jam in Providence

PROVIDENCE, R. I., Jan. 9.—Buster Newman, in charge of *Swing Harlem Express*, colored unit, was released from the local jail last Saturday on order of Judge G. Frederick Frost, of Superior Court. He spent a day in jug after being arrested on a civil writ charging misrepresentation of contract. Unit was to play the Metropolitan for three days, but the booking simmered down to a single performance.

Charles Kronson and John Goldstein leased the house for the New Year's week-end. Contracted with Newman for the unit, and it is alleged that the show was to comprise a cast of 60, including "names." New Year's Eve opening is supposed to have found the unit short in cast and headliners, with the result that the audience set up a money-back yell.

Court hearing revealed that Newman's arrest hinged on his failure to relinquish interest in \$1,500 in escrow in a local bank. Meanwhile, some of the troupe had difficulty in getting from here to New York and Boston, accumulated bills delaying their departures.

Binghamton, Scranton Get Units

NEW YORK, Jan. 11.—Binghamton, Binghamton, N. Y., and Ritz, Scranton, Pa., are to get a diet of important units, booked by Joe Feinberg of Amalgamated. Houses will get units on the way to the Midwest, each as a three-day stand, starting Thursdays. Binghamton gets the Major Bowes' all-girl show this Thursday, with *Texas Centennial Follies* and Bowes' anniversary show on following weeks. Scranton played the Bowes' all-girl unit last week and gets the *Centennial Follies* this Thursday.

Acts for Roxy, Cleveland

DETROIT, Jan. 9.—Jack Dickstein, of the Gus Sun office here, is adding the Roxy Theater, Cleveland, to his books, opening January 22. House, switching from circuit to stock burlesque policy, will use four acts of vaude weekly. Opening bill will include Morley and Anger, Delmar and Emerson and Baldwin.

Salici's Third State Repeat

NEW YORK, Jan. 11.—Salici's Puppets has been booked for a repeat at Loew's State here week of March 26, the third time since week of November 27. Second week of the act at the house was January 1. Troupe is scheduled to return to Italy in April and back here in October.

**GLAMOROUS, YOUTHFUL FACE POWDER
ASTOUNDS WOMEN EVERYWHERE!**
Unequaled in Beautifying the Complexion! New, Pricelless Ingredient. Accentuates Personal Charm. Will Surprise and Delight You. Rush Dollar Bill for a Box Today, or Pay Postman \$1.37 on Delivery. Mention Shade Desired. (Special Discount Rates to Professional Entertainers and Beauty Parlors Furnished on Request with First Order.)
NEW YORK STYLE PREVUE.
Suite 1102-1103, 210 Fifth Ave., New York City.

HOLLYWOOD RADIO CHAOS

"Drys" Air Shows Queried

"Wets" claim antis using bootleg broadcasts—Doc Brinkley involved

WASHINGTON, Jan. 9.—National Institute of Manufacturers and Distributors, thru C. D. Cecil, secretary, has filed a protest with the Federal Communications Commission alleging use of a "bootleg" radio station in Mexico by a Prohibition group. It's claimed the "drys" are using this station to further their cause of ending the sale and distribution of liquor.

Dr. John R. Brinkley, whose station at Milford, Kan., was closed by the government some years ago after it was charged his broadcasts were inimical to public health, is involved. The broadcasts went over XERA, Villa Acuna, Mex., and numerous other stations, with XERA operated by Brinkley. Ethel Hubler, editor and publisher of *The National Voice*, according to the complaint, broadcast on this station, with the program originating at Del Rio, Tex.

Complaint reads, "This announcement (by Miss Hubler) would indicate violation of the Federal Communications Act. Further, this announcement by *The National Voice* suggests that this foreign station, XERA, one of the so-called 'bootleg' stations along the Rio Grande which seriously interfere with the operation of stations in the United States * * *, has been made an integral part of a broadcasting chain in this country which includes 60 stations in 30 States."

WNEW Sales Hit a Gusher

NEW YORK, Jan. 9.—Sales staff at WNEW, New York, went on a spree this week and within two days signed 14 new accounts for a total of 94,500 weekly. It started when Herman Bess, sales manager, returned from a vacation Tuesday, January 5.

Accounts are MacFadden Publications for three quarter-hours a week to plug *Physical Culture*; Ironized Yeast, transcriptions; Twenty Grand Cigarettes, River-view Lawns (real estate development), Jeffrey's Beauty Parlor, Flemolyn (patent medicine), Jadwiga Remedies, each taking stanzas with Martin Block and his phonograph record playing program; Haford Motors and American Institute of Food Products, each taking Alan Courtney; Petry Department Store, taking Earl Harper seven times a week; Fairbanks-Morse, taking Richard Brooks' news comments, and Madison Personal Loan Company, taking announcements. Business represents 14 hours a week.

Two Agencies Merge; Rival B., B., D. & O. Length

NEW YORK, Jan. 9.—Two ad agencies joined hands this week when Brooke, Smith & French added Dorrance, Inc., to its title. Merger brings together Dorrance, Sullivan & Company, Inc., and the Eastern division of Brooke, Smith & French, Inc. Latter's Detroit office will continue to function thruout Middle West with no immediate changes and will co-operate with New York office.

Sturges Dorrance was formerly with Collier's, McClure publications and the International Magazine Company. Later he was vice-president of Thomas F. Logan, Inc.

New setup of officers is: Guy C. Smith, chairman of the board; Sturges Dorrance, president; Willard S. French, executive vice-president; H. H. Ohlmacher, secretary, and Charles W. Brooke, treasurer. Shaw Newton, H. M. Overstreet and Henry E. Pengel Jr. are vice-presidents of the reorganized agency.

T—Marches On

PHILADELPHIA, Jan. 9.—Powers Gouraud, air columnist for Yellow Cab Company, is one of radio's worst offenders on running his program overtime, so the boys at WCAU gave him a stop-watch for Christmas. For three nights he kept the watch in front of him and yet ran over two minutes each night. Words were flying thick and fast between the production man and Gouraud after each broadcast until it was discovered that his new timepiece ran two minutes slow in every 10.

Now he won't use the watch, because, he claims, it's much easier to run over without it.

Morris Ciggies May Change Bands

NEW YORK, Jan. 9.—Leo Reisman may be replaced next month as orchestra leader on the Philip Morris ciggie programs. Outfit currently has one-half hour on NBC and starts another of the same duration on CBS in February.

Reisman's present bankroller is said to have objected to several things, mainly Reisman's acceptance of a beer account (Schaefer's), starting on WOR next month. Another squawk has been that Reisman, since opening at the Waldorf-Astoria Hotel in New York, has done a flock of sustaining shows each week.

Reported that Reisman has been given an "ultimatum" to give up the beer show, or else.

Mutual's 1936 Biz Does as Predicted

NEW YORK, Jan. 9.—Mutual Broadcasting System scored \$193,496 for the month of December, 1936. This brought the new third national chain a total of \$1,987,572 for the full year of 1936, about \$11,000 less than the chain estimated it would do in the early part of that month. December billings are 10.4 per cent ahead of December, 1935.

Year's income for Mutual was 53.7 per cent ahead of December, 1935.

Williams Joins B. & B.

NEW YORK, Jan. 9.—Herschel Williams joined Benton & Bowles, ad agency, as radio production director this week. Williams, formerly with J. Walter Thompson Corporation, will do the Log Cabin *Dude Ranch* and Floyd Gibbons' shows.

WHEF's Reps

KOSCIUSKO, Miss., Jan. 9.—WHEF has set Cox and Tranz as national sales reps. Station reps have offices in New York and Philadelphia. J. E. Wharton is president of the station.

Chain Break Inserts Bring Protest From Ford, Campbell

NEW YORK, Jan. 11.—Ford Motor Company this week is sending protest letters to both the National Broadcasting Company and the Columbia Broadcasting System asking the chains to have their stations quit inserting break announcements at either end of Ford programs. Ford is one of the networks' largest accounts and ranked second during 1936 as a spender on CBS.

In squawking against the chain break inserts, Ford is following several other leading national advertisers. CBS stated this week that Campbell's Soups had previously exerted "considerable pressure" to have the same practice ended on the two Campbell CBS shows. Campbell's ranked third as a 1936 account on CBS, immediately following Ford. Campbell has *Hollywood Hotel*, an hour show, and Burns and Allen, a half hour, on CBS. Understood that after the Camp-

Only Warners Active in Air; Radio Dreamland to Filmland

Top execs pay scant attention to proper use of radio to push films—pix air execs "know from nothing"—ad agency men further confuse matters—salaries

NEW YORK, Jan. 9.—Hollywood attitude towards radio, its method of handling radio, especially as a means of exploiting Hollywood product, is antiquated, dumb and of the vintage 1927. These statements are the result of a survey of Hollywood, film producers and film executives by a radio official recently returned from a stay of several months on the Gold Coast. With the exception of one company—Warner Brothers—Hollywood's film producers are sound asleep as far as radio and the future are concerned. During his stay the radio man was in contact with the top execs of every Coast lot. He's still holding his head.

Television will find Hollywood stuck if the attitude doesn't change, he says. Hollywood will find itself with actors who, now not tied up for television, will be working in that medium without any film employer control and no outlets or distribution setup for film product by way of television. Hollywood is buying its stage and film story material with television rights thrown in, but actors' contracts are minus any such mention, altho reports this week from the Coast were to the effect such clauses may go in new contracts this year.

Murray--Oswald For Soups; Noble

NEW YORK, Jan. 9.—Switches on the Campbell Soup show were effected this week, account taking on Ken Murray and Tony Labriola (Oswald) to succeed Burns and Allen. Latter switch in March to General Foods for Grape-Nuts, cereal. Murray and Labriola recently finished a series for Lever Bros., soap manufacturers, with Al Jolson succeeding them. Team wound up with a pretty good rating and the trade figured they'd soon be signed elsewhere.

Another deal, pending this week, will have Ray Noble as the orchestra leader on the new Burns and Allen show. Program will come out from Hollywood, with Noble probably organizing a new band when going out there.

Uncle Wip's Gray Hair

PHILADELPHIA, Jan. 9.—The *Uncle Wip* program, WIP's shot for the kiddies, passes the 5,000 mark Tuesday (12). Station will mark the milestone with a blowout January 21, after-dinner speakers to include local and Gotham lights. Program started in 1922, with Dr. Lipschutz as the engaging helmster for the young'uns. Duties were taken up by Harry Ehrhart when the doctor left for Hollywood with Nelson Eddy, who was then breaking into radio at WIP. Ehrhart is now engineer at WCAU, Philadelphia. The late Chris Graham succeeded, and shot is now in keeping of James A. Willard Jr.

Those Salaries

Salaries demanded by the film stars are breaking adding machines. This isn't only Hollywood's fault, but partly the fault of the advertising agencies working with Coast offices. Agency men cast their shows on the name basis rather than ability. Film players in the top brackets aren't particularly interested in radio because most of the money would go for tax purposes. One gal player turned down \$7,500 from Lux (J. Walter Thompson) for half a day's work. Wallace Beery is quoted as asking \$60,000 for a week's work on a transcription series. Radio has meant a bonanza for the talent agents in Hollywood if the 10-percenters have any big names under contract.

Trying to work any sort of deal thru the film companies' radio departments is a waste of time, is another claim. Most of these departments are allegedly manned by a bunch of underlings who do not know radio. If any important deals are involved these same radio execs, so-called, can't do a thing. They have no authority.

Professor Slattery

BOSTON, Jan. 9.—Gerard H. Slattery, general manager of WCOP, Boston, becomes a professor of his own advertising-in-radio course for the University Extension of the Massachusetts Department of Education when, on January 28, he starts weekly Thursday p.m. classes. Course is for eight weeks. Will deal with local, regional and national placement of accounts, production, merchandising, rates, surveys and other phases of radio.

Decca Seeks To Enter Crumit-WHN Record Suit

First record company to take action in attempt to stop broadcasters' use of phonograph records—seen as acting for all recorders—coin machine angle

NEW YORK, Jan. 9.—Complexion of the suit brought against WHN, New York, by Frank Crumit, wherein the singer-composer sought a temporary injunction restraining the station from using phonograph records made by him and which he lost a fortnight ago, has been changed, with Decca Records now seeking to make itself a party in the action. This step by Decca is a revolutionary one in the problem concerning records, artists and stations, since for the last two years the recording companies have definitely refused to enter the controversy. Importance of Decca's step, taken by way of a petition filed this week asking for a show-cause order, assumes additional importance because of trade opinion that Decca took the step after getting the blessings of other recorders, mainly RCA-Victor.

Crumit sued WHN after the latter used a record he made on a commercial (Goldenrod Beer) program. He alleged a property right in the record, asserting that it was made only for home use, as a legend on the platter asserted, and claiming his talents to be his own, not to be used by radio stations by way of records, and that producing for Decca gave no rights for broadcast purposes. He also claimed WHN's use of the records deprived him of talent rights which remained forever his, despite putting them on records.

Decca's petition, to be argued January 14, seeks to stay further action until the show-cause order is decided. The petition, signed by Jack Kapp, as president, also seeks to step on the ground that Decca is really the injured party, any further action on the part of Crumit to establish his rights in Decca-produced recordings and to stop Crumit from taking any action such as licensing his records for broadcast purposes.

Petition's Claims

Petition says that Decca was organized in 1934 to produce commercial sound records. Claim is made that the finished product is the result mainly of Decca capital and investment, as well as valuable and vital technological contributions by Decca. These technological contributions—use of proper sound studios, expert engineers of various types, etc.—infers Decca, are more important than any other item contributed by outside sources, such as talent. The entire product is the result of Decca's plans, as formed and produced by Decca's producers. And Decca, as owner of the master record, is the aggrieved party, it is alleged. Furthermore, all costs in production were paid by Decca, including talent fees and royalties to Crumit.

Petition blasts radio stations for their continued use of phonograph records and alleges this practice has well-nigh ruined the recording companies. In 1929, says Kapp's petition, filed by Decca's attorney, Milton Diamond, there were 105,000,000 phonograph records produced in this country, representing a business of \$100,000,000 annually, according to government figures. In 1930 this record production had fallen off to 30,000,000 annually. In 1934 (the year Decca was organized), Kapp asserts the record business was almost vanishing. This practice by the stations, says Decca, is reprehensible and a ruthless business practice.

The Back Door

Crumit, thru his attorneys, Milton Speiser and A. Walter Socolow, brought his suit as an individual and as a member of the National Association of Performing Artists. Latter group has been working for the last two years to stop radio use of phonograph records. Previously all the recorders, including RCA-Victor, had rejected NAPA's advances to join the fight against the broadcasters. Unofficially it is said RCA-Victor negated such advances because RCA has subsidiaries "in the transmission business." However, Decca's suit now means that if Decca wins ultimately, NAPA will have accomplished what it set out to do, but thru the back door. NAPA members were recently advised of a new clause in recording contracts, giving the artist 25 per cent of any income gained by the recording companies from broadcasting fees. However, no steps were taken to collect or distribute such income.

Another factor which prompted Decca's move is the growing importance of coin machines as phonograph record outlets.

New Bill Seeks Liquor Ban on Air

WASHINGTON, Jan. 9.—This still young session of Congress has already had three bills affecting radio and advertisers introduced, two of them having been up at the last session and brought in again this year, while one, the Culkins bill, has just been introduced in the House. This new bill seeks to prohibit the advertising of liquor by radio, newspaper, magazine or direct mail. It would be unlawful for a radio station to broadcast liquor advertising and publications would be banned from carrying similar advertising by a provision prohibiting the transportation, by mail or otherwise, of publications and circulars containing such advertising. Violations would carry a \$1,000 fine, six months in the jug, or both. Referred to House Committee on Interstate and Foreign Commerce.

Duffy Copyright Bill and the Copeland Food and Drug Bill have both been re-submitted by their sponsors. Duffy bill, approved last session by the Senate, is in practically the same form, but with minor changes.

Highlights of the Copeland bill include the following points: Prohibition of false advertising on food, drugs, therapeutic devices, cosmetics; numerous provisions for standardization and labeling of food; prohibition of traffic in food dangerous to health; prohibition of addition of poison to foods; placing of cosmetics under Federal supervision, with outlawing those injurious; numerous regulations concerning habit-forming drugs and drugs liable to deteriorate; bans on misleading claims for drugs and devices; provision for proper containers and conditions as to food preparations, and, among others, grant to the Federal district court injunction powers.

Culkin bill overlooks the fact that hard-liquor advertising in radio has been scarce. Definition of intoxicating liquor as applied in this bill has the same definition in force as in each State. Beer would not be affected. Suds have used radio fairly well.

Another for P. & G.

NEW YORK, Jan. 9.—New Procter & Gamble show, *Good Samaritan*, starts January 25, daily, Monday thru Friday, 15 minute spot. Program is a dramatic series by Irma Phillips. From NBC, Chicago, red network, 45 stations. Blackman Advertising is agency.

It's said, unofficially, that 5,000,000 records are annually sold for this market. Decca, it is thought, took the slant that if artists gained legal rights in the records and collected income for radio use, they would have a precedent to share in income from coin-machine sales.

No Billing Squawk

NEW YORK, Jan. 9.—Press release received this week from WBT, Charlotte, N. C., announced that Program Director Charles Crutchfield and his wife have sponsored a new star, whose run started New Year's Day for an indefinite period. Star is Leslie Alice Crutchfield currently broadcasting from station CRIB, unlimited time.

Premier was at the local Presbyterian Hospital and includes a charming repertoire of gurgles, goos and baby grins. A prosperous and long run are anticipated and the fan audience is doing a nice build-up.

New Shows' Start Delayed by Mutual

DETROIT, Jan. 9.—Addition of California's stations on December 29 to the Mutual Broadcasting chain is resulting in a temporary suspension of new program production. The Eastern units of the Mutual system are waiting for further indications of what the new stations will mean in the way of program material available for broadcasting.

To date most of the programs coming in have been dance-band broadcasts, some of first-class caliber but coming in so late at night from California that they have meant little in the way of station coverage from this territory. Production of new programs is almost at a standstill at CKLW, local Mutual outlet, as a result, and this condition is probably typical of other Eastern stations. While the older units have been sending first-class programs westward to California, where they arrive earlier than the time at the broadcasting station, the condition so far has not been reciprocal.

Guess is being made that some rearrangement of California programs may result in order to bring worth-while programs in at a better hour for Eastern reception.

Farnsworth's Firm Starts Tele Shows

PHILADELPHIA, Jan. 9.—Farnsworth Television Corporation, which received a construction permit from the Federal Communications Commission this week, will start going to town the television way. Company currently has a studio, two television cameras and other equipment in operation, and is concentrating on new receivers to go to radio engineers and local amateurs for the once over. Sets will be able to receive programs from all telly stations, not only Farnsworth's station.

George Everson, secretary, asserted that television was ready to make its debut, but its introduction depended upon the "boldness" of the radio industry and broadcasters.

Tap dancers, sleight-of-hand performers and ivory ticklers were found to be excellent subjects for television broadcasts. Inventor Philo T. Farnsworth is now abroad studying European television and is due back this month.

WMAC Adds New Shows

NEW YORK, Jan. 9.—WMCA is adding three new programs, one sponsored Commercial is a Jewish synagogue program, Young People's Conference, for Sunday broadcasting.

Sustainers are *Crazy Over Music*, starting January 17, half-hour spot with Harlette Brent. *Tempo King*, Wilson Lang, O'Hey Sisters and Carl Fenton's *Ork*, and *Fun Shop*, going on the air January 15, half-hour spot, with Dick Brenton and Jackie Condon, novelty music.

Auto Strike Takes Toll of Radio Time

NEW YORK, Jan. 9.—Auto strike reverberations hit radio last week. General Motors dropped all recording, mainly the Rubinfoff Chevrolet e. t. s. Ruthrauff & Ryan, ad agency handling the Chrysler account, is holding off on a new Dodge show. Pontiac, a GM subsid, is scheduled to go on NBC January 22, and has not as yet cancelled.

In addition to hasty changes in its radio programs, General Motors also canceled a flock of newspaper and magazine ads for its passenger car division. Its trucking affiliates' advertising and non-automotive division have not been affected.

Chevrolet, largest transcription advertiser in radio history, with e. t. s. on more than 300 stations, didn't cancel its programs, but asked stations to "postpone" them because dealers could not make deliveries. Stations were also asked to hold favorable time spots open if possible. In view of Chevy's expenditures, stations are co-operating.

Motors has not turned off its flesh programs, but has dropped only the e. t. s. Meanwhile, Edwin Dunham, of the Ruthrauff & Ryan agency, was all set for a flying trip West when a last-moment notice came thru to forget it. Ford shows remains the same, there being no Ford labor trouble.

Situation is a precedent as no strike has ever affected radio as this one is doing. It is possible that future production plan will be held in abeyance, and there is also a remote possibility that network programs may be postponed—all dependent on the length of the strike. Webs wouldn't hug the idea, but they wouldn't care to offend large advertisers.

Other angle is that manufacturers will consider it wiser to continue with shows and use radio as a form of institutional advertising rather than jar large audiences. Should the strike become increasingly bitter they may use radio programs to develop public sympathy for the company.

Radio and periodical ads will be revived when production is resumed.

FCC Report Lists Many Radio Gains

WASHINGTON, Jan. 9.—Federal Communications Commission report shows that radio took a terrific boost during the last few years. Government figures show that in 1928 there were thruout the world about 1,700 stations of the fixed location style. In 1933 there was a jump to 17,000. Today there are about 25,000 stations, plus portable and ham transmitters.

This report is the second submitted by the FCC and covers the fiscal year ending June 30, 1936. Some 2,000 pages deal with engineering testimony submitted by more than 100 radio engineers and others.

FCC reports difficulties in the now-useful radio spectrum because of lack of space. The study of useful radio waves is being continued. Auto ignition systems and electrical therapeutic machines which cause radio interference can be solved at the source, the FCC reports, by the manufacturers of such machines and radio set makers.

Television was declared "not yet ready for public service on a national scale," but the American Telephone and Telegraph Company's coaxial cable—the "television pipe"—from New York to Philadelphia and other improvements were declared important forward steps.

ERB Plaintiff Aired

NEW YORK, Jan. 9.—Emergency Relief Bureau Workers' Union, which had been on WNEW and other local outlets in its fight to win civil service rating without examination and lost, is back on WNEW with a campaign to win civil service exemption. Set for four weeks, but may run longer.

"Lu" Dies

CHICAGO, Jan. 9.—"Lu" of the radio team, *Clara, Lu and Em*, died in an Evanston hospital yesterday. In private life she was the wife of Prof. Howard Berozheimer, of the Northwestern University School of Speech. She died of a streptococcal infection of the throat. The act of which she was a member had been a standard radio attraction for years.

Leading Mutual Advertisers---1936

NEW YORK, Jan. 9.—Following list shows leading spenders on the Mutual Broadcasting System for 1936. Not included in this compilation as commercial advertisers, but still important spenders, were the Rev. Charles Coughlin and the Lutheran Church, both using MBS facilities. Father Coughlin spent \$41,000 and the Lutheran Church \$37,000.

Gordon Baking	\$184,356	Grove Laboratories	\$63,128
Wander Co.	139,953	Household Finance	61,324
Health Products	106,249	Mennen's	60,737
Wasey Products	92,055	Gruen Watch	59,897
General Mills	89,321	Crown Overall	51,605
Lehn & Fink	84,521	Department Stores	47,738
Macfadden Publications	70,608	Sterling Products	45,486
Fels & Co.	66,213		

Program Reviews

EST Unless Otherwise Indicated

"Camel Caravan"

Reviewed Tuesday, 9:30-10:30 p.m. Style—Variety program. Sponsor—R. J. Reynolds Company. Station—WABC (CBS network).

If succeeding shows live up to the mark and pace set by this hour's enjoyment Camels have made up for the half-baked thing they had on before this program. Series that went off had Bennie Goodman and his band as the only redeeming feature. This show, emceed by Jack Oakie in his first radio series, and judging on the basis of the show caught January 5, was big-time stuff from the opening. And the opening—the first minute—was zingy, getting away from routine opening presentations. After that it maintained its pace for about 45 minutes, tapered off a bit, picked up and closed strong.

Production idea has Jack Oakie as the dean of a college. Sounds corny but it isn't, with the continuity brightly written. Plenty of good cues are provided to ring in the various guest stars. Oakie handles his lines adroitly and gets his personality over. Georgie Stoll, with his orchestra on the Coast for the production numbers, does another big-time job. Shaw and Lee are used in and out and used mighty well. They delivered a lot of laughs. Bennie Goodman, piped in several times from New York, always leaves the customers wanting more. John Boles, Judy Garland and Georgie Jessel were the guests on the show and okeh.

Camel has also strengthened its play for the campus customers with a different college tieup each week. Yale Whiffenpoof Singers, 12 voices, did their several rah-rah tunes well. Bob Redd and Sam Moore, the producers of the program, can take big bows for a fine radio job.

Commercials plug the smokes as aid to digestion. No foolin'. J. F.

Marion McDermott

Reviewed Tuesday, 7-7:15 p.m. Style—Classical songs. Sustaining on WICC, Bridgeport, Conn.

Here is a good classical singer with a novelty in that she does her own announcing and describes her selections, explaining origin, highlights of each song, etc. Has a wide range of voice and her announcing and descriptions are done in an even, modulated tone with a distinctive vocabulary. In this program her choice leaned toward Indian songs. Accompanist is Ada Smith Allison, who offered a nice solo. Miss McDermott would be a swell bet for a commercial and her program is a relief from the usual run of jazzy blues singers. S. A. L.

"WPA Symphonic Hour"

Reviewed Monday, 7:15-8:15 p.m., CST. Style—Concert music. Sustaining on WDSU, New Orleans.

Heard in a section where good sustainings are a rarity except for pipings this orchestra of 50 pieces directed by Et Fontana is in itself a rarity in that it strictly adheres to the classics and semis and leaves populars to others. Those who ask for pops during program are very tactfully refused.

On last week's airing, concert opened with the too-seldom-heard *If I Were King* overture by Adams. Group touched the semi-classical with Strauss' *Tales From the Vienna Woods* and Dvorak's *Humoresque*, the latter being the final selection of the full-hour program. Fontana himself flawed an otherwise near-perfect program by giving a short address in imperfect English that might better be left out. A pity, for director has done a fine job of the project, always rounding up his programs well. Musicians are capable, all being graduates of the pits of former legit or movie palace "flesh" days. P. G. M.

Terry O'Toole

Reviewed Wednesday, 1:15-1:30 p.m. Style—Commentary, vocal and organ. Sustaining on WNAC, Boston, and the Yankee network.

In a quarter-hour period tagged *Song Pictures*, Terry O'Toole, a plaintive, slightly tremulous-voiced, Irish tenor, sends the New England dial twisters refreshingly different fare from straight song and instrumental diet. Credit, too,

to Francis J. Cronin's able support at the console, to say nothing of the unmentioned, ever-neglected ghost that writes the commentary.

In accordance with the mikeman who labels O'Toole the youngest commentator on the air, the latter prefaces each tune offering with appropriate, dramatic commentary leading up to and providing the listener with a romantic, visionary setting for the song to follow. Since painting the mental picture for the radio audience is a primary, requisite for air production, award goes to this show in that point of presentation. Terry delivers the spelling and songs with a clear cut diction. S. J. P.

"Rippling Rhythm Revue"

Reviewed Sunday, 9:15-9:45 p.m. Style—Music and dramatized incidents. Sponsor—John H. Woodbury Company. Station—WJZ (NBC network).

New program, replacing Paul Whiteman, consists of musical numbers and dramatized incidents which serve as cues for the orchestra and singers. Setup consists of Graham Harris' Orchestra for production work. Shep Fields' Ork, Frank Parker, a mixed chorus and the Canova hillbilly trio. Makes for a well-rounded, zippy program possessing general appeal.

One incident concerned the boy meets girl idea which led to the *Pretty Girl Is Like a Melody* number. Fields' Orchestra, augmented and handled by Graham Harris, did a nice job on *Pennies From Heaven* and *Mr. Ghost Goes to Town*. Parker's singing of *Night Is Young and Night and Day*, with a mixed chorus backgrounding the solos, were done with great gusto and feeling, and highlighting the musical fare. Hillbilly fiends could take proper delight in the Canovas, Judy, Annie and Zeke, with their wholesome if corny humor and musicking. The feud between the hillbilly Canovas and Parker got started in lively fashion and promises to be a diverting mountain feud—safe for all.

A spiel in the center tends to be overlong and makes a sharp break in the show's continuity.

Harris is not given billing.

"Rex Chandler Orchestra"

Reviewed Friday, 9-9:30 p.m. Style—Orchestra. Sponsor—Ford Motor Company. Station WJZ (NBC network).

New orchestral series for Ford, replacing Fred Waring and his troupe, is a distinct disappointment. Program itself and the music are uninspired and lack distinction, with scant ingenuity shown in the arrangements. There are 42 men in Chandler's Orchestra, but at no time on the program caught did the music show the depth or color to be expected from an orchestra of such size. Chandler, incidentally, was formerly known as Chandler Goldthwaite, an organist on NBC for some years.

Numbers are introduced by an idea that fails to achieve interest and sounds forced thruout. Idea is to have a young couple, at their home, listening to the orchestra, with their conversation providing the cues for the music. Numbers

are well selected as to variety, but that's about where it ends. J. F.

Gene Gailbrath

Reviewed Tuesday, 3:15-3:30 p.m. Style—Songs. Sustaining over KQV, Pittsburgh.

Gene Gailbrath, one of "Those Three Girls," popular song trio in the Pittsburgh area, has ushered in a 15-minute weekly program of her own. Her swiny voice and effective delivery smack of network caliber. She looms a great bet as a vocalist with a musical aggregation or as a single. Accompanied on the piano by Everett Neil, with Ken Hildebrand on hand for the announcing.

Gene opens and closes with *Harvest Moon*, theme song. Selections on her initial program included the feverish *One, Two, Button Your Shoe, You Don't Know What You're Doing, Never Should Have Told You* and *I'm in the Mood for Love*. S. H.

Slim, Jack and Gang

Reviewed Thursday, 12:15-12:30 p.m. Style—Hillbillies. Sustaining over Station KDKA, Pittsburgh.

A daily program that has a following, particularly in the outlying districts around Pittsburgh, is the rural song-comedy-music concoction dished out by Slim and Jack and Gang, three men and a girl. Nothing unusual here, but okeh for fans who like hick-town dialects, clean puns, songs that date back to the old mellerdrama days and ticklish tunes played on a fiddle.

Jack does all the emseing, others helping out with song and music. Among numbers contributed at this hearing were the fiddling of a couple of solos and the warbling of usual type songs. S. H.

Court Okehs Foreign Ban

HOUSTON, Jan. 9.—Federal Judge T. M. Kennerly this week upheld the power of Congress to regulate radio transmission of programs from foreign countries when they originate in this country without permission of the FCC.

The opinion handed down by Judge Kennerly ruled against a demurrer in the case of Norman Baker, Roy Richardson and E. R. Hood, which was filed last April. It is the first of its kind and thru the action of the court upholds the validity of the Communications Act of 1934.

Indictments charged that Richardson, Baker and Hood kept at Laredo a setup for the manufacture of radio records which were transmitted to Nuevo Laredo, Mexico, for broadcast over XENT. Transmissions of these records were heard in the United States, according to the indictment.

In his ruling Judge Kennerly set up three steps in violation of the communications laws. First is the production of the record, he said. Second is the transmission of the record to a foreign country and third is the broadcast of the record which is heard in the United States.

Indictment adds that the law is violated in that it reads, "No person may maintain a broadcast studio or apparatus for manufacturing electrical recordings for transmission to a foreign

Edwards to Head New Coast Show

LOS ANGELES, Jan. 9.—Newest Trans-american show, which will be offered to the network sponsors soon, will have Gus Edwards at the helm as emcee and producer. Edwards was signed to an exclusive radio contract this week, with the first show of the proposed weekly series, titled *School Days on the Air*, slated for a break-in run on KFVB for an hour swing beginning January 15.

Show is another amateur period, with Edwards drawing his talent from schools and colleges. Same idea has been broadcast on the Coast here for past several months by *California's Hour*, chain store sponsored. Each week Edwards is planning on having as guest star one of his early-day discoveries. Series marks the Coast debut of Edwards, with Leon Leonardi's studio ork handling music.

Understood that Transamerican is whipping the new show into shape on the hunch that Chase & Sanborn, currently sponsoring another Trans show, *Do You Want To Be an Actor?*, will drop the current feature at option time.

station later to be broadcast into the United States without permission of the Federal Communications Commission."

Representing the United States in the hearing was District Attorney Douglas McGregor, of Houston, and his assistants.

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

Address
Care of
Billboard,
N. Y.

GOBEY

TITO GUIZAR

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

JAYSNOFF SISTERS

The Leading International Duo Pianists
Radio • Concert • Stage

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

OSWALD ★★ ★★


OH YEAH!!!

Featured COMEDIAN With
KEN MURRAY.
Making Personal Appearances.

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.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, January 1, to Thursday, January 7, both dates inclusive.

<p>There's Something in the Air (27) ... 30</p> <p>It's De-Lovely (34) ... 27</p> <p>With Plenty of Money and You (16) ... 27</p> <p>I'm in a Dancing Mood (20) ... 24</p> <p>I've Got You Under My Skin (21) ... 24</p> <p>Good Night, My Love (16) ... 23</p> <p>The Night Is Young and You're So Beautiful ... 22</p> <p>There's Frost on the Moon (16) ... 18</p> <p>Gee, But You're Beautiful ... 16</p> <p>Gone (22) ... 16</p> <p>I'll Sing You a Thousand Love Songs (19) ... 15</p> <p>Trust in Me ... 15</p>	<p>For Sentimental Reasons ... 14</p> <p>Love and Learn ... 14</p> <p>Timber (14) ... 14</p> <p>Here's Love in Your Eye ... 13</p> <p>One, Two, Button Your Shoe (15) ... 13</p> <p>May I Have the Next Romance? ... 12</p> <p>Rainbow on the River ... 12</p> <p>The Way You Look Tonight (12) ... 12</p> <p>Where the Lazy River Goes By (14) ... 10</p> <p>I Love You From Coast to Coast ... 9</p> <p>'Tain't Good ... 9</p> <p>Serenade in the Night (16) ... 8</p> <p>You're Everything Sweet ... 7</p>
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SHEET MUSIC BEST SELLERS will be found on page 15.

Stations and People

Address All Communications to the New York Office

STONE McLINN, WIP director of sports broadcasts, was elected secretary of the Philadelphia Sports Writers' Association. . . . **NELSON DOUGLAS HIBBS**, son of WTEL's prexy, warbles over WIP, Philadelphia, under the name of "Roy Lane." . . . **DON HEYWORTH** celebrates his 10th year in radio as an announcer, debuting in 1927 at WLOE, Boston, and coming to KYW, Philadelphia, from WNEW in May, 1936. . . . **HUGH BROOKS** and **JOHN HAYES** left Philadelphia airlines for announcing posts at WOR. . . . **ARTHUR Q. BRYAN**, former announcer and script writer at WIP, Philadelphia, joins the production staff at KFVB, Hollywood. . . . **CONNIE MACK**, baseball major, doing guest spiels on **FRED FORD'S** sport shots at WCAU, Philadelphia. . . . **BETTY RAY**, former WFIL thrush, returns to Philadelphia radio at KYW. . . . **BILLY LAPATA** joins the staff artists at KYW, Philadelphia, after a fling at orchestramdom with **JOE VENUTTI'S** Ork.

LEN FINGER, KTAT, Ft. Worth, Tex., sport commentator, will handle broadcasting of Southwest Conference basketball games played by Texas Christian University at home. . . . **HERB OWENS**, Register and Tribune reporter, with wife and sister, making a "trailer trek" from Des Moines to the Southland. Iowa Network stations, KSO and WMT, Des Moines, broadcast the takeoff. . . . **J. J. BELOUNGY**, WBT, Charlotte, N. C., chief engineer, is showing with pride in his eyes a letter from a West Coast engineer telling of receiving WBT near Los Angeles in the afternoon. . . . **WHIO**, Dayton, O., broadcasts from local police court daily. . . . **JUDGE MERRITT J. SCHLAFMAN** is in favor of actual court broadcasts as differentiated from special court programs not actually radioed from the court.

WTIC, Hartford, Conn., just couldn't let WICC, Bridgeport, be the earliest Connecticut station on the air (daily at 6:30) so they put Blue Grass Roy, a hillbilly singer, on at the same time. **WNLC**, New London, Conn., is printing its weekly programs in collaboration with merchants' advertising and is distributing over 20,000 weekly. . . . **New Haven, Conn.**, is the largest city in the United States without a full-time radio station, but **WELI**, thru its manager, **JAMES MILNE**, is putting up a big battle before the FCC and expects to get permission shortly. . . . **RALPH KANNA**, announcer and script writer at **WELI**, New Haven, Conn., is again back on the job after a six-month leave of absence. . . . **JACK BANKEY**, of **WWSW**, Pittsburgh, is starting a new commercial this week over that station for a beauty preparation firm. . . . **WALTER FRAMER**, Pittsburgh radio artist, will handle the publicity for **United Artists Pictures** in that territory, starting late this month.

W. K. (HELLO WORLD) HENDERSON, the stormy petrel of radio's younger days, is ready to return to the ether waves. Says he is dickered with a Mexican station for his services. . . . Five Louisiana stations are joined in "Farm" program being aired thru agricultural extension division of **LSU**. First of series began this week thru **WWL**, New Orleans; **KRMD**, Shreveport; **KVOL**, Lafayette; **KYMB**, Monroe, and **KALB**, Alexandria. All stations are members of the "irregular" Louisiana network.

ADAMS HATS has taken two 15-minute evening programs on New Orleans stations, devoted to sport stuff on **WWL** and **WJBW**. . . . The Greater Birmingham Committee is using the ether solely as a means of advertising the Magic City's advantages. New series of nine talks began January 6. . . . **BILL FIELDING** is conducting a new 30-minute Sunday morning variety show over **WNBR**, Memphis, featuring vaudeville stars who are appearing at newly reopened Orpheum Theater there. Program is being sponsored by a large department store and is called **Stars and Diamonds**. . . . **ALVA DE MARKS** has left the Birmingham airlines for Pensacola, where he has joined the Jolly Sevenettes for the winter season at **WCOA**. . . . **DALE SCANLAN** is new addition to FCC staff at Galveston, Tex.

CLEVELAND NOTES: **JOHN PATT**, of **WGAR**, handed out a 10 per cent bonus to all employees, including himself. . . . **IRENE DZIERCOWSKI**, who has been singing with **LOUIS RICH'S** Orchestra on **WHK**, has been

added to the regular staff. . . . **GILMAN YOUNG** is back on **WHK** as exercise man at 7 a.m. . . . Planning numerous historic broadcasts thruout Ohio this season, **WHK** is preparing to cover the opening of ancient Indian mounds in the southern part of the State. . . . **LARRY ROLLER**, of **WHK-WJAY**, is arranging for a series of broadcasts from the Great Lakes Exposition during the summer.

WSB, Atlanta Journal station, has an Editorial Hour during which the editorial views of the paper are expressed. Recent program had Managing Editor **JOHN PASCHALL** give *The Journal's* outlook for 1937. **SIR WALTER PASCHALL**, **WSB** news reporter and elocutionist, back at the grind after a week of Florida vacationing. **DOUGLAS EDWARD** did the pinch-hitting stint while **PASCHALL** was away.

TOMMY RIGGS (and Betty) are ended with Spang Baking Company, which is looking for a new attraction. Tommy is headed for Chicago or Cincinnati. . . . **JIMMY AGUE**, long with **WHK**, has gone hillbilly, joining up with the **JONES BOYS** for a two-a-week broadcast for Pontiac over this station's mike. . . . **STUBBY GORDON** goes on the

NAB Sales Division Execs To Hold Meeting in Chicago

CHICAGO, Jan. 9.—Meeting of the sales managers' division of the commercial section of the NAB will be held for two days at the Hotel Sherman here starting January 18. Buryl Lottridge, chairman of the division, will preside. Meeting will be devoted to discussion of problems affecting sales and promotion men in radio and will discuss problems previously discussed at divisional meetings of the sales managers. Latter are grouped as to section of the country, and have been holding regional meetings for the last few months. Lottridge has been working on swelling the attendance at the Chicago meet for some time. Only authorized station men will be admitted, with representatives or proxies not al-

air with his orchestra on Saturdays with a half-hour network over **WTAM**. . . . **SID ANDORN**, who Walter Winchells with local gossip over **WGAR**, has trekked to Hollywood for five weeks, sending back copy to be aired. . . . **DOROTHY CRANDALL**, **EARL ROHLF** and **BRAMLEY HOUSE**, of **WTAM**, are preparing to break out with a new commercial. . . . **CARL GEORGE**, announcer at **WGAR**, has gone to Columbus to take the Ohio bar examination.

lowed. Meeting is very important and is expected to draw a heavy attendance.

Long list of speakers has been arranged. Opening address will be made by C. W. Myers, NAB president. R. J. Barrett Jr., of the local office of Blackett-Sample-Hummert, will talk on co-operation between time salesmen and agency execs. Important contribution is to come from T. F. Flanagan, president of the Penn Tobacco Company, who will talk on "Standardization in the Spot Broadcasting Field." Latter problem is now one of the leading headaches in radio and is being worked on from several angles.

James Baldwin, NAB managing director, will be another talker the second day. H. K. Carpenter, of **WHK**, Cleveland, chairman of the NAB commercial section, is another scheduled talker. Panel discussions on sales problems will be conducted by J. Leslie Fox and Mort Watters.

West Coast Notes;

LOS ANGELES, Jan. 9.—With several new shows changing in emanation from the East, CBS is looking about Hollywood for another theater or auditorium to use as remote spot. Columbia has made an effort to get the Hollywood Playhouse, but the spot is under lease to the Federal Theater Project. If the network can find a suitable spot, Ruthrauff & Ryan, ad agency, will spot three of its shows in it. The Milton Berle sing feature set to hop westward in late January; the Al Jolson show, currently broadcasting from the Wilshire Ebell Club, and Joe Penner's broadcast, now emanating from a downtown spot, would be the three to move in.

Meanwhile, NBC is reported interested in the Pan-Pacific Auditorium, with a seating capacity of 10,000, for several special broadcasts. The Filmarte Theater in Hollywood also went to radio last week with the inauguration of a new mass sing sponsored by Fox West Coast Theaters. Show goes to nine station on the Coast thru the Don Lee chain and is emceed by Ed Lowry, former vaude presentation name.

SAN FRANCISCO, Jan. 9.—There's considerable burn on the part of artists around town since word went out that **KFRC** people appearing on **KSFO**, new CBS outlet, needn't report back to the former station. Coule **KFRC** artists tried it and are now off their former shows.

To interest prospective clients and agency men, too, NBC Monday night staged a special audition at the Community Playhouse, and recorded same for Eastern executives. Cast included a large ork directed by Meredith Willson; Three Cheers, Williams Sisters, Armand Girard, Betty Kelly and Zarova, Lou Tobin. It was the first audition of its kind staged in these parts. Hour show, produced under supervision of Ken Carney, NBC program manager, featured excerpts from popular musical comedies. Samuel B. Dickson authored the script for dramatic sequences.

Shakeup at **KYA** has Edward J. McCallum out and M. E. (Bob) Roberts in as station manager, the change being announced by Emile J. Gough, vice-president of Hearst Radio, Inc. McCallum was associated with the station for more than five years. His successor, well known in Pacific Coast radio and advertising, was commercial manager the past year. In taking over his new duties he combines the two jobs. Roberts for more than three years headed his own advertising agency here before coming to **KYA**. Prior to that he was manager of **KTAB**, now **KSFO**, the CBS outlet here.

day of their daughter, Linda Lou, on January 3.

WBBM-CBS NOTES: Jack Fulton, handsome young tenor on the *Poetic Melodies* program, is being angled for by motion picture companies who want him to go to Hollywood for a screen test at his earliest convenience. . . . John Wiegell, **WBBM** announcer, recently ran down to his home town, Mansfield, O., for a visit. . . . Lee Francis, **WBBM** pianist, is also an accomplished organist. . . . Richard N. Chindbloom, assistant program director of **WBBM**, has been

(See CHI AIR NOTES on page 14)

Air Briefs

By JERRY FRANKEN

DICK HIMBER is in line for his second commercial, this one to go on Mutual if and when, with Libbey Owens Glass footing the bills. Audition was Friday (8) with Stuart Allen and Gogo DeLys as vocalists. It's Miss DeLys' first commercial in 18 months, since leaving Phil Baker. Agency is United Advertising. Himber will be billed as with his Ritz Carlton Ork as apart from his Champions, on the air for Studebaker.

Well, Bill Bacher was in town last week and even tho it was just for a short time, there was no mistaking that Bill Bacher was in town. Trailed by 14 whirling dervishes, about the only facts gathered were that Bacher auditioned Buddy Clark for the *Hollywood Hotel* emcee job, along with Jimmy Melton. Bacher only told a few hundred people "a secret"—that he was going to offer Fred Allen \$10,000 a week for the job. Friday (8) the report was that Phil Regan and Fred MacMurray, picture player, would start on the show this week.

Donald Flamm, **WMCA** president, is due back from Europe Thursday (14). . . . *Gang Busters* goes into year number two on CBS January 13. . . . Bill Shepard, **WHN** announcer, hies to Dallas to be wed, this week, nuptials taking place January 20. He wanted to be married under the shelter of a couple of 10-

gallon hats. . . . Ernest Cappobianco is now wearing the title of CBS art director, succeeding Harry O'Brien, who resigned.

CBS staff had plenty of grippe trouble last week. Meford Runyon, treasurer; Ed Reynolds, Maury Gaffney and Dan Wickendon, of sales promotion, and Edward Klauber, vice-prez, were among those nursing fevers and wobbly legs. . . . Paul Whiteman left for a tour after his General Motors show. He plays the Governor's Inaugural Ball in Austin, Tex., January 19, then continuing up thru the West. . . . Johnny Davis, of the Waring troupe, has joined the Three T's, now being conducted by Frankie Trumbauer. Outfit is on NBC from the Hickory House.

Good news last week, the reuniting of Fray and Braggott on NBC January 18. . . . Marguerite Monroe, Wayne Randall's secretary at NBC, quit last week, resignation taking effect January 15. Evelyn Smiffen takes her place. Story concerning Miss Monroe's resignation is a honey. . . . Chevrolet won't hire a new band now until the fall for its transcription series. Rubinooff will continue to do those waxings, if and when the transcription campaign starts again. . . . Scaltest continues on a week-to-week basis.

Chi Air Notes

By F. LANGDON MORGAN

CARLETON KELSEY, erstwhile maestro of the *Sears Then and Now* program, which recently went off the air, took over the post of musical director for the Western division of CBS on January 10. He succeeds Billy Mills, who has been director for Columbia for several years, and is planning to go into free-lance musical production activities in this area. Prior to his arrival in Chicago as musical director of the Sears broadcast Kelsey was connected with Station **KFWB**, Hollywood, and worked on a variety of motion picture productions. . . . The *Penthouse Serenade* expanded its network with its first broadcast of 1937 and is now heard on the NBC Mountain and West Coast Red chain and **WCAE**, Pittsburgh. . . . Smiling Ed McConnell celebrated a birthday January 12. . . . Jim Cruisberry, former Chicago sport writer, who writes the "Sports Huddle" for Pat Flanagan and John Harrigan, is in the hospital with the flu. . . . Patsy Montana, **WLS** singing cowgirl, has returned from a week's visit in Ken-

tucky. . . . Jack (Peacock) Kelly, **WCFL** musical director, is back on the job after being home a week with illness that bordered on pneumonia. . . . Henry Busse and his orchestra celebrated their first year on the NBC networks January 10.

FRANK RAND, CBS Central Division publicity chief, is another who has been laid low with the flu but is now back at his desk. . . . Norm Sherr, once **WBBM** pianist, is now staff pianist of NBC here. . . . Ed Paulin, formerly with stations in Dubuque, Rockford and Davenport, is a new mikaner at **WLS**. . . . **NBC's Breakfast Club**, without a local outlet since Chicago changed from Eastern Standard to Central Standard time, is being heard over **WCFL**. . . . Attilio Baggio, **WGN's** brilliant operatic tenor, left January 12 for a concert tour thru Texas, Oklahoma and Mexico and will not return to **WGN** until January 25. . . . Lulu Belle and her husband, Skyland Scotty, celebrated the first birth-

CHORINES GOT THE WEEPS

Detroit Cafe Wages Upped

AFA raises minimum scale for acts in union spots—in effect Feb. 1

DETROIT, Jan. 9.—A new up-State scale for acts playing union night spots will go into effect February 1, according to Walter F. Ryan, representative of the American Federation of Actors. New minimum prices will be \$35 per week for full week spots. At the same time, split-week spots will begin a new scale of \$38.50 per week, to be split pro rata, while spots using acts one or two nights only will pay \$7 a night.

A new scale will also go into effect locally a few weeks later, Ryan said, with full week spots raising \$5 to \$30 per week minimum.

The AFA has just signed up 12 closed shop spots in Michigan and Ohio, at the beginning of a campaign for this type of operation.

Prospects for night spot employment look good, Ryan said, commenting on the fact that not a single report of any night club or garden dropping floor shows has come in, even from the one-night stands, following the usual drop in business after New Year's. This record applied to Detroit only, with two spots known to have closed in Ohio, however.

Rochester Hotels Faced With Strike

ROCHESTER, N. Y., Jan. 9.—Balked in their efforts to curb New Year's Eve celebrations, striking bartenders, cooks, waiters and waitresses at all major Rochester hotels and a number of leading restaurants prepared this week to broaden their activities with support from hotel operating engineers.

The engineers voted to join the strike, but held to their jobs pending instructions from their international union. Almost at the same moment the Rochester local of the Musicians' Protective Association announced it would grant no more contracts to houses affected by the strike.

What the strike will do to night spots, cocktail and tap rooms and dining rooms was somewhat a matter of conjecture early this week, with union leaders claiming business definitely affected and operators still adamant in their refusal to recognize the union and sign wage and hour contracts. Pickets kept day and night vigil.

Strike took on serious proportions New Year's Eve when bartenders walked out in sympathy, closing the Powers Hotel taproom and curtailing celebrations at several other places. New Year's crowds were the biggest in years, however, and hotel men declared the rush was beyond expectations, despite the walkout.

Twenty-six pickets were arrested and released a few days later after a massed picketing demonstration in front of the Powers Hotel. Strike leaders said they expected the Rev. John P. Boland, head of the Regional Labor Board, and Thomas Finn, Labor Department arbiter, in the city early next week.

Rutzen Quits P. A. Job; Fritz Blocki Succeeds

CHICAGO, Jan. 9.—Willard M. Rutzen, who has been directing public relations for the Casino Parisien and Monte Carlo Bar for the International Casino of Illinois, Inc., has resigned to give all his time to his job as assistant to Managing Director Leonard Hicks of the Morrison Hotel.

Fritz Blocki, publicity director of the State-Lake Theater, succeeds Rutzen at the Casino Parisien and Monte Carlo Bar.

Swing Goes High Hat

NEW YORK, Jan. 9.—Swing has definitely crashed the arts and will be the subject of a powwow January 14 sponsored by the Murray Hill Forum. Robert Smith, music authority on the staff of CBS, will lead the discussion and will, presumably, try to explain just what, if anything, makes the new "ism" tick. High-falutin' title of "Swing Music and American Folk Culture" ought to make Louis Armstrong and the boys pause and consider what all this is leading to.

I-Nighters Opening Up; Whiteman Set

NEW YORK, Jan. 9.—Pointing it out as proof that the one-nighters are successfully making a comeback and are again able to book name bands, Consolidated Radio Artists has just lined up four weeks, mostly one-nighters thru the Midwest, for Paul Whiteman's Band. Whiteman opened his tour at the George T. Pavillon, Johnson City, N. Y., yesterday, the route to include one-night theater stands as well as a swing over the Tom Archer Circuit of ballrooms in St. Joseph, Sioux City, Des Moines, Sioux Falls and Omaha.

CRA has also signed up some new ones: Irving Rose, who opens a doubling engagement January 19 at the Ft. Montague Beach Hotel and the Jungle Club, Nassau; the Happy-Go-Lucky Band, now at the Whitehall Hotel, Palm Beach, Fla.; Sigmund Shatz's Gypsy Orchestra and Joseph Beers' Band at the Roney-Plaza Hotel, Miami.

Cincy Nitery in Bankruptcy

CINCINNATI, Jan. 9.—After the filing of an involuntary petition for bankruptcy against the proprietor of the 4444 night club here, Judge Robert R. Nevin, of the United States District Court, named Harry A. Abrams, attorney, as receiver for the bankrupt nitery. Petition, naming Issy Schneiderman as proprietor, was filed by the Queen City Bottling Company, this city, one of the chief creditors. Petition sets forth assets of \$2,000 and liabilities of \$12,000.

Maurice Staub to New York

CHICAGO, Jan. 9.—Maurice Staub, former professional manager of the local Mills Music office, has been transferred to the New York office as general professional manager. Succeeded here by his former assistant, Archie Levinson. Staub was tendered a farewell luncheon at Henri's last Saturday by associates and friends.

Hollywood Country Club Sets "Names"

NEW YORK, Jan. 11.—Opening show at the Hollywood Country Club, Hollywood, Fla., this Wednesday will comprise Xavier Cugat's Ork, Eddie Garr, Benay Venuta and Gomez and Winona. Spot is booked exclusively by Music Corporation of America.

Yacht Club Boys are booked for the club, starting January 27, replacing Garr and several weeks later Veloz and Yolanda are slated to go in.

Sells Acts Via Silent Films; Own Talk Accompaniment Free

BOSTON, Jan. 9.—Latest wrinkle for selling talent is proving practical and profitable for James L. MacCarthy, of the Artists' Amusement Agency. He is in possession of the AAA Film Library, replete with films of all types of acts. These cinemacts are used to sell acts to night club and private club managers. The gelatin auditions practically do away with verbal salesmanship.

Pictures are taken without sound, since they are screened in office and committee rooms and exact voice and

Chorus Equity Having Tough Time Trying To Organize 'Em

Taking conservative line—no other labor ties as yet—Equity angle—chorines hit by short payoffs, long hours, mixing, layoffs, low wages

NEW YORK, Jan. 9.—Altho acts playing night clubs are well on the way toward unionization, chorus girls are still more or less stepchildren in the various organization schemes. Chorus Equity Association took over the chorus jurisdiction in the night club field when the American Federation of Actors received its AFL charter from the Associated Actors and Artistes of America three years ago. Since that time the AFA has tied up with sister unions, such as the musicians, stagehands and restaurant workers, in its attempts to organize night club acts.

Chorus Equity, on the other hand, has been pursuing a different course. It has not made any close labor contacts. Mrs. Dorothy Bryant, Chorus Equity secretary, explains that her organization "is trying quietly to get a membership in the cabaret field" before it comes out in the open with demands. Altho many Chorus Equity members are playing the cabaret field, very few keep in good standing, as the organization has no means of policing the field such as it has in legit. Mrs. Bryant says she hopes the CEA "will have a labor tieup later" so that it may make greater progress in the cabaret field.

Pennsy Cafes Must Pay Tax

LANCASTER, Pa., Jan. 9.—In a precedential decision Judge B. C. Atlee declared that a cafe which furnishes orchestra music for dancing must pay an amusement tax, even tho there is no cover charge. Louis Yanko, former nitery nabob, was charged with failing to take out an amusement license for his spot. Payment of back taxes due the State Revenue Department will be part of his sentence. Yanko maintained that since he charged patrons only for food and drink he was not required to pay the amusement tax.

Law passed in 1913 calls for a \$501.25 yearly tax, with a \$250 penalty for each year the tax is not paid, plus an accumulative interest charge. In the Philadelphia area nabobs have banded into a Cafe Owners' Protective Association to fight the enforcement of the tax, and a similar test case is pending in the Philadelphia Common Pleas Court.

A License With Strings

BOSTON, Jan. 9.—Club Bagdad here was granted a 1937 liquor license by the Licensing Board with the proviso that its street door must be left open till the place darkens for the night and that no customers may be admitted after midnight Saturdays or after 1 a.m. on week days.

Patrons must exit 12:30 a.m. Sundays and 1:30 weekday mornings.

Veloz and Yolanda Chicago Hold Over

CHICAGO, Jan. 9.—Veloz and Yolanda and their orchestra directed by George Hamilton will continue at the Palmer House up to January 28 when an entire new show and dance band will follow them. Engagement here was originally for two weeks only. They open at the Chicago Theater January 29 for two weeks.

Rochester Booking Switch

ROCHESTER, N. Y., Jan. 9.—Mutual Entertainment Exchange of this city has acquired two new dates, the Marble Bar here, and the Havana Casino, Buffalo. Spots were formerly booked by the Harry Stone Agency.

Pittsburgh Acts Ready To Elect

PITTSBURGH, Jan. 9.—Determined to continue with the formulation of an independent organization, local entertainers, at a meeting held at Mildred Leo's Studios Sunday, appointed a nominating committee which is to choose three candidates for each office of president, vice-president, treasurer and secretary. Election of officers will be held January 17.

Committee includes Betty Simon, Ollie O'Toole, Sunny Ludwig, Ann Caruso, Slim Livingston and Dorothy Wenzel and will work with temporary co-chairmen Billie Connolly and Nora Lewis in selecting the candidates. The organization, known as the Entertainers' Association of Pittsburgh, announces that it will strive to work hand in hand with local bookers and to form its own social club here.

Jesse Crawford's Band

CHICAGO, Jan. 9.—Jesse Crawford was signed this week by Leo Salkin, of the local Consolidated Radio Artists' office, to head a new band to be organized in New York. Crawford and his wife, also a talented organist, will work in front of a society type orchestra at the consoles of twin Hammond electric organs.

McGowan Joins Worldwide

SAN FRANCISCO, Jan. 9.—Marion McGowan, recently of the Jack Fine office, Chicago, and MCA office, Dallas, this week joined the Worldwide Theatrical Circuit here as club and radio department manager.

—DON HUGHIE MARVIN—
RAYE, PRINCE & CLARK

CLUB ESQUIRE, Toronto, Canada.
Songs and Dances Well Seasoned.
Mgt. CHAS. V. YATES, 1560 BROADWAY

Amusing Songs and Dialogue By
JANE FARRAR

1523 LOCUST CLUB,
Philadelphia, Pa.

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



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

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

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

The Original Magical M.C.
BIL DORNFELD
Now Playing
PICK'S CLUB MADRID,
Milwaukee.

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

BERT LYNN
Comedy Singer, Dancer
and M. C. Now playing
in Chicago. Now
featuring his new invention,
the only Electric
Vibrolynn in the world.
Direction
SIMON AGENCY, GUY PERKINS,
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"**JiMae**"
The Mystifier.

FASTEST PAIR OF HANDS
ON THE AMERICAN STAGE
Mgt. MUSIC CORPORATION OF AMERICA.

It Helps You, the Paper and Advertisers to Mention The Billboard.

Night Club Reviews

Sherry-Netherland Hotel, New York

Under the personal supervision of General Lodijensky this spot has become the Slavic rendezvous, catering to a discriminating clientele. The entertainment is gathered for its novelty and bizarreness and emphasizes the quality highlights of each act rather than endeavoring to put on a full-fledged show.

There is Nastya Polakova, singer of Russian and gypsy selections, who without dramatics can thrill with well-modulated voice.

Tanya and Kirsoff whirl and gyrate thru a wild exotic Kurdish dance, interpreting the struggles of a golden-haired maiden captured by a swarthy bandit. When spent by her efforts to flee she lies prostrate at his feet and he snaps daggers from his mouth to the floor, just barely missing her trembling form, to show his mastery over her and how easy it would be to kill her. This provides the most thrilling finish to a dance we have ever witnessed.

Then comes Raphael, an unassuming, mild-mannered old man, who can delight and amaze with his artistry on the lowly concertina. His playing sounds as if wafted in on air from far away. Flutes and reeds quaked mystically in his *Persian Market*, and the tones of a cathedral organ were plainly discernible in *Caprice Viennoise*. A Chopin piece, full of lightning runs, was faultlessly executed, and he encoored with the better known *Yours Is My Heart Alone*, bringing out the plaintive strains of violins clearly. His work is nothing short of sensational.

Alexander Bunchuk leads a nine-piece dance orchestra that is distinguished by its softness. Two pianos and a violin predominate, with a three-piece sax section and the drums toned down so as to be scarcely audible, yet setting enough undercurrent for a definite dance tempo. Semi-classical dance numbers and the more melodious of the current pieces constitute the bulk of their music. *George Colson.*

Merry-Go-Round Club Newark, N. J.

Latest addition to Newark's fast-growing list of night spots is the Merry-Go-Round, featuring the "world's largest revolving bar." Backed by the Weintraub and Klein brothers, this spot has been packing them in ever since its opening last month. Weekly gross has been pushing the \$10,000 mark.

Sporting combinations of glass brick, stainless steel and neon lighting, the club is strictly modernistic. The bar itself is made of metallic leather trimmed with red formica.

Entertainment offerings are novel since the club presents a regulation floor show on a raised stage in the center of the bar. Main show, as given in the Continental Room, centers about Al Fielder and his six-piece orchestra, which dishes out rhythms with a continental flavor. Floor show itself is informal, and consists of the Ross Trio, two girls and a boy, in their versions of the latest tunes; Joe Wong, entertaining hooper and vendor of comedy songs, and Kathleen Lane, "sweetheart of swing," imported from the Texas Centennial.

Rudy Ferris and John Quigg, accordionist, also support the floor show with their singing, but are spotted mainly on the bar stage. Fielder, who joins in on some vocals, acts as emcee and paces the routine nicely.

Club is managed by John J. Morrissey, formerly of the Mountain Ridge Country Club. No cover at any time, but \$1 minimum Friday, Saturday, Sundays and holidays. *Bruno M. Kern.*

Royale-Frolies, Chicago

Current show, *Royale Frolies Parade of 1937*, the third production of Denis J. Cooney, has one of the smartest finales seen in any Chicago night club for some time. Staged by Duke Yellman and costumed by Lester.

The line of 15 dancing girls and five showgirls, attired in white costumes,

capas, boots and plumed hats, put on a nifty parade routine that would have done justice to Ziegfeld in his palmist days. Planned by Sammy Dyer, dance producer, the number garnered several rounds of applause.

Dolly Kay, one of cafedom's greatest singing stars, again tops the bill, being the only holdover from the last show. Now in her sixth month here, they never seem to get enough of Dolly's songs. She socked over *Pennies From Heaven*, *Chapel in the Moonlight*, *South American Joe*, *Shake Hands With a Millionaire* and *Some of These Days* to thunderous applause.

Bill Anson is emcee besides doing a swell line of impressions that include those of Singin' Sam, Rudy Vallee, Walter Winchell, Ben Bernie and a new nifty of Benny Fields. Some of Anson's material is pretty old and new stuff would help a lot.

The line girls opened with a clever routine with dolls, as Peggy Moore sang *Who'll Take a Chance on a Cutie* and later returned for an eccentric routine in the Ray Bolger manner. Other talent included Vivienne Newell, acrobatic dancer; Byrnes and Swanson, with a slave dance that was a combination of African voodoo, whip cracking and adagio; Jim and Nora Bell, who contributed two interesting tap routines, and Jack Hilliard, vocalist.

Henri Lishon's Orchestra continues to dish out brilliant musical performances both for the show and the dancers. Charles Engles and his bandsmen alternate. *F. Langdon Morgan.*

Cocoanut Grove, Park Central Hotel, N. Y.

For the first time at this spot an attempt is being made to present a floor show without the support and icebreaking, show-opening tactics of a girl line. This innovation impressed as being ill-advised in this instance. A line seems indispensable, and will of necessity be replaced shortly.

Opening the show, Carlos and Marchan do two dance numbers, both conventional ballroom work, with fair success. They make a handsome pair on the floor and their straight work is flawless, tho not so forte on the lifts and spins.

Lola Bard blues sings with special arrangements, and employing a change of pace in tempo succeeds in putting over her offering, altho more personality expression and not sticking so close behind the mike might enhance her selling.

Billed as proteges of Rudy Vallee, The Bernards and The Duvals work from a legitimate opening of modernistic interpretation to sly satire and then on to rousing buffoonery. Their work strikes a new note in the increasingly popular field of modern dance satire. Usually composed of two girls and two boys, this outfit fared none the worse at this catching, despite the fact that they were shy one girl member due to illness.

Featured on this bill and making their bow to local night life, the Men of Gotham, a new quartet consisting of Bobby Berger, Jack Gifford, Henry Russell and Bob Rice, make their appearance an auspicious one. The foursome harmonize in satirical tunes with peppy lyrics, and poke fun with restrained burlesque on the possible advent of Minsky influence into grand opera and the ballet. Their original material and novel treatment of it stamps them as a refreshing and welcome addition to big-time Gotham entertainment.

Delightful dance music and capable show accompaniment is supplied by Jerry Blaine and his band, with very attractive Phyllis Kenny rendering vocal choruses, of which more would be welcome and fitting. *George Colson.*

Schneider's Garden, Detroit

Class of entertainment consistently holding forth here has brought this spot the most continuous popularity in Detroit—it is the only important night spot dating from repeal (May 6, 1933) and still open under the same management. The place itself is huge, with accommodations for nearly a thousand, but size is apparently diminished by the dark blue decorative scheme.

Page and Allen, fast-stepping tap

Boston Cops Watch Clubs

BOSTON, Jan. 9.—Local licensing board cracked down on night clubs. New regulations require spots to cease operations at early-morning hours, individual in each instance. Time limits vary from midnight Saturday to 3 a.m. week days.

Restrictions were effective New Year's Day. Police opposed license renewals for most of the spots. Twelve clubs under police and licensing board surveillance include Club Devkelder, Vanity Fair Club, Monarch Club, Ring Social and Athletic Association, Club Crescent, Theatrical Club, Caber Associates, Row Club, Webster Political Club, Lancaster Club, Czechoslovak Club and Neptune Club.

According to law, sale of liquor after midnight Saturday or 1 a.m. other days is barred in night clubs, restaurants and hotels. There is no restriction on club open hours.

team, open the floor show this time with a standard routine and close with another dance that gives a sock finish to a fast show.

Jack Russell, who also officiates as emcee, took the second spot himself with a rendition of *I Want To Be An Iceman*. Has good voice and lively appropriate gestures.

Charles Page followed with a loose-jointed inebriate's dance, including a fine imitation of a skater's motion on toes. Got the first encore of the show. Did a long pantomime of a lady taking a bath and panicked the audience.

Jack Gregory and company had the headline spot with their well known hoop routine. This duo can do about every conceivable thing to hoops, including the usual rolls and tosses, plus some of their own. Going over especially well were the eccentric hoops, which rolled about in startling directions.

Not a single feminine singer on the bill, but she wasn't missed. Credit for the show goes to Val Campbell, of the Jack Dickstein Booking Office, with a big hand to the genial and youthful proprietor, Joe Schneider.

Floyd Snyder and his band furnish the music, and also do a show number. Every musician can also sing. During the dance hours most of them do specialties as well. Orchestra goes on the air nightly over WMBC. *H. F. Reeves.*

Additional Night Club Reviews
Appear on Page 19

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

OLIVE and AMDUR
New York Schools of Music have chosen Olive and AMDUR as "the foremost exponents of satirical torchsongs."
—Billboard 11/21/36.
Personal Manager,
FRED LeQUORNE
1658 B'way, N. Y. C.

garron and bennett
INTERPRETERS OF MODERN BALLROOM DANCING.

Club Chatter

New York City:

BENNY FIELDS has returned to New York after two months of successful night club and theater engagements in the Midwest. . . . **WINI SHAW** is making a local appearance at the Versailles, beginning January 14. Supporting her will be Larry Adler, and Manya and Drigo. . . . **MEN OF GOTHAM**, new novelty quartet appearing at the Park Central Hotel, consists of Bobby Borger, Bob Rice, Jack Gifford and Henry Russell. Managed by Rudy Vallee.

DURRIES CRANE threw a party Monday at the Mayfair Casino, Cleveland, for **LEW WASSERMAN**, former publicity hound of the spot, who goes to Chicago to publicize MCA. . . . **KARYL NORMAN**, the "Creole Fashion Plate," has replaced Jackie May at the Torch Club. . . . **PHIL SELZNICK** has left Cleveland for Hollywood, hoping to connect thru relative **DAVID SELZNICK**. . . . Meantime, **MAMMY LOUISE** is presiding over his Wonder Bar. . . . Creole Club, in Cleveland, will reopen as the Dixie Cotton Club. . . . **JOHN COMERFORD**, Irish tenor and emcee at the Allerton, Cleveland, is a protege of **JOHN ROYAL**, of NBC. . . . **FOUR ESQUIRES** are rounding out a solid year at the Hollenden in Cleveland. . . . **JOE LEWIS**, once part owner of the Backstage Club, will open a spot of his own at 12th street and Chester in Cleveland.

BUSTER SHAVER, with Olive and George, took a plane from Pittsburgh for Miami to open a 10-week stay at the Palm Island Casino.

ILLIANA is appearing in the Fort Pitt Hotel's Lounge Cafe in Pittsburgh. . . . **LEON FIELDS** closed as emcee at the Showboat, in Pittsburgh. . . . **EDDIE KINLEY** is emceeing the new show at the Nixon Cafe, Pittsburgh.

MANNERS AND MARCIA are repeating at Terrace Gardens, Rochester, N. Y., the only dance team ever to do so.

PEGGY FEARS opens at the Hollywood Yacht Club, Hollywood, Fla., February 6. . . . **DIANA WARD** will be featured with Harry Richman at the Royal Palms, Miami, when she opens February 1. . . . **GOMEZ AND WINONA** will be at the Hollywood Country Club February 5. . . . **FOX AND AMES** opened their Florida engagement at the Hollywood Yacht Club January 3. . . . **LINDA LEE HILL** and **Diana Ward** were screen tested recently by Universal and Fox, respectively. . . . **ROSY MORAN**, dancer in *Sons o' Guns* and *Rain or Shine*, is to make a short for Warner's. . . . **ELENORE WOOD**, dancer, having just closed a long Havana run and an engagement at Zelli's here, opened at the Brown Derby, Boston, for two weeks beginning the 11th. . . . **PAUL SYDELL**, currently at the Paradise, opens February 12 at the Chez Paree, Chicago, then to Hollywood for MGM's new Eleanore

Powell film. . . . **JACK CAMPBELL**, singer at the Rainbow Grill, has had two options exercised and is now in seventh week. . . . **ZINGO**, with Faith Hope, novelty horse act, is a new addition at the Rainbow Room. They appeared New Year's Eve and were received so well they were given a two-week contract with options. . . . **LA MAISONETTE RUSSE**, on West 54th street, was sold to Nick Bates January 5.

ST. CLAIRE AND O'DAY, cyclists, who just closed a 10-week run at the American Music Hall, will reopen soon at the same spot for another indefinite stay. . . . **HARRY AMES**, local agent, is now handling the talent for Dave Schooler at the Piccadilly Hotel.

Lucius Beebe, man-about-town and night club reporter for The New York Herald-Tribune, says in an article in Editor and Publisher that there are about a dozen rendezvous for "cafe society" in New York. The spots he cites are Jack and Charlie's, El Morocco, the Colony Restaurant, the Stork Club, the Ritz Carlton Bar, Leon and Eddie's and the bars, cafes and lounges of such hotels as the Weylin, Madison, Elysee, Number One Fifth Avenue and Theodore's.

Chicago:

PAT KENNEDY has had his contract renewed at the Colony Club for eight more weeks. . . . **MARY STONE**, lately featured at Harry's New York Cabaret, has opened an indefinite run at the Hotel Schroeder, Milwaukee. . . . **GOMEZ AND WINONA**, who just closed a successful run at the Congress Hotel Casino, will open shortly at the Hollywood Country Club, Hollywood, Fla.

Billy Glason, the veteran comedian, says that a comedian nowadays has to have three distinct routines: one for radio, one for night clubs and one for vaude. For radio, we suppose, the comedy must be mostly gags, but not a strict monolog. For vaude it could be a monolog. And for night clubs the talk has to be spicy or downright dirty, depending on the club. Poor comedians. One routine is tough enough. But three. . . .

Here and There:

VIRGINIA BARRETT and **Billy Smith** flew from Pittsburgh to Miami to be on the opening bill at the Frolics Club. . . . **EARN AND GORDON**, dance team, are appearing at the Chateau Frontenac Hotel, Quebec, for indefinite run. . . . **TOD LIEBLING** has joined the Ben Marden *Riviera Folies* vaude unit for a tour of Eastaarn cities. Follows with dates at the Roosevelt Hotel, New Orleans, the State Theater, New York, and winds up at the Trocadero Casino, Chicago, the middle of March. . . . **RONI WARREN** and his third edition of the *Gay Boy Revue* opened for another 10 weeks at the Club Paree, Hartford, Conn. . . . **MURRAY PICKFORD** opened at the Ballyhoo Club, Philadelphia. . . . **VALLEY AND LEE** opened at the Sherwood Hotel, Burlington, Vt., January 4. After present run will return to Montreal area for three months' bookings in clubs and theaters. . . . **JEAN LAMONTE** is now appearing at the Frontenac Night Club, Detroit. . . . **ESTHER OLDEN**, sick abed at the Memorial Hospital, Lima, O., would very much appreciate hearing from friends. . . . **JACK BALLARD** and **Billie Rae** have been booked into the Ringside Club, Fort Worth, by MCA. . . . **BUCK AND CHICK EDDY**, last season with Kay Bros.' Circus, are working Ohio clubs with their Western act. Just closed a week's stand at the Circus Club, Mansfield, O. Others on the bill there in-

7--MARAVILLAS--7

(Management Max Thierbach)

Seven Girls Acrobatique

First Time in America

FRENCH CASINO, New York—NOW!

OTTO FEICK Presents

RHONRADER TROUPE

First Appearance in the United States

FRENCH CASINO, New York—NOW!

FAITH HOPE presents

★ ZINGO ★

"Let's Play Horse"

Radio City, RAINBOW ROOM, New York

cluded **Danny Rhinehart** and **Marion**, rhythm dancers, and **George Hayes**, impersonator.

DIXIE DIXON, fem impersonator, has left **Fay Norman's Revue** and is now in his second week as emcee at the Ballyhoo Club, Columbus, O. . . . **MONTEREY TRIO** closed a four-week run in the Cocktail Terrace of the Netherland Plaza Hotel, Cincinnati. They are set to return there at a later date. . . . **CLAUDE AND CORINNE**, comedy dancers, opened at the Mayfair Casino, Cleveland, January 8.

SUNNY LUDWIG, Pittsburgh emcee, is in his 103d consecutive week at the Dooley Club, Charleroi, Pa. . . . **OLLIE O'TOOLE** has returned to Pittsburgh from the Cincinnati territory. . . . **AL BANNEN** and his *Versatilians* closed an engagement at the Hotel Henry, Pittsburgh, and have returned to Cleveland.

BERT JONAS' current bookings include **Annette Blackstone**, **Elaine and Barrie** and **Three Reasons** at the Village Barn, New York; **Byrnes and Swanson** and **Vivian Newell** at the Royale Frolics, Chicago; **Santini and Lenora**, **Great Maurice**, **Gloria and Ray** and **Mary Jane Walsh**, **Mayfair**, Boston; **Imogene Rose**, **Dickens Room**, New York; **Ernestine and Jo** and **Charles and Barbara**, 20th Century, Philadelphia; **Ellen May**, **Embassy**, Philadelphia, and **Barbara Belmore**, **Cocoanut Grove**, Boston.

Olive White

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stylists"

"A definite discovery among the younger teams. Have class, appearance, excellent costuming and original routines. Look like real comers and are certainly good enough for a revue."—Possibilities, Billboard, 11/7/36.
ADDRESS BILLBOARD, N. Y.

Boston Cabarets Make Dough; P. S.: Uncle Sam Gets His Cut

BOSTON, Jan. 9.—Night club and hotel proprietors have a new headache, a tax gift to Uncle Sam. Proprietors have discovered that dinners of more than \$2.50 New Year's Eve are being taxed. Collector of Internal Revenue **William E. Welch** says: "Where a flat charge in excess of \$2.50 was made by hotels, night clubs and restaurants for a dinner in connection with New Year's Eve celebrations it is subject to tax at the rate of one and one-half cents for every 10 cents or fraction thereof of the charge. "Where there is a cover charge, such

charge is considered an admission fee, taxable at the rate of one cent for each 10 cents or fraction thereof. If, in addition to the cover charge, the cost of the food, drinks and other ingredients is in excess of \$2.50 this amount is taxable, but at the rate of one and one-half cents for each 10 cents or fraction thereof of 20 per cent of the sum paid, unless the cover charge is deemed sufficient to defray the total cost of the entertainment." Collections from every \$5 celebrant will equal eight cents, with 23 cents from \$10 checks.

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Orchestra Notes

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BEN POLLACK
AND HIS ORCHESTRA

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CONSOLIDATED RADIO ARTISTS, INC.

Featuring the Mound City Blue Blowers.

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AND HIS ORCHESTRA

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IRVING AARONSON
AND HIS COMMANDERS

Musical Director WHN

Exc. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

38th Week GLORIA PALAST, N. Y.

DICK DIXON

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Per. Rep. HARRY MOSS.

Exc. Mgt. Consolidated Radio Artists, Inc.

RAMON RAMOS
AND HIS CONTINENTAL ORCHESTRA

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THE TRIANON ROOM
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Available for Southern Territory.

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JIMMIE LUNCEFORD
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WEEK JANUARY 13, SYRACUSE, SCRANTON, BINGHAMTON, NEW YORK, DECCA RECORDINGS.

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DON REDMAN
AND HIS ORCHESTRA

ON TOUR.

CENTURY ORCHESTRA CORPORATION,
1619 Broadway, New York.

STUDIO BALLROOM, Philadelphia, adds name bookings for the first time, Tommy Dorsey inaugurating the new policy.

MILLS BROTHERS, booking into the Nixon-Grand Theater, Philadelphia, give localites a first listen to a new unit especially organized for the harmonizing freres. Band is batoned by Obie Alston.

BON JOHN'S all-girl swing ork is back in Philadelphia for a theater date, but without Durelle Alexander doing the fronting.

LARRY FOTIN joins the banner of the United Orchestra Service, Philadelphia. Set for a string of one-nighters.

SID DICKLER, ork leader, has started a chatter column in the monthly official journal published by the Pittsburgh Musicians' Union.

A big New York hotel last week caught a major band agency red-handed when the agency sold the hotel a national network spot for the hotel band and then put the band on a regional network instead. The hotel discovered this when it checked reception of the broadcast in other parts of the country and found out that other bands had the same spot. The hotel yelled murder and the agency had a tough time placating the hotel president.

AGNES PRENDERGAST and her Sweethearts of Rhythm have moved from Tito's Casino into the Hotel Henry, Pittsburgh.

THE CAVALIERS Radio Orchestra, broadcasting daily over WWSW, Pittsburgh, is doubling at the Napoleon Cafe at night.

FLOYD SNYDER and orchestra have been held an additional eight weeks at Schneider's Garden Cafe, Detroit. Spot has a wire over WMBC. Deal Fisher is the band's arranger.

JOHNNY BURKARTH and orchestra have replaced Ayars LaMarr and his Southern Gentlemen at the Indiana Roof Ballroom, Indianapolis.

HOWDY WEBB and orchestra, former Pittsburgh outfit, moved to the Washington (Pa.) Cafe.

BARON ELLIOTT and band succeeded Billy Yates' crew at the Showboat, Pittsburgh.

BURNS CAMPBELL and Cotton Club Band opened at the Javo Jungle, Pittsburgh.

HONEY LANE is vocalist with the Austen Wylie crew at the Webster Hall, Pittsburgh.

WIT THOMA and Princetonians are playing the Hotel Frances, Monroe, La. Band features vocalists, novelties and comedy.

Most bands no longer worry about dishing out good, danceable music. Instead they try to develop personality, an individual style and some outstanding trick that will lift them out of the ordinary run of bands. There is more experimentation going on thruout the country now among ambitious bands than in possibly any other field in show business.

PERC WAGNER and orchestra, direct from the Benjamin Franklin Hotel, Philadelphia, opened engagement Crystal Night Club, Natchez, Miss., New Year's

Irv Mills Quits Band Bookings; Launching Indie Recording Firm

NEW YORK, Jan. 9.—Irving Mills, president of Mills Artists, Inc., dropped the band booking department Wednesday when he handed out two-week dismissal notices to most of the staff. He is now negotiating with Consolidated Radio Artists and other major band agencies for an agreement by which he may handle their theatrical and production departments and, in turn, the agency will handle ballroom and night spot bookings of Mills bands and artists.

In effect, Mills will concentrate on producing, developing and managing talent and leave the booking in other hands. In addition, Mills is prepared to launch an independent recording company, utilizing his present space at 797 Seventh avenue as headquarters.

The new recording company, as yet unnamed and not even incorporated, will start off with a catalog of at least 40 records. Mills has been experimenting with novelty angles right along and now feels ready to spring his ideas. With

night. Band features Margie Pearson, vocalist.

BOB CLAYMAN and orchestra filled a one-night stand at the Roosevelt Hotel, Pittsburgh, last Saturday and clinched a steady post in that spot, starting late this month.

DAN SISSMAN'S outfit has succeeded Ted Newlin at the Fort Pitt Hotel, Pittsburgh.

John Barbirolli, conductor of the Philharmonic-Symphony Orchestra, told an audience of music lovers last week in New York that all musicians can't be stars. He denounced the idea that mechanized music will drive out the ordinary musicians and permit only the best musicians to survive. There's room for even the rank-and-file musician, he pointed out, asking: "Where are the artists of the future to come from if they are not scored now?"

FRANK NICOLA and band opened at Pink's Club, Passaic, N. J., January 6. Connie Dale and Bob Bren are featured vocalists.

KEITH BEECHER and orchestra substituted at the Walnut Room of the Bismarck Hotel, Chicago, for the King's Jesters, who were absent for a few nights because of the death of Ray McDermott, their manager, pianist and arranger.

WILL OSBORNE and orchestra opened January 8 at the Blue Room of Roosevelt Hotel, New Orleans.

ALBERT KIRST and orchestra now at Fountain Room of Roosevelt Hotel, New Orleans.

FRANK TRUMBAUER and his T's Band will be the title hereafter of the Three T's Orchestra at the Hickory House, New York, featuring Johnny Davis, who has been heard with Fred Waring's Band for several years.

BENNY RESH, whose orchestra just completed 10 weeks at the Orlando Hotel, Decatur, Ill., and is now current at the McCurdy Hotel, Evansville, Ind., says he is now making the violin section the outstanding feature of the band.

Take it from the experts, the only people dancing in the big hotel dining rooms today are the younger ones. They're the ones that set the dance steps and compel the dance teachers to follow their styles. The only spots where older patrons dance, it seems, are the so-called exclusive and conservative hotels.

BOB SANDUSKY and band will open a new club in East Texas after their current run at the Derby Tavern, Midland, Tex.

CHAN CHANDLER opened at the Rustic Inn Night Club, Corinth, Miss., January 4, for an indefinite stay.

JERRY JOHNSON Ork, whose engagement has been extended to February 5 at the Radisson Hotel, Minneapolis, has added an electric organ for style and volume.

LOREN TOWNE and his ork played to 500 couples at the New Year's party held at the Forum Rose Room in Wichita, Kan.

CHARLIE BARNETT will play for the Motor Boat Show at the Grand Central Palace, New York, airing over WEA. It is a five-day series, featuring Barnett's

an extensive list of music pieces available, Mills figures he can produce records at rockbottom cost. He is using independent recording studios on time basis and saving money there also. His two-year contract with Brunswick expired last month.

Contrary to reports, Mills is retaining management of all bands and artists now under his contract. Sammy Burke, Harry Pincus, Charlie Weintraub, William Mittler and Sol Immerman are staying with Mills. Definitely out, however, are Ned Williams, Bob Sanders, Ben Ames, Irving Hyland and Billy Shaw. Dick Mack and Helen Oakley left the Mills publicity department a few weeks ago. This means the band booking and advertising and exploitation departments, built up the past two and half years, are dumped out.

Mills continues operating his own music house. Exclusive Publications, and also his branch offices in Dallas and Hollywood.

A Dancing Embalmer

PITTSBURGH, Jan. 9.—Dorothy Sennhauser, member of the "Hollywood Blondes," local dance act, is preparing for the future by studying to be an embalmer.

Band and the Modernaires. The band features use of a vocal quartet as part of the arrangements.

JERRY BLAINE, at the Park Central Hotel, New York, has broadcasts over WEA and WJZ, and is also making a series of transcriptions and movie shorts.

TOM GENTRY and his Ambassadors, who have just concluded a successful engagement at the Adolphus Hotel, Dallas, open January 14 at the St. Paul Hotel, St. Paul, for an indefinite run.

GLENNA JANE THOMPSON and her all-girl orchestra are playing a successful engagement at Three-Mile Inn, near Monroe, La.

MARK FISHER and band have been signed to a year's contract by Ben Lenhoff, of the Ball-Ball Cafe, Chicago.

STAN ZUCKER, Cleveland manager for CRA, was a New York visitor last week en route to Bermuda on a vacation cruise.

ERSKINE HAWKINS and his Bama State Collegians have replaced Kaiser Marshal at the Harlem Uproar House, New York.

EUGENE JELESNIK and his band began an engagement at the Brass Rail, New York, January 9, succeeding the Johnny Hauser crew.

LES BROWN and the Duke Blue Devils, ork discovered by CRA at Duke University, are making a hit at the Trianon Ballroom, Cleveland, broadcasting over WTAM and NBC network.

MORREY DAVIDSON, consolidated band salesman in the Cleveland office, has written a new tune, *Missing You*, which has been published.

C. MILLER is featuring the Three Sharps, a singing and swinging combo, at the Boody House Bar, Toledo, O.

Ranny Weeks Set for Pix

BOSTON, Jan. 9.—Ranny Weeks, ork maestro, left for Hollywood this week to begin flicker-making for Republic Pictures. Signed by Herman Rifkin, chief of the New England Exchange of Republic Pix. Weeks is under the management of the Rudy Vallee Orchestra Units Corporation, New York.

Harris to California

NEW YORK, Jan. 9.—Sammy Harris, lately an executive of the Central Artists' Bureau here, has quit the office and is en route to California.

CHI AIR NOTES

(Continued from page 10)

sick abed in a St. Paul hotel. . . John Karol, Columbia New York sales promotion manager, and Ralph Wonders, chief of CBS Artists' Bureau, were WBBM visitors last week.

MAURICE LOWELL, production manager of *Lights Out*, *Young Hickory*, *Uncle Ezra* and other NBC shows, has written "Listen In, an American Manual of Radio," which goes on sale January 25 and is fashioned for those with ambitions to enter various radio fields. . . Sally Smith, WGN dramatic starlet, left for Hollywood January 8 for a Warner Bros.' screen test. . . The Jewish Institute Players will present an Arch Oboler play on the *Bowman Fireside Theater* January 27. . . Jane Pickens, of the *Ziegfeld Follies*, at the Grand Opera House, flies to New York each week-end for her Sealtest Saturday night broadcast.

MARIO BRAGGIOTTI



and his
Orchestra
Distinctive
Dance
Music

Mgt.
CONSOLIDATED RADIO ARTISTS

Music News in New York City

Joe White, radio singer, has again turned his talents to song writing. His latest is called *The Old Family Album* and is a poem wedded to music recounting a personal experience.

Sid Lorraine is no longer professional manager of Chappel, Inc., resigning last week. No successor named thus far.

That latest European hit, *Cafe Continental*, has been taken over for American distribution by Harms, Inc. It is by the creator of *Isle of Capri*.

Mack Goldman has returned to Harms, Inc., this time as assistant to Rocco Vocco, the firm's general manager. Goldman started on his new job Monday.

Formerly with E. B. Marks, Paul Jonas has become Eastern representative of the new L. Wolfe Gilbert Music Company recently established in California.

Congratulations are in order to Blanche Gottlieb, capable secretary of Max Stark, of the Jack Mills forces. She has announced her betrothal to Dave Rubin, a business man of New York. Nuptials set for June.

Film directors have proved a blessing in disguise to publishers who have had the vision to purchase catalogs containing old songs. Several hits of bygone years have been instilled with a new lease of life thru introduction in recent pictures. Among them are *Your Eyes Have Told Me So* and *The Bird on Nellie's Hat*. Entered originally to provide "atmosphere," these numbers are already in the "best sellers" division.

A local tune sleuth has discovered that a song now sweeping the country is a composite creation of at least a half dozen successful compositions published during the past five years. He has proved his claim, even to showing similar melodic strains, lyrics and treatment. Illustrating again that the public will accept familiar patterns if they are not too obvious.

Not always given over to boasting, genial Jack Bregman, head of Robbins Music Corporation, is predicting great strides for *Smoke Dreams* from MGM's *After the Thin Man*.

Clarence A. Stout, of Vincennes, Ind., tunesmith who wrote for the late Bert Williams, has recently placed with Will Rossiter of Chicago *Harlem in the Jungles*, and with Clarence Williams *Ridin' the Rods* and *Cannibal King Can Swing*. Stout's current numbers are *Jerry the Junker* and *Flophouse Fanny*, published by Clarence Williams, and *Death of Smokie Joe*, by Handy Bros.

Edward Scott Salecto, Philadelphia song writer and publisher, is now plugging his latest, *As Long as You Are Mine*.

Whitney Blake Music Publishers, New York City, has just come out with *When Your Girls in Love With the Band*. Words and music by Ina George.

In order to build up the song *Rusty Hinge* Marvin Lee, hustling Chicago representative of the Roy Music Company, has hit upon a novel idea. Arrangements have been made to meet the unusual tempo of the composition, especially in dance routines, by introducing a replica of a door showing hinges and incorporating various sound effects of a defective iron support. Lee in several rehearsals found the innovation practical as well as unusual.

B. B.

May Deport Copyright Suspect

SCRANTON, Pa., Jan. 9.—Copyright violation hearing, based on charges against John Santangelo, alleged to be chief of a music syndicate, has been deferred by U. S. Commissioner Jerome I. Myers, and a deportation action has been started. Papers were filed to this effect in United States Court claiming Santangelo's entry to America was illegal. Six others are involved in the copyright violations.

Sheet-Music Leaders

(Week Ending January 9)

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 (3)
4. When My Dream Boat Comes Home (4)
5. I've Got You Under My Skin (5)
6. The Night Is Young (12)
7. I'm in a Dancing Mood (10)
8. I'll Sing You a Thousand Love Songs (6)
9. With Plenty of Money and You (14)
10. South Sea Island Magic (7)
11. One, Two, Button Your Shoe (9)
12. Rainbow on the River
13. Good Night, My Love
14. Organ Grinder's Swing (8)
15. Easy To Love

PHONOGRAPH RECORD best sellers will be found on page 95.

Victor Re-Issuing Carmichael Records

CAMDEN, N. J., Jan. 9.—Swing addicts who sing hymns to a hot hurdy-gurdy are clapping hands at the announcement from RCA-Victor that another classic for the cat's collection is being re-issued. Platter people are putting out *Rockin' Chair* and *Georgia on My Mind*, grooved by Hoagy Carmichael and an all-star band some years back.

Issue is dedicated to the late Bix Beiderbecke, who is featured with the jamsters. Other famous stars of today who cut the couplet are Tommy Dorsey, Benny Goodman, Gene Krupa, Joe Venuti and the late Eddie Lang.

Chicago Night Clubs

Continue Improvements

CHICAGO, Jan. 9.—While the larger night clubs in the Loop here have been improving their establishments, the smaller spots have not been far behind. Last week the Edgewater Rendezvous, managed by Murphy Podolsky, former orchestra leader, added a leather-cushioned cocktail lounge, an enlarged floor space and the new Esquire Room. The Devil's Rendezvous will double its present floor space. Little Ted's Gardens is spending several thousands of dollars in a complete refurbishing program. The Roxy Club announces a rebuilding program, costing several thousands of dollars, to start in the near future.

Want an Army Job?

NEW YORK, Jan. 9.—U. S. Army office headquarters at 39 Whitehall street here has launched a drive to recruit 24 musicians for service in the Panama Canal Zone. Virtuosi on the piccolo, French horn, trap drum, piano and other instruments are welcome provided they are able-bodied, between the ages of 18 and 35 and of good moral character.

ITOA Against Score Charge

NEW YORK, Jan. 9.—Independent Theater Owners' Association, at a special confab in the Hotel Astor Wednesday, discussed plans for renewing the drive to eliminate music-score charges and giveaways. Other topics included labor problems and the annual ball scheduled for next Saturday.

Warner Appeal Postponed

NEW YORK, Jan. 9.—Warner music appeal from ASCAP's classification decision has been postponed to January 19. Reversing of last ruling would mean additional revenue to Warner subsids.

CRA Takes Over Kennaway; Gains Strength in Midwest

Claims 110 bands under wing—now keenest rival to MCA—Charles Green still president—Gus Edwards becomes general manager—CRA in strategic position

CHICAGO, Jan. 9.—Charles Green, president of Consolidated Radio Artists, Inc., has closed a deal for CRA to absorb Kennaway Music and Entertainment, Inc. This makes CRA second only to the Music Corporation of America in band booking importance and number of bands and spots under contract. Move makes Gus Edwards, former head of the New York Kennaway office, general manager of CRA with headquarters in New York. Merging of the two companies brings several more bands under the CRA banner, among them being Clyde Lucas, Clyde McCoy, Don Pedro, Lew Diamond, Carl (Deacon) Moore, Jose Cortez and Four Gentlemen of Rhythm.

It May Be Paul Whitemanski Soon

PHILADELPHIA, Jan. 9.—In spite of the fact that local music critics made funny faces when Paul Whiteman turned the Academy of Music into a barrel-house joint and had the Philadelphia Symphony Orchestra break out in a rag-time rash, the box office told another story. Word received here indicates that PW is going to let Wayne King and Guy Lombardo battle it out for the jazz title and start rubbing sticks with Toscanini and Stokowski in earnest. Philly ork promises to date another swing-tryst for next season. And to make it unanimous Chicago, St. Louis, St. Paul and Milwaukee want Whiteman to come there and do a bit of a combing on the long hairs in their symphonic orchestras. Members of the Philadelphia Orchestra report the management may pull a fast one on the local critics by billing Whiteman with an -owski or an -ini tag.

New Band Corporations Get the Official Okeh

ALBANY, N. Y., Jan. 9.—New orchestra projects granted certificates of incorporation here the past week by the secretary of state are:

Lou Breese, Inc., Manhattan. Business of supplying orchestras, etc. Capital, 150 shares. The promoters and shareholders are Beryl Sommerfield, Bernice Sommerfield and Sylvia Levine, New York City.

Vincent Travers Orchestras, Inc., same directors and shareholders as above. Dave Miller Orchestras also has the same shareholders.

Hugo-Martin Orchestra, Inc., Manhattan. To conduct an employment agency for musicians. Capital, 200 shares. Shareholders and directors: Jacob S. Markowitz, Jacob J. Siegel and Nehemiah Piller, New York City.

Rafaelo Diaz, Inc., New York. To conduct concerts and performances. Capital, 100 shares. Shareholders: Marta Linderskold, Sara Kandell and Vivian Wiener, New York City.

Songwriter Asks Injunction

NEW YORK, Jan. 9.—Alfred H. Miles, part author of *Anchors Aweigh*, Naval Academy tune which became popular in niteries and on the radio, opened a \$1,000,000 suit Wednesday against Robbins Music Corporation and Doubleday, Doran & Company. Plaintiff charged piracy of the lyrics and, in addition to damages, asked for an injunction restraining the defendants from publishing.

Philly Music News

PHILADELPHIA, Jan. 9.—RKO using the songs from its *That Girl From Paris* as a special exploitation angle for that pix. Professional copies of all the tunes in the Lily Pons film are being mailed to every motion picture exhibitor in the country.

Management of the Capitol Theater, York, Pa., has engineered the support of the Valencia Ballroom there for exploitation. Ballroom has the name bands one-nighting there to plug the tunes from current or coming pictures at the theater.

Eddie Lieberman, Philadelphia vaude booker, tries his hand at songwriting, collaborating with Frank Capano on *What Is Love Without You?* Harold Davis, program manager at WDAS radio station here, breaks out with one of his own, *Morton Goes a-Courtin'*.

The entire personnel of the Kennaway organization will be retained, and the local CRA office will move next Monday into the space occupied by Kennaway in the Real Estate Board Building, besides taking some additional space. Leo B. Salkin will continue as Chicago manager with the following staff: George Hillman, assistant manager; M. T. Thatcher, executive capacity; Joy Kayser, one-night booker; Charles Richter, one-night and locations booker; Lew Diamond, club department manager, in place of Jack Russell, who has resigned to devote his time to his band; Johnny Mullaney, jobbing salesman; Reginald Voorhees and "Tweet" Hogan, club department salesmen; Leona (Babe) Buchanan, secretary and office manager; Mary Bilamek, secretary to Joe Kayser, and other secretarial help.

In connection with the consolidation, Green said: "I feel that in adding the personnel of the Kennaway organization, which includes some of the best bandsmen in the country, to our present staff, we have considerably strengthened our position in the band field which will enable us to better serve the interests of both bands under CRA management and our clients."

CRA was organized in May, 1936, by Green, former head of band activities for the National Broadcasting Company, and its local office was opened July 15, 1936.

Kennaway was organized by Gus Edwards, George Hillman, Gerald Barry and M. T. Thatcher in September, 1929, Hillman and Thatcher having been connected with the E. A. Benson Agency before it folded.

NEW YORK, Jan. 9.—With Kennaway personnel moving into CRA's offices in the RCA Building, CRA is preparing to take additional space. CRA says that the Kennaway merger brings more than 110 bands under its wing.

It's Still Prohibition Here

BURLINGTON, Mass., Jan. 9.—This town, thru a special meeting last week, rescinded the vote on liquors at the November elections by voting against the sale of any form of intoxicating beverage here. Two years ago it voted complete license.

Hub Singer Turns Booker

BOSTON, Jan. 9.—Roy Radcliffe, nightery and radio singer of Hub and Rhode Island spots, has affiliated with the Everett L. Rich Entertainment Service here as a booker.

8 PIECE VERSATILE BAND

Full Equipment; Bus; P.-A. Excellent References. Want Reliable Booker in South, interested in Florida.

ORCHESTRA LEADER, 1503 1/2 Penna Ave., New Castle, Pa.

Small Agents Scurry for Angles to Secure Living

Realize agency field is simmering down to select handful of big offices—seek to become personal managers—besiege big offices for jobs—some still potlucking

NEW YORK, Jan. 11.—Convinced that the agency field is simmering down to just a select handful of offices, enterprises that embrace extensive manpower and are far-reaching in their coverage of the amusement industry, the lesser agents are scurrying about for angles by which they can make secure their positions in the field. Most of the lesser agents are setting themselves up as personal managers, signing up several promising performers and letting the bigger agencies work for them in selling these performers to the besieging the bigger offices in an attempt to secure positions, some are resigned to the fact that they had better forget the agency business, and just a handful are content in continuing to potluck in selling to the vaude bookers.

Not only has the recent expansion of several big agencies convinced the lesser black-book carriers of the futility of their work, but they have realized now, more than ever, that the major portion of their working day is spent in the ante-room of a booker's office, awaiting their turn. One agent figured his day out, on the basis of 10 hours, as three hours of actual selling, six hours in waiting and one hour for lunch. Of course he explained that he was still in a position to lurch, accounting for the hour given over to that purpose.

While the agents realize that the bigger offices are signing up acts by the score, they are having some luck in contracting as personal managers for promising talent. Their sales talks to the talent involves the angle that the bigger offices cannot give real personal attention with hundreds of acts on their books as can a manager with four or five. They also point out that most of the "names" have a personal manager in addition to a big office as an agent. Furthermore, many of the lesser agents who have some capital, invest in promising talent to the extent of costumes, advertising and the like in order to lure the performer as well as make agreements binding.

Agencies such as the Music Corporation of America, William Morris Agency and Rockwell-O'Keefe are flooded weekly with requests from agents for positions. Most of the requests are accompanied by wild schemes in an attempt to make the office interested. Of course the agencies are regularly increasing their manpower, but most of the manpower engaged is that lured away from other big offices.

The handful of one-man agencies continues to flood the offices of Warner Bros. and indie offices, including Eddie Sherman, Dows & Fisher. They contact Warner simply because that circuit's neighborhood houses in Philadelphia need their type of agenting. Agents contacting RKO, Loew and Paramount are few, the bigger offices practically sewing up these outlets.

Arren & Broderick Booked; Returning to States in April

BERLIN, Jan. 9.—Charlotte Arren and Johnny Broderick, now in their fifth month in Europe and headlining this month at the Scala here, will follow the local engagement with a fortnight's stand in Duesseldorf and a week's run in Brussels, Belgium. From the latter stand the act jumps to Paris for a two-week return engagement at the A. B. C. Theater, followed by a week at the Royal Theater, Dublin, Ireland.

They will return to the States in April for a visit with Art and Nid Longbrake, Mechanicsburg, O.; Gus Sun, Springfield, O., and relatives in Detroit and Chicago, returning to Europe early in the summer for more vaude work.

Hartford May Go 4 Days

HARTFORD, Conn., Jan. 9.—State Theater here, a three-day stand, is expected to switch into a four-day vaude policy starting next week. A. & B. Dow office in New York is the booker.

Colonial, Philly, Flesh

PHILADELPHIA, Jan. 9.—Colonial Theater here opened yesterday as a two-day vaude stand, playing four acts on Fridays and Saturdays. House is being booked by Eddie Sherman.

Gus Sun Bookings Heaviest Since '28

SPRINGFIELD, O., Jan. 9.—With some 12 weeks, involving more than 50 theaters in Indiana, Pennsylvania, Kentucky, Ohio, Michigan, Illinois and West Virginia, on their books, Gus Sun, president, and Bob Shaw, general manager, of the Gus Sun Booking Exchange here, announce the heaviest theater bookings since 1928.

Among the regular units on the firm's books are Nick Salin's *International Revue*, *Garden of Girls*, Bell's *Hawaiian Follies*, *Girls in Lingerie*, Harry Clark's *Rancho Grande Revue*, James Skelly's *Hollywood Holiday*, Harry Clark's *Paramount Club Revue*, *Bird of Paradise Revue*, George O'Connor's *Around the World*, Sallie Childs' *Parisian Follies*, Loretta Grey's *Town Scandals* and *Top Hat Revue*. Ten other standard units are slated to open on the Sun circuit within the next few weeks, Shaw says.

In addition, the Sun firm is routing a number of the larger de luxe units.

Indiana Towns May Add Combo Policies

INDIANAPOLIS, Jan. 9.—Altic information is withheld. It is believed here that quite a few houses in larger Northern Indiana towns are preparing to present stage shows. This is evidenced by the fact that houses in Fort Wayne, Anderson, Hammond, Muncie, Logansport and Frankfort are known to have purchased stage equipment.

Local showmen are also discussing the possibility that a small-town vaude chain is in the process of organization.

Vaudeville Notes

CHICAGO THEATER show, comprising Nick Long Jr., Eunice Healy, Alphonse Berg and Company, Ted Allen and Lester Cole and his Eight Midshipmen, is being held over for a second week.

LORETTA LEE will go into the Ambassador, St. Louis, week of January 22. . . . Alex Gerber's *Great Centennial Follies* has been booked for Scranton, Binghamton, Williamsport, York and Providence, Letitia Breng, with the unit, is to get a movie test in a couple of weeks. . . . Rachel Carlay, currently at Zelli's, New York, goes into Boston for RKO January 21, agented by Norwood & Marwick. . . . Warner has booked Fred Waring's Ork for the Earle, Philly, week of January 22, and Fats Waller's Ork for the Stanley, Pittsburgh, same week.

EMILE BOREO and the Bredwins will open January 21 in Boston for RKO and after the week's engagement move on to the Morrison Hotel, Chicago, set by Miles Ingalls. Latter also set Cilly Feindt and her horse into Boston for RKO week of March 4. . . . Slate Brothers have been set for a Coast engagement, going into the Orpheum, Los Angeles, week of February 3. . . . Count Bernivici's unit will play the Oriental, Chicago, week of January 22. Harris and Howell, colored act, arrived from Europe Thursday. . . . Lela Moore took a screen test last week in New York for 20th Century-Fox. . . . Jack Fine's *Park Avenue Revue* has picked up additional dates from RKO, going into Cincinnati January 28 and following with

Material Protection Bureau

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

Backstage Fire at Keith's, Columbus

COLUMBUS, O., Jan. 9.—Keith's Theater here had a backstage fire early Wednesday morning, resulting in damages to the stage and also scenery of the *Mardi Gras* unit, causing the house to go dark Wednesday. Unit was paid off pro rata for six days, and the theater reopened Thursday with straight pictures.

Mardi Gras show had scenery shipped from New York so that it could open yesterday at the Shubert, Cincinnati. Complete scenery layout is expected by Monday.

Stage of Keith's here is being repaired so that it will be ready for the condensed version of George White's *Scandals*, which opens January 22.

WPA Air Program Booked for Philly

NEW YORK, Jan. 11.—NBC Artists' Service has booked its first stage unit of unemployed and WPA performers into Fay's Theater, Philadelphia, opening Friday for a week. Acts have all appeared on NBC's Wednesday night show, *Professional Parade*, on which talent from the WPA rolls and acts not working are used. Fred Niblo emcees the air program. Additional bookings are still in the works.

Acts in NBC's unit are Swor and Lubin, Radio's Two Dark Clouds, Isabel Rook and the Three Octaves, Blix Ruskay, Murray Lane and his Harmonica Scamps; George Mayo, master of ceremonies and comic; Lizzie Wilson, Joyce Brothers and Dean and Yvette Rugel.

Both the program and stage units are being handled by Ruby Cowan.

England On Buying Spree

Resumes activity—Morris Agency sets Richman, Downey, Picon, others

NEW YORK, Jan. 11.—After a long period of inactivity in booking American talent, England is again opening up as an extensive outlet for performers. Dick Henry, of the William Morris Agency, has already filled many orders for acts, including "names," and is awaiting opening dates on many other American turns. South Africa is also providing playing time, but England is tops, with anywhere from five to 11-week guarantees, plus doubling between theaters and clubs.

Harry Richman tops the Morris European bookings on salary. He is scheduled to open May 3 at the Cafe de Paris, London, for four weeks, following on May 31 with two weeks at the Holborn Empire in the same city. Two consecutive weeks at the Holborn is an unprecedented booking.

Morton Downey will sail April 21 on the Queen Mary and open on his arrival April 26 at the Holborn Empire, the start of an 11-week tour. Second week will find him doubling between the Pimbury Park and Stratford in London. Molly Picon sails Saturday on the Paris to open January 25 at the Trocadero Elephant and Castle, London. She will sail from there February 5 for theater engagements in South Africa.

Milton Douglas has been set for the Mayfair, London, opening April 12. Moore and Revel will open February 22 at the Victoria Palace, London, doubling into the Dorchester House there. Five Reilly Kids will open in Manchester July 12 and play five weeks in that territory, following which they will make appearances in Dublin. Carlton Emmy's Mad Wags will open July 19 in Liverpool, with a seven-week tour as a starter. Masters and Collins, currently in South America, are slated to open in London in August.

Warner Puts Acts Into Fox, Philly

PHILADELPHIA, Jan. 11.—The Fox Theater will add stage shows to its picture policy this Friday, with James Melton headlining a three-act show. Addition of this house to the flesh ranks gives Warner a total of nine combo houses, the result of a peace pact with the musicians' local.

Fox policy will be different from the Earle. Latter will play attractions, units and expensive "names," while the Fox will play three or four acts of class caliber.

Show-Meal for Half Buck

PARIS, Jan. 4.—The former de luxe Ambassadeurs dine-and-dance spot on the Champs-Elysees has been transformed into a vaude-pix house for children. Three shows will be given on Thursdays and Sundays (school holidays here). Bilboquet, popular radio clown, presents the acts. Light lunch included for single admission price of 10 francs, which is slightly less than 50 cents.

Murray's Flu Cancels Date

WASHINGTON, D. C., Jan. 9.—A victim of the flu, Ken Murray was forced to cancel his opening yesterday at the Earle Theater here, with the Warner office in New York rushing in Cross and Dunn and other acts. Murray is scheduled to go into the Hipp, Baltimore, this Friday, as contracted, and play here for Warner January 22 instead of the Earle, Philadelphia.

Screens Out, Acts In

CHICAGO, Jan. 9.—Oakley Theater, neighborhood house here, has substituted five-act bills in place of Screens, one of many prize giveaway schemes ruled out by a city ordinance. Shows are being used on Saturday nights only, booked by Paul Marr, of the Marr & Clark office.

TED ADAIR, of the old act, Ted Adair and Ruth Long, is now doing a single in Ben Marden's *Riviera Follies*.

Loew's State, New York

(Reviewed Friday Afternoon, Jan. 8)
(First Show)

State's doing a Paramount this week by using a "name" ork in its show, which comprises only four acts instead of five, the Fats Waller Ork doing 27 minutes. A really excellent 61-minute show, beautifully paced and building all the way. And with Waller topping it off there couldn't be anything better. He's a "name" here all right, the audience responding heavily on his entrance. Picture is Paramount's *Go West, Young Man*, the Mae West vehicle.

Three Kanes give the opening spot lots of substance, offering corking stunts that had the audience dotting the act with loud applause. Keen balancing tricks, understander forehead balancing huge perches on which the topmouther daringly performs. An interest holder and in some spots breath taking. Girl is prop helper and announcer.

Le Paul keeps up the pace with his familiar magic turn. He's showmanly in his sleight-of-hand tricks, doing conventional card tricks and then into his forte of making them appear and disappear. Tops his act off with laughs, using a pair of clever audience plants to watch his card manipulating. He took his leave to a big hand.

Melis, Kirk and Howard came in for a show-stop with their most amusing turn. Slapstick clowns of a different nature, they apply hokum to items of meaning. Still do their hat number, the cowboy sequence hilarious, and then into a new number, a *March of Time* idea. It's a show-stopper, and in it they give impressions of G men, Spain, Hitler, Mussolini and Halle Selassie.

Fats Waller and his CBS ork, following a heavy reception, lived up to the audience's early approval. Outstanding musical aggregation, with Waller making it strong stage entertainment. No attempts at novelty or other routines you'd expect of a stage band, but it's all Waller's personality. He's busy all the time, either singing, making side remarks or truckin' on down. Audience agreed with the saying that "everybody likes a fat man." His session with Myra Johnson, whose blues singing calls for endless superlatives, is a rare treat. He gabs in answer to her singing, but it doesn't distract from her work and, in fact, adds. Al Washington gives an endurance display on the clarinet and Emmett Matthews works swell with Waller on the *Keep on Smiling* signature song. SIDNEY HARRIS.

RKO Keith, Boston

(Reviewed Thursday Evening, January 7)

Manhattan Follies is a 70-minute pip. Line (16) of lovelies in Frenchy laced costumes spread for a nice vocal intro of *The Show Must Go On*, which winds up with Johnny Perkins, emcee, taking the spot. Perkins, a rotund, jovial chap, handles the emcee job in a well-feder manner. *Manhattan Steppers* (line) are well drilled and show it in *Doing the Susie Q*, a tap terp, and a modern interpretative routine, the latter while an unknown gal mikes *Under My Skin* off-stage. Their outfits are refreshing and sparkle with ingenuity. A nod to the creator.

Buddy and Claire, lad and lassie, clean-cut and good lookers, perform click tap terp a la Mexican, decked out in frills and stuff. Park and Clifford, lads of enduring strength and novel feats, are truly a symphony of motion as they systematically, efficiently and confidently go thru their equilibrium and acrobatic sessions. A swell hand for each of their several encores. Both lads work with Perkins, as they use him for a subject. With Madeline Killeen as straight, Perkins includes some neat chatter and well-balanced comedy in a frame tagged *A Ton of Fun*. Practically amounts to that.

James Melton received minutes of continuous applause and did more than the usual number of encores. Thrilled the audience with *Song of Songs*, *Some Day, Carry Me Back to the Lone Prairie*, *Did I Remember?* and a catchy mammy number, *Shortnin' Bread*. Perkins also worked with Melton in a few bits, all informal, yet satisfying.

A bundle of femininity filled with sweetness and charm and possessing a prolific voice that registered heavily here is Hildegarde. As commanding as the sound of her name are her vocal offerings. Gal has personality and is a grand song saleswoman. Numbers that clicked were *Never Gonna Dance*, *Penites From Heaven*, with an *April Showers* interpolation, and *Love and*

Learn, with an insertion of *It's De-Lovely*.

Finale production has Moore and Revel, jesters of the dance, sock with three frames of hoke ballroom. Worth the belles and applause. They enjoyed doing their work and the audience warmed up to them quickly. A grand pair. Eddie Rosenwald, in addition to batoning the house ork in an overture of *That Girl From Paris* tunes, received a good share of plugging from the various acts. Show was carried nicely by Perkins and each billing earned and received generous recognition.

Wanted—Jane Turner (RKO Radio) is the cinema offering. Biz good, per usual. SID PAINE.

Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Jan. 6)

Lee Posner's *Harlemantia of 1937* has its metropolitan tryout here. Ran for 52 minutes at this catching. Much cannot be said for it at this stage, for it just barely made one shade to the good between entertaining and boring. As a whole it impressed as apathetic, without flash or sufficient punch, with perhaps one exception, Nona, the fan dancer.

Nona, a tall sepien, does more to add glamour and interest to the show than perhaps the rest of the cast combined. Not so much that she affords strip thrills, for she reveals little, comparatively speaking, but it is the tantalizing, subtle teasing with gracefully manipulated fans which gave rise to a swell hand, despite the inappropriately young audience at the dinner show.

Comedy is supplied mainly by Alec Lovejoy, in blackface, who registers okeh with gags and one song but doesn't help the speed or pep of the show with his slow delivery. He is joined in another spot by two other black-face comics, Wilson and Boyd, in a rather obvious skit.

The Three Sams, tap dancers, work hard and fast, but their efforts are ineffectual and attempts at comedy don't mean a thing. Bobby Spencer, girl tapper with a short turn, fares just a little better.

After a lukewarm opening with several variations in style and tempo to *Shoe Shine Boy* Edna Taylor, singer, warms up to a good hand with blue lyrics to *Handy Man*. Miss Taylor is not much on voice but delivers well enough. Another singer, Billie Griffin, did mildly with a single offering.

Second best is work of Bobby Hargraves and his band, late of Kit Kat Club and radio. They display good music knowledge in accompanying the show and score heavily on their own with several swing numbers. Gardner McKay, band vocalist, is a good tenor but hurts his delivery and tone by practically mouthing the mike.

Show is managed by Mickey Owen and is to make a month's tour of New Jersey dates before coming back to New York.

Pix was *Libeled Lady*. GEORGE COLSON.

Bronx, Bronx, N. Y.

(Reviewed Thursday Evening, Jan. 7)

Stage show this week is a short one, lasting just 35 minutes, but is considerably better than some recent bills caught here. Opener is Kenny and Sadie, colored song-and-dance duo, who do typical Harlem hotcha business. Girl renders *When a Lady Meets a Gentleman From the South* and *Rhythm in My Nursery Rhymes*, coupling her singing with posturing and stepping. Both do a *Susie Q* and eccentric steps, the man chattering all the while. Go off nicely.

Three Noblemen, a solid knockabout hoke comedy and hoofing turn, in the deuce spot. Boys are very engaging, nice-looking and do not use an act of this kind as so many do, namely, as a blind for lack of talent. Come thru in every attempt, including panto and other routines inherent in a knockabout hoke turn. In addition their stepping is really entertaining and is of the loose-limbed sort that does not pall thru a display of excessive vigor. Turn should hit the better spots.

Josie Carroll, doing a single in place of Jackie Starr, knows how to sing into a mike. Rendered *Got To Push the Clouds Out of Heaven*; *Baby, Won't You Please Come Home?* and *I Can't Dance*. Gal is talented and can put songs over but ought to make a better choice of tunes.

Dolly Clair, with Byron and Geralda, dance flash, closes. Clair does good con-

ventional acro, specializing in somersaults. Appears twice. Byron and Geralda, ballroom team, offer a waltz, tango and rumba with varying success. Duo are quite statuesque and show to best advantage in the waltz but fall down quite badly in the rumba, which might have been omitted entirely.

Pix, *Hollywood Boulevard* and *Without Orders*. House just fair for third show. PAUL ACKERMAN.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, January 8)

Up from the Sunny South, Owen Bennett brought his New Orleans assembled unit, *Parisian Nights*, and was met with such bitter cold and blinding snows that he missed the first matinee, arriving only in time to make this supper show. Company, altho half frozen, got by radiators and thawed out in good shape before curtain time. Bennett's is a nice unit, full of youngsters, pep, novelty and with a tempo that hardly ever slows.

This is the first time around the Cushman Circuit for Bennett, altho he's been in the South for years. He's associated with Charles Davis on this one.

Unit has a hand-picked quintet of gals, Elsie Steele, Jackie Lee, Margie LaMar, Jean Martin and Eunice Chauvin, all of whom open with a fast tap and a short challenge session. Turk McBee Jr. is the emcee who brings on the Corriell Trio, acro troupe. Tumbling is a bit stiff, but Everett Corriell, featured member, closes the act with a walk upstairs on his head which hits.

Rosseau and Fifi, acro pair, have two spots. First is a roughneck, unbreakable doll routine which is pretty good, and the second is straight adagio. Speed on both numbers covers a few ragged bits of handling, but it's okeh. The Lee Sisters, duo, tap nicely and give the floor to Bob Conn, blackface, who talks it up with McBee. Conn is one of few blackfaces ever seen on this time, but he has nonchalance and a smooth if not altogether new line of chatter.

A picture number by the girls is showy and well dressed. Charles Herveau Jr., announced as a grab from a Bowes unit, runs the gamut—sax, squeeze organ and a few impersonations. Makes out fairly well. McBee offers his specialty, plays a xylophone and dances at the same time.

Feature is Jacques Fouche and Company. He's a six-foot 226-pounder who's a contortionist. A most ungainly picture while working, he gets the audience's mouth open and keeps it that way. Stunts look doubly hard, since every move he makes has to go so far to be completed. Winds up doing a snake-hip routine in the finale which threatens to strip the gears of the whole company. Band is directed by Julian Babb.

Picture was *Plot Thickens* (RKO) and biz slow, what with the mercury at four below at supper time. This show is neatly costumed all the way, runs about 49 minutes and will get along okeh most anywhere on this time. B. OWE.

Fay's, Philadelphia

(Reviewed Friday Afternoon, January 8)
(First Show)

Nick Lucas, who was always a single sock around these parts, and still is, makes a serious mistake in trying to pass off as a band leader. Nor does adding a couple acts and calling it a unit help matters any. In spite of poor routining and pacing individuals crashed thru. But as a solid hour's entertainment show misses fire by a mile.

Lucas has a dozen tooters behind him who benefit the house band only. Lads in trench take it easy this week while the band on the dais dig their heads in the music stands and show the patrons that playing a show is no pipe. With a guitar in his hand Lucas is much at home. But waving a wand in mechanical one-two-three-four fashion, and ill at ease while going thru his exercises, only goes to prove that Lucas didn't know when he was well off. Taking the spot on his own, Lucas sells his songs worth a million. Rest should be passed off as an unfortunate experience.

Credit goes to Milt Douglas for mak-

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Stem Sees Few Hit Shows Despite Increased Grosses

Only 10 real hits so far, seven of which are holdovers from previous seasons—spurt in grosses felt before holidays is checked by bad business on New Year's Eve

NEW YORK, Jan. 9.—There may be hosannas for the shekels raked in by legit during the hectic and amazing weeks before the holidays, when the volume of week-end business broke records that had stood since the boom days, but the fact remains that the number of shows breaking into the hit category has been small even when compared with immediately preceding seasons. General tendency is toward fewer and fewer shows, with grand total dropping even under last season's low, and with the number of hits, thus far, going down proportionately. Only 17 definite hits scored to date, 13 in the dramatic division and four in the musical. But of these 17 seven are holdovers from previous seasons. Thus many shows that rated among the prime money makers during the recent splurge are not current product. They include *Boy Meets Girl*, *Dead End*, *Idiot's Delight*, *Three Men on a Horse*, *Tobacco Road* and *Victoria Regina* in the dramatic category and *On Your Toes* among the musicals.

Remaining 10 hit shows—seven dramas and three musicals—represent cellar batting average. Dramatic hits include *Brother Rat*, the Gielgud *Hamlet*, *Stage Door*, *Tonight at 8:30*, *Tovarich*, *You Can't Take It With You* and *The Wingless Victory*. Musicals are *Red, Hot and Blue* (figured as going into the hit category chiefly because of lack of competition), *The Show Is On* and *White Horse Inn*.

Additional "almosts," perhaps rating hit classification, are *Reflected Glory* and *Swing Your Lady*. Possibilities and doubtfuls include *The Country Wife* (very doubtful), *Johnny Johnson* (carried along on self-conscious New-Art ballyhoo) and *The Women*, virulence of the latter figured as militating against it.

Another dispiriting note comes with the poor business done by legit on New Year's Eve, when all other classifications were cashing in heavily. Brokers, who had contracted for extra supplies of seats—and without return privileges—were nicked handily, one of them figuring (See *STEM SEES FEW* on page 26)

Howard's Texas One-Nighters

HOUSTON, Jan. 9.—On a tentatively planned swing thru the Southwest while en route to the Pacific Coast Leslie Howard and his *Hamlet* troupe are scheduled to play the closing week of January in Texas. A one-nighter is due at the Metropolitan Theater here January 27, following one each in Fort Worth and Dallas January 25 and 26. San Antonio is on course westward.

Management of the Metropolitan will prepare for Howard's dramatic entrance with a pair of stage unit shows earlier in the month. Dave Apollon is booked for week of January 8, while Jan Garber and orchestra will bring in another unit January 16. The legit season here, like in most other Southern cities, is badly broken up for need of good talent, good houses and a good "spanking" for elements that continue to fight the appearance of flesh for their own selfish desires.

Legit Venture Slated For Atlantic City

ATLANTIC CITY, Jan. 9.—Believing that the failure of other legit productions in the resort was due to fact that week-end spurts could not make up for mid-week letups and that a week-end show would find support, Joe Quittner, who successfully conducted burlesque at the Globe Theater on the Boardwalk for the last three years, has leased the Earle Theater on Atlantic avenue for an indefinite period. This announcement was made by General Manager Herbert Copeland of the Warner theater interests, owners of the Earle, and the first show has been set for January 14, when *Tobacco Road*, starring Taylor Holmes, will open.

Tobacco Road will play three days and upon its reception depends a long list of plays running right up into the summer months. In a town of all-film houses this will be a unique experiment. Considerable civic help will be given, it is understood, thru tieups with beach-front hotels.

Gillmore, Turner Vacation

NEW YORK, Jan. 9.—Equity President Frank Gillmore and Paul Turner, counsel for the actors' organization, will leave Tuesday for a South American cruise aboard the *Vulcania*. Vacation will last three and one-half weeks, at the expiration of which time Gillmore will contact Marcus Helman, Theater League exec, in order to resume negotiations pertaining to the legit revival campaign. Plans to this effect were held up owing to the recent death of Dr. Henry Moskowitz, executive adviser to the League.

Harris Takes Buy for "Door"

NEW YORK, Jan. 9.—Another noble experiment went by the boards this week when Sam H. Harris contracted for an agency buy on *Stage Door*, hit current at the Music Box. Show had originally announced that it would sell no definite allotments to brokers in an effort to hold all seats for patrons applying at the box office.

Buy was contracted for as insurance for the show, which opened October 22. Also Harris office figured that agencies were failing to push *Stage Door*, preferring to sell those shows for which they had committed themselves on definite allotments.

Equity Bonds Posted

NEW YORK, Jan. 9.—Bond for *Richard II* was posted with Actors' Equity last week; play is being done by Robinson Smith and Eddie Dowling. *Call Me Ziggy* bond has been set by Leon Productions and Michael Todd. Ralph Kettering, representing the Morrison office, is arranging for the Los Angeles production of *Hannibal*.

From Out Front

By EUGENE BURR

That the current season, hailed before its birth as the Messiah that would lead the drama out of evil ways, has turned out to be less a Messiah than a mess is by this time no news. Good plays, it is true, have cashed in handily—but they have cashed in not only because they were good plays but also because their company was dispiritingly exclusive. Hits have been scarce and dramatic competence has been even scarcer.

Woeful numbers such as this have been drawn multitudinously from lutes more finely tuned than mine. But one of the most appalling proofs of the season's paucity of good plays was recently afforded when Mr. Douglas Gilbert of *The World-Telegram* set himself the difficult task of choosing the 10 best plays of 1936. One look at his list and the supporter of the drama will flee shrieking into the night.

Mr. Gilbert's self-imposed category, however, is somewhat confusing. He evidently set out to pick, not the 10 best plays of 1936, but the 10 best plays produced between August and January. That places the blame fully upon the head of the current season. These, then—to get the castor oil into the gullet as quickly as possible—constitute his choice:

Hamlet (Gielgud), *You Can't Take It With You*, *The Show Is On*, *Tonight at 8:30*, *Johnny Johnson*, *Brother Rat*, *Aged 26*, *Matrimony Pfd.*, *Night Must Fall* and *The Country Wife*.

We may not agree with that choice; indeed, I sincerely hope that we disagree violently. But the unhappy thing is that a commentator on the drama, no matter how violently we disagree with him, could conceivably look about him and find no better ditzain than that upon which to heap his accolade. Two revivals are included—20 per cent of the total. Also included is *Johnny Johnson*, a large slice of New-Art boloney that makes anti-war propaganda (of all conceivable subjects) seem cheaply and self-consciously ridiculous. As for *Matrimony Pfd.*, it is a bit of skunk-fluff odoriferously blown to us from the thickets of French boudoir-farce, and it would be one of the 10 worst plays of almost any season.

Most of the others, too, are rather pitiful choices to be forced upon a first-line commentator. *The Show Is On* is a revue—and not a particularly outstanding revue, either. *Tonight at 8:30* is a compilation of nine one-act interludes that display the elfin Mr. Noel Coward at his snidely sophisticated worst; *Night Must Fall* was a stock shocker; *Aged 26*, a pleasant and literate account of the last days of Keats, is hardly of best-play calibre; *Brother Rat*, a thoroly amusing comedy, is simply thistledown and, like *Aged 26*, hardly seems worthy of the

doubtful immortality of a 10-best listing. The only play on Mr. Gilbert's list that is anything like a good play, anything like the sort of play that could conceivably represent any season's best, is *You Can't Take It With You*, that hilarious antic wherein Messrs. Moss Hart and George S. Kaufman castigate the teeming millions who keep the world going by doing what is expected of them, simply because it is expected.

Of course—the picture drawn by Mr. Gilbert is, in all truth, a bit on the unhappy side—no matter how unhappy the season may really be. For he has omitted *200 Were Chosen*, the year's most important (and, in fact, only important) drama of the contemporary scene. *Stage Door*, a delightful comedy filled with the tinsel splendors of the theater, and *The Wingless Victory*, surely the most important play produced so far this year, a poetic tragedy that reaches into the spangled heavens for stardust that it sprinkles over its verse. There are, too, probably various others that might improve the general tenor of Mr. Gilbert's list—but they can just as well wait for mention until the season is over, when lists may really be drawn. The half-way mark is hardly the proper place to take stock. At the half-way mark the hare was ahead of the tortoise.

Speaking of critics, Mr. Richard Lockridge of *The Sun* recently devoted a rather wistful column to arguments that prove, to his own satisfaction at least, that Miss Clare Booth, author of *The Women*, overstated her case, and that the ladies aren't really as black as she paints them. I didn't see *The Women*; its tender mercies were left to the tender mercies of Mr. Ackerman. But when Mr. Lockridge seeks to show that the viciousness displayed in the drama is a result of economic position as well as inherent feminine unscrupulousness, he is, I fear, being somewhat over-chivalrous. Offering his wistful argument, he presents the sad spectacle of a willing dupe insisting upon his right to be duped. In depending the ladies he is surely being chivalrous (since he himself, being an intelligent man, must realize even the subconsciously that the only error Miss Booth could possibly make would be one of understatement). He is surely being chivalrous—tho his chivalry seems rather like the heroism of the fly that bats its head against a windowpane and figures it will certainly get thru if only it tries long enough. Mr. Lockridge, we sentimentalists hope, will continue to defend the ladies—but those of us who once indulged in the practice ourselves have an unfortunate hunch that he will probably end up with a headache.

Legit Year Tapers Off

Few productions still on the schedules — new low in number of shows expected

NEW YORK, Jan. 9.—Legit production, dropping quantitatively thruout the depression, continues to drop now that, according to sources outside of show business, the corner has been turned. Season thus far has fallen beneath even new low set last year in number of shows produced, and indications, figured from announcements of shows for the late winter and spring, are that the trend will be continued. Only 85 shows of all descriptions and varying degrees of probability are on the schedules for the remainder of the semester.

This is an unusually low figure for early January, when the spring dreams begin to pop into the dignity of print and announcements for low-priced ventures pour in. Of the 85 in the total only 13 can be figured as definite. This includes 12 dramas and one musical.

In addition there are 10 more—eight dramas and two musicals—that are probable; but even if all these came in there would be a total of only 23 shows for the rest of the season. Figures, which have already fallen under last year's, would drop even further.

Increasing chances that production will drop is the fact that of the total of 85 38 are in the announcement stage only, with no indications that they will come in as announced. In addition there are 21 dramas and three musicals that are possibilities, tho not probable. Thus even if all the probabilities and half the possibilities eventuated there would be only 35 shows coming in for the rest of the season. And there's no chance that all probabilities and 50 per cent of the possibilities will come thru.

OUT-OF-TOWN OPENINGS

"Tomorrow We Live"

(Hollywood)

By Michael Sheridan. Staged by Russell Fillmore. Sets by Rita Glover. Produced by Henry Duffy at the El Capitan Christmas Day.

Cast: Genevieve Tobin, Minor Watson, Helen Mack, Douglas Walton.

Slender plot concerns a middle-aged man enjoying the quiet privacy of a Connecticut farmhouse. Living with him is a pretty young lady, his unwed companion of three years, who abhors the security of marriage. We never know the reason for this attitude. The placid life is jarred by the unexpected arrival of the man's grown daughter returning from school in France. In tow she has a young Englishman. All are apparently of similar mind regarding unconventional alliances, are broad-minded and take to each other instantly. Harmony reigns until father's mistress and daughter's beau fall violently in love. The solution of the problem in the last act is conventional.

Presenting it here with an eye to early Broadway production, Henry Duffy has in this piece many bright lines and a first act that opens with promise but follows with too much explanation. Dialog is much too prettily written and unsuited to the characters. The play is too verbose and gives the unfortunate impression of being a one-act drama stretched to the bursting point. Done in one set and with a small cast that performs neatly and gives much luster to the production.

Petser.

"Fulton of Oak Falls"

(Boston)

By Parker K. Fennelly. Rewritten by George M. Cohan. Directed by Sam Forrest. Scenic designer, W. Oden Waller. Produced by George M. Cohan and Sam H. Harris at the Plymouth Theater for a two-week run, beginning January 4.

Principal players are George M. Cohan, Jessamine Newcombe, Francesca Lenni, Robert Light, Gilberta Faust, Kathryn Givney and Rita Johnson.

Fulton of Oak Falls, a George M. Cohan version of Parker Fennelly's com-

Thru Sugar's Domino



NIGHT clubs represent tremendous investments. Unfortunately for performers, in many cases these investments represent the money of persons who place it in the hands of operators in whom they have confidence. In other words, the operators of important spots are in many instances investing only their time. Few of them have any conceivable codes of ethics or consciences. Consequently, money runs like water; favoritism is practiced and the shrewd operators get a cut on everything except the smoke-filled air.

What does such a condition mean to the acts and bands that play the spots and the countless others who vainly try to obtain engagements in spots that are run by unconscionable men with the money of others who have been sold a bill of goods or who are paying plenty merely for the pleasure of being able to say they own all or part of a night club—and every little doodad that comes with it? It means that engagements are rarely obtained on the basis of merit. It means, too, that unless one has the agent with a drag he can't get a look-in on a certain spot. It means finally that what might become, if properly handled, a substantial business opening the channel of employment to thousands of worthy performers is a worse racket than were speakeasies in a day that is not quite as far off as one might imagine.

Absentee owners of night clubs are being deprived of plenty of revenue because their enterprises are in the hands of easy-come-easy-go boys. The unbusinesslike operators would be the last ones to admit it. Their petty larceny is lining their coffers with plenty of kale, but this represents only a small percentage of what they could make for their angels and themselves if only they conducted their business as real resort men should.

It seems a shame and a sad commentary on the sagacity of men with money and substance that they should permit a state of affairs to exist in spots owned by them whereby performers are chosen only on the basis of their "connections" with some small-time agent who kicks back to the operator who gets sick at the mere mention of earning an honest dime. There isn't much that performers as individuals and even as a group can do about the situation. About the only way to remedy it would be for those who supply the wherewithal for operating spots to be awakened to the real conditions. This can be done, to some extent, by performers. It can be done to a far greater extent by agents who honestly feel that they are being deprived by the kick-back system of an opportunity to sell their wares in a fair and open market. The victimized agents are in a position to tell the men who finance night clubs what the proposition is all about. Let them work together for a common cause and in a comparatively short time victory will be theirs.

On Broadway the type of successful night club agent is, along general lines, a despicable one. Some of the best spots are being booked exclusively by men who are without honor in their own set. They have the inside track. They bleed the artists and they cut the throats of the opposition. This condition exists because of absentee ownership of many clubs and because owner-operators think more of friendship for these parasites than they do of running a club that will give fair breaks to worthy performers and will bring them a better return for their money. Education is needed here, too. This is lesson No. 1.

The Broadway Beat

By GEORGE SPELVIN

THE artistic gents who run the Illustrators' Ball, which was raided last year because of its blue show, plan to make the big guns of the local gendarmerie their guests of honor this year, thus enabling themselves to put on a show that is bigger, badder and bluer than ever. . . . Hitting a new note in picketing was the chap in front of the Palace who blew on a "sweet potato" while carrying his "Bring-Back-Flesh" placard. . . . The pun wasn't intended. . . . Bennett Cerf was among the rescuers of one of the two boys who fell thru the ice of a pond at William Morris' camp at Saranac Lake, the other lad drowning before the rescue party could reach him. . . . Morris himself was reported in the papers as being one of the rescuers, but he modestly claims he wasn't even there. . . . Sophie Tucker, accompanied by Ted Shapiro, her pianist; her niece and an English friend, left the Stem last week on her way to the Coast to do *Broadway Melody of 1937* for MGM, with a week's stopoff at the Oriental, Chi, scheduled. . . . Grippe and flu are around the town plenty, with not only the publicized legit players falling victim; the MCA office had three sufferers, J. C. Stein, Bill Goodheart and Sonny Werblin. . . . George Beatty, in a letter to his agent, said that he wasn't going to stop at a certain theatrical hotel in Chicago because he didn't like the incessant floor shows in the lobby; he's claimed in the past that he fell asleep in the lobby of the spot one night and awoke to find a unit built around him. . . . Local 802 of the AFM has given a membership card to the man who plays the "maracas" in the rumba band at the Club Yumuri, Cuban night spot—but only after much discussion as to whether or not any formal knowledge of music is involved in handling the instrument, and whether it is an instrument in the first place. . . . The lad himself, when asked if he read music, claimed that he did, so he got the card. . . . Thereby averting yet another crisis in 802.

It's not show business, but it's interesting: a justice of the peace up in Stamford, Conn., has mailed out a flock of cards reading, "This card will permit one couple to have their marriage ceremony performed in 1937 and pay for it in 1938." . . . Mr. Spelvin, who has a card, will settle for the best percentage arrangement offered. . . . The ice skaters at the Radio City Plaza attract a plenty big audience—but why is it that always, on skating rinks, there's one nincompoop who thinks he has to hop around like a Mexican jumping bean with d. t.'s? . . . The jitterburgs can't stay away from their old haunts; last week Stuff Smith had a vacation from the Onyx Club—but you could always find him there, and usually, when the crowd started hollering, Stuff would get up and hot lick his fiddle. . . . Talk about a postman's vacation! . . . Information offered for what it's worth by the staff's pigeon expert: pigeons have more sexual stamina than almost anything else alive. . . . Three newspaper men crashed the big Widener party in Philadelphia recently by posing as members of the 100-piece ork. . . . Unfortunately, one of them was a photographer, and when he started his hi-jinks all three got the bums' rush. . . . Dave Vine, who boasts that he has a file of 300,000 gags, bewails the fact that he's been saving the wrong stuff. "I should," moans Dave, "have saved money instead." . . . At Christmas time (remember?) Alan Corelli sent out cards for the Theater Authority that read, "Bless the Lord, O My Soul, and Forget Not All His Benefits.—Psalm III-2."

Chicago Chat

By NAT GREEN

TIMES change and we change with them! . . . This is forcefully brought home to us as we meander here and there and bump into old acquaintances who have run the gamut of show biz and are still active in one branch or another of the field. . . . Some are along in years, others still in the prime of life, but one and all have seen entertainment and amusement tastes change. . . . Those who were smart enough to change with them have gone on, many of them to more responsible positions. . . . The stand-patters who couldn't or wouldn't see the handwriting on the wall have faded into obscurity and if they are still in the game they are bewailing unkind fate. . . . Naturally it is the smart—the successful—ones who most frequently come to notice. . . . For instance, there's John Royal. . . . In the good old days of vaudeville we knew him as a progressive theater manager at the old Keith's Theater in Cincinnati. . . . Later, if memory serves aright, he managed the old Hippodrome in Cleveland. . . . Then came decadence for vaudeville and ascendancy of radio. . . . Royal, thoroly versed in entertainment trends and tastes, fitted right into the radio picture and now he is vice-president of NBC and in charge of programs. . . . Back in the heyday of circusdom Billy Exton was a darned good banner man and as time went on he progressed to more responsible jobs with the white tops. . . . Then the circus, too, began to slip. . . . Billy wasted no time in laments but stepped into the theatrical game and for some time was a theater manager in the Hoosier State. . . . Now he's got a circuit of nine theaters in Wisconsin, which keeps him stepping lively, but he manages to get down to the Crossroads once a week to say hello to the boys.

Then there was Gus Sun (born Klotz). . . . Our first recollection of him was as one of the owners of the Sun Bros.' Circus away back when. . . . From that he graduated to the vaude field and for years the Gus Sun Circuit with headquarters in Springfield, O., was prominent in the family time field. . . . Gus still has theatrical interests, but of late years the Gus Sun Agency has specialized in the outdoor entertainment field and today that is its main stronghold. . . . Gus may not have made a fortune in the business, but he manages to spend plenty of time in the summer playing up in the lake regions and in the winter may be found taking life easy in Florida vacation spots. . . . Hunting and fishing are his hobbies.

Mabel McCane, who was to have opened last week with her new vaude act, was stricken with the flu and forced to cancel. . . . She will open later this month. . . . C. W. Farrier goes to NBC, New York, this week as head of the network's television division. . . . Farrier was head of the Events division of A Century of Progress in '34 and later with the TVA project at Nashville. . . . Lew and Barney Rosenthal have taken over the late Jake Rosenthal's theater interests in Waterloo, Ia. . . . Nate Rosenthal will manage the two houses. . . . Lew is to continue his fair booking business. . . . Clem Legg, of the WLS Talent Bureau, took a busman's holiday last week and attended the fair men's convention in Milwaukee. . . . Arthur E. Bitters, formerly with Christy Obrecht and the Winners when rep was in its prime, is now selling Hormel's products. . . . Bitters was with the Hormel show which toured the Middle West last year. . . . Mrs. Duke Yellman (formerly Gladys DeFoe) recovering at her home after a major operation at Presbyterian Hospital December 22.

N. Y. Spots Reap Holiday Harvest

NEW YORK, Jan. 9.—Burlesque houses in the Rialto section here again reaped a holiday week-end harvest, the latest being the New Year week-end. Not only did the theater management find it profitable, but performers also, who found sizable increases in their pay checks for extra shows.

Gaiety led the list in number of extra performances done on the week-end, doing 14 shows. This meant a double week's salary to performers, the Burlesque Artists' Association demanding one-fourteenth of a week's salary for each extra show.

Eltige did seven extras on the week-end, three New Year's Eve, one Friday, two Saturday and one Sunday. Republic did seven extras also, doing three two-and-a-half-hour shows New Year's Eve. Apollo did three extras on the week-end and the Oriental did seven extras.

On the New Year's Eve practically all of the Rialto burly houses were open until 5 o'clock the next morning.

Oriental, N. Y., Additions

NEW YORK, Jan. 9.—Minsky's Oriental Theater here has lined up some cast changes. Sylvia, dancer; Hank Henry, Sid Stone and Hazel Hazlett opened at the house yesterday. Reed Brothers, Sid

Ausley and Bordine and Carol will open this coming Friday, while Lee Perrin and Ceil Von Dell will go in January 22. House troupe of girls has been increased by three, there now being 9 show girls and 13 chorines.

Broadhurst Buried by IBA in Philadelphia

PHILADELPHIA, Jan. 9.—Funeral services for George Broadhurst, who died here Sunday at the Post Graduate Hospital, were held here yesterday with interment at Fernwood Cemetery. Independent Burlesk Circuit, for which Broadhurst was performing up until his death, took care of Broadhurst during his illness and also made the funeral arrangements.

Broadhurst became ill several weeks ago in Toledo and came here Sunday morning, succumbing the same day from a complication of diseases.

Cincinnati Due To Join Indie Circuit

NEW YORK, Jan. 9.—Independent Burlesk Circuit is scheduled to add another week to its lineup, the report being that the Empress, Cincinnati, will join the wheel next month. House now operated by Jack Kane, but if switch to Indie works out there will probably be new management.

Cincinnati on the Indie will be of big help to the circuit in routing the shows. Jump then would be from St. Louis to Cincinnati.

AMY FONG, featured with *Modes and Models* on Indie wheel as a strip teaser, singer and dancer, is of a Chinese pa and Idaho ma, born in Frisco and educated in Sacramento and Minneapolis. Has six sisters and four brothers, all non-pro.

Burlesque Reviews

Rialto, Chicago

(Reviewed Friday Evening, January 8)

Current show brings back "Red" Marshall and Hap Hyatt for the second time within a year. Their show, *The Merry Whirl*, with new people, scenes and production numbers, together with the talents of the resident company, combine to make an amusing and sprightly hour and a half of entertainment. Production numbers have been prettily staged with bright costumes, interesting posing numbers and nicely arranged scenic and lighting effects. There isn't much originality in the dance routines, and in one spot two hand-clapping numbers almost follow each other.

The opening number introduced Boo Lavan in a tap specialty, and a short comedy scene with Hap Hyatt, Tom Bundy and Claire Stone followed. A jazz dance number by the chorus and then the "fishing scene," presented by Marshall, Hyatt, Bundy, Lavan and Murray Leonard, drew a good share of laughs. Later in the show the same combination, with the addition of three chorus girls, did the "Gazeeka Box" to nice results.

Strip artists with the traveling company are weak. Dolores Dawn, attractive brunet with a shapely form, didn't fare so well with her disrobing act and drew but sparse applause. Edna Dee was liked better, but is much too coy while working. Charmaine, a curvaceous blonde, and Peaches Strange, of the resident company, were the biggest applause getters in this department, Charmaine with a neatly done strip and dance and Peaches with a shimmy specialty that took a big hand.

Charles Country, Kenney Brenna and Jack Buckley made their first appearance here, with Buckley being interrupted by the audience by Country and Brenna, who later took the stage to enact the *Beat Me, Daddy* scene, where in they had the assistance of Dolores Dawn, Boo Lavan and Claire Stone.

Later they did the "jail-house scene" and their material and work in both sketches kept the customers laughing heartily. Claire Stone proved a singer of ability in the *It's De-Lovely* scene and in the finale she cleverly fashioned gowns on three models.

Of the production numbers the undersea ballet was the outstanding, with silvery costumes, neat posing, a modernistic torso-waving routine by Boo Lavan and the dependable vocalizing of Buster Lorenzo. Sandwiched in between a couple of the numbers was Glenn Mason, who malleted out *Gypsy Airs* and a medley of pops on a xylophone. Garnered nice applause for his efforts.

F. LANGDON MORGAN.

Apollo, New York

(Reviewed Tuesday Evening, January 5)

Still the de luxe of burly houses, Apollo earns its distinction for outstanding production, involving a heavy array of tasteful settings and wardrobe. Also a huge lineup of girls—13 chorines, 6 show girls and a ballet of 9—filling the huge stage effectively. Meat of the show is in the production numbers, altho the other items are blended effectively to present an enjoyable hour and 40-minute show.

Comedy is left to Bobby Morris, Shorty McAllister and Stinky Fields, an excellent trio in the art of pulling laughs, but who might have been even better with worthwhile material. Work clean for the most part, except for the opening sailor bit. All scenes fall flat on the blackout, punch lines being just so-so.

Russell Trent is straight and a good one, but he's short of assignments. Milton Frome, doubling at singing, works well in bits also, providing class. Bob Snyder, another singer, is in bits as well, as are Minnie Mae Moore, Connie Fonslau and Peggy Reynolds.

Stripping, because of the abundance of production numbers, seems subdued, but it's sufficient. Topper is Georgia (See *Burlesque Reviews* opposite page)

Burly Briefs

FREDDIE SEARS, recently at Shubert, Philly, is now house manager of Apollo, New York. . . . Mitch Todd left Irving Place, New York, for Shubert, Philly, with Jimmie Calvo moving up from the Peoples, New York, into the Irving spot. . . . Eddie Diestafano subbing for Johnny Miccio as manager of Peoples pending Miccio's recovery from the flu. . . . Boob McManus, taken ill at Star, Brooklyn, first replaced by Tommy Levene and then by Cress Hillary. Art Gardner opened there Friday, with Chubby Werry exiting last Thursday and Zuleeka leaving this coming Thursday. . . . George Pronath returned from his Chicago vacation and is again producing at the Eltinge, New York, with Ken Rogers doing the shows at the Casino, Brooklyn. . . . Apollo, Gaiety and Republic theaters' back-stage feted the performers on the last show New Year's Eve. Apollo going in for champagne, Gaiety for whisky and Republic for coffee and sandwiches.

MR. AND MRS. ABE MINSKY back from Miami, with son, Harold, motoring there on his vacation. Harold broke up the driving by boating from Washington to Norfolk. . . . Caryl Roberts, prim, booked by Dona Davis, made her debut New Year's Day at the Eltinge, New York. . . . Republic, New York, and BAA had a word battle last week over a chorus girl's discharge, with the BAA winning out. . . . I. H. Herk, of the Gaiety, New York, bought himself a new car. . . . Freddie Walker and Walter Stanford close this Saturday at the Gotham, New York, with Stanford moving downtown to the Gaiety. Charlie McNally, closing on the Indie, opens Sunday at the Gotham, as does Maxine, a stripper from the Indie.

DAVE COHN'S recent bookings include Phyllis Vaughn, current at Gaiety, New York; Lee Perrin, opening January 22 at Oriental, New York; Virginia (See *BURLY BRIEFS* on opposite page)

U-Notes

By UNO

BETTY ADAMS, chorine, laid up at the Montclair Hospital, New York, hurt when scenery fell on her at the Gaiety, New York, January 3 while she was catching sections of costume from the trapeze stripper.

BRUCE HEALY'S Ork at the Century, Brooklyn, includes James Albino, who headed his own ork, and Martin Ashley, formerly of the Six Brown Brothers act.

JEAN CARTER turned in her notice and closed at the Star, Brooklyn, Thursday. Opened at the Century, Brooklyn, Sunday. This Sunday shifts to Minsky's Brooklyn to strip tease and produce two bits.

ESTA ALJA closed December 30 at the Empress, Cincinnati, one day ahead of schedule, in order to make a 400-mile jump and open New Year's Eve midnight at the Princess, Nashville, with Owen Bennett's *Broadway Nights* as a (See *U-NOTES* on opposite page)

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ZIEGFELD FOLLIES
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Per. Mgt. IRVING SHERMAN,
Curtis & Allen Office, RKO Bldg., N. Y.

Tab Tattles

WALTER NICHOLS, former well-known tab performer, who in the past trouped both the Sun and Spiegelberg circuits with various attractions, was fatally injured January 4 when he fell from the street level to the bottom of an elevator pit in an Indianapolis building. Nichols, who had been working as an elevator operator in recent months, unlocked the elevator door and stepped into the shaft, not realizing that the car was on a higher floor. He died at City Hospital, Indianapolis, January 5. . . . Another sad item to reach the desk last week was the press clipping telling of the death in Houston of Ollie Debrow, tab oldtimer. Debrow, former minstrel star and big-time b. f., "went out" alone and in poverty, according to press reports. A daughter, Ann Debrow, is residing with an aunt in San Antonio. . . . Who is the unit producer who brags: "I've got a grand in my pocket and 10 G's in the bank" and then borrows from performers to launch his outfit? . . . Frank Sennes' *French Casino Brevités* played the Mishler Theater, Altoona, Pa., last week. Featured are Bert Preval, soft-shoe and ballet dancer; Ray Styles, emcee; Ruthenia Warner, dancer; George Downey, tramp comic, and a line of 12 girls.

W. W. CHANDLER, well-known tab and burly funny man, is currently holding forth with the stock burlesque troupe at the Mutual Theater, Indianapolis. . . . Taft and Boone, dance team formerly with Lempi Pernu's *Girls in Radium*, closed last week at the Club Euclid, Bay City, Mich., to open at the Rendezvous, Battle Creek, Mich. . . . Byron Gosh has left the West Virginia territory after 10 big weeks there with his country store attraction. He was undecided what to do with the extra shekels, whether to launch a tab or buy a house trailer. He finally decided upon the latter as the best bet, the foxy dude. . . . The Ritz Theater, Ansted, W. Va., which has just undergone a complete remodeling, is slated to resume soon with its old policy of tabs and pictures. . . . The King Theater, Oak Hill, W. Va., and the Star Theater, Fayetteville, W. Va., recently switched from straight flickers to using small attractions two days a week. Acts playing the house also get in a day at the Princess, Mt. Hope, W. Va. . . . Kid Koster postals from Los Angeles that he's in the pink and that the attraction for which he is handling the advance billing, *Boy Meets Girl*, is doing capacity business on the Coast.

C. SCHROEDER postals from Tacoma, Wash.: "Tell indie troupers doing personal booking not to fear the Northwest. There's plenty of long green to fight the cold or wet weather with. Best winter money west of the Mississippi. Plenty of PTA's, lodges and clubs that use paid entertainment." . . . Jack and Lois Hamilton are wintering in Port Arthur, Tex., after closing the season with their girl attraction on the Greater American Shows. En route to the Lone Star State they stopped off in Davenport, Ia., where Lois filled in two weeks with the troupe at the Liberty Theater there. Jack and Lois will again go out with a carnival in the spring, with new wardrobe and a new house trailer. . . . Betty Lou Mathis is still producing the chorus at the Liberty, Davenport, Ia. . . . "SeaBee" Hayworth infos that his recent ad in *Billyboy* for people brought him more than 300 letters and 100 telegrams, making it impossible for him to answer them all personally. "SeaBee" presented his wife, Marion Andrews, with a new Packard sedan for Christmas. . . . The Gauley Theater, Gauley Bridge, W. Va., is playing acts and smaller tabs, while the new Beckley Theater, Beckley, W. Va., is going in for the larger units.

BURLY BRIEFS

(Continued from opposite page)

Woods, opening January 22 at Gaiety, New York, and Walter Brown, current at Irving Place, New York. . . . Nat Mortan's bookings include Sylvia, dancer, current at Oriental, New York; Charles McNally, current at Gotham, New York; St. Claire and Yvonne, current at Casino, Brooklyn. Gordon Clark opening there January 17 and Joyce Breazelle and Jack Morrison opening Friday at the Ettinge, New York. . . . Dyna Dell, while ill, colored photos of Annette, which were soon copped out of Gaiety and Oriental frames in New York. . . . Harry Evanson and Evelyn Whitney

scheduled to leave the Indie and go into stock for Abe Minsky. . . . Wilma Horner, former burly artist from Avalon, Pa., will spend a week at home, starting January 15, when she will appear at the Stanley, Pittsburgh, with *Hollywood Hotel Revue*.

BURLESQUE REVIEWS

(Continued from opposite page)

Sothorn, dynamic red head, in a go-to-town peel. June St. Claire, cute blonde, is a strong applause getter, as are Joan Lee, Connie Fonslau and Peggy Reynolds. They all give out cleverly enough, but not too much.

Much singing in the show, perhaps too much. Production singers are Ben Hamilton and Bob Snyder, the former a newcomer and very good. Miss Moore is femme singer and does okeh. Miss Lee does a song solo besides her strip song and she's one stripper who can really handle a vocal. Frome is spotted in mid-portion for a song, impressively handling the ballad, *Tobacco Road*.

Blond Valerie Parks is specialty dancer, doing a neat interpretative nude of *The Dance of Love*. The 13 chorines and 6 show girls do many production numbers, many nude, and look and work well, but they still lack precision. Ballet is different but amateurish. Opening production number, *This Mad World, A Thousand Dreams of You, Serenade and Alabama Barbecue* are among the production highlights. SIDNEY HARRIS.

Old Howard, Boston

(Reviewed Monday Afternoon, Jan. 4)

Teases and Wheezes, two-hour and 15-minute show playing to S. R. O. at the Old Howard this week, fell short of clicking at opening today. Appearances of the line (16) were wobbly, with the gals having much to do. More pep for a quickened pace will help. It has been proved that comedians do not have to resort to blue for laughs, but much

digging was apparent in this show. Tags to situational buildup lacked wallop. Much need for better material.

Of the three strippers, Zorita, June Rhodes and Kay Lopez, Miss Rhodes, a buxom brunet lass, got the best hand. Worked slowly and with finesse, wore nice costumes and did much with them. Zorita worked cooly, which pleased the lads. Miss Lopez, red-headed bombshell, worked fast, prefacing her parade sessions with vocals. Each appeared twice.

Mme. Yudel took the spot for four specialties backgrounded by the line. Lass is a pretty blonde with a nifty shape. Turns were a toe-swing hoof, an interpretative ribbon number, a balloon stanza and a parasol toe dance.

Frank Scannel does a brief tap terp. Mac Dennison, comedian, pleased with tramp, Maurice Chevalier, Jack Pearl, Bert Lahr and Harry Richman vocal versions of *Brother, Can You Spare a Dime?* Aunt Hattie, hefty sepi gal, wowed the boys with three hot and suggestive numbers, *I Ain't Got Nobody, Fuller Brush Man* and *Military Man*. On the latter she undraped a bit and almost floored the lads.

Billy Fields, comedian, did his best in the *Cafe* scene, where, as a sailor, he drums out a tune on bottles, glasses and bowls while Miss Lopez warbles.

Line figures in a *Jazz* number, recalling dance crazes of yore—the Charleston, Varsity Drag, Truckin' and current Susie Q; a quartet of ballet routines, including a cellophane affair; a butterfly stint and a Colonial production. Fields, Dennison, Miss Lopez, Miss Rhodes and Zorita are featured in the *Tailor Shop, Don't You Know Me?, Fuller Brush Man, Three Married Couples, Your Husband, Egg in Hat, Book Agent and To the Bank* sequences. *Book Agent* was best. Lad who furnished vocal chores was okeh. Scenery fair. Biz good. SID PAINE.

U-NOTES

(Continued from opposite page)

special added attraction for just the one show. She opened at Roxy, Toronto, Thursday.

MARLO, formerly Lupe Milford, now featured at the Burbank, Los Angeles, sends word of her marriage last August to J. Carlton Collins, carnival owner, in Hollywood.

H. K. AND MORTON MINSKY, appreciative of the hard work done by their chorines at the Oriental, New York, during New Year's week-end, dined and champagne'd them at Monte Rosa's January 6.

JACK (TINY) FULLER, with 19 consecutive weeks to his credit at the Star, Brooklyn, closes January 14. Returning to the Palace, Buffalo, January 21 on a 12-week contract.

WINNIE SMITH, of Frank and Winnie Smith, with Weinstock shows, does her strip-tease routine on the fast, eccentric Georgia Sothorn style. New to New York and Brooklyn burlesque audiences.

TOMMY HART, 13-year-old brother of Margie Hart, featured at the Oriental, New York, is deep in the study of science in his junior high-school courses. Ambitious to become a scientist.

JOANN MARLO, Phyllis Vaughn, Betty Meyers, Ida Rose, Sandra Barry, Jack Block, Ida Hutt, Dottie Gray, Lew Hollander, Charlie Taylor and many others were in evidence at the annual New Year's party at Peerless Hotel, New York, tendered by Barney Horowitz, owner, and Leo Judson, manager.

GEORGE (DADDY) CLARK is enjoying a record of 21 years' stay as script pro at the Follies, Los Angeles.

GEORGE KINNEAR, straight man with *Ballyhoo*, Indie Circuit, seriously ill at the Sinai Hospital, Baltimore.

ESTELLE VALENTINE, former burlesquer, is a proud ma. Daughter Elsie, 20, dancer, last with Earl Carroll's *Sketch Book* and in shorts for Warner and Paramount, just signed a year's contract with 20th Century pix to begin February 15. Leaves New York for Hollywood with ma latter part of this month.

ANN VALENTINE, at the Irving, New York, in receipt of a letter from Paramount to take a screen test this month.

CHARLES LAUK installed as assistant manager at Century, Brooklyn.

IRENE ROSS, with *Teases and Wheezes*, Indie show, suffered a hand injury at Century, Brooklyn, from a blank gun. Inez Graham, acro dancer, same show, out of the cast latter part of December 31 weak and unable to travel on to Boston, the next stop, because of grippe.

JACKIE LEE JACOBS, chorine, had her forehead bruised in a collision with a stage brace at the Casino, Brooklyn, January 4.

NAOMI DUSK, now just plain Naomi, spotted by Stanley Woolf, agent, for Metro Circuit. Opened Thursday in Buffalo.

McKay Harrisburg IA Prez; Krouse's 20th in Philly

PHILADELPHIA, Jan. 9.—Local 98 of the IATSE in Harrisburg, Pa., having re-elected William S. McKay for the 10th consecutive year as president, the Philadelphia Local 307 called double on all and selected Louis Krouse as their prey for the 20th consecutive annum.

Local exhibitors are planning a testimonial for Krouse, a date to be set early in February. Celebration will be twofold, his 20th year as prez of the scenery movers and his 20th wedding anniversary.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

19 Teams Entered in Cohen's Chi Walkathon

CHICAGO, Jan. 9.—Entering its second week, Sid Cohen's walkathon, holding forth at the Coliseum here, is still attracting large crowds. Nineteen teams of "champions" are entered in the marathon, which features "dynamite sprints," each of 15 minutes' duration.

Well-known contestants from all over the United States are entered, including Kay Wilson, Anjie Oger, Bennie Leonard, Lil Normand and Bill Ross. There are six masters of ceremonies under the direction of Eddie Snyder and Dick Buckley.

Ocean Park Derby Show Winds Up After Long Run

OCEAN PARK, Calif., Jan. 9.—Derby Show in the Egyptian Ballroom on Ocean Park Pier wound up recently after a long and satisfactory run, according to Jack Christinson, trainer with the show.

Show was promoted by C. L. Langley, localite newcomer to the endurance field but reported to be so pleased with the results of his first venture that he is already making arrangements for a new show, and Lew Stutz, well known in walkiedom.

The \$1,750 prize money was whacked up among Frenchie Boisjolie and Chad Alviso, first; Porky Jacobs and Maxine Green, second; Mickey Britton and Helen Forrester, third.

During its run the walkie was visited by several walkathon luminaries, including Hal J. Ross, George W. Pughe, Al Painter and Ernie Bernard.

AL (BUFFALO) BRINKLEY, blind pianist with the Dunlap show last season, letters from Elmira, N. Y., that he would like to hear from George Golden thru the Letter List.

MARIO ALESSANDRO is now in Murphysboro, Ill., where he just finished second with Ruth Carroll in the recent derby show that went 886 hours. Joe Rock and Jenny Bush were first, with Kenny and Evelyn Lock claiming third money. Mario would like to hear from

Ernie Gilbertti, who danced the Cleveland and Little Rock shows with Lita Garcia and worked at the Club Edgewater, Hot Springs, Ark., in 1934. He would also appreciate correspondence from Margie Van Ramm, Pop Dunlap and Hal J. Ross thru the Letter List.

HARRY SMYTH cards from Miami, where he is vacationing, to say he is planning to open a night club under canvas in Atlantic City next summer. He would appreciate word from Zeke Youngblood, Al Painter and Ted Brown.

ROY RICHARDS, formerly of the endurance field, is now emseing at the Beaver night club, York, Pa. He would like to hear from Junior Jack Kelly and others.

NORMAN BOHN letters from Ocean-side, L. I., that he would like to hear from George Garland, Margie Burns, Harlam Walkey and other walkathon pals via *The Billboard* Letter List.

MICKEY BRENNAN, judge, spent the holidays in Minneapolis after working walkathons in Rochester and Austin, Minn. He wants to hear from Doug Mills, Roy Sanderson, Whitey Helm, Mario Alessandro, Tom Day, Earl Brooks, Florence Alden, Hughie Hendrixson, Tommy Gardner, Pee Wee Collins, Joe Riccio, Mickey Day, Jimmy Frenze, Squirrelly Brady, King Brady and Moon Mullins via the Letter List.

CLIFF REAL and Jimmy (Schnozzle) Carr write from Danville, Ill., where they are in their seventh week at the Edgewater Club, doing bits and specialties. The boys would like to hear from Clyde Morse, Bobby Regan, Jimmy Lynch, Alice King, Jenny Costello, Vic Puree and other friends in the field.

ART POWELL would like to hear from Elmer Dupree via the Letter List.

WALT GROSS requests Tommy McGerr to get in touch with him thru the Letter List.

JED MARSHALL would like to contact Johnny Wortwick, recently emsee at the Briarcliff Lodge Hotel, thru the Letter List.

Wm Pollack Poster Print
BUFFALO, N.Y.
POSTERS - CARDS

Walters Comedians Resume January 15

SAN ANTONIO, Jan. 9.—Walters Comedians, who closed in Oklahoma three weeks ago and came into San Antonio for the winter, will reopen at Brownwood, Tex., January 15. Majority of the people have been here since the closing.

Show is motorized, travels on four trucks and trailers and 10 living cars, and all rolling stock is in good condition. Top is 50 by 100 and is new this season. A street band and orchestra are carried.

Herbert Walters is owner-manager. Roster will include Helen and Shirley Walters, Ross and Margaret McKay, L. K. and Tudor McKay, Wayne Hinkley, Tудie and Madeline Manley and Mr. and Mrs. Frank Maxfield. There are five in the working crew.

Show will continue its three-night-stand policy, opening in West Texas and swinging into Louisiana, Arkansas and adjoining States.

Eddington Ends Season; Plans To Improve Show

SHEPHERD, Tex., Jan. 9.—Eddington's Tent Theater closed its 1936 season here last week and the people left for their respective homes to await the February opening of the show. Mr. and Mrs. Eddington departed for San Antonio, where they were guests of friends before going on to Mexico City on pleasure and business.

Eddington reports that his two years in Oklahoma were "not so good and not so bad." He said that he plans to spend several thousand dollars for improvements when the show goes out. This money will replace his present 50 by 100 top and take care of some new illusions now in the making.

Show travels on four six-wheel trailers and plays week-stands, with a nightly change of the program. Featured, of course, is Eddington's magic.

Duncan May Go Into Stock

SAN ANTONIO, Jan. 9.—Phil Duncan, owner-manager Phil Duncan Players, accompanied by several members of his company, spent the holidays in this city. Duncan came in to visit his sister. Duncan Players are now in circle stock in West Texas but are slated to move into a large city soon for a winter stock engagement. Included in the Duncan roster are Ward Hatcher and wife, Vic and Hazel Bernard and Dorian Blue. Hatcher is directing-producing.

Pitts Rep Leaves Columbus

COLUMBUS, O., Jan. 9.—Pittsburgh Players, repertoire company, entered their final week at the Music Hall in the Hotel Virginia Monday night with the presentation of *Jesse James*. This is the third and last of the series of melodramas which have been revived over a period of several weeks. Other bills were *Murder at the Old Red Barn* and *Hearts of the Blue Ridge*.

"SeaBee" Hayworth Rep Is Off to Good Start

HICKORY, N. C., Jan. 9.—"SeaBee" Hayworth's new rep organization, slated to play picture houses in this territory, got away to a good start with a three-day engagement at the Carolina Theater here last week. Company is booked to return here in February.

In the roster, besides Hayworth, are Blair Camp, Josephine Royster, Jimmie Doss, Dick Royster, Renee Roberts, Marion Andrews, Jack Roberts and Billy Miller. There also is a line of girls. Stage band comprises Art Reese, Jake Kokinski, Ray Miller, Dick Royster and Bill Miller.

TED THOMPSON, formerly with the George Sharp Players, Pittsburgh, has landed an important role in the new Hal Roach picture, *Pick a Star*, now in production.

Rep Ripples

LA SALLE TENT SHOW, playing Texas territory, is under management of "Doc" La Salle, who last week celebrated his sixty-seventh birthday. Show, motorized, carries 12 people and has not lost a day this season.

MARGIE McDONALD, of the Original McDonald Stock Company, is headquartered in San Antonio.

STOUT JACKSON, now operating three shows in West Texas, has just purchased a 70-footer with two 30s for the opy he is placing in Corpus Christi or Laredo, Tex.

JACK ELLIOTT, wife and son, Billie Jack, long with the Walters Players, are residing in San Antonio, where the youngest is started in local night spots. The Elliotts are also engaged in the cafe business there. They have it up for sale, however, and hope to be out with a tent show in the spring.

LOU AND AMY LE CLEDE, who hail from Cincinnati, have gone to Texas for the promised mild winters.

MADGE AYRES, Barbara Bunch and Sophia Stoneham spent the holidays in Houston. They are with Uncle Sam's theatrical unit touring Texas.

ADGER DELL and wife, who closed with an Arkansas rep show recently, have gone to San Antonio for the remainder of the lay-off season. Dell, who was severely burned in the Jack Coleman fire at Magnolia, Kan., is rapidly recovering.

JAP RENFRO and wife are playing Texas schoolhouses with their musical act. They report fairly good going for this time of the year.

CORDTS SISTERS and Company have had some attractive night-spot bookings recently and are now at the Glean, San Antonio.

NEIL McLENNAN and wife, Alma Clark, are still located in San Antonio, where Neil for the last two years has been city salesman for the National Biscuit Company. McLennan formerly, for three years, taught and directed high school and municipal bands in the Texas territory.

CHARLES D. CLEMONS joined the Pittsburgh Players at the Hotel Virginia, Columbus, O., New Year's Eve to do the part of Lige in *Jesse James*. He did that same part with the W. I. Swain show years ago.

BRUCE RINALDO, veteran stock and rep performer and director, until recently associated with the Federal Theater Project in Erie, Pa., is now connected with the same project in Philadelphia. He was transferred to the Quaker City by Lorin J. Howard, State director of the Federal Theater projects, to direct dramatic productions. Rinaldo's own play, *The Romance of a Showboat*, is still being presented in the Erie area by the federal group.

BASIL BAKER, formerly juvenile man with Ed Ward, Boyd Trousdale, M. E. Bybee and other rep organizations, and who has been directing his own dance band in the South for the last three years, is at present reorganizing his unit and intends re-entering the repertoire field with his ork in the spring. Baker is making Commerce, Okla., his headquarters, while playing one-night stands with the band in the tri-state district.

MR. AND MRS. JACK A. MONTAGUE, wintering in Florida, postal that they visited the Heffner-Vinson Players' tent show during its engagement in Punta Gorda, Fla., January 1. After the show they entertained Mr. and Mrs. Danny Sharp and Mr. and Mrs. Calvin Givens at their Silver Dome on wheels. Heffner-Vinson show was in Punta Gorda two days.

FOLEY AND FINN, now located in Sioux City, Ia., are contemplating launching a one-nighter tent show to open at Vermillion, S. D., early in the spring for a tour of the Dakotas.

RUSTY AND DOT WILLIAMS recently purchased a new Palace Coach house

Kansas City Jottings

KANSAS CITY, Mo., Jan. 9.—Mal Murray recently closed his Eastern Kansas circle. No plans for the future have been announced.

David Riggan is sojourning with the homefolks at Iowa City, Ia.

Phil Duncan has closed his one-nighter, which had been playing Texas. Hollie's Comedians recently closed a long season and will reopen on a circle in Oklahoma at an early date.

Walter Pruitt opened his Southeastern Kansas merry-go-round recently.

Dewey Campbell, after a summer in Minnesota theaters, has opened a circle, with headquarters at Morris. Fred and Lilyan Poole visited friends and relatives in Greenville, Mo., during the holidays.

Former rep folks spotted at Heart of America Showmen's Club New Year's Eve Banquet and Ball included Charles Nathans, Jess Nathans and W. Frank Delmaine, former Equity representative. Mrs. Joe Chenoweth recently underwent a major operation at a hospital in Arkansas City, Kan. Mr. and Mrs. Chenoweth were formerly with Justus-Romain Company.

Austin Rush and Gladys Adams are sojourning in Pine Bluff, Ark.

B. L. Dickson's Chicago Players have reopened on a circle to play Minnesota, with headquarters at Montevideo.

Orion Marr and Dorothea Holt are said to be joining the Frank Smith Players in Arkansas.

Mr. and Mrs. Billy Seldon spent the holidays with the homefolks in Marion, Ind.

Boob Brassfield has closed his stock in Huntsville, Ala., and is back on his circle out of Rome, Ga.

CHORUS EQUITY

(Continued from page 21)

Jay Amis, Adrian Anthony, Edward C. Browne, Bruce Barclay, Peggy Bady, Chet Bree, Katherine Baker, Dawn Brook, Fred Bush, Jack Bennwell, Mary Bay, Herman Belmont, Jeannette Bradley, Marjorie Crane, Frank Clark, Joseph Carey, Marie Clyde, Mildred Corey, Phyllis Carroll, Marjorie Contadi, Peggy De La Plante, Maxine Darrell, Eloise J. Drake, Margaret Daum, Mary Dolan and Joyce Dunkin.

Some of our members have complained to us relative to commissions. There is no reason for any member of Chorus Equity registering with an agent for chorus work. Since the organization of the association in 1919 Chorus Equity has had its own employment bureau for the benefit of its members, a bureau which charges no commission.

All legitimate producers come to us for chorus people, as do most of the better class producers of presentations and night-club shows. The producer knows that on our books are the names of all chorus people who have worked in legitimate productions, so that thru the Chorus Equity he has a far wider choice than he would have thru an agent. Further, we have found that the average producer is anxious to cooperate with us in saving a commission for small-salaried people.

An agent can be of service to a principal, but there is very little that he can do in obtaining work for you in the chorus, since the final choice is with the director, who expects to see many chorus people before finally settling his chorus.

Again we remind our members that they must register here on the day they begin rehearsals. This is a most important ruling. Don't lose any part of your rehearsal pay because you have neglected to do this.

DOROTHY BRYANT,
Executive Secretary.

Pitt Musicians Elect

PITTSBURGH, Jan. 9.—Clair E. Meeder was re-elected president of the Musicians' Union, Local No. 60, defeating Mel Johnson by a vote of 2 to 1. Other officers re-elected are Edward G. Ebbert, vice-president, and Charles A. Graffelder, secretary and treasurer. Executive board includes Emil Bielo, Mike Hickly, Ira Wilson, Frank Panella, Homer Ochsenhirt, Malcolm Gerlach, George H. Wilkins, Hook Osborn, George Curry, Byron Galbraith, Joe Tyler and Danny Nirella. Wilkins was named delegates to the Pittsburgh Central Labor Union.

trailer and are spending the winter in Florida, accompanied by Mr. and Mrs. Odell White.

FIRST HALF

(Continued from page 21)

Appearance, Correspondent Unknown, the Mask and Wig's *This Mad Whirl*, *Moon Over Mulberry Street*; *Git Along, Little Dogie* and the Newark WPA unit's production of *It Can't Happen Here*. House has been selling the revivals at a dollar top, hitting a \$5,000 to \$6,000 take. Mask and Wig show took a \$3.30 top and grossed a good \$25,000 for the week.

While the fall and winter season brought a steady parade of attractions, with the percentage of profit at this point greater than it was last season, the second half promises to be even better. No danger of approximating the high mark established in 1928-'29 with 125 attractions, but when the books close in June the total should far exceed the 1935-'36 rate. Forrest and Chestnut are booked solid into March, Erlanger and New Locust into February. Definite advance list is best in years. Forrest follows with *Frederika*, *Idiot's Delight* and Guthrie McClintic's *Hamlet*; Chestnut will have *Fulton of Oak Falls*, *Reflected Glory* and *Swing Your Lady*, and the Erlanger brings in *Bury the Dead*, coupled with a new curtain raiser, *Roll-Call*. New Locust will undoubtedly return to its policy of dramatic revivals, with *Parnell*, *Russet Mantle* and *Invitation to a Murder* mentioned.

STEM SEES FEW

(Continued from page 20)

that the agencies must have dropped a total of close to \$30,000 on the night. Legit attendance was uniformly poor, with one hit playing to a disconcerting house that contained about 200 empty seats. Figured that boosts of scales hurt, and also that patrons figured they could get a whole evening of entertainment at the clubs and other spots, where they'd end up anyhow, for a single tariff. Also thought that regular legit patrons postponed attendance until other nights, when they wouldn't have to buck the Times Square year-end mobs. Most of the hits listed were offered at the cut-rates New Year's Eve, and without takers.

Bori Dinner Nets \$12,000

NEW YORK, Jan. 9.—Musicians' Emergency Fund received \$12,000 from the dinner held in honor of Lucrezia Bori, formerly of the Met, at the Waldorf-Astoria last Sunday. Attendance hit 1,200, each of the guests paying \$15. Opera singers circulating among the tables accounted for more cash and in addition Miss Bori auctioned off two of her songs for a total of \$1,500.

Dram Ed Covers Congress

WASHINGTON, Jan. 9.—In extensive staff juggling, made with view to preventing boys and girls from "getting into ruts," Donald A. Craig found himself yanked Monday from drama ed chair on *The News* (Scripps-Howard) and assigned to cover House side of Capitol. Into his niche went Reporter Katherine Hillyer, to make second gal critic on local rags, other being Betty Hynes (*Herald*). Score now 3 to 2 for males.

From radio desk to straight reporting went Karl Sprinkle, with place taken for present by copy boy.

Question now is whether Craig will write reviews on Congress show.

Alliance Musicians Elect

ALLIANCE, O., Jan. 9.—At the recent annual meeting here of Local No. 68, American Federation of Musicians, the following officers were re-elected: President, Carl L. McDonald; vice-president, Oscar Nelson, secretary, E. H. Shultz; treasurer, Clay Rockhill; trustees, Ed Lewis, F. J. Conway, Arnold Gehret and Harry Blackburn.

Canton IATSE Elects

CANTON, O., Jan. 9.—At the recent annual election of IATSE, Local No. 61, here, the following were re-elected: John Walker, president; Fred Maurer, vice-president; Robert Lelster, secretary-treasurer; Art Leedham, recording secretary; Harry Lane, sergeant-at-arms, and Chuck Schumacher, business agent.

Goseline in Hospital

PORT HURON, Mich., Jan. 9.—Harry B. Goseline, veteran theatrical producer, is seriously ill at the Port Huron Hospital here. He recently underwent an operation for complications resulting from an attack of pneumonia several months ago. Goseline was known in the theatrical world as a blackface comedian. At the present time he is owner-manager of the Ritz Theater here.

WANT

To contact at once, Stock or Dramatic Co. interested in indoor engagement for balance of winter. Also Walkathon Promoter. Want to rent or lease Roller Skates suitable for public rink. Write or wire R. A. MILLER, Casino Riviera, Box 13, Marble Falls, Tex.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

BEN BERGER, the hustling magish from Madison, Wis., is under the impression that our recent tirade here against the magus who has been selling his services to fraternal organizations, which, in turn, presented free shows to the public, was directed at him. Consequently he takes us to task for not getting both sides of the matter and, after a bit of verbal chastisement, offers the following as a means of setting us straight. "In regard the engagements in question," Berger typewrites, "when offered a salary sufficient to permit me to carry a creditable show and hire competent assistants, I accepted in good faith. . . . It is unfortunate that the other magician and I were in the same town at the same time, but since reading your article I have investigated. These affairs are anniversary celebrations, given for Moose and their friends only. Admission is by complimentary ticket. . . . Even if they were free I cannot see where I would be guilty of unfair competition. At least I am getting paid for my services. The other magician played the Beaver Dam, Wis., Rotary Club, high school and Kiwanis Club and even for a commercial organization gratis. Practically the only organization left in town then was the American Legion, and I played it, besides the Moose, and got PAID. . . . Let our dog in the manger laugh that one off. But let's skip this—I am not writing to throw stones but merely to defend myself." If it was Berger who was referred to in the recent item, here you have his say-so.

and built himself up into an outstanding prophet of the movie colony, recently cracked the dailies with a list of portents for 1937. Among other things, he predicts grave danger to David Windsor, formerly King Edward; increased success for Norma Shearer and probably marriage within two years; unhappiness for Charlie Chaplin and Paulette Goddard; marriage of Simone Simone to an American, and a succession of Hollywood tragedies resulting in a major scandal.

SHAME ON that youthful pair of Hoosier State magicians, who, not content with invading a certain well-known magic worker's territory, also have been capitalizing on his friends and reputation by using the latter's name and publicity. They started the practice last season and are right back at it this winter. It's certainly a poor way for a couple of youngsters to break into the professional magic ranks.

THE GREAT MAURICE, crackerjack card manipulator, has begun an indefinite engagement at the Mayfair Club, Boston, booked by Bert Jonas.

PANZELLE, magician and escape artist, formerly of Shapiro and Panzelle Company and who has been off the road for the last three and a half years, will take to the road again some time in February, when he hooks up with a carnival company on the West Coast. "Things in Los Angeles are very cheap," Panzelle pens, "and there are lots of troupers here."

BLACKSTONE was a visitor in Pittsburgh last week on his way to fill an engagement at the Ceramic Theater, East Liverpool, O. He reported that his 17-people show was headed for Washington, D. C.

H. GLENN NEWTON, magician, and Master Denton, mentalist, closed their mystery unit at Chateaugay, N. Y., with a New Year's Eve midnight show and made the jump to Groveland, Fla., to rest up. They may play a few spots in the South, but will open their regular unit at Rouses Point, N. Y., next April.

CHANDA THE MAGICIAN and Princess Zeella, mentalist, after a week's layoff, resumed bookings January 4. The season so far, Chanda reports, has been the best since 1928-'29. He has recently purchased another car and added a number of new effects to his show. He has also built a spook show and promises to uncork some new ideas which he has had up his sleeve for a long time.

MARQUIS THE MAGICIAN, who spent the first week of the new year honeymooning with his new bride, Madeline Starrett, of Graham and Starrett, dance team with his act, resumed his tour January 12. He is set for a long string of theater dates in Indiana and Kentucky, presenting a 50-minute turn. Clarence Auskings, veteran agent, formerly with Nicola and others, is now piloting the Marquis attraction.

JULIAN J. PROSKAUER recently made the front page of the New York dailies when he detected the forged signature of Secretary of the Treasury Henry Morganthau. It seems that the printing firm, of which Proskauer is president, in negotiating for a contract the item of Morganthau's signature came up and aroused Proskauer's suspicion regarding its authenticity. Secret service men were notified and the signature declared a forgery.

NORMAN THE WIZARD (R. N. Menge), sign painter by trade and magician by choice, pencils from Brookfield, Mo., that he will again have his magic and illusion show with the Crowley United Shows the coming season. Menge says he has built up what he believes is a new idea for a carnival side show in the shape of a spook presentation to be used in conjunction with the magic.

DOLORES DU SHANE, ventriloquist, is current this week at the Roxy Theater, Cleveland.

EARL POGUE, newcomer in the professional field, is working schools in the Ohio territory, booked by the Galway office, Columbus, O. Pogue played New Year's Eve at the Tivoli Cafe, Co-

A WELL-KNOWN magician recently motored up to a prominent hotel. The doorman stepped up to open the car door, but the magician, pointing a thumb to the rear seat, said: "Never mind me, just give my manager in the back a lift. Opening the rear car door the doorman was amazed to see a huge Newfoundland dog hop out and follow his master inside. Six months later the same magus drove up to the same hotel and when the doorman again attempted to help him the magician nodded to the rear seat and said: "My assistant is in the back seat. Give him a lift. And out hopped the same dog. Greatly mystified the doorman asked the magician why he called the dog his assistant this time when six months before he had referred to him as his manager. "Well," explained the magish, "he used to sit on his (deleted) and howl; now he just sits."

AT THE ANNUAL ELECTION of the Wizards' Club, Chicago, held last week, Joe Berg was re-elected president; Joe Fleischman, vice-president; Aldini, secretary; Sam Burman, treasurer, and Cotts, sergeant at arms. Election was preceded by a dinner and entertainment by Matt Schullen, at whose cafe the meeting was held. He also performed several tricks, including his eating-the-goldfish number.

NO MAGICIAN ever lost money by adding to his repertoire of tricks.

CHICAGO SAM is holding a carnival night January 15 at the Cube Theater, Chicago. It will include a program of magic by local magicians.

L. L. IRELAND staged a full evening's entertainment at the Albany Park Presbyterian Church, Chicago, last week to a capacity house. Many Chicago magicians attended the performance.

JOE BERG, Chicago magician, played an engagement at the main YMCA, St. Louis, last week.

BIRCH THE MAGICIAN has landed a two-page illustrated spread in the February issue of *Crowell Juniors*, a monthly magazine published in the interest of Crowell Publishing Company's junior salesmen. The article, in the form of an interview with the editor, is all about Birch and his attraction and there's no exposing.

NORVEL, Hollywood seer, who arrived on the Coast penniless seven years ago

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CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

BUDDY CLARK—personable young radio singer now working on several major commercials. Not a crooner, having a definite style of his own that is engaging and effective. Has a likable personality that projects itself excellently even over the air. Lighting and makeup should make him a new romantic musical appeal for the film fans.

For LEGIT MUSICAL

FLEURETTE—blond and very pretty miss now appearing in the floor show at the Piccadilly Hotel, New York. Vivacious and arresting in her work and her appearance, her style having all the Frenchy tricks of speech and gesture necessary to sell her dancing, singing and lines.

For VAUDE

GLORIA HART—youngster caught at a recent local talent revue at the Bronx Theater, New York. Possesses more than ordinary beauty and charm, plus a voice that has quality and range. Technique and confidence will come with experience. Good bet as vocalist for a band or flash act.

For RADIO

CAROLE MANNERS—comely young brunet singer caught at Minsky's Oriental, New York. Does excellent handling of operatic aria, revealing trained soprano voice. Also offers pop songs and does duets with tenor. Her best is obviously in opera, and she should have no trouble making good on the air.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

CLAIBORNE WHITE, colored advance agent, is now located in Memphis. He is anxious to know what has become of Charles Collins, owner of the Silas Green Show; E. W. Winstead and H. S. Palmer.

"JUST A FEW LINES," pencils George E. Mitchell, formerly of the Mitchell Twins, pedestal dancers, from the Elks' Home, at Bedford, Va., "that I am well and happy at 81. I still do a little tap dancing and recently put on a kiddies' minstrel at the Johnson home. I did middle and played Santa Claus and we all had a wonderful time. All the oldtimers at the home here are holding

lumbus, and prior to that held forth at the Virginia Hotel, that city, for a limited engagement.

L. O. GUNN, presenting "magic with a bang," worked New Year's Eve at the Desert Inn, Palm Springs, Calif., and followed with an engagement at the Arrowhead Springs Hotel, a mountain resort near Palm Springs. He was also featured recently at the Del Mar Hotel, Del Mar, near San Diego. "All swell dates and they pay the money," Gunn pens. "Had some good holiday dates, with the money better than the year before."

MME. PINXY and her puppets have been keeping busy these days working parties and club dates in and around Chicago with a new streamlined Punch and Judy turn. Act showed recently at the Bruns Palm Garden, Forest Park, Ill., and then jumped to Gary, Ind., for a returned date at Max & Jake's.

PRINCE HASSAN, mentalist, is reported to be scoring in handy fashion at the Shoreham Hotel, Miami Beach. He recently concluded an extended engagement at the Carillo, Los Angeles.

VIRGIL started the new year under the guidance of J. H. Burk, for several years advance agent for the El-Wyn Spook Show. Frank C. Robinson, who was ahead of the Virgil show for the last three years, is resting in Portland, Ore.

EVANS BROWN is back in Indianapolis after winding up a fortnight's en-

on fine. Jiggs Milton wants to be remembered."

HI-BROWN BOBBY BURNS long-distanced in from Owensboro, Ky., to report that he is busy with home-talent minstrels these days.

AND WHAT HAPPENED to the much-heralded minstrel extravaganza recently projected by John W. Vogel?

W. H. (BILLY) PAYNTER, producer, singer, dancer and musician, was born in La Platte, Neb., November 16, 1866. First minstrel engagement in Omaha with Whitehall-Sully and Paynter's Minstrels during the fall of 1886. Present address Omaha, care Hotel Hamilton.

LEON LONG, with the Sugar Foot Sam from Alabam' Minstrels, colored organization, pens from Syl-vester, Ga., that the show is doing nice biz and that the weather was so favorable during the holidays as to permit showing under canvas for two stands. Long says that a new advance car is under construction. Burr Brown, pianist, recently joined the show as musical director. Cork opry will be playing close to Albany, Ga., for the next two weeks.

PROF. WALTER BROWN LEONARD cards from Tampa, en route to Sarasota and Key West. Says living costs are quite reasonable in Florida. The professor is of the opinion that the great influx of trailer travelers to Florida has definitely hurt hotels and rooming houses.

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Montreal Spots Up Show Dough

MONTREAL, Jan. 9.—To offset the post New Year's slump uptown spots are flooring better than average shows.

Sam Cleaver's Stanley Grill is drawing the late supper crowd, with Barney Grant, hillbilly emcee, heading a fast-moving production. Co-featured are Brett and Young, team, carrying a six-girl line who hostess between shows.

Back from the States and Toronto, Al Plunkett, former head of the British revue the *Dumbells*, swings into his fourth week at the Embassy Terrace as emcee. The Embassettes, one of the smartest lines in the city, handle Vera Gomez routines with what it takes.

Joaquin Garray, Mexican baritone, heads the *Varieties of 1937* revue at Club Lido.

Chez Maurice, class cabaret of the uptown sector, is closing for six weeks. Renovation work is the reason given by the management.

Earl Gillesie, former manager of the Eagle Club and Stanley Grill, is now general manager and vice-president of the Construction Club. Since taking the reins Gillesie has brought a record draw to this popular late spot.

Police are tightening up on closing of Eastend spots for the 2 o'clock curfew. Uptown houses keep going as long as the trade lasts, usually around 6 a.m.

Profs Think U. S. Composers Swell

ATLANTIC CITY, Jan. 9.—A warm note of encouragement to the nation's would-be Tin Pan Alley-ites was sounded at the annual meeting of the American Association for the Advancement of Science here last week. After analyzing 4,000 of the "delightful and immortal" pieces of world music Profs. Harvey C. Lehman and DeForrest W. Ingraham, of Ohio University, reported to the savants that living American composers last longer at top production and write their best 20 years later than old masters of other nationalities.

Composers of other nationalities were found to do their best work and also their largest number of compositions between the ages of 30 and 39, except light opera, where the age range is from 40 to 44. American composers have their top around 54 and a high level of musical composition lasting all the way from 32 to 67. Professor Lehman remarks that individual composers have sometimes done their very best work when very young or very old.

Flesh at Fox, Philly

PHILADELPHIA, Jan. 9.—After four months of straight pix Fox Theater, Warner Brothers' ace de luxer in the downtown sector, makes a flesh comeback. Foots light up again on January 15, with James Melton headlining the dais. Dr. Jenö Donath will be back in the trench with a crew of 35 musikers and Karl Bonawitz back at the organ console. Fox is the last of the WB houses to come thru since peace was declared in the campaign waged by the local musicians' union for live entertainment in the picture houses.

Reunite in Boston

BOSTON, Jan. 9.—Reunion in Boston. That's what happened to the Dunedin family this week. Queenie Dunedin, English act, and her foster brother, Jimmie Dunedin, currently at Levaggi's Flamingo Room with his unicycle act, met here for the first time in seven years.

Pit Leader Stricken Blind

ALLENTOWN, Pa., Jan. 9.—Godfrey Muth, director and pianist of a local theater pit crew, was stricken blind Tuesday while standing in the orchestra trench. He was taken to Allentown Hospital, where surgeons were unable to say whether the blindness will be permanent.

SONGTEX MUSIC COMPANY, Philadelphia, ushers in the new year with a hillbilly ditty, *That Made Me Feel at Home*. Songtex has made arrangements to release its catalog in England thru Vivian Campbell & Company.

No Show, No Nothing; Club Owner Pinched

PHILADELPHIA, Jan. 9.—Ace of Clubs sets a record for nitery brodies. Thomas Moyle had the room all set for a New Year's Eve unshuttering, with a \$2.50 per person charge providing for a turkey dinner, floor show and dancing to the music by Blanche Calloway.

A bargain rate, joint was mobbed to the rafters. But there was no turkey dinner, no show and no Calloway. Angry patrons were all set for a lynching when police rescued the impresario from the women's dressing room.

Moyle was held in \$1,000 bail for court on charges of disorderly conduct and obtaining money under false pretenses. A crowd of celebrators reappeared for the hearing and happily cheered the decision.

Hub WPA Workers In Demonstration

BOSTON, Jan. 9.—Two hundred Massachusetts WPA workers staged 18-hour picket of Park Square headquarters Saturday in collaboration with Workers' Alliance of America. Police riot squads were marshaled but no trouble ensued. At noon pickets headed by Joseph Dauber marched to Col. John J. McDonough's administrative office to voice their complaints.

Pickets, mostly members of Federal Arts Projects, are composed of actors, musicians, artists and writers. These projects were cut 882 workers December 15, those dismissed not fired but placed on regular projects with pay reduced.

Union organizers are collecting funds to send reps to Washington to demand that Congress continue government work relief. McDonough sent these demands to Washington: Appropriation, \$1,250,000,000; expansion of WPA to maintain employment until November 15; \$300,000 for direct relief, employables to be provided jobs at 20 per cent wage increase to offset high cost of living, all needy be immediately reinstated at full rating in Federal Arts Projects and that projects be continued full strength. McDonough assured re-auditions.

Dickstein Adds Two Clubs

DETROIT, Jan. 9.—Jack Dickstein, manager of Gus Sun Booking Office here, has added the famous Backstage Club, Cleveland, operated by George Young, and the new Talk of the Town, Toledo, to his books. Charlie Levin is proprietor of the Toledo spot.

Bandleader Obliges

PHILADELPHIA, Jan. 9.—With niteries going in for Continental atmospheres, Johnny Graff and his ork meet the requirements of their location more than half. Holding forth at the Chez Michaud, which accents French cuisine, Graff was asked by the management to drop the "h" to make it a Jonny Graff billing. Now he is dishing out French swing music, singing the Frenchy ditties in the manner of a coon shouter.

Vallee for Ice Carnival

ST. PAUL, Jan. 11.—Rudy Vallee and his ork have been booked for the Northwest Ice Carnival at the local auditorium week of January 30. The Paramount Booking Office in New York made the deal.

Simon's Temperamental Horns; He May Blow Them--Some Day

PHILADELPHIA, Jan. 9.—Some day Frank Simon, who conducts the Armco Radio Band, hopes to demonstrate two rare old instruments on one of his broadcasts, but not just yet. One of these is a German coach horn, of a type that inspired one of Beethoven's symphonies. It resembles a very small French horn without valves and is played by manipulating the lips and tongue. The instrument is thought to be 200 years old and is a museum piece which was found in Germany by a friend who sent it to Simon.

The other is an English coach horn of the kind once used to herald Eng-

New Clubs in Mississippi Area

NATCHEZ, Miss., Jan. 9.—A new night spot, The Barn, has opened in Jonesville, La. Bob Foster and orchestra and a floor show, with Helen McDowell and Ree Norwood, played for formal opening Saturday. Another new night club, the Casa Loma, has been opened at Winnsboro, La.

Crystal Night Club here has changed policy. Formerly the club had stag-plant dances, but now patrons must have reservations for dances given every Saturday. Club is under management of Powell Kaiser and Charles Robert Fields and is owned by Junkin Brothers.

Charlie's Night Club, located at Sicily Island, La., is doing good business. Recently changed policy of issuing invitations instead of letting all who wished attend. Club owned by Charles Smith.

Bob's Night Club at Ferriday, La., is enjoying fine biz. Featured is Bob Foster and his band, with floor show. Club is owned by Bob Lancaster, of Ferriday. Gold Room of the Eola Hotel here is another night spot in section which has enjoyed good business all year. Club in charge of Chick Guido.

Boston's 1,600 Liquor Licenses

BOSTON, Jan. 9.—One thousand six hundred and fifty local liquor licenses were granted for 1937 by the Boston Licensing Board. This is a large figure for the small area that is Boston.

An estimated 360 licenses went to package goods stores, 180 for drug depots, 58 for clubs, 36 for hotels and 1,016 for restaurants, beer parlors and taverns.

Nebraska House War Favors Flesh

LINCOLN, Neb., Jan. 11.—Prospects of a fight which may result in stage shows being placed as a permanent policy in Grand Island, Neb., are looming this week. Town is at present one of the most acute battle grounds anywhere in the State—the opposition consisting of Tri-States Theaters, Inc. (A. H. Blank string of two houses); Western Theater Enterprises (Bill Youngclaus' company) and the New Grand (Harry Schiller's new 800-seater in process of construction).

First indications that the pot had come to a boil came when Youngclaus was announced as majority bondholder in the Island, a 600-seater which has been operated by Howard K. Allen. Youngclaus had previously only operated the Majestic (500), a second-run house. Youngclaus acquired 75 per cent of the \$30,000 bond issue on the Island. He takes possession of the house January 17, after having made a private deal with Allen. Next step will be his delivery of an ultimatum to Tri-States for a price rise on the Capitol and Majestic theaters, at the same time agreeing to hold his two houses steady. He also wants less frequent use of Bank Night, which sometimes goes four days a week now.

Should the Tri-States group refuse, and it is not unlikely that they will, Youngclaus is going to ask for Bank Night in both spots and is contemplating stage shows for the Island. The New Grand, recently ravaged by fire, won't be open to enter the tiff until April 1.

Will Rogers Memorial, Inc., Receives Charter in N. Y.

ALBANY, Jan. 9.—The Will Rogers Memorial Fund, Inc., New York, has been chartered by Secretary of State Edward J. Flynn as a membership corporation without capital stock.

The directors who will serve until the first annual meeting include former Governor Alfred E. Smith, Joseph M. Hartfield, former State Senator J. Henry Walters, Harold Rodner, New York; Will H. Hays, Sullivan, Ind.; Edward V. Rickenbacker, Bronxville; Gene Buck, Kensington, Great Neck; F. Trubee Davison, Locust Valley, N. Y.

The particular object for which the corporation is formed is to perpetuate the memory of Will Rogers thru the acquisition of a sanitarium and rights to use certain wards in hospitals, the use of certain burial plots in cemeteries for the benefit of needy persons engaged in the theatrical, vaudeville and motion picture industries and the promotion of the general welfare of underprivileged children. The Memorial Fund is authorized to purchase and to hold and dispose of such properties for the uses of the corporation.

ROUTES

(Continued from opposite page)

- Lid Lifters: (Hudson) Union City, N. J., 11-16; (Century) Brooklyn 18-23.
- Maid of Manhattan: (Century) Brooklyn 11-16; (Howard) Boston 18-23.
- Merry Maidens: (Casino) Toronto 11-16; open week, 18-23.
- Modes and Models: (Trocadero) Phila 11-16; Allentown 18-19; Harrisburg 20; Reading 21-22; Williamsport 23.
- Monte Carlo Girls: (Rialto) Chi 11-16; (Gayety) Minneapolis 18-23.
- Paris by Night: (Gayety) Minneapolis 11-16; Pepper Pot: (Gayety) Baltimore 18-23.
- Red Rhythm: (Rox) Cleveland 11-16.
- Scan-Dolls: Open week, 11-16.
- Snyder's, Bozo, Show: (Capitol) Toledo, O., 11-16; (Casino) Pittsburgh 18-23.
- Speed & Sparkle: (Garrick) St. Louis 18-23.
- Steppin' Stars: (Lyric) Bridgeport, Conn., 11-16; (Empire) Newark, N. J., 18-23.
- Swing Girls: (Howard) Boston 11-16; (Jacques) Waterbury, Conn., 18-23.
- Teases & Wheezes: (Jacques) Waterbury, Conn., 11-16; (Lyric) Bridgeport 18-23.
- Too Hot for Paris: (Garrick) St. Louis 11-16.
- Twinkle Toes: (Gayety) Baltimore 11-16; (Gayety) Washington, D. C., 18-23.

MISCELLANEOUS

- Bell, Lillian, Show: Chauncey, Ga., 11-16.
- Cannon Show: Sycamore, Ga., 11-16.
- Daniel, Magician: Jacksonville, Ill., 13-15; Griggsville 17-18.
- DeCleo, Magician: Bainbridge, O., 14-20.
- Dresson's Circus Capers: (Rex) Prichard, Ala., 13; (Lyric) Atmore 14; (Rex) Brewton 15; (Strand) Evergreen 16.
- Fra Diavolo Magic Revue: (Pix) Evergreen, Ala., 13; (Ritz) Greenville 14; (Pal.) Phenix City 15; (Pastime) Columbus, Ga., 16.
- Gilbert Comedians: Axson, Ga., 11-16.
- Goodwin's Own Show: Alamo, Tex., 11-16.
- Green's, Lew, Golden Gift Show: Frankfort Springs, Pa., 11-16; Cross Creek 18-23.
- Huntington, Magician: Yates Center, Kan., 13; Sedan 14; Miami, Okla., 15; Joplin, Mo., 16.
- Long, Leon, Magician: Cuthbert, Ga., 13-15.
- Lucy, Thos. Elmore: Athens, La., 15; Pollock 18; Liberty, Miss., 21.
- Marine & Firestone: Houston, Tex., 11-16.
- Marquis, Magician: Shelbyville, Ky., 14; New Albany, Ind., 15-16; (Chez Paree) Indianapolis 17-24.
- McNally Variety Show: Whaleyville, Md., 11-16.
- Miller, Al H., Show: Baconton, Ga., 11-16.
- Original Floating Theater: Merritt, Fla., 11-16.
- Princess Edna Show: Industry, Tex., 11-16.
- Reade Bros.' Show: Pennville, Ind., 11-16.
- Ricton's Show: Andersonville, Ga., 11-13; Ideal 14-16.
- Rippel, Jack Splash: Waycross, Ga., 11-16.
- Sugarfoot Sam From Alabama: Leesburg, Ga., 14; Albany 15; Sasser 16; Dawson 18; Shellman 19; Cuthbert 20; Ft. Gaines 21; Blakely 22.

REPERTOIRE

- Billyroy's Comedians, Billy Wehle's: Mobile, Ala., 13; Bay Minette 14; Brewton, Ala., 15; Enterprise 16; season closes.
- Bishop Tent Show: Athens, Ga., 11-16.
- Blythe Players: Greenbackville, Va., 11-16.
- Carter-Mack Dramatic Co.: Harrison, Mich., 11-16.
- Harvey Players: Dyersburg, Tenn., 11-16.

CIRCUS AND WILD WEST

- Polack Bros.: El Paso, Tex., 16-21.
- W. P. A.: (Coliseum) Bronx, N. Y., 16-17.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Barfield's Cosmopolitan: Titusville, Fla.
- Campbell United: Apopka, Fla.

(See ROUTES on page 50)

The Final Curtain

ALEXANDER—Ross, 29, film actor, of a gunshot wound January 1 at his home in Hollywood. His true name was Ross Alexander Smith. He played comedy roles and was under contract to Warner Brothers. Survived by his widow, Anne Nagel, film actress.

ALLARDT—H. J. (Hank), former head of the Allardt circuit of theaters operating in the Middle West, at his home in Chicago December 28. Burial in Graceland Cemetery, that city.

AUMANN—Joseph, 62, charter member of the Manitowoc, Wis., Marine Band, December 30 at his home in that city. Aumann came of a musical family, his father and eight brothers all being musicians. Survived by seven brothers and a sister.

AVERY—Van, well-known black-face comedian and writer of radio material, in the General Hospital, Philadelphia, January 4. He had been on the air over Station WFIL, Philadelphia, for the last six years. Survived by his mother. Body was taken to Chicago for burial.

BEERS—Robert N., 40, solo trumpeter with bands and orchestras, at his home in Rome, N. Y., January 4 following a week's illness. Beers played with Vincent Lopez, B. A. Rolfe and Howard Barlow and also in the pit with George White and Raymond Hitchcock revues. He was also formerly with the John Philip Sousa and Arthur Pryor bands and during the war was bandmaster on the U. S. S. Illinois.

BEROLZHEIMER—Mrs. Isobel Carothers, the "Lu" of the radio team Clara, Lu and Em in an Evanston, Ill., hospital January 8. She was the wife of Prof. Howard Berolzheimer of the Northwestern University School of Speech. She had been ill several days of pneumonia and streptococcal infection.

BETZ—J. E. (Dick), 60, well-known circus musician of several years ago, in Phoenix, Ariz., December 18 of heart failure. He began trouping at 18, when he joined Campbell Bros.' Circuit as cornetist. Later he became band leader of that show. He was also with Hagenbeck-Wallace Circus as band leader and Ringling Bros.-Barnum & Bailey Circus as cornetist. Survived by his widow and a brother. Masonic funeral and burial services at McCook, Neb., December 24.

BISHOP—Mrs. William, 43, wife of William Bishop, district representative of Metro-Goldwyn-Mayer Film Company, at her home in Detroit January 1 of pneumonia. Her son preceded her in death a day. Survived by her husband, who at the time of her death was gravely ill with pneumonia. Burial in Royal Oak, Mich.

BISHOP—William Jr., 19, son of William Bishop, district representative of Metro-Goldwyn-Mayer Film Company, at his home in Detroit December 31 of pneumonia. Survived by his father. Burial in Royal Oak, Mich.

BLATCHFORD—William O., 50, stage actor, in Los Angeles January 2. His last stage appearance was in *The Drunkard*, current in Los Angeles, in which he played the role of the sheriff until July, 1934.

BROADHURST—George, comedian in vaudeville and more recently of burlesque, following complications in the Post Graduate Hospital, Philadelphia, recently.

BURBRIDGE—James D., 75, pioneer theater man of Jacksonville, Fla., of pneumonia in a Jacksonville hospital December 30. He had been in ill health for the last 11 years. Born in Louisiana, Mo., Burbridge went to Jacksonville in 1882, and in 1886 he built the city's first theater, the Jacksonville. In 1887 he built the Park Opera House there. Later he built the Burbridge Theater, Jacksonville. With the coming of vaudeville into popularity, Jake Wells and Burbridge erected the Orpheum Theater, that city, in which vaudeville ran for five years. A string of other theaters followed. Survived by his widow, Juanita Cassil William Burbridge; two brothers, William and Farber. Requiem high mass at the Church of the Immaculate Conception, Jacksonville, with Father James J. Meehan officiating.

CAHILL—Joseph, musician, at Chatham, N. B., from a heart attack. He was organizer and leader of the Chatham Concert Orchestra, for many years a member of the Chatham Band, leader of the old Palace Theater Orchestra and musical director for numerous local stage productions. Surviving are four sisters and two brothers.

CARTENS—Ernest M., 78, who operates one of the first moving picture theaters in Manitowoc, Wis., December 17 at his home in that city. Survived by two daughters, Louise McClure and Ella

Dewey, and three brothers, Henry, Brillion and John. Burial in Evergreen Cemetery, Manitowoc.

CRAWFORD—Frank, salesman for RKO Distributing Corporation, in Fort Scott, Kan., recently. Services were in Des Moines. Survived by his widow, a daughter, his mother, a brother and sister.

DEBROW—Ollie, 46, former minstrel star and vaudeville headliner and well known in the tabloid field, in Houston January 5 of a heart attack. He had been in ill health for several years. Debrow began his stage career in his home town, San Antonio, and later married Jessie Reed, former *Follies* girl. They were divorced. Survived by a daughter, Ann, residing in San Antonio.

DURAND—Henry, old-time circus and carnival man, at his home in Indianapolis December 12. He had been in ill health for three years, suffering from kidney and heart trouble. Survived by his widow, Edna Durand, and one daughter, Margaret.

EDMUNDS—Ralph, publicity director and radio manager, in French Hospital, New York, January 2. He had been publicity director of the Metropolitan Opera House, New York, years ago and was with the Philadelphia Orchestra during the World War. Until 1929 he was manager of Station WRC, Washington. Survived by his widow, Mrs. Rose Marie de Foix Edmunds, of New York.

EDWARDS—Fred W., 76, former band leader, December 31 at his home in Detroit. He played with St. Paul's Symphony Orchestra, Detroit, and with the Wyandotte K. of C. Band and was a member of the Detroit Federation of Musicians. Survived by his widow and a son. Burial in Woodmere Cemetery, Detroit.

EVANS—Al, for many years a theater organist in Atlanta and Houston, January 4 at Houston. During his career he played theaters thruout the country and also appeared on the radio. Body was taken to Atlanta for funeral and interment.

FALK—Ben, 70, nationally known as a sports promoter and well known to the theatrical profession, January 2 at Phoenix, Ariz., after a long illness. He was at one time associated with Bert C. Whitney in the Detroit Opera House, where he had his offices, which were a popular meeting place for members of the acting fraternity. Survivors are his widow and one son. Burial in Brooklyn.

FARR—John M., 73, secretary of Steuben County Fair Society 15 years and also treasurer of New York State Association of Agricultural Societies, at his home in Bath, N. Y., last week, a few days after he had been re-elected by Steuben County Fair. Survived by his widow, a brother, sister and half-brother.

GAGNON—Nestor Edwin, 65, of the vaudeville team of Nestor and Vincent, which played leading theaters in America, Cuba, South America and Mexico, recently. For the last eight years he was a builder of stage properties. Burial in the Actors' Fund plot, Kensico, N. Y. Survived by his widow, Mrs. Nestor Edwin Gagnon, and relatives in Manchester, N. H.

GREENWOOD—Milton E., for the last 12 years general studio manager for MGM, of a heart attack January 5 in Beverly Hills, Calif. He was associated with Louis B. Mayer at the Old Mission

Road Studio and was part of the organization remaining with Mayer at the inception of MGM. Survived by his widow and one son, John.

GUEST—Signey J., 63, in Grace Hospital, Detroit, January 4 following several months' illness. He was the eldest brother of Edgar A. Guest, Detroit poet, and was former manager of Grinnell Bros.' music store, Lansing, Mich. He operated his own music store in Detroit until six years ago. Survived by his widow, a son and daughter.

HEFFNER—Everett, brother of James W. and Ben B. Heffner, of the Heffner-Vinson Show, at a hospital in Cincinnati January 1 after being struck by an automobile New Year's Eve. Funeral services and interment January 5. Also survived by his mother and another brother.

HERTZMAN—Charles L., 63, in Atlantic City December 31 after a lingering illness. He had been in show business for more than 25 years in Detroit, Cleveland and New York and was connected with the late Harry H. Frazee, producer of *No, No, Nanette*; *A Pair of Sixes* and *Nothing But the Truth*. Later he was general manager for Schwab & Mandel and directed *The Desert Song*, *Good News*, *The New Moon* and *Follow Thru*. He was also associated with Jed Harris, H. C. Blumenthal and Max Gordon, and at one time was a scenario editor with Universal Pictures.

HOBSON—Horace W., 63, who formerly trouped with his father, the late C. D. Hobson, owner of the Hobson Circus, of heart attack January 1 at his home in Texarkana, Ark. His last circus connection was with the Miles-Orton Show in 1892. His brother, who is well known in present-day show business, went from Venice, Calif., to attend the funeral, which was sponsored by the Texarkana Lodge No. 341, F. & A. M. Masonic burial in State Line Cemetery, Texarkana.

HOYT—Leo, comedian of vaudeville, burlesque and the legitimate stage, burned to death at his home in New York January 3. Hoyt played the part of Solomon Levy, the Jewish father, in *Abie's Irish Rose* and prior to that had been in burlesque with Bert Baker and Hal Skelley and in vaudeville as half of the team of Leo Hoyt and Sam Hyams. Other appearances on the legitimate stage were in *Wonder Boy* in 1931 and *One Sunday Afternoon* in 1933. Survived by five brothers, Jack, Elias, Stanley, Albert and Harold Pulaski, and two sisters, Mrs. Mimi Hyman and Mrs. Alice P. Glazer.

HUCUL—Marie, 24, night club dancer of New Haven, Conn., found dead in an automobile in Guilford, Conn., recently.

HUDSON—Robert, 49, actor, in New York January 5. His last New York appearance was in support of Leslie Howard in *The Petrified Forest*. Other productions in which he appeared included *One Way Street*, *Exceeding Small*, *Thru the Night*, *Mr. Samuel* and *Forsaking All Others*. He toured with Walter Hampden in the 1936 production of *Cyran de Bergerac*. A daughter and a sister, Frances Wallace, survive. He was a member of Equity and The Players.

JOYCE—Martin Rutledge, 22, film actor, of injuries received in an automobile accident January 1 in Los Angeles. Survived by his mother, Mrs. Julia Sarah Joyce McDonough.

KAUFMAN—Eugene H., 68, motion picture exporter, in Los Angeles January 5. Survived by his widow and two sons, Eugene Jr. and Emil.

LEO—Mildred, 27, eccentric dancer and dance teacher, suddenly in Pittsburgh January 5. She operated dance studios in Pittsburgh, Monessen, Pa., and East Liverpool, O., and trained choruses in the Smoky City. Funeral services in Pittsburgh January 8.

MCCLURE—Harry W., 81, director of the Wheeling Fair Association for 40 years, at his home in Wheeling, W. Va., January 6 following a six-month illness. He was manager of the McClure Hotel in that town.

MCDERMOTT—Ray, 39, at St. Francis Hospital, Evanston, Ill., January 2 from pneumonia after a week's illness. He was pianist with the King's Jesters, now playing at the Bismarck Hotel, Chicago. He began his musical career in Cincinnati, his home city, and is remembered there as the first banjo player in the Cincinnati Symphony Orchestra. A little more than six years ago Paul Whiteman, temporarily in Cincinnati, heard McDermott and three friends, who had made a recent hit over Station WLW, and signed them up, organizing his well-known King's Jesters. McDermott had fought death beneath an oxygen tent for nearly a week. Survivors are his widow, parents and two brothers. Burial in Cincinnati.

MACLEOD—David, dancer, 23, killed by an automobile near Paramus, N. J., January 1.

MAGARO—Peter, 56, pioneer movie promoter of Harrisburg, Pa., recently in the Riverside Hospital, Miami. During his career Magaro founded several movie houses and operated a film exchange in Harrisburg.

MARSHALL—Joseph W., 65, motion picture studio engineer, January 2 in Los Angeles.

MEREDITH—Albert J., 74, who toured the world as a circus and vaude performer, at Wheeling, W. Va., last week. He had been ill since March. He became a costume designer in 1916. About 1885 he joined Walter L. Main Circus. Later he joined Hagenbeck-Wallace and in 1897 formed his own circus, known as the Meredith Shows, which toured for two seasons. Meredith then entered vaude. His last endeavor was "1,001 Troubles," a mirror concession at State Fair Park, Wheeling.

METEOR—M., 65, of the flying trapeze act the Meteors, in Paris recently.

MIHLON—Frank, 60, bicycle, motorcycle and midget automobile race promoter, December 29 at his home in Belmar, N. J., from a heart attack. Mihlon was credited with introducing racing along the Jersey shore and at one time promoted bicycle racing in Berlin. He also operated the Newark Velodrome for a number of years. Survived by his widow, Minnie, and a son, Frank Jr.

MOTHERSBAUGH—Gilbert, 26, motion picture editor of *The Bulletin Index*, Pittsburgh weekly, in that city December 22. Survived by parents and three sisters.

MOTT—Mrs. E. J., wife of E. J. Mott, who was on the road with rides on various shows, including the Dodson-Mott and Wolf shows, December 26. Survived by her husband; a daughter, Ethel, and one son, Lauren.

MUNTZER—Myrtle, widow of the late Fred Muntzer, well-known pit and side-show owner, at her home, Evansville, Ind., December 30.

MURRAY—Mrs. Helena, 78, retired actress, known on the stage as Helena Coe, at her home in Cambridge, Mass., January 3. She began her stage career while a child, making her debut in New York with Edwin Booth in *Richard III*. Her role was one of the little princes in the tower. Later she toured the country with Fanny Davenport and other contemporary stars. She married Thomas Edward Murray, for nearly half a century a comedian on the American and British stages, who died a year ago. Funeral services January 5 at St. Paul's Church, Cambridge. Burial in Cambridge Cemetery.

NICHOLS—Walter, 37, former well-known tabloid performer, at City Hospital, Indianapolis, January 5 of injuries sustained the day before when he fell from the street level to the bottom of an elevator pit in an Indianapolis building. He had worked as an elevator operator there in recent months. In the past he had trouped for many years with various tabloid units over the Joe Spiegelberg and Gus Sun circuits.

O'BRIEN-MOORE—Prof. Ainsworth, 39, brother of Erin O'Brien-Moore, stage and screen actress, and professor of Latin at

BEN KRAUSE

Benjamin Krause, 57, native of Philadelphia and widely known carnival showman, was found dead in the Savannah River, Savannah, Ga., January 5, 10 hours after his brother, Simon Krause, had reported him missing from a northbound Atlantic Coast Line train. He was en route to his native city to enter a sanitarium for a nervous disorder. Body was found by people in search of driftwood along the river front.

Ben Krause was one of the pioneers in the carnival business, having started in the days of Caskill and Mundy, Frank C. Bostock and Ferrari Bros. as a concessioner. He was among the first to have concessions with carnivals.

Later he became carnival owner and had various partners from time to time until he finally established the title of the Krause Greater Shows, of which he was the executive head at the time of his passing. Krause was known as a man of his word in all dealings and his silent acts of charity toward his fellow showmen endeared him to the hearts of all in his line of business. His passing cast a gloom over outdoor show business, where he had many friends, both here and in Latin America.

His body was shipped from Irvine Henderson Funeral Home, Savannah, to Berschler's Funeral Parlor, Upper Darby, Pa. Burial in Har Nebo Cemetery, Upper Darby, January 8.

Survived by his widow, Mrs. Bessie Krause; brother, Simon Krause, and two sisters, Mrs. Ann Michaels and Mrs. Julia Kolsky.

Hopper With Ringling Show

Replaces C. G. Snowhill—
Jake Newman succeeds
Hopper on Barnes show

CINCINNATI, Jan. 9.—Sam W. Gumpertz wired *The Billboard* from Sarasota on Wednesday that Arthur Hopper, who was general agent of the Al G. Barnes Circus last year, has replaced C. G. Snowhill on the Ringling Bros.-Barnum & Bailey Circus. Hopper's title is director of outdoor advertising.

Mr. Gumpertz also stated that Jake Newman has replaced Hopper on the Barnes show, which this year will bear the title of the Al G. Barnes and Seils-Floto Combined Circus. Early in 1936 Newman was general agent of the Cole Bros. Circus and later was named traffic manager.

Warren Extends Thanks

LOS ANGELES, Jan. 9.—Frank Warren, retired old-time trouper of the circus, now broken in health, writes to thank Milt Runkle, Steve Henry, Dr. George W. T. Boyd and Charley Walpert for the Christmas remembrances for him and several other old-time troupers now at Laguna Honda Hospital, San Francisco. However, thanks are due to those persons for the solicitation of the money raised and there were quite a few others that responded and made up a purse. Others at hospital are William G. Webb, Tom Candy, Jack White, Charley Johnson and Leon Duff.

The Billboard has been sent each week to the oldtimers and in referring to it, Warren says: "Tell Steve Henry we all send thanks for *The Billboard*. Could be only know just what that means to us old fellows. It puts a day in our week that we look forward to with pleasure. We read it from cover to cover. It is passed around so that each may read. *The Billboard* was our stand-by in the days when we were a part of the circus game and now in the near end of the road it comes to brighten our days."

World's Fair Circus Opens

LONDON, Dec. 23.—World's Fair Circus, Agricultural Hall, London, opened December 21. Most of the lineup is devoted to Carl Hagenbeck's Circus from Hamburg, Germany, and includes Hagenbeck's sea lions, trained by Michael Consul; Alfred Petollet's high-school horses, the Sobolwesky riders, Hugo Smith's African elephants and Alfred Kaden's lions.

Chief among the other acts are the Five Juggling Jewels (girls), just returned from a seven months' repeat season in America. Girls hit solidly with a peach of a routine that holds many intricate tricks. The Lectaris score with a high aerial display. Camilla Mayer has a sensational perch novelty working at a great height. The Magyar Troupe excel with teeterboard daring and the Descamp Brothers hit with their comedy bar act.

Whole show is entertaining and peppy and all the acts have been booked by Stanley W. Wathon.

Lewis' Varieties in Texas

AUSTIN, Tex., Jan. 9.—Hollywood Varieties Circus unit, under management of H. Kay Lewis opened recently at the Capitol Theater, this city. Is booked on the Interstate time and is routed thru the Rio Grande Valley to the Mexican border. With unit are Lewis and Lewis and Fontana and Albera, acrobatic novelty, and the Henrys, tight wire, rolling globe and contortion act. Good biz is reported from Temple, Tex., south.

WPA Show in Bronx

NEW YORK, Jan. 9.—The WPA Circus is idle for first few days of week. Moves into Bronx Coliseum today for a string of week-end runs. "Frankie" Gardener, sister of Avonne, is being broke in on the Spanish web by her sister. Milo, clown, has a new bricklayer walkaround. Morris and Sharon have been rehearsing several new routines for their comedy trapeze act. Burt Wells, slack-wire performer, is now using "Scotty," the clown, in his act as comedy relief. Reported by Wendell J. Goodwin.



LARRY BENNER, who has been with various circuses, recently went to the Philippine Islands to join the Tait Shows for an eight months' engagement. Will present vent, Punch, magic and musical acts.

Dressen's Circus Capers Making Southern Dates

NEW ORLEANS, Jan. 9.—Dressen's Circus Capers recently closed a four weeks' run at Ferbleman & Sears department store, this city, and is now playing theater engagements prior to moving into Mississippi, Alabama and Georgia January 11 for the remaining winter dates.

Unit has O. W. Courtney, Punch and Judy and juggling; Tom, Dick and Harry; Musical Capers, and F. R. Dixon, clown contortionist and mechanical man.

M. J. Dressen reports satisfactory business and purchased a new sedan and a 19-foot trailer while here. Joe Tilley and wife, of the Tilley Show, were visitors before leaving for Miami. Tiny Warten, of the Beckmann & Gerety Shows, played Santa Claus at Sears.

No Road Tour for Walter

HOUSTON, Jan. 9.—There is little likelihood of the Frank J. Walter Circus taking the road coming season, according to word received from winter quarters here. Show will continue its policy of playing special events. Each year he features his underprivileged children's show.

King in Charge Cole Advance; Chi Stadium Dates Announced

CINCINNATI, Jan. 9.—After being notified Thursday by J. D. Newman that he had broken relations with them, Jess Adkins and Zack Terrell immediately placed Floyd King in complete charge of the advance of Cole Bros.-Clyde Beatty Circus, Adkins informed *The Billboard* over long distance from Rochester, Ind., last night. This means that King will be general agent, railroad contractor, Sunday agent and general press representative. These are the same duties he performed the first year (1935) that Adkins and Terrell took out the Cole show. King left Cole at the end of its 1935 season to go with Al G. Barnes Circus, but was there only a short period when he returned to Cole as general press representative before the 1936 tour got under way for either one. Newman joined Cole last winter as general agent, railroad contractor and Sunday agent, but shortly after King rejoined the show he did the routing in addition to directing the publicity department.

Adkins also announced to *The Billboard* that the Cole show will begin its run at the Stadium, Chicago, April 16, five days after the New York engagement at the Hippodrome comes to an end. The Chicago stay will be for 17 days, ending Sunday night, May 2.

"Home" Advertised on Highways

ROCHESTER, Ind., Jan. 9.—Activities at winter quarters of Cole Bros.' Circus started Monday in full blast and every department of the show is operating with full crews.

Within the next few days the six high-

Baile Re-Engaged With Seils-Sterling

MUSKEGON HEIGHTS, Mich., Jan. 9.—King Baile has been re-engaged to handle the Side Show on the Seils-Sterling Circus.

Cliff Krueger (Jolly Tiny), fat boy, will again be with Baile.

Claude Ranf, wire walker, left here to take a position with a manufacturing firm in Chicago.

Trompy Belmosky, with his one-man band, is working clubs around here.

Harry Coffey was in Muskegon with his wild animal exhibition. He met Baile here for first time in 22 years, when they were together on a show.

Hall Enlarging Show

MACON, Ga., Jan. 9.—Charles R. Hall will enlarge his Trained Animal Circus and Menagerie. Big top will be a 60 with three 30s; side show, 40 by 70. Hall will carry about 35 head of trained and wild animals and he will have one of the finest menageries for a small show. He recently bought an elephant from Downie Bros.' Circus. A new truck will haul the bull, camel, llama and high-school horses. Hall has been operating show for 15 years. Will open early near Macon.

Lulu Davenport at Home

CINCINNATI, Jan. 9.—Lulu Davenport, who underwent a serious operation on her ankle, which was injured in an accident, has left Grant Hospital, Chicago, and is again at her home in that city. It will be some time before she will be able to resume work. She wishes to thank friends for flowers cards and telegrams received while in hospital. She is looking forward to spending a few weeks with Mr. and Mrs. Bert Cole, lifelong friends, on Staten Island.

Reger With Mix Show

OMAHA, Jan. 9.—Charles R. Reger will handle the banner advertising for the Tom Mix Circus this season. He was with the show in 1934. Will leave his home here for the East to make some national tieups for the show.

Sparks Canvas to Morton

MIAMI, Fla., Jan. 9.—All of the canvas and necessary equipment to be used by Bob Morton for the Shrine Circus held in February has been obtained from Charles Sparks. Will be trucked from Macon, Ga.

ways leading into Rochester will be decorated with large signs calling attention to Rochester as the home of this circus. These signs were constructed under direction of Rochester business men and were designed and painted by Ernest Sylvester.

Clyde and Harriet Beatty returned last week to the quarters from Europe and immediately started work on their acts. Clyde is paying much attention to "Romeo," a new Siberian tiger, which recently arrived from India. This tiger weighs more than 600 pounds. Mrs. Beatty will have another lion in her act, an animal that will jump completely over the lion, tiger and elephant that now work in this display.

Mr. and Mrs. Zack Terrell, who spent the Christmas days at Owensboro and also a few days at Martinsville, arrived home Wednesday night. James McQueeney, radio writer of Kansas City, spent a day at quarters getting material for some magazine and radio scripts in company with Bob Hickey, press agent. Raymond B. Dean, press agent, also spent several days at quarters and is now at his home in New Milford, O.

Atterbury Opens in April

SIOUX CITY, Ia., Jan. 9.—Work has started at quarters of Atterbury Bros.' Circus at Dakota City, Neb., across the river from here. Trucks are being rebuilt and repainted. Show is scheduled to open in April. Big top will be an 80 with three 40s. There will be a combination Ten-in-One, menagerie and side show.

Mills Opens 17th Season

Good program at Christmas
Circus at Olympia, London
—runs until January 27

LONDON, Dec. 22.—Bertram Mills' 17th Annual Christmas Circus opened today at the Olympia, London. Opening ceremony was conducted by the Lord Mayor of London, assisted by Lord Snell, chairman of the London County Council. More than 1,400 guests were invited to the annual luncheon which preceded the circus performance.

Among the guests were Lord Nuffield, Sir Samuel Hoare, Lord Desborough, Lord Inverclyde, Lady Eleanor Smith, the Bishop of Kensington, Viscount Curzon, Viscount Leverhulme, Earl of Limerick, Earl of Westmoreland, Marquess of Reading, Marquess of Conisbroke, Earl of Birkenhead, Lady Lonsdale, Lady Astor, Hoare Bellish, J. H. Thomas, Stanley W. Wathon, Pat Valdo and Carl Hagenbeck.

Circus is of the single ring genre and runs two and a half hours. Eleven different nations appear in the ring and the outstanding act is that of the Kirmis, sensational mid-air novelty, working at a height of 85 feet. Girl in the act looks cute and together with the man does some death-defying one-foot holds and dental holds without a net.

Every act garners good applause. The following hail from America: Aussie and Czech, fast-pace ax-throwing and whip-cracking number, smartly presented and enhanced by skill and showmanship; Peerless Potters, flying bar act with many thrills; Eight Danwills, teeterboard acrobats; Two Willos, man and girl perch novelty, working from a good height; Four Palms, sensational perch act, and the Great Frederico, iron-jaw high trapeze specialist. Other acts are Bertram Mills' Liberty horses and ponies, presented by Mrookowski; Maurice and May, comedy cyclists; Chisham's Maltese dogs; Ferroni, juggler on horseback; Baring's comedy zebra; Four Cosmaries, English high-school riders; Two Yiddins, aerialists; Knie's tigers, a good group presented by Vojtech Trubka; Keystone's Vagabonds, a funny comedy bar interlude; Charles Judge's chimpanzees; Nine Cumberlands, English Cossack riders; Cordola Quintilla, graceful girl wire dancer; Five Kemmys, in a spectacular and finely produced gymnastic and posing novelty, and the Four Albanos, Spanish clowns.

Season runs until January 27 and advance bookings reach a heavy figure.

Hamilton Back to Circus

NEW YORK, Jan. 9.—Billy Hamilton, connected with Barnett Bros.' Circus for several years and more recently operator of an Eastern Bingo concern known as the Hamilton Producing Company, announced here this week that he sold the concern to Charles Doddard. Hamilton is planning to return to the circus field in 1937 but prefers to withhold his new connection at this time.

Hamilton Producing Company, Inc., has been operating approximately 50 Bingo games thru this part of the country.

Ora to Join Santos-Artigas

NEW YORK, Jan. 9.—Miss Ora, head of the cloud-swing act bearing her name, announced here this week that she is departing on January 10 for Havana, Cuba, on the S. S. Tampa, to fill a 10-week engagement with the Santos-Artigas Circus playing in that territory. She will be accompanied by her daughters, Minerva and June, who form rest of the act.

Ora recently completed an engagement for Frank Wirth at the Brockton, Mass., indoor circus.

Truck Show for Baker

CROUSE, N. C., Jan. 9.—M. L. Baker, who last year had circus side show and animal-land shows playing fairs, will have a motorized circus coming season, using title of Col. M. L. Baker's Wild West Circus. Will have a canopy for seats and side-wall arena and present circus acts, dogs and ponies and a Wild West program. Will start building at quarters here this month.



With the Circus Fans

By THE RINGMASTER

CFA.
 President, **FRANK H. HARTLESS, W. M. RUCKINGHAM,**
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 Secretary, **FRANK H. HARTLESS, W. M. RUCKINGHAM,**
 2830 West Lake Street, Chicago, Ill. *Times Bank, Norwich, Conn.*
 (Conducted by **WALTER HOENADEL,** Editor
 "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 9.—“Circus Night,” in tribute to Pat Valdo, was held by the tent bearing his name in Binghamton, N. Y., on January 8 in the new circus room in the Barlow Building. Circus Night Time Table, “The Earlow Route” to Joyland, was opened promptly at 8 p.m. with the following enjoyable program:

Display No. 1, 6 to 6:30 p.m.—A half hour's time was allowed for inspection of menagerie, collection of lithographs, bills, programs, souvenirs, mementos, pictures and trophies; a veritable panorama of show business, past and present. Also the Circus Museum and Horse Fair in tribute to Capt. Dan E. Fox, who was present at this gathering.

Display No. 2, 6:30 to 7 p.m.—Entered the Hippodrome and listened to a half hour's concert of stirring music rendered by a real circus band under direction of Prof. Ben Cornelius, formerly with Barbum & Bailey Circus.

Display No. 3, 7 to 7:30 p.m.—On the stage: A scale model replica of Ringling Bros.' commissary department, where Valdo got his start.

Display No. 4, 7:15 to 7:30 p.m.—Official raising of the Pat Valdo Tent. Supper was served in the cookhouse. Food a la circus.

Display No. 5, 8:30 p.m.—Attending opening performance in a body, Barlow & Bailey's Earth's Greatest Show, the great American circus in miniature, 100,000 parts, 10 years in the building.

Kenneth W. Fox, Romeyn N. Holdridge, Bugs Raymond and Walter M. Buckingham, of Norwich, Conn., attended the

Grotto Circus at Brockton, Mass., on January 2 as guests of Mr. and Mrs. Frank Wirth, who were producing the show. They report that the performance was excellent and that the patronage was good considering it was New Year's week. Wirth was engaged to produce a show there next year.

Miami

MIAMI, Fla., Jan. 9.—Frank Miller, eats and drinks concessioner with the Big Show, motored to Sarasota from Miami and took along as his guests Eddie Arlington, Art Lewis and the writer, Walter K. Sibley.

Eddie Arlington may re-enter the circus business. He conferred with Sam W. Gumpertz but at this time has nothing for publication.

Carl Hathaway is now in quarters at Sarasota after a most serious illness. He is coming along fine and after a few days at Sarasota will spend a couple of weeks at Miami Beach for the finishing touches to his convalescence.

Roland Butler, chief of publicity of R-B, is an artist of no mean ability. He is working on sketches that are worthy of hanging.

India, the new spectacle, will cost many thousands to produce. Three hundred people in the cast, 200 horses, 40 elephants and a number of surprise innovations. All costumes are being made in wardrobe department at the quarters. Curley Stewart, 24-hour man, is here, there and everywhere on the lot at quarters. Says that he is going to till about 10 acres of the grounds and sow it in alfalfa.

China contributes to the beauty of the Big Show in the shape of a startlingly beautiful ground cloth for the Naitto troupe of Chinese wire walkers. One hundred and sixteen native women worked two solid months embroidering this almost priceless silken carpet.

Two giant tops are being constructed in the sail loft under direction of William Hobson. These are both “big” tops. The extra will be carried along in case of emergency.

J. R. Lowe, president of the Erie Lithographing Company, was a recent visitor.

The layman pays a 50-cent admission to the grounds. Recognized show people are always welcome upon proper identification.

Jack Biggers and crew of 22 men keep 93 railroad cars in fine runnable condition.

Gumpertz' de luxe private car has all the comforts of home. It is occupied by Mr. and Mrs. Gumpertz and Mr. and Mrs. Pat Valdo.

Mike Carey and 25 men keep the paint shop humming. Four railroad cars and 20 wagons are done at one time.

Seven 30-kilowatt electrical units are necessary to supply the current used by the circus. E. E. Davidson, chief electrician, and 24 men keep the dynamo buzzing while en tour.

Joe Dan Miller, chief porter, has charge of winter quarters dining room. He is 31. Joe has been with the show for many years and in the business 62 years.

One hundred and fifty-eight men are now eating three times daily at the cookhouse. Later more will be accommodated.

The blind harness maker Louis Panza has been on the show 30 years. Some 15 years ago he lost his sight thru illness.

Young Frenchy Healy acted as our guide and furnished most of the information herein contained.

Los Angeles

LOS ANGELES, Jan. 9.—Committee of creditors of the Diamond K Ranch Circus Corporation is getting under way in liquidation of assets. Every creditor assented to the court proceedings, feeling that Ken Maynard merited this expression of confidence in his desire to have all claims taken care of. The United Tent and Awning Company has bought all wagons and other equipment. Capt. Terrell Jacobs bought tigers and leopards. Steve Henry, as agent, purchased the three zebras. Sales of the assets thus far have been at a very fair price level.

Work at Al G. Barnes winter quarters, Baldwin Park, Calif., went on in full blast January 2. E. F. Burnett and force will paint the equipment. Manager S. L. Cronin was host to winter-quarters

help and other workmen not at present employed. A very nice Christmas dinner was provided. Herman Walther was chef.

The home of Tom Mix in Beverly Hills was the scene of a number of holiday functions. Mr. and Mrs. Dail Turney christened the newly built home in Edgewater Terrace and gave a series of dinners for friends.

Flashes From Peru

PERU, Ind., Jan. 9.—A merry-go-round from the writer. A trip to Chicago—saw Harry Atwell at his studios, visited *The Billboard*, then walked over to the Sherman House. Saw Bob Hickey and Jake Newman. Bumped into Able, of the Pan-American Midgets. He informs received contracts from the Barnes show to feature the tiny people in the concert. Taxied to Raleigh Hotel and saw Whitey Lehrter, Harry Bell and Roscoe Goodwin.

Returning to Peru with Jess Murden, of the Cole Bros.' Circus, stopped at quarters of the Cole Bros.' Circus at Rochester, Ind. Had a chat with Jess Adkins. Our line of talk was fish stories from Florida. Saw Rex de Rosselli, Earl Lindsay, Harry Harold, Clyde Beatty just arrived from Europe.

John Helliott, animal trainer, at Peru quarters for Manager Ralph Clawson, has completed a sensational wild animal act, working eight young lions that Hagenbeck bought recently. Lions are doing a military drill.

Capt. Harold Jacobs will arrive soon from the West Coast with 12 lions and will also work with Hagenbeck lions and tigers. He will also bring with him five elephants, several cages and rare animals. Jacobs will work his animal act at Detroit and Cleveland. It will be a new act. Mr. Clawson reports that act will play many other Shrine winter circuses.

Ruth Zakin, niece of Mr. Clawson, was recently taken to Dukes Hospital and is (See *FLASHES FROM PERU* on page 47)

SAMPLE BARGAIN

50 x 100 Square End Dramatic Tent, top only, trimmed in Red, made of 10-oz. Army Khaki. Fair to good condition. . . . \$400.00

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 ALSO WANT TO HEAR FROM MECHANICS, ELECTRICIANS, CARPENTERS AND MEN CAPABLE OF BUILDING TABLEAUX.
 TELL ALL IN FIRST LETTER, STATING LOWEST SALARY.
 Address: C. W. WEBB, Manager, ROLLA, MO.

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HAAG BROS. CIRCUS
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ROY HAAG, General Manager, HAAG BROS. CIRCUS, Winter Quarters, Lafayette, Tenn.

Advertise in The Billboard—You'll Be Satisfied With Results.

Under the Marquee

By CIRCUS SOLLY

ANIMAL ACTS of Berniece Kelly's Circus were at the Auditorium in Winnipeg, Can., Christmas week.

Look for the "Show Family Album" in the Classified Advertising Section.

BOSTON GLOEE is daily publishing a series of episodes from the book by Dexter Fellows, *This Way to the Big Show*.

CLARENCE AUSKINGS infos that he will join Leroy Crandell's Circus next month as general agent.

E. DEACON ALBRIGHT, who had been with Dan Rice Circus, is now at home in Evansville, Ind.

DON TAYLOR, ventriloquist, is still working clubs in Chicago. Recently finished a three weeks' engagement in department store.

JOE KENNEDY, who has had outside stands with Sells-Sterling Circus since 1932, will again be with show. He has returned to quarters from Sarasota.

CLIFFORD H. LAND of Anderson, Ind., writes that conditions are very good in that city and that circuses should do well. Town has two lot locations.

AFTER A LITTLE rest it seems that the time is about ripe for a "wild man" as a first-class Side Show attraction.

DON COOKE will again be with Cole Bros.' Circus as head usher, his third season with show. His wife will do iron jaw and menage.

CHARLES (KID) KOSTER, agent of *Boy Meets Girl* Company, cards that he will be back in the circus business after an absence of 12 years.

JONES BELLE will have the Side Show band with Barnett Bros.' Circus, his second season. He is now playing at St. George Hotel, St. Augustine, Fla.

ANOTHER SIGN of good business: plenty of buying and selling of elephants. Some say it's almost impossible to get a good bull now at a "sacrifice" price.

JOSEPH ROSS (Whitey), after being off the road last season due to illness, is planning to be with a circus this year in canvas department.

HERMAN MILLER, trumpet player, and wife, Annabelle, are at Lanier Hotel, Macon, Ga., for the winter. Miller says he expects to be with Mix show this season.

CORINNE AND BERT DEARO, trapeze performers, who have been wintering in Macon, Ga., since close of Downie Bros.' Circus, left for Tampa, Fla., where they will spend remainder of winter.

MUSICAL SWANGLES closed an excellent season and are now at home in Montezuma, Ia. Played Iowa, Minnesota and Nebraska. Swangles have chimes and bells and will also do novelty musical clowning.

BOB RUSSELL, talking and singing clown, recently closed a very good season with Silver Bros.' Circus and is now in Georgia, visiting picture and vaude shows. Will return to the circus, making his third year.

THE PROGRESSIVE showman has few idle minutes during the winter months. You want to repair your wagons and trucks so they will be able to get back to winter quarters next fall without making the shops.

AL MASSEY, band leader with Bob Morton, had his auto stolen. After waiting a few days for the return of the car by the police he bought another bus. Next day the police brought back the stolen car.

JOE BAKER advises from Olympia, Wash., that he is now doing a double comedy rube talking act with a girl partner. Girl is working straight and sings. Joe formerly did a blackface and trouped as boss lithographer with various circuses.

BERT SAUNDERS, Harry Weber, Charles (Loonie) Louis, Eddie Karmel, Danny Wallace and Mugsy Mulligan, clowns now working in Pittsburgh, entertained the newsboys in that city during Sheriff Frank I. Golmar's annual dinner given at the William Penn Hotel.

NOW IS THE TIME to get ready for next season. Be sure you are surrounded with a capable force of lieutenants—capable bosses. We have seen showmen who tried to do everything themselves. Let the owner conserve his energy so he will be able to cope with important decisions.

ELMER YANCEY cards from Columbia, Tenn., where he is visiting his brother. General biller and brigade agent with Ray Marsh Brydon for last four years, Yancey says he is enjoying his first extensive layoff during that time. Reports conditions very good in Tennessee, with tobacco bringing as high as \$71 per hundred, and predicts good biz for the shows that play the territory early.

DOLLY CASTLE'S training quarters are near the Hialeah Race Track at Miami. She has made several appearances lately in and around Miami exhibiting her recently acquired trained fox terrier. In addition to training her own dog she helped Bryan Woods train his ponies. Says Jack Castle has a taxi service in Miami and Buster Castle is visiting her from New York and will go to work at the track when it opens January 12.

BEING A press agent back with a show isn't the snap it's sometimes pictured. In most jobs you have only one person to please—the boss—but a press agent is supposed to please everybody, the impossible! And that goes for 24-hour agents and many others.

FRANK WARREN is at Majestic Theater, Dallas, as swing man. For seven years he was on the Ringling show as a bundle man and for three years on Tom Mix Circus as a ticket seller. Past season he was stage electrician at Globe Theater at Texas Centennial in the Old English Village. Russell Bradshaw, escape artist, was with him. Had visits from Stanley Dawson, Frank Braden, Willie Carr, Pat Greer, Tommy Dolan, Bill Spaulding, George E. Brown, Joe Bowers, Homer Hobson Sr., Alfredo Codona, Mickey McKennley and Bill Flowers.

CIRCUS OPERATORS should study the Social Security Act carefully. It's going to mean a lot of extra bookkeeping, but federal regulations are strict in the matter of

accurate records containing sufficient information by which an investigator can readily determine whether the tax has been correctly computed.

"**THOUGHT YOU WOULD** be interested," writes Bob Keith from Columbus, O., "to know that New Year's Eve and New Year's Day show at State Theater in Sandusky, O., had a real circus appeal and a lot of jack pots were cut up in the dressing rooms." Four shows were represented on the bill: The Wells Bros.' bar act, which was on Cole-Beatty Circus; the Scotch Macks, with Ted Metz Side Show on the Tom Mix Circus; Hodgini Bros.' comedy riding act, with Sells-Sterling Circus, and Mack McCarty, of Downie Bros.' Circus ticket department, who led the orchestra.

Dexter Fellows (CSSCA) Tent Tattles

By FRED PITZER

NEW YORK, Jan. 9.—I arrived at the Hotel Commodore at 12 o'clock. The usual crowd of autograph seekers were huddled around the lobby of the hotel, which is always an indication that one of our luncheons is taking place. I reached the East Ballroom, and the circus band, having added a bit more brass to the outfit, was tooting to get in harmony. Sharon Stephens, a mighty versatile fellow, tells me it's a new galop they're trying out, one used in one of the big shows. Satisfying themselves that the toots were properly synchronized, the musicians began donning their ill-fitting red uniforms. . . . Bill Van Atten I spied every now and then running hither and thither, mostly thither, for he was the officer of the day. Prexy Orson Kilborn was busily engaged in checking up on the day's program. Orson not only has the day's program listed (agenda-ized to you highbrows) but he has it timed to the nth degree. . . . Davis was in his ticket wagon taking stock and building houses with his loose change. . . . Tex O'Rourke was adding bits of atmosphere here and there and making himself generally useful as always. Tex was in the circus business and knows his stuff. . . . Ten after 12 and members are beginning to assemble.

Bim Pond, Barker

I am standing at the huge bulletin board looking over the list of new members and some special notices when I see Bim Pond come in dressed in a musician's costume. He informs me that he is going to bark for Jolly Bill Steinke in the Side Show. . . . That sounds a bit queer to me. Must find out about that. . . . Groups of members now piling in in 5s and 10s and 20s. . . . Strange, Prexy O. said he was going to blow the whistle at sharp 12. . . . There goes the whistle. The band strikes up and the crowd parades in. I stand by the Chic Sale bungalow watching. . . . By the way, that house has a sign on it today reading, "Out of Order." . . . Seems mysterious. Must look into that, too. In fact, there's something mysterious about the whole day. . . . As time arrives for the entrance of the Fall Guy we learn that Tony Sarg has been delayed and will be late in arriving. We are asked to jump in and pinch hit for him. We do so by hurrying into an anteroom for the F. G. He's Santa Claus. He refuses to talk and I lead him amid applause of the crowd. Orson is about to accept him for a seat on the dais when Tex O'Rourke jumps up and objects to entertaining Santa Claus so many days after Christmas. "We spend our money for gifts at Christmas time," yells Tex, "and this guy gets credit for it. I'm not for him and something should be done about it." "Unfrock him," comes from many parts of the floor. This is inspiration for Tex. Pulling off his coat, he jumps for Santa Claus and yanks his coat, pants, hat, beard and wig off him. It's Bill Steinke and he stands there dumfounded in red flannel underwear. We had all to do to keep Tex from tearing that off, too. Red bothers Tex that way. In this nearly nude condition Bill is seated at the dais. In the barker's stand, usually occupied by Bill himself, is a ventriloquist's dummy dressed like Bill, and this dummy acts as master of ceremonies thru the luncheon, razzing jolly Bill as he goes along. The ventriloquist is

15 Years Ago

(From The Billboard Dated January 14, 1922)

It was announced from winter quarters of the Walter L. Main Circus at Havre de Grace, Md., that the entire seating equipment of the show would be used at the First Regiment Armory in Philadelphia for the indoor circus under supervision of George Coy. . . . Mrs. Charles Sweeney succeeded Mrs. Sallie Hughes as head of the wardrobe department with the Main show. . . . The second annual banquet was given to the officers and directors of the Donaldson Lithograph Company, of Newport, Ky., by its employees at the Claremont Hotel. . . . Reported that Poole & Roscoe's Canadian Circus, after being off the road for two years, would be out as a 15-car show for the 1922 season.

W. R. Atterbury was slated to have the privileges and banners, Elmer Porterfield the management of the Side Show and Doc Filley in advance with the Lamont Bros.' Shows for the 1922 season. . . . Mike Golden, veteran of the old Sells Bros.' Circus on its trip to Australia in the early '90s, returned to the show world in the reorganized Palmer Bros.' Show. . . . A double blessed-event was reported from the Louis Ruhe quarters on Long Island, where "Beauty," a lioness, had two cubs. . . . Walter Beckwith reported that the circus business was picking up in South America. Emil Schweyer had his fighting lions on the Sequin Circuit there.

Mr. and Mrs. George Reed, leapers with the Flying Herbets, entertained Mr. and Mrs. Paul Sullivan, of the Flying Wards, at their home in Grandview, Fla., . . . Thomas Whiteside, of The Whitesides, tight wire troupe, was doing comedy with the Jack Moore Trio. . . . E. E. Bonham's Dog and Pony Show was in winter quarters at Prairie du Sac, Wis. . . . The Mighty Haag Show reported big business in Miami, Fla. . . . Charles Bernard and Fletcher Smith were getting ready a lot of new material for the press department of the Walter L. Main Show. . . . Bert Dennis was in Texas purchasing baggage and riding stock for the Christy Bros.' Show. . . . Zack Terrell, then manager of the Sells-Floto Circus, was in New York selecting wardrobe for the '22 "spec."

Lewis Dayton, and a mighty good one, too.

Harry Hugonot leads us in the new tent song. The song itself is old, but it will always be new with our membership excepting the first line. After six months we all know that by heart. . . . The tent ritual was read. . . . Then the president introduces Wesley Blair, the circus guest of the day and who saw Jumbo killed. . . . Steinke, Senator Barbour (New Jersey) and Governor Harold Hoffman of the same State have their pictures taken. . . . fake, of course. . . . then followed in quick succession MacMurray, fire eater; Bernard Zufall, mentalist, and Ames, the man of many voices. . . . Sarg arrived just in time to initiate jolly Bill, dress him in his usual barker's costume and let him get back into action in the barker's stand. This throwing Bill back into his natural character elicited much applause. Bill's medal of membership referred to him as a ballyhooyeist. . . . Pair of Pediforme shoes drawn for was won by Albert A. Cobb, of the Pediforme Shoe Company, who was there with many of his star representatives. . . . The many quarts of Scotch donated to the meeting to be drawn for were won by Sarg, Gilbert White and others. . . . Dr. L. Clement won the watch presented by the Omega Watch Company thru Brother Sinner W. W. Schwab. . . . I spot among those present Dexter Fellows, Clyde Pangborn, Dr. Weatherman Kimball and a host of others. . . . Eddie Kelty pictured as always. . . . One hundred and fifty present and all we can say is that it seemed unnatural to see jolly Bill sitting meekly on the dais instead of shouting in the barker's stand, where he is as much an important part of the luncheon as the food. . . . Bob Hall also was present and entertained the crowd by his comments on the luncheon in rhyme. . . . Everybody wished everybody else a Happy New Year, and "a good time was had by all."

AT LIBERTY RECKLESS TRIO

(Comedy Surprise)
Three Clowns—Wardrobe and Ability.

Address, care The Billboard,
Cincinnati, Ohio.

AGENT WANTED

Must be Capable of One-Nighting, Sales Day, Circus, Under auspices. Must have car. Write stating salary and all. CIRCUS, Arden Hotel, Birmingham, Ala. H. S. TRAINER, your advantage to wire immediately

GIRL WANTED

FOR TRAPEZE AND RING ACT.
State all, send photo if possible. Act booked solid.
LARRY SAUNDERS,
Hotel Bradford, Boston, Mass.

WANTED — SIDE-SHOW PEOPLE — SELLS-STERLING 4-RING CIRCUS—Colored Musicians, Midgets, Giant, Spotted People, Sword Swallower, Glass Blower, Tattoo People, Comedy Juggler, Skelton Dude, Inside Man who does Punch and Magic, Girls for Illusions; Oriental Dancers, must be young, have A-No. 1 wardrobe; Anything New and Novel; Ticket Sellers who can make openings and stay sober. Doc Cox, Geo. Schaffer, Bobby Burrows, Frank Carl, write. **KING BAILE**, Muskegon Heights, Mich. Will buy Levitation.

FOR SALE COMPLETE MUSEUM

Will Trade Real Estate for Circus Property, Trained Wild and Domestic Animals.
WALTER L. MAIN, Geneva, Ohio

The Corral

By ROWDY WADDY

WATCH the letter list and send forwarding addresses promptly.

WHERE are you wintering and what are you doing—all you rodeo folks?

HOW MANY OF you rodeo folks are getting ready for the 1937 season?

WONDER WHAT Jack Reinhart is doing this winter. What do you say, Jack? Let's hear from you.

PANCHO VILLA JR., burlesque bull fighter, is spending the winter in Pittsburgh. He is working in one of the large steel mills there.

MARY KEEN, who suffered a broken leg while contesting at the Madison Square Garden Rodeo last fall, is now recuperating on the Keen ranch, near Kingston, N. Y.

FRANK MOORE, manager of the Madison Square Garden Rodeo, after attending the annual RAA meeting at Reno, Nev., will go to California for a short visit with his aged parents.

AMONG THE Easterners who will be in attendance at the Rodeo Association of America meeting in Reno will be Mr. and Mrs. Charles B. Paul Jr., of Rochester, N. Y. Paul organized the Rochester Rodeo Association last year and is handling its preliminary work this season.

LET'S HAVE some reminiscences with names of oldtimers from oldtimers of Wild West show and rodeo circles. During the winter, when there few reports of results of shows to be published, there is more space available for such communications.

AT THE CLOSE of the Boston Rodeo "Oklahoma Curley" Roberts joined Col. Al Chase, of the Red Horse Ranch, Kent, Conn., and is assisting Chase in getting out a railroad contract of 50,000 ties. He is the Colonel's first assistant. Billy Keen, Pete Forster and Lew Weir, all well-known rodeo hands, are also assisting in the work.

DOC KINDLAN, of Norristown, Pa., owner of the famous movie horse, "Smoky," a feature at numerous Eastern rodeos the last two years, has purchased a snow-white Arabian stallion and put him in training. With Kindlan at his training quarters is Frank McFarland, with his champion broad-jumping horse "Columbus."

THERE WERE quite a few amateur rodeos, with youngsters of respective towns and environs participating, staged in the Southwest last fall. According to reports some of the boys have already made good showings in various events. They should be conducive to swelling the professional's list within the next few years.

AL JONES, managing director X Bar X Ranch Rodeo, after a successful 1936 season, is now in winter quarters at Wapakoneta, O., where the rodeo is being readied for next season. Al infers that he plans to make the Ohio and Michigan fair meetings. Organization carries 60 head of stock and 30 people. It also is equipped with what is said to be one of the finest and latest public-address systems.

San Antonio

SAN ANTONIO, Jan. 9.—Harry Hobson, of the Elding Hobsons, recently attended to some matters here.

Mae Troupe has been sojourning down Texas way.

Bill Andrews was seen training some Texas steers on the Jack Tryon ranch near Blanca.

Joe Holland, last season boss canvasman of Seal Bros. Circus, has been here for several weeks.

Mr. and Mrs. Jack E. Gentry drove from their Los Angeles home to be with friends in Houston, Dallas and San Antonio during the holiday season.

Jack Davenport was recently here for a few days.

Rex Taylor, who goes with Barney Bros. Circus, has been entertaining his mother here for a few days. He is with an oil company during the winter and has headquarters here.

J. A. Grah, who has had the ring stock with circuses dating back to Campbell Bros., came from Kentucky to be with San Antonio relatives while awaiting the opening of circus season.

Charley Williford, mechanic, has been here since closing of the Webb Circus.

Jack Bledsoe, who lost a foot while working in a flying act, was in an auto accident last week which necessitated amputation of the leg. He is in the Rosenberg home.

Jack Tryon, who has been in the programs of practically all the larger circuses, makes his home here and is connected with various enterprises. He has an elaborate "red wagon," where showfolk gather.



Pacific Coast Showmen's Assn

2730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Jan. 9.—S. R. O. sign was hung out at Monday night's meeting. Two hundred and forty-one members were in attendance when President Theo Forstall rapped for order. A spirit of revelry prevailed at the meeting, which saw the installation of the newly elected officers. The only other member of the official family present was Secretary John T. Backman. Regular routine of business was diverted to allow members to vote upon applications for membership.

Standing committees under the Forstall regime made final reports and were then discharged in order that the incoming president might select whom he pleased to assist him in 1937. Report on the annual charity banquet and ball, altho incomplete, showed a splendid job had been done by Forstall and his able chairman, Jack Grimes. From all indications the charity fund will realize a handsome profit. George Tipton reported on the Christmas dinner and was accorded another hearty vote of thanks for the capable manner in which it was handled.

The new banner of the PCSA was unveiled, with Jack Austin making the address. Later Dr. Boyd, who had fathered the banner idea, arrived and spoke in his usual forceful manner. President Forstall, in a brief talk, announced the installation of the newly elected officers. Will Wright, president; Dr. Ralph E. Smith, first vice-president; Charles Walpert, second vice-president; Ted Metz, third vice-president; Ross R. Davis, treasurer, and John T. Backman, secretary. Joe Glacey introduced the officers, each in turn, with befitting remarks. Joe also paid high tribute

to the excellent work done by President Theo Forstall and other retiring officers. He concluded by wishing Will Wright and his associate officers a very successful 1937 season. Assuming the gavel, President Wright asked Past President Forstall to make a few remarks, which he did in a fine impromptu oratorical effort, the high spot of which was his closer: "I leave the office with which my brothers have honored me conscious of having carried out the work for the club to the best of my ability. I believe the record speaks for itself." He received a tremendous round of well-deserved applause.

New members: Harold Arthur Ludwig, credited to Hugh Wier and G. E. Griffith. Fred T. Marmon, credited to Hugh Wier and G. E. Griffith. Carl A. Young, credited to Joe Steinberg and Joe De Mouchelle. Fred S. Milliken, credited to Harry Hargreaves and Jimmie Dunn. Ted LeFors and Milt Runkle received credit for the application of Jack Ruback, president Heart of America Showmen's Club.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., Jan. 9.—President John E. Castle called the last meeting of 1936 to order amid crowded clubrooms. Quite a number of out-of-town members, here for banquet and ball, stayed over for the meeting and the president's farewell address.

Clubrooms were decorated for the occasion, and a large beautifully framed picture of Castle hung at one end of the room, with a large silk banner over it reading, "Welcome Home, Johnny." Toney Martone explained to the retiring executive that it was the wish of the club that he accept the picture and banner as a small gift from the members. Martone also expressed the sentiment of the club for the wonderful work of Castle during the past year. A rising vote of appreciation was accorded him.

First on the program was the awarding of the prize money to the three members who topped the membership drive. Harry Altshuler was first, with Jake Brizendine second and Orville Hennies third. The three stood before the president and he handed the secretary a \$100 note with instructions to award the prizes. Altshuler, speaking for the winners, said that it was their wish that the prize money be placed in the Monument Fund to aid in

the purchase of a monument for the Showmen's Plot in Memorial Park Cemetery.

The president thanked the gentlemen for their donation and stated that he himself would donate \$50. Other donations were received from Dave Stevens, \$50; Neal Walters, \$50; G. A. Rice, \$100, and Abner Kline, \$25. The president thanked all for their generosity and stated that the Monument Fund committee could now go out and do some shopping for a suitable monument for the club's plot.

Before turning the club over to the new president Castle declared that he was more than pleased with the banquet and ball and hoped that everybody in attendance had as good a time as he did. He also expressed appreciation for the decorations, attendance and the work of the committee that handled the affair. He then gave a rising vote of thanks to Harry Duncan and his committee for their hard work.

LADIES' AUXILIARY

The Auxiliary held its regular meeting January 1, with Mrs. Fred Beckmann, newly elected president, calling the meeting to order. Twenty-six members were present. Freda Hyder and Sally Bennett, two new members, were accepted at this meeting.

The secretary read a splendid account of the holiday festivities besides her regular minutes.

The treasurer then gave her regular report and added a resume of the club's business for the year. It showed a substantial increase not only of additional members but money received.

Hattie Howk presented the club with a large silk American flag, which had been donated by Frank Capp, a member of the men's club. It makes a welcome addition to the ladies' clubroom and will be used at the opening of each meeting.

Sis Dyer then presented the club with \$3, which she had made telling fortunes during the Tackey party and dance. She then bid the ladies of the club adieu, as she left for the West Coast.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 9.—Now back in stride with regular meetings, first since holidays.

President J. C. McCaffery was in the chair on the 7th. With him at the table were Vice-President Frank P. Duffield, Secretary Joe Streibich and Vice-Presidents Sam J. Levy and C. R. Fisher.

Banquet and ball and cemetery fund drive final reports presented and money ordered transferred to the cemetery account. Both affairs showed very satisfactory results as a reward for the hard work. Our sincere thanks to our many friends and brothers who co-operated in putting them over.

Membership committee presented applications of Clay M. Green, Lincoln G. Dickey, Almon R. Shaffer, Jack Baillie, James Malone. These names were presented for ballot and duly elected to membership. The committee is making plans to put 1937 over as a banner year in every feature of the League.

Brother Walter F. Driver gave a fine report as delegate from the SLA to the festivities of the Heart of America Showmen's Club. He reported news of a (See SHOWMEN LEAGUE on page 51)

Cowboys Goin' to Town

By GUY WEADICK

THE new year is starting off with a bang in the rodeo world. Rumors and more rumors are flying thick and fast. Charges and countercharges are being made. Legitimates and phonies are both mixed up in them. Many who have labeled themselves "rodeo producers" and "rodeo contestants" are beginning to peek at their hole cards.

Reflected in the existing conditions are: New organization proposed! Old one preparing to strengthen its position! BOTH have aims to protect SOMEBODY! Threatened strikes! Walkouts! Lock-outs! Retaliation! Bickerings! Dissension! Dissatisfaction!

Under-cover murmurings and threats do nothing but harm. That dissatisfaction has existed on the part of both contestants and managements for some time would be useless to deny. That both sides have just reason for complaint is well known. But only a thoro housecleaning on the part of both factions and an honest, clear understanding and a real earnest effort on the part of all to co-operate is the solution.

This can only be accomplished by a real organization of legitimate managements and a real organization of legitimate contestants, both working hand in hand, to benefit the rodeo business as a business in general rather than individuals trying to accomplish something for themselves at the expense of others.

While an attempt upon the part of managers to accomplish better conditions for all was made in the organization of the Rodeo Association of America, and altho some benefits have come

to some—both managements and contestants—it has not gone far enough and never will really accomplish the ends desired until more consideration is given the problems of legitimate contestants. This can never be done while an organization on one side is trying to deal with individuals on the other.

The general claim has been made that contestants won't stick together. The same claim is quite true of managements, as up to date the RAA has been unable to induce all managements presenting rodeos to join, and it is the claim of some contestants that even some managements belonging to the RAA joined more for the publicity they would derive than for any real effort to better conditions. It is also claimed that there are members who are not any too strict as to living up to the RAA rules and constitution. Be that as it may, everyone knows that the RAA has not been able to eliminate the majority of things harmful to the rodeo business.

My personal views upon rodeo organization were expressed in a speech I made at the RAA convention in Tucson, Ariz., in 1932, at which were present (See COWBOYS GOING on page 61)

WANTED FOR ROCHESTER GERMAN CLUB SOCIETY CIRCUS

FEBRUARY 1-6

Acts that can work on medium stage. Also good German Band, must be union. Legitimate Games of all kinds. Bingo, Novelty and Prize Package open. WILL PLACE two good Phone Men. Sid Floto communicate. Address

J. D. KAREN,

Circus Director, German Club, 315 Gregory Street, Rochester, N. Y.

LIONS WANTED

Several males, one and one-half to two years old. Must be well bred, never handled by anyone. No inbreds. Send snapshot pictures if possible.

WALTER KEMP,
P. O. BOX 910, TAMPA, FLA.

LIVELY MEETS IN WIS., IND.

Badgers Keep Up Inspection

Wisconsin association will have full-time supervision to weed out undesirables

MILWAUKEE, Jan. 9.—Continuing its efforts of last year to put the amusement end of Wisconsin fairs upon a higher plane and to eliminate all undesirable features, Wisconsin Association of Fairs, in annual convention in the Plankinton Hotel here on Monday, Tuesday and Wednesday, put unqualified approval upon full-time inspection after reviewing results of inspectors' work during the 1936 season.

The association's program was one of the best it has ever presented from standpoint of useful information and general interest. Attendance, too, was exceptionally good, about 45 fairs being represented and a number had large delegations. Officers chosen for 1937 were: President, Taylor G. Brown, elected to succeed himself; vice-president, William G. Marriott; secretary, J. F. Malone, re-elected. Julius Cahn, Luxemburg, vice-president last year and in line for the presidency, was first elected to head the association but tendered his resignation, saying he believed the record of Mr. Brown merited his retention for another term. Mr. Brown then was unanimously chosen.

In arranging the program officers departed from the custom of having talks or papers on a large number of subjects. Instead they concentrated upon a few vital topics and presented a symposium on each. Thus the two considered most important were full-time inspection and good attractions.

More State Aid Sought

Annual address of President Brown, Oshkosh, was brief and to the point. After stating that receipts of Wisconsin fairs in 1936 were 30 per cent over those of the preceding year, he reminded delegates that "a good and successful fair does not just happen—it is built on and results from community leadership." He characterized the spring fair meetings—clinics, he called them—as valuable aids to bettering fairs. They give secretaries and other officers a chance to swap ideas, take the fairs apart and put them together again.

"You fair men," he said, "have to keep your fingers on the pulse of the community—its educational and recreational needs. That is where our organization fits in thru its opportunity to better acquaint the public with the value of the fair. In 1936 we had larger live-stock and agricultural exhibits than for many years previous. We paid out more money for premiums and will pay more in 1937. This means that we will require more State aid and the association is asking the Legislature to increase the annual appropriation to \$200,000. We believe we have convinced the lawmakers that this amount is fair and that the fairs merit it."

Previous to the lean years the fairs received \$300,000 State aid annually. During the last few years this has been cut to \$134,000. President Brown paid

(See BADGERS KEEP on page 41)

Contract Let in Syracuse

SYRACUSE, Jan. 9.—Altho bids on a horticultural building on the State Fair grounds here were considerably higher than expected, plans were approved by the Industrial Exhibit Authority and PWA, and contracts awarded on January 4. Building will cost nearly \$300,000 and work will start so that it will be ready for the 1937 fair. Plans for new buildings to house food displays and farm machinery and equipment are being revised to meet changes in estimated costs, but it is expected contracts will be awarded for these in time for this year's fair.



FRANK L. McNENY, who has been named director general and vice-president of Greater Texas and Pan-American Exposition for Dallas in 1937. Plans are in the making for financing the enterprise and acquiring use of the plant of the State Fair of Texas, which was used last year for Texas Centennial Exposition.

Lincoln New Head Of Michigan State

LANSING, Mich., Jan. 9.—Burr B. Lincoln, Harbor Beach, has been named Michigan State agricultural commissioner by the new governor, Frank Murphy.

Mr. Lincoln succeeds James F. Thomson, Jackson.

The new agricultural commissioner will direct activities of Michigan State Fair, Detroit.

Big MAFA Boston Program

BOSTON, Jan. 9.—"Agriculture, education and wholesome recreation are blended so pleasingly into a perfectly functioning organization that the results amply justify the effort and expense involved," reads the program for the 17th annual meeting of Massachusetts Agricultural Fairs Association in the Hotel Brunswick here on January 21 and 22. Vermont Agricultural Fairs Association will meet in conjunction on January 21, as will Mohawk Fairs Circuit. A big program of subjects and speakers is announced for MAFA by President Ernest H. Sparrell, Norwell, and Secretary A. W. Lombard, Boston.

'Making of America' To Be Theme Of Great Lakes Expo During 1937

CLEVELAND, Jan. 9.—"The Making of America" has been decided upon by Lincoln G. Dickey, general manager of Great Lakes Exposition for 1937, and board of directors, as central theme of the new project. This came about thru enthusiasm exhibited last summer when Harvey Firestone exhibited his prize cattle. A small thing, to be sure, but a central idea which the promoters seized upon when they discovered how popular this homely effect proved.

In Great Lakes exhibition hall on the Mall growth of America will be visualized with Robert Fulton and his steamboat, Eli Whitney and cotton gin, Morse and telegraph, Goodyear and vulcanized rubber, McCormick and reaper, Howe and sewing machine, Westinghouse and airbrakes, Alexander Graham Bell and telephone, Ottomar Mergenthaler and linotype and Luther Burbank and development of fruits. Then there will be exhibits of Edison and his inventions and the Wright brothers, both residents of Ohio. It is planned to bring exhibits of original plans and machines. It is the

Gentry Law Repeal Promise Comes to Indiana Managers

Gov.-Elect Townsend gives word to annual meeting in Indianapolis that killing of unpopular tax measure is on his "must" program—big increase in registration

INDIANAPOLIS, Jan. 9.—A promise that the so-called Gentry license law will be repealed at the 1937 session of the Legislature, a move to amend the stores' tax law to exempt non-profit fairs and discussion of proposed changes which may be advocated by the legislative committee were highlights in the annual meeting of Indiana Association of County and District Fairs in the Palm Room of the Claypool Hotel here on January 5. Good reports came from fairs in the State as to this year's prospects and more interest in the sessions was manifested than in a number of years, registrations totaling more than 150.

Vandenberg Frisco Expo Publicity Chief

SAN FRANCISCO Jan. 9.—Altho George Creel, writer and Democratic party leader, was slated for the job, Clyde M. Vandenberg has been appointed director of publicity for the 1939 Golden Gate International Exposition, according to Leland W. Cutler, president.

Coincident with the appointment, Mr. Cutler said the new publicity chief will be given full authority to carry out all details of an extensive promotional program of international scope. Mr. Vandenberg has been with the exposition since early October as acting publicity director, charged with organizing and preparing promotional material.

He formerly was associated with A Century of Progress, Chicago, and helped to organize radio and publicity departments of San Diego Exposition and Texas Centennial.

Cheese Is Party Feature At Meeting in Wisconsin

MILWAUKEE, Jan. 9.—Wisconsin being justly noted for fine cheese, during the convention of Wisconsin Association of Fairs here this week delegates were treated to a cheese party that they enjoyed immensely.

R. B. Gifford, Monroe, brought along 40 pounds of wonderful Swiss cheese and also a plentiful supply of limburger.

Bert E. Walters, Wausau, also brought along a supply, and Monday night many delegates spent the evening enjoying cheese sandwiches and beer in Walters' rooms.

Discussion on the Gentry law was curtailed by announcement by C. Y. Foster, Carmel, member of the State Fair Board, that he had received authoritative word from Gov.-Elect M. Clifford Townsend and from Dick Heller, governor's secretary and former State Fair manager, that one of the first items on the new administration's legislative program would be "repeal of the Gentry law in its entirety." This was cheering news to many fair boards and to showmen who have been harassed by spasmodic attempts at enforcement of the law in recent years.

Legislation Is Talked

The Gentry law provides that a tax of \$5 per day be paid on each pay attraction, no exemption being made for fairs. Enforcement apparently has been more strict at still dates, altho several carnival managers maintained that some collection of the tax had been insisted upon at certain fairs. L. E. Roth, Blue Ribbon Shows, and William Solomon, Sol's United Shows, spoke in behalf of carnivals against the tax as discriminatory and exorbitant.

It developed that, altho the association took no decided stand upon the questions, the legislative committee this winter will give much consideration to repeal of the gross income tax as it relates to fairs, revival of a bill legalizing pari-mutuel horse-race betting, county and State aid to agricultural fairs, restoration of active management of the State Fair to the State Fair Board as against the present system of one-man

(See GENTRY LAW on page 45)

Repeat Sunday Opening For State Fair in S. D.

HURON, S. D., Jan. 9.—Greeted with success in their 1936 Sunday-opening State fair on a six-day basis, members of the South Dakota Fair board have announced similar plans for the 1937 exposition.

Secretary James G. Venables has announced the return for the fourth season of Ernie Young's revue, and the *Cavalcade of Hits* is the offering to be presented. Other attractions include Max Goodman's Wonder Shows for the midway entertainment.

"Thrill Feature," starring Flash Williams' Death Defiers, will open the show Sunday afternoon, and Ernie Young's revue will make a Sunday evening performance, the first in the history of the State fair. Automobile races will conclude the fair Friday afternoon after three afternoons of horse racing.

Bel Air, Md., Plant Saved

BEL AIR, Md., Jan. 9.—Fears Harford County Fair Grounds would be sold at auction were set at rest by news the property has been refinanced and probably will be scene of fair next fall. Directors of the fair completed arrangements this week to have mortgages taken over by a private individual at a lower rate of interest than that now being paid. Shifting of the mortgage averted the sale. Former State Senator Ensor, Forest Hill, one of the directors, said there was no doubt that the fair association would be able to hold a fair next fall.

Character of Grand-Stand Show Determines Size of Attendance

Address on "Hired Attractions for Fairs," by Secretary Bert E. Walters, Wisconsin Valley Fair and Exposition, conducted by Marathon County Agricultural Society, Wausau, in a symposium on attractions for fairs before the annual meeting of Wisconsin Association of Fairs on January 5 in the Plankinton Hotel, Milwaukee.

The question of relative merits of fair attractions has always been, and I presume always will be, a more or less moot subject dependent for an answer very largely upon the amusement tastes of the individual community, as well as the viewpoint and judgment of the men responsible for the success of the fairs with which they happen to be identified. It follows, then, that divergence of opinion is bound to prevail, something as difficult of correlation as the problem of reconciling the vagaries of the weather man at fair time.

Justification for the existence of any fair lies as much in its ability to attract and hold the interest of the public as it does in the service it renders to its supporting community. Primarily the functions of every fair are to aid in the development and exploitation of the agricultural industry and its kindred adjuncts, as well as to promote the handicraft of the home and of the farm, and yet the best fair that was ever held would fall miserably in its objective did it not combine in a happy and acceptable degree an attractive and pleasing program of entertainment in conjunction with the basic purposes it seeks to serve.

Asset for Revenues

What the nature of that program shall be is a problem to be solved by each individual fair in its own way. No one remains very long in this particular game without discovering that a well-developed sense of showmanship is an essential requisite to successful fair management, but opinions differ very materially as to what constitutes good entertainment, no matter what its nature may be. But on one thing we are all pretty well agreed, and that is that the importance of engaging good attractions must not be lost sight of for a single moment, for the character of the attendance patronage and the reaction of the public to the entertainment program is an important asset in creating and enlarging gate and grand-stand revenues.

The province of every fair, and the sole justification for its existence, is to attract, to instruct, to educate and to entertain. And it must be constantly borne in mind that an exceedingly cosmopolitan body of people, representing every walk in life, is to be pleased. Because of this fact good entertainment in itself is by no means enough. If the exacting expectations and varied tastes of this complex assemblage are to be met it must be the very best entertainment it is possible to secure thru the means at hand—clean and elevating in tone, moral in every respect, refined in nature, artistic in scope and sufficiently varied in routine to include the sensational, the sublime and the ridiculous, for all the world loves a laugh.

I think that every person identified with fairs or any other phase of amusement activities fully realizes the truthfulness of the saying that the public is constantly demanding and expecting something new and different in its entertainment menus. The problem of successfully providing this from year to year without giving too much of a type-show is one to which we are all seeking a solution. No matter what type of entertainment is provided there are bound to be obstacles of one nature or another, as well as repercussions on the part of the public, because it is going to be utterly impossible to so shape your amusement bill of fare that it will meet the tastes of every individual.

Unit Shows Efficient

Now, assuming that the decision has been in favor of the hired attraction, then comes the problem of where to buy and how much to pay. Almost unlimited avenues open the way to a solution, both in the independent field and in the organized agency. It is far from the purpose of this discussion, however, to present a brief for either

of these activities, as each in its own respective sphere is essential to the amusement field. Speaking from the angle of personal experience and observance, however, it is my firm belief that, for some fairs at least, the unit show, purchased thru one responsible source, offers a happy solution to the hired attractions problem.

A show of this nature comes to your lot fully organized and rehearsed, every act knows its place on the program and there is no squawking over what act is to open or close the show. Usually there is no hitch in the performance offered by a show of this type, as it moves with the precision and timed activity of the modern circus. There are pleasing variety, refined talent, no duplication of routines, good illumination, stage properties and sound equipment, and in the case of eventualities thru which certain acts may be unable to appear the producer is invariably in a position to immediately replace that act with another and frequently a higher type attraction.

I do not care to cast any aspersions whatsoever upon the independent attraction, for I have found most of them to be highly dependable and promoted by reliable people with whom it is a pleasure to do business. It has been my observation, however, that it is not always a satisfactory plan to attempt to present a smoothly functioning and well-balanced attraction program made up of individual independent acts. Nevertheless it is not by any means impossible, and some fair secretaries, as well as promoters of various other amusement enterprises, have found the plan to work out admirably well. It has been those men, however, who happen to have a very wide personal acquaintance in the professional and amusement fields, who have either seen the acts themselves or previews of them, and who happen to be possessed of a keen sense of entertainment values, as well as an intimate knowledge of the entertainment tastes of their respective publics.

Working In Independents

It is also possible to combine in a successful degree certain types of home-talent features with hired attractions, especially on afternoon programs. My experience in this respect has been that it is a good plan to consult the show director and enlist his co-operation in putting on the feature so that it will fit into the general routine without any breaks. Then, too, he is frequently in a position to smooth out apparent imperfections, with the result that a really worth-while feature has been added to the program. Likewise, it is sometimes advisable and equally possible to work in an independent attraction or two along with a unit-show production without creating conflict or interruption, especially if these attractions are of a more or less sensational nature, offering a distinct entertainment feature.

But when all has been said and done and the entire question has been boiled down to its salient facts, we find the problem tossed right back into our own laps for a final decision, and then it is that the benefit of showmanship experience and the element of advice and consultation with men expertly versed in the mechanics and technique of the show business come into play, for unfamiliarity with entertainment values has been responsible for many a disappointed grand-stand when the fair management has, as it honestly believed, exerted every effort and resource to secure a good program.

There is one significant thought I want to leave with you. It isn't by any means original, for I borrowed it from a far more enlightened authority than I shall ever hope to be, and that is the source of your attraction program will have no bearing whatsoever upon its reception by the occupants of your grand stand. They are there to be entertained and amused and they don't care two whoops in a huckleberry patch where your entertainment comes from. What they are interested in is whether that entertainment is good, bad or indifferent. If it fails to click you and your associate board members are going to be the ones to hear about it, the ones who will have to shoulder the responsibility.

(Continued next week)

Redland Dist. Imp. Assn. Sponsoring Fair at Redland

REDLAND, Fla., Jan. 9.—Dade County Tropical Fair will be held here next month. Is sponsored by the Redland District Improvement Association, with a membership of 874 farmer fruit growers. Dade County has donated \$1,250 to the fair group to be used as prize money. The Agricultural Department of Florida will have a large exhibit, as will also the State Citrus Commission.

The federal government, thru the PWA, will have an exhibit with a frontage of 80 feet. They will also supply music for the fair. Unusual and odd fruits which grow in this tropical part of the country will be featured. The fair, held 30 miles south of Miami, is backed by a committee representing officials and business men in the greater Miami area. Royal Palm Shows, with Jack Hoxie, will supply the attractions on the midway. John H. Scinnelli is manager.

Manchester Shows Profit

MANCHESTER, Vt., Jan. 9.—For the second consecutive year the Manchester Fair Association finished in the black, according to the auditor's report, which was read at the annual meeting of the association January 2. This was particularly gratifying in view of the fact that the September show was marred by a day and a half of rain. Credit for the success was given to King Reid, who was again in complete charge of the fair.

Three years ago Manchester was ready to abandon this 80-year-old event, which had been steadily running behind, when as a final experiment it was decided to put a professional showman in charge as managing director. The results have been most gratifying. The fair broke even in 1934 and has shown a satisfactory profit the last two seasons. A strong grand-stand performance, auto races and a "two-bit" gate were in effect, with positively no racket the rigid rule for all concessions. Shows and rides on the midway were furnished by the Art Lewis Shows.

It was voted at the meeting to erect a new and larger free-act platform and to increase race purses for 1937. King Reid Attractions were again awarded the contract for the direction of this year's event and will again be in complete charge.

Collins Signs Byton Revue

MILWAUKEE, Jan. 9.—At the annual convention of Wisconsin Association of Fairs here this week Billie Collins, of Collins Enterprises, announced that he has signed the Dorothy Byton revue, *Revelries of 1937*, for the coming fair season.

Fair Grounds

MONROE, Wis.—Green County Fair Association will present a night fair, said the new secretary, Leland C. White, and will have harness and running races each afternoon and probably one day of auto races. While 4-H Club work is prominently displayed, it is in no sense a 4-H fair, a full line of premiums being paid in open competition and the fair has both independent and carnival midways.

YOUNGSTOWN, O.—Work has been started on roofing the grand stand on Canfield Fair grounds, plant of Mahou-

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ing County Agricultural Society, E. H. Zieger, secretary, said. The project is to cost \$20,000, of which \$7,000 is paid by the fair board. Completion of the roof will finish the grand-stand job as
(See FAIR GROUNDS on page 41)

JANUARY JOTTINGS
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Dallas Expo Marks Time

Contracts pending between corporation and city — new "Cavalcade" planned

DALLAS, Jan. 9.—Plans for an air junket thru Mexico, Central and South America to contact prospective exhibitors and governments are being worked out by officials of Greater Texas and Pan-American Exposition in conjunction with Pan-American Airways. The trip may carry Director General Frank L. McNeny and his staff to the capital of every southern republic in a period of 10 days.

Another innovation planned for the 1937 expo is contracting with agencies for advertising and publicity releases. It is expected that Frank Watson will remain as promotion director, with Phil Fox as assistant. Their work, it is understood, will cover radio and other special types of publicity and special events. Active work on the exposition is still being held up pending completion of contracts between the fair corporation and city of Dallas. The fair has not gained control of the plan's race track either, which is being counted upon as site for its new spectacle to succeed *Cavalcade of Texas*. Jan. I. Fortune, author of *Cavalcade*, has been called back to begin writing its successor, to treat Pan-American history similar to the manner in which Texas history was handled in the 1936 show.

Mr. McNeny's staff members already back at work include George Dahl, architect; J. Ed Brown, Ray Foley, George Anderson, A. L. (Red) Vollman, Gene Moyle, Frank Watson, Phil Fox and Roy Rupard.

Frank Gates left for New York, where he will set up a revenue control system for the 1939 World's Fair. He held a similar post at 1936 Texas Centennial Exposition. Harry A. Olmsted, retired director of the Centennial, is preparing to leave for a six weeks' vacation on the Pacific Coast. George Anderson returned from a Christmas hunting trip in South Texas and Mexico. Sidney Wolfe returned from New Orleans and Beaumont.

Nat D. Rodgers continued an annual custom by flying to New York to have Christmas breakfast with Dr. and Mrs. Tommy Franklow. Lew Dufour and Joe Rogers are maintaining residence in Dallas. Rogers still requires medical attention for his left arm, badly fractured last summer. Mr. and Mrs. Danny Odom stopped here last week en route to Hot Springs. Mr. and Mrs. A. L. (Red) Vollman returned from two weeks' vacation in California. Mr. and Mrs. Gene Moyle spent Christmas in Birmingham. Ben Habberton, exposition attorney, returned from a vacation at Mount Carmel, Ill. Mr. and Mrs. J. Ed Brown returned from San Antonio, where they visited friends with the Beckmann & Gerety Shows and others. Others back for the time being include Otto and Charles Muller, Harry A. Illions, T. A. Wolfe and George Haley.

BADGERS KEEP

(Continued from page 42)

particular tribute to progress made by Wisconsin State Fair. Under able leadership of Ralph E. Ammon, he said, the fair has gained a place up among the leaders.

Inspection Proves Value

Full-time inspection proved unmistakably in 1936 that it is a good thing for the fairs, Mr. Brown asserted. The midway rules worked out at the spring meetings worked admirably. "We presented," he said, "the cleanest set of concessions Wisconsin has ever had. From the reception given our efforts I am convinced that 99 per cent of the public want clean midways."

In a symposium on *Full-Time Inspection*, William T. Marriott, Baraboo, spoke from the inspector's standpoint. Full time was inaugurated last season, he said, and was in the nature of an experiment. It proved a move in the right direction. Fifty-four fairs asked for inspection, an indication that they really desired it. Mr. Marriott covered 10 fairs and said he received 100 per cent co-operation from officials. With-

out such co-operation, he said, little could be accomplished. At a few fairs in the State where co-operation was not forthcoming there was some trouble, but very little opposition was encountered.

"We were not tough," he declared. "We talked things over with concessioners and usually they were anxious to comply with the law. Of the carnivals that posted the \$200 required to guarantee that girl shows would be conducted properly none forfeited the bond. Mr. Marriott declared his 10 weeks of inspection resulted in a better acquaintance with secretaries and concession and carnival men. "I found 95 per cent of them very fine people," he said.

Joseph J. Frisch, La Crosse, from the secretary's viewpoint, said he heartily indorsed rules and regulations laid down for control of concessions and shows. Full-time inspection, he said, took a great load off the local secretary and has proved workable and valuable.

E. G. Dowe, Beaver Dam, from the concessioner's standpoint, said full-time inspection was one of the best moves the association ever made. It is just as easy to operate a legitimate show or concession and make money with it as it is to operate an illegitimate one, he said. "Concessioners pay good money for their space," he declared, "and should get something for their money. The trouble is there are some in the concession game who won't play fair. Money spent for inspection is well spent. The public has learned that fairs are honestly trying to provide clean midways. If carnivals cannot operate girl shows as we want them let them stay out of the State. When you book your carnival this year warn them that they must file a \$200 bond."

A. W. Kalbus presented the viewpoint of the department of agriculture. The department, he said, is well satisfied with full-time inspection and will continue it in 1937. He urged that care be exercised in specifying kinds of games and attractions that are okeh. Regarding State aid, he said a clean midway is one of the best arguments for larger appropriations.

Herb Smith, De Pere, offered a motion that the association go on record favoring full-time inspection and that a committee be appointed to draft rules and regulations governing midway attractions. Motion was adopted. In a talk on *Controlled Publicity*, G. W. Crump, Cambridge, pointed out advantages of obtaining co-operation of newspapers.

Symposium on Attractions

At the second day's session these directors were chosen: J. F. Malone, Beaver Dam; W. H. Marriott, Baraboo; Taylor G. Brown, Oshkosh; Julius Cahn, Luxemburg; A. W. Kalbus, Milwaukee; Bert E. Walters, Wausau; C. H. Gribble, Platteville.

Charles T. Taylor, Wautoma, talked on *Paramount Issue in Conducting a Fair*. "Give the public more than the public gives the fair," he urged. "Fairs of Wisconsin have all given more than they got from the public, but the fairs have not made the public conscious of this fact and so have not made the progress they deserve."

A symposium on *Good Attractions at Fairs* was presented. E. A. Polley, Rochester, presented a brief for home talent, listing among others historical pageants, radio talent shows, local bands, play contests, etc. He suggested that it usually pays to hire a professional director to coach and stage the local shows.

Robert Terry, Indianapolis, in a talk on horse racing as an attraction, declared it is one of the greatest potential attractions for a fair but must be presented with plenty of showmanship to get the most out of it. He gave some excellent suggestions regarding care of track, grand stand and barns. He warned against allowing a betting law unfavorable to the fairs to be enacted in Wisconsin. "If you do," he said, "the merry-go-rounders from Chicago will visit your fairs and practically drive every light harness horse from the tracks." Only in one State have pari-mutuels been satisfactory, he said, and that is in Maine. Bert Walters, Wausau, spoke on *Hired Attractions*, giving many excellent pointers. Thrills were discussed by R. R. Williams, Marshfield, and carnivals by Frank W. Lucas, Madison, both pertinent suggestions.

Dinner, Dance and Show

Annual dinner, dance and floor show in the Sky Room of the Plankinton was practically a "speechless" affair and

Fair Meetings

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. Kieith Stewart, secretary, Pertage 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. Finke, secretary, Minot.

Michigan Association of Fairs, January 21 and 22, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Rocky Mountain Association of Fairs, January 25 and 26, Placer Hotel, Helena, Mont. Harold F. Depue, secretary, Great Falls, Mont.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles E. Ralston, 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.

Illinois Association of Agricultural Fairs, February 4 and 5, St. Nicholas Hotel, Springfield. S. S. Vick, secretary, Marion.

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.

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

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

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Hallie G. Root, acting secretary, Box 1505, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

one of the finest the association has ever held. At the speakers' table were President Brown; R. B. Gifford, vice-president; J. F. Malone, secretary; Ralph Ammon, manager Wisconsin State Fair; A. W. Kalbus, assistant manager, State fair; J. C. McCaffery, president Showmen's League of America; Frank P. Duffield, vice-president Showmen's League of America; Elmer Waters, Wausau; Julius Cahn, Luxemburg, and W. T. Marriott, Baraboo. President Taylor introduced those at the table, each taking a bow. The microphone was then turned over to C. W. Hinck, who with Ted Fish, Sunny Bernet and Vic Allen handled the show. Allen and Bernet acting as emcees. First attraction presented was Frank Allen, "the human iceberg." Allen was sealed in an ice casket an hour before the banquet started, then brought to the banquet room and chopped out of the ice, giving the assembled crowd a thrill. A bountiful dinner was served the capacity crowd, which numbered nearly 350.

The excellent show included Dorothy Byron Girls, colorful dance routine; Martingales, man and woman, adagio; Marie Carroll, acrobatic dancer; Gibson and Dare, dance stylists; Monter and Davis, acrobatic novelty; Rodney and Gould, comedians; Edison and Louise, comedy; songs by Vic Allen and comedy by Allen and Sunny Bernet. There was dancing until midnight.

Attractions People

Among attractions people in attendance were, in alphabetical order: Swede Anderson, thrill attraction; Aerial Christensens, Lew and Elsie Christensens; Barnes-Carruthers Fair Booking Association, Sam J. Levy, Fred Kressman, Camille LaVilla; Beckmann & Gerety Shows, L. S. Hogan; Bloom's Gold Medal Shows, Oscar Bloom, Cecil Eddington; Tommy Burns, concessioner; Helene Buchanan, concessioner;

Mr. and Mrs. William Bird, concessioners; William Bazinet & Sons Shows, William Bazinet; Collins Enterprises, Billie Collins; De Waldo Attractions; Ellman Shows, Charles Ellman, Art Fleck, Curly Reifenberg, Francis Ellman; John Francis Shows, John Francis, Dick O'Brien; Globe Poster Company, Sunny Bernet, F. LaVilla; Getzendaner Jumping Horses, Eleanor Getzendaner; F. O. Gregg, thrill attractions; Gould's Million Dollar Show, Tom Gill, Jay Gould; Art Hansen; Hennies Bros.' Shows, R. L. Lohmar; Max Hadesman; Viri Z. Hill, auto dealer; Denny Howard; O. Henry Tent & Awning Company, Charles G. Driver; Henke Attractions, Otto Henke; Hall Concessions, L. L. Hall, Pearl Hall, Ruby Hall; *The Horseman*, Robert Terry; C. W. Hinck, thrill attractions; Imperial Shows, Ed A. Hock, Dave Tennyson; Mr. and Mrs. Hans Kuchler, concessioners; M. Kwass; Illinois Fireworks Company, J. P. Porcheddu, E. E. Roy; Bill Ludington; J. C. McCaffery, president SLA; Al Miller Attractions, Al Miller; Northwest Amusement Company, Jule Miller, Leo Semb, Bill Williams; Performers Consolidated Attractions, Toby Wells, Bert Clinton; Regalia Manufacturing Company, T. P. Elchelsdoerfer, Mert Gribble; Rosenthal Attractions, Lew Rosenthal; John B. Rogers Producing Company, Theo. Fish; M. Rottman; Snapp Shows, Mr. and Mrs. J. S. Downs; Sells-Sterling Circus, Linderman brothers; Al Sigsbee; Sol's Liberty Shows, Sam Solomon; E. G. Staats & Company, O. R. Strohmeier; Nat S. Green, *The Billboard*, Chicago; Thavlu Attractions, A. F. Thavlu; Thearle-Duffield Fireworks Company, Frank P. Duffield, Jack Duffield; Wisconsin De Luxe Corporation, Louis Torti, Ned Torti, Matt Dawson; Williams & Lee, Billy Williams; WLS Talent Bureau, Earl Kurtze, George Ferguson, Clem Legg; United Fireworks Company, Roy F. Potts; Vardenburg Circus, Mrs. Zella Hall; Ernie Young Attractions, Ernie Young; Allie Wooster; J. Winnecour, Fred Walters.

FAIR GROUNDS

(Continued from page 43)

originally planned, total cost being about \$70,000. It will seat 5,000 additional persons. Construction has been made possible thru co-operation of R. D. McGill, county WPA administrator. Construction of a building for Boy Scouts' exhibits and 4-H Club work, show horse barn and remodeling of horticultural building will begin in May.

IONIA, Mich.—Fred A. Chapman, secretary of Ionia Free Fair Association, has been elected a director of Ypsilanti Reed Furniture Company here, one of the world's largest manufacturers of reed furniture.

YORK, Pa.—The 83d annual report of York County Agricultural Society, operator of York Fair, shows gross income of \$91,738.44 from the 1936 fair. Expenses totaled \$75,080.47, of which \$9,817.57 was paid for attractions. The society had net profit of \$16,657.97.

YAZOO CITY, Miss.—Yazoo Negro Fair Association purchased a six-acre tract at Calhoun avenue and Ninth street, to be the site for annual fairs, school and athletic activities and children's playground. Exhibit buildings are located conveniently near by. Secretary R. J. Pierce said grounds are 1,000 by 250 feet and main building 120 by 60 feet. At the 1936 fair Zimdars Greater Shows were on the midway.

CANTON, O.—Construction of a stock barn to cost between \$10,000 and \$12,000 will head a 1937 improvement program on the fairgrounds here, Ed S. Wilson, secretary of Stark County Agricultural Society, said. The building, first to be built at the fair plant here in several years, will go up on the west side of the grounds. It will be financed and built as a part of a WPA project being set up by fair executives. Other improvements will be grouped in the same project.

MARYSVILLE, O.—Union County Agricultural Society closed its year with a balance of \$2,547.03, according to report of William C. Moore, who served as secretary consecutively for 23 years. He is being succeeded by Harry Taylor.

COLUMBIA, Tenn.—James Neeld, conductor of Neeld's Concert Band, will carry his own floodlights this season, which he declares will be big. In 1936 he opened at fairs in August but this year will be out from June thru October. Majority of his musicians of last season have been re-engaged.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

THE MARVELS, male roller-skating duo, are with Bob Burch's new stock burlesque company at the Grand Opera House, Canton, O. The act, spotted about the middle of the first act, has been scoring a big hit. The two boys do a fast whirlwind routine.

FRANCES M. LEEDS, known professionally as Gypsy Myers Davidson, doubled from Doctors' Sanatorium on Long Island to Loew's State Theater on Broadway, New York, during Christmas week, when she scored with Earl, Jack and Betty, appearing as a featured act with the N. T. G. Revue.

SKATING MACKS, American roller skaters, are at the Thalia Theater in Elberfeld, Germany.

"I HAVE been thinking about what E. E. Moor, Philadelphia, recently wrote about exhibition roller skating," writes Fred (Bright Star) Murree, 76-year-old Indian manager of Red Lion (Pa.) Roller Rink and active in rinks this winter giving exhibitions. "He thought it was up to oldtimers to bring to the public the class of fancy skating they like to see. I can only judge it by they way they turn out to see an exhibition of figure skating and repeat night after night. Is that not enough to show that they are interested? Recently I visited a rink where I witnessed several skaters who were just at the right stage to be taken in hand and made top-notchers. If that rink manager only knew in what an easy way he could fashion one of the greatest road shows of skaters I know he would be interested. If somebody will take the hint and make a start someone else will follow. Right now ice skating seems to get all the publicity. I think it is up to the old-timer to show his goods and sell them to rinks. Then if rink managers refuse to buy them the only choice is the vaudeville house, of which I have turned down three at a good figure. I'm a rink man and for the rink man. I want to see a road show of roller skaters before I pass out, probably in the next 10 or 12 years. I would like to see this put to a test and the rink that buys a contest of this kind will show a box office profit. Fancy skating will come back if rink managers will show it to the public. Figure skating is an art and will always be welcomed by the public."

A NINE-WEEK engagement in Nushbaum's Casino, Rochester, N. Y., was closed by Victor and Ruth, "Unusual Skaters," on January 4.

AL NEBES, Nabnasset, Mass., writes that outlook for skating in New England is brighter. Bill O'Brien is managing a rink in Portland, Me. Rinks have opened in Biddeford, Me., and Salem, Mass. Revere Skating Arena, Revere Beach, Mass., and Tech Rink, Cambridge, Mass., are doing well. Leo Doherty, old-time speed skater, is skate man at Revere. An oldtimers' skating club is being organized in New England. Frank Allen is managing a rink in Skowhegan.

GEORGE MUSSER, manager of Idle Hour Rink, Huntington, Ind., recently

put on a 26-hour endurance contest. Consisted of 26 changes, such as speed skating, wheelbarrow skating, three-legged, backward and fancy skating. Skaters were scored by points. Event was successful, drawing good crowds, and plans are being made to hold another contest of the same routine. Bob Colgan and Helen Settlemyer, winners, skated 20 hours and 50 minutes. Shorty Neuer and Madge Johnson finished second. Prizes were given winners.

ONE OF the busiest spots in Baltimore is Carlin's New Roller Skating Rink, running to capacity every night from Wednesday to Sunday. Popularity of the sport is so great that in 10 weeks skates used have been increased from 1,000 pairs to 1,540 pairs, reports H. Clifton Neild, public relations director. On five occasions more than 500 persons have had their money returned because of lack of skates. John J. Carlin has given orders to increase the skate room to 2,900 pairs of skates. All thru December, with all stores open, business in the rink was near capacity each night. Sunday afternoons and evenings find many autos from Washington, D. C.; York, Hanover and Waynesboro, Pa., meaning that patrons come 40 to 70 miles. On New Year's Eve 2,300 paid to skate and mingle with crowds at a big party which lasted until 3 in the morning. Bookings of special parties of business houses, churches and schools have been large, and, in view of the fact that Iceland, ice rink, is right next to the roller rink, combination parties have been very popular. A school children's roller club, started on Saturday afternoons, has grown to a membership of 463 members in five weeks. A sound system has been placed in the rink, and at times with more than 1,700 skaters on the floor music from this 40-watt set has been clear and distinct. Rink is supervised by George Bushby, general manager. Mr. Neild handles advertising, bookings and promotional work. Checkroom attendants are under supervision of Mrs. Reed. Sam Lambrose has charge of floor assistants. Carlin's enterprises in Carlin's Park are national ice carnivals, Oriole hockey team, Eastern Hockey League, boxing, wrestling and national tennis championships in addition to ice and roller skating.

"AN INCIDENT connected with roller skating has recently been brought to my attention," writes E. M. Moor, Philadelphia. "I am informed that in recent 'gold' tests in England Miss Joan Lidstone was required to do 'brackets' for one hour and a half and then lost on the decision of a judge who was an ice skater and who disagreed with the two roller-skater judges. This seems to me as unfair to the young lady. Anyone familiar with the movement knows it is a very difficult one either on ice or rollers and much more so on rollers than on ice. At its best it is difficult to perform without little force or push, and after one hour and a half at it the muscles in the legs become very tired and strained. In this case it would seem a judge on ice skating should also be familiar with roller skating. Some movements can be executed smoother on ice than on rollers. It is my opinion that perhaps if the young lady had been given a short rest the decision might have been different. As we are to have a figure-skating contest in Detroit soon, it might be well to see that the judges selected are familiar with both ice and roller skating methods of execution."

ALL PHILADELPHIA rinks enjoyed excellent business during the holidays. With exception of the four days previous to Christmas unusually large crowds were in attendance.

THE 202D Armory Skating Rink will hold Chicago amateur speed championship races for Classes A and B on January 18-24. Heats will be one-half mile, semi-final at one mile and grand final at two miles, rules being those of the Chicago Roller Skating Association, said Joe Laurey, president, who added that skaters are being given plenty of time to get in the best of condition. Armory Rink is to start a prize waltz contest on January 20, to run seven weeks.

GENTRY LAW

(Continued from page 42)

management. Repeal of the Gentry law and amendment of the stores' tax law were favored in resolutions adopted upon recommendation of the committee, J. L. Kennedy and Guy Cantwell.

Floor Show at Banquet

President Rolland Ade, Kentland;

Vice-President C. E. Edwards, Connersville, and Secretary-Treasurer Frank J. Claypool, Muncie, were re-elected upon recommendation of the nominating committee, O. L. Reddish, chairman. At the forenoon session Gov.-Elect Townsend addressed the delegates, remarking upon the increased convention attendance, declaring that the public constantly shows increasing interest in fairs and pledging his administration to support the State and county fairs. It was voted to issue no passes to fairs in the State to fair boards whose dues in the State association remain unpaid. Secretary Claypool declared that fairs which devote all of their income to development of the plants should be made exempt from the gross income tax.

Speakers at the annual banquet in the Claypool's Riley Room Tuesday night were Toastmaster Ade, a nephew of George Ade, famed humorist; James L. Beatty, retiring State Fair manager, who becomes manager of the Democratic State Central Committee, and Lieut.-Gov.-Elect Henry F. Schricker. At the speakers' table also was Harry G. Templeton, who becomes secretary to Mr. Schricker and State Fair manager.

Mildred Myers' Orchestra furnished music for a floor show emceed by Johnny Sweet. Numbers included several acrobatic routines by Emsee Sweet, tap and acrobatic dancing by Joan Baylor, modern waltz numbers by Sweet and Maxine Lambert and three wov numbers by a boy banjoist, Danny Kinder, introduced as "Eddie Peabody Jr."

More Shows Represented

Carnivals were more numerous represented than for several years, among shows having representatives present being Johnny J. Jones Exposition, James C. Simpson; Pearson Shows, Mrs. C. E. Pearson; Al C. Hodge Shows, W. M. Tucker; L. J. Heth Shows, L. J. Heth, Joe Fontana, Mike Conti; Blue Ribbon Shows; L. E. Roth; Gooding Greater Shows, Floyd Gooding, James F. Murphy; Zimdars Greater Shows, James Winters, Jake Miller; Ralph R. Miller Shows, which will visit Indiana after many years south, mostly in Louisiana, Ralph R. Miller, William Bowen; Mabel R. Weer Shows; Ed Groves Shows; J. J. Page Shows, R. E. Savage; Sol's United Shows, William Solomon, Lew Marcuse.

Among attractions, supply dealers, allied interests and show people represented were Henry H. Luaders Attractions; A. E. Selden, "Stratosphere Man"; American Fireworks, Inc.; Hinkle Rodeo, Milt Hinkle; United Fireworks Manufacturing Company; St. Julian Attractions, Mr. and Mrs. Jack St. Julian; Easter's Attractions, Charles Easter; Hudson Fireworks Display Company, Harry Lesinger; George V. Adams Rodeo; Edna Deal-Ray Shute Attractions; Wolf Tent and Awning Company; Gus Sun Booking Agency; Illinois Fireworks Company; WLS Barn Dance, Larry Kurtze; Thearle-Duffield Fireworks Company, Art Briese; Barnes-Carruthers Fair Booking Association, Rolland Ade; *The Billboard*, Claude R. Ellis, Cincinnati; John Galligan, concessions; K. E. Simmons, Crawfordsville, Ind.; Al Humpke, Anderson, Ind.; Mrs. Bertha McDaniel, Johnny J. Jones Exposition; Fred Terry, Fielding J. Scholler, Indianapolis.

Templeton New Manager

Harry G. Templeton, Indianapolis, was chosen secretary of Indiana State board of agriculture and also manager of the 1937 State Fair at the annual board

session on Wednesday. Mr. Templeton was recently appointed secretary to Lieutenant-Governor-elect Henry F. Schricker, who becomes commissioner of agriculture after his inauguration on January 11, a post which carries with it actual management of Indiana State Fair.

The board also re-elected four members, O. L. Reddish, Waveland; E. S. Priddy, Warren; Harry F. Caldwell, Connersville, and C. Y. Foster, Carmel. Francis M. Overstreet, Columbus, was elected to fill a vacancy on the board created by the death of O. R. Jenkins, Osgood.

Chester R. Morris, Salem, was advanced from vice-president to president of the board, and E. Curtis White, Indianapolis, State senator, was named vice-president.

Fair Elections

TURBOTVILLE, Pa.—At annual meeting of Turbotville Community Fair Association following were re-elected: S. Lee Menges, president; M. B. Savidge, vice-president; Harry Everett, secretary; Harold Martin, treasurer, and Walter Selbert, Raymond Keefer, Grant Gaston and Calvin Menges were named directors.

FORKSVILLE, Pa.—At annual meeting of the Sullivan County Agricultural Society following officers were elected: Arley Day, president; Clayton Higley, vice-president; J. R. Whiteley, secretary, and N. C. Mullen, treasurer.

AUBURN, N. Y.—Ontario Agricultural Society elected J. Lewis Salisbury, president; Harold Soper, Joseph Darcey, vice-presidents; James M. Donovan, secretary; Clifford N. Strait, treasurer; Dr. L. C. Webster, superintendent.

LONDON, O.—Directors of Madison County Agricultural Society elected M. H. Watkins, president; Stewart Anderson, vice-president; Fred M. Guy, secretary and treasurer.

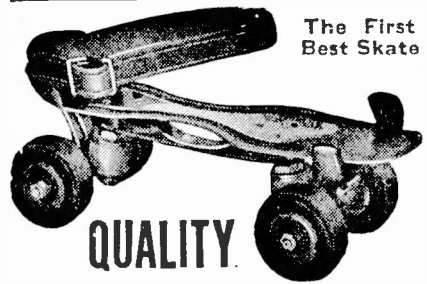
DOVER, O.—Grover Krantz was elected secretary of Tuscarawas County Agricultural Society to succeed Tom Taylor, Dover, who served in the post a year. H. W. Wolf was re-elected superintendent of grounds; E. B. Chapman, president; E. L. Edie, vice-president; C. V. Shepher, treasurer.

BRIDGEPORT, Ill.—Lawrence County Fair re-elected P. E. Taggart, president; E. B. Henderson, Roy E. Dennison, vice-presidents; S. L. Irwin, secretary; M. B. Thompson, treasurer.

FRANKLIN, Ind.—Johnson County Free Fair re-elected Leon Vandever, president; Harvey Deer, vice-president; William Clark, treasurer; Neil Godwin, secretary; George Hunter, Carl Spencer, Claude Barnum, Ivan Craggs, Ray Adams, directors.

LEWISBURG, Pa.—Union County Fair Association elected Oscar I. Liddick, president; William E. Roth, secretary; Howard M. Gundy, treasurer.

MONROE, Wis.—Leland C. White was elected new secretary of Green County Fair here. President Albert H. Stoldt, Vice-President William A. Brown and Treasurer Charles A. Schindler were re-elected.



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HUGE COASTER SET

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)

Palisades Gets Giant New Ride

Lake Placid Bobsled to be constructed in Rosenthal Jersey spot by company

NEW YORK, Jan. 9.—Palisades Bobsled Company has been organized for operation of a new ride being installed in Palisades (N. J.) Amusement Park. Members of the company include George A. Hamid, Maurice Plesen and Jack and Irving Rosenthal, of the management of Palisades Amusement Park. The ride, to be called the Lake Placid Bobsled, will be the largest of its type ever built, it is said. The plans for it are being drawn by Norman Bartlett, inventor. Cars, to be of stainless steel, are being designed by Spillman Engineering Corporation, North Tonawanda, N. Y.

Front of the ride is being designed to resemble a modernistic bobsled to conform to modernistic fronts of the other rides in the park.

"I expect this ride to be one of the biggest attractions at the park this summer," said Jack Rosenthal. "We expect to have it ready early in May so that its opening will be simultaneous with opening of Palisades for the season. We also have made many other renovations and a lot of redecoration is in progress. We expect to have an even bigger season than last year, which was a banner one for us. It should be the biggest year in the history of the park. Besides the Lake Placid Bobsled there will be many other new things and we have lined up a number of special attractions."

George A. Hamid said: "This is the first time we members of this company have operated together as a ride-operation unit. I am looking forward to immeasurable success for the ride, the first of our ventures together. Lake Placid Bobsled will be one of the most up-to-date rides of its type in the country and the largest one ever built."

Construction of the ride will start soon and it is expected to take about three months to finish it.

Chi Zoological Society Entertains Explorers

CHICAGO, Jan. 9.—The Chicago Zoological Society, John T. McCutcheon, president, gave a luncheon last week honoring Harold J. Coolidge Jr., assistant curator of mammals at the Harvard Museum of Comparative Zoology, and Dr. Adolph H. Schultz, associate professor of physical anthropology at John Hopkins School of Medicine.

Coolidge and Schultz were en route to Vancouver where they sailed to join an expedition for the study of Asiatic anthropoid apes in Siam, Borneo and Sumatra. Another unit of the expedition sailed from New York last week and it is planned that both parties will meet in Singapore and proceed to Northern Siam.

Clairs Tour to Florida

CINCINNATI, Jan. 9.—Arch E. Clair, manager of Norumbega Park, Auburn-dale, Mass., visited *The Billboard* offices here early this week while motoring to Florida with his wife after spending the holidays with relatives in Battle Creek, Mich. They expect to be in Florida about a month and plan to make several stops on their way back to Auburn-dale. Season of 1936 was a very good one for Norumbega, Mr. Clair stated.

Bigelow Leaves Conneaut

PITTSBURGH, Jan. 9.—Maurice D. Bigelow, associate manager of Conneaut Lake Park, Conneaut Lake, Pa., last season, has been named promotion manager of the Roosevelt Hotel here.

BOSTON.—Recent addition to Franklin Park Zoo, Dorchester, is a 12-pound bittern, which replaces the last bittern which died last year.



FRANK A. BURKHARDT, manager of Central Park, Allentown, Pa., active in affairs of Pennsylvania Amusement Park Association and who was on the NAAPB annual convention program in Chicago for discussion of State taxes, with which operators in the Keystone State have had to contend. He was formerly excursion agent in Ohio; mayor of Lima, O., 1919-'21, and member of the Ohio Legislature, 1926-'27.

Second A. C. Bally Trip Set for Canada

ATLANTIC CITY, Jan. 9.—So successful was this resort's first ballyhoo trip to the coal regions of Pennsylvania in an effort to increase interest in the coming season that plans this week were completed for a second trip of 350 miles into Canada and starting the bally where the other left off.

Bands, banners, salt-water taffy, bags of sand and other things are to be included in the baggage.

Train will leave on January 19, stopping in Kane, Pa., where participants will take part in winter sports. They will then go to Niagara Falls and Toronto. A hockey game between the Sea Gulls and a Canadian team is planned. Returning, stops will be made in Buffalo, Syracuse, Rochester and Albany.

Baker in Equipment Deals With Stern and Greenspoon

NEW YORK, Jan. 9.—Harry C. Baker, president of the Park and Beach Supply Company here, announced this week that he has just consummated deals of sizable proportions with Louis Stern, part owner of Pollack Bros.' Indoor Circus, and Jack Greenspoon, Eastern concession operator.

Deals call for considerable equipment and several new rides. Mr. Baker indicated that more business from Mr. Stern and Mr. Greenspoon is due to follow before the 1937 season gets under way.

He said that Mr. Stern and Mr. Greenspoon were extremely optimistic about the future and that both are expecting outdoor show business to hit a new high during the coming season.

Original Bill Is Killed

OCEAN CITY, N. J., Jan. 9.—Altho the city commissioners approved a mercantile license measure which carried a basic fee of \$25 with \$10 for every additional line of merchandise carried, business men at the summer resort town were successful in having the city rulers kill their original bill, condemning it as inequitable and far too high with their ability to pay.

An amended ordinance introduced has a basic fee of \$10 and the additional fee reduced to \$5. Other reductions were made in proportion. It will come up January 30 for the final passage and another public hearing.

Jersey Resorts Are Augmented

Coast spots near Atlantic City preparing for greater crowds in new season

ATLANTIC CITY, Jan. 9.—The resorts of the Jersey Coast, watched by many sources as a barometer of economic conditions and trends of public fancy during the past year, definitely proved that the country as a whole was far on the road back and spending for amusement was hitting new high marks. Especially so is this about Atlantic City, and as a result nearly every amusement place in the city has enlarged capacity or is otherwise preparing for greater crowds this year.

Rail travel during the past year increased nearly a half million, according to figures now made public by the Pennsylvania-Seashore lines. Records released by them showed that a total of 4,189,455 persons arrived by railroad in 1936 as compared to 2,768,245 in the year previous. The peak was reached in August, when 707,191 were carried, nearly 200,000 more than for the same time in 1935. General business in the resort was 10 per cent increased, according to Chamber of Commerce figures. The total number of visitors to Atlantic City in 1936, including railroad, automobile, bus, boat and airplane figures, was 15,000,000, or 2,000,000 more than the 1935 figure.

Albert H. Skean, of the Convention Bureau, stated to *The Billboard* correspondent that 1936 was one of Atlantic City's best convention years and saw the convention go back to old-time attendance figures. During depression years conventions were held, but figures dropped considerably—in 1936 they skyrocketed with many groups setting records. The year 1937 also looms as a big one for convention bookings locally, said Skean.

President Frank P. Gravatt of the Amusement Men's Association stated that members of the association had one of their largest years, with a spurt in fall business due to large gatherings following right after Labor Day and continuing into the Christmas season. He further stated that the Showman's Variety Jubilee coming right after Labor Day was definitely on its own as a business builder.

President Frank Fiore of the Atlantic City Licensed Beverage Association stated that members of his organization also went far ahead and due to the elimination of many evils in the industry due to tightening legislation the cafe, supper club and grill owners had much to look forward to in the way of increased business in 1937.

While 1936 saw vaudeville definitely back with plenty of flesh working on piers, in theaters and in roof gardens, it saw the complete decline of the walkathon locally. Two started and folded almost immediately. Burlesque, despite valiant efforts of producers, was given a setback when night clubs stole their thunder and the nude show came into being. The minstrel kept its drawing power, while magic disappeared from pier shows to hotel grills and smart supper clubs.

WASHINGTON—In National Zoological Park here Soko, thought to be the oldest anthropoid ape in captivity, is dead at the age of about 25. A particular pet of William H. Blackburn, head keeper, since the chimpanzee's arrival 22 years ago, Soko was a favorite of visitors, performing with knife and fork in human fashion before old age overtook him. Carcass will be stuffed and placed on display in the Smithsonian Institution, with the brain sent to Johns Hopkins University, Baltimore, for study.

Look for the "Show Family Album" in the Classified Advertising Section.

Being Stern 'Bout Stern

Apropos of announcement last week concerning next summer's Swim-for-Health Week there are a few things I'd like to say about the week and a few suggestions that I meant to write to Martin Stern, major domo of the campaign, privately, but which I have decided to include in this open discussion of the drive.

Those who read this column continually, as well as Mr. Stern, should know that I am heartily in favor of the campaign. Anything recorded here ament the "week" is not done to belittle it but rather as an offer of suggestion with the sincere hope that it will prove constructive.

Dates of the 1937 Swim-for-Health Week, as announced by Mr. Stern, are June 21-26, all of which is swell. When the campaign first started in 1929 I recall that the drive was held before Decoration Day, which, it was discovered, was much too early to stress swimming. So I am delighted to note that a more advantageous week from the viewpoint of weather has been selected. But I'm a little disappointed in preliminary plans so far hinted by the committee staging the swim drive. The release sent out last week announcing the campaign reads exactly like the one sent out last year. There are no definite facts concerning how the week will be publicized nationally.

The writer is thoroly familiar with the history of these Swim-for-Health Weeks and especially experienced on the results of last season's drive. I recall publicly praising Martin Stern thru this department for the fine work he did with "shoestring" backing. I urged pool men everywhere to support his work. And I still do.

Better Names Needed

But I would like to urge Mr. Stern to get something concrete in the way of publicity for the campaign. Realizing his hands are tied in many instances, with the backing of the National Knitted Outerwear Association governing the bathing-suit people and the co-operation of the National Retail Dry Goods Association covering department stores thruout the country, much more publicity and ballyhoo can and should be obtained for the swim week by the committee than announced last week. To be sure, pool and park men should co-operate, but I think that all the more would get behind the campaign if the woolen industry as well as the stores would co-operate in the manner in which they should. In other words, why don't big bathing-suit companies and bathing accessories and lotion firms which are on national network programs thruout the summer co-operate by plugging swimming and the "week" on the air? It could have been done last summer and it should by all means be accomplished this summer, with no ifs, ands or buts about it.

Why don't the big companies advertise the week nationally? I don't mean small, one or two-line mentions in small department-store ads, but I mean big copy in national magazines, as is done by furriers before National Fur Week, etc. If Martin would get the immediate backers of the drive to get behind it more in the publicity field, besides having them co-op by purchasing some stickers and posters, better results will be achieved all the way round.

Too many bathing-suit manufacturers, too many stores, yes, and even too many pools, buy a handful of posters and stickers from Mr. Stern and his committee—some even more—but they don't do anything about it. It's one thing to chip in a few bucks, but it's more important to get behind it thoroly by advertising and publicizing the campaign to the skies.

If names for testimonials are to be used in behalf of the week or even to boost the sport of swimming, I hope Mr. Stern will use names that mean something today. Here, as in every field, one must keep up with the times. Present-day champions should be used and names which are well known to swimmers in 1937 should be employed.

Slogan Hunt

Swim pools, indoors and those of the open-air variety, use various catch lines (See POOL WHIRL on opposite page)

American Recreational Equipment Association

By R. S. UZZELL

Skooter car bumper boards and ticket booth doors throught the park all of mahogany sounds like the wildest extravagance, but when its abundance in Central America is considered and the common uses to which they put mahogany there the extravagant notion is relieved.

Few parks can boast that all of the generals of the army, with the president of the republic and his cabinet, visited the park at the same time. Rare are the parks which have a large volcano at a safe distance away to furnish the fireworks for the resort.

Oxen and motor cars, candles and electric lights, Indian trails and paved roads—a strange mixture of the primitive and the modernistic. No wonder a modern American amusement park created such a sensation.

New York Bonds Going

Our last convention did many creditable things that will make history for the association. One of them is the fine recognition of the Humphrey family, of Euclid Beach, Cleveland. This puts Jack Lambie in charge of the program for 1937 and your author hopes it will lead him on to the presidency. He will make a good president, whose administration will rank with the best.

Spillman Engineering Corporation is getting out the equipment for a Norman Bartlett Lake Placid Bobsled ride for Maurice Piesen and the Rosenthal Bros., to be placed in Palisades (N. J.) Amusement Park. This practically assures the development of this ride as one of the major ones for the New York World's Fair in 1939. May success crown their efforts.

Banker Sperry has subscribed \$100,000 for bonds of the New York World's Fair, and John D. Rockefeller Jr. \$250,000. This starts the new year's subscription with a zip and a bang that means the bond subscriptions of \$27,000,000 will be taken before we celebrate another new year.

Our friend Finn has held on at Albany, N. Y., and kept the H. F. Maynes swimming pool on the right side of the ledger. He has held the fort up there against odds and has ambitious plans for this year. His is the courage that goes places.

More Damage for Wells

Some of our friends at the Cleveland Exposition are endeavoring to get a position on the main midway for their rides, which were pocketed on a bypath last year. We hope they co-operate with our committee for the New York exposition instead of taking pot luck alone.

Rex D. Billings is basking in Florida sunshine after a busy year at Montreal. He expects to relax completely until time for starting his early spring construction and picnic work in Belmont Park.

Otto Wells had another big storm damage on his waterfront at Norfolk, Va., last fall. These storms are as devastating as floods and come as suddenly and unexpectedly as floods. Let us know of your 1937 plans when you have formulated them. Your friends are interested, Otto, and still want you to succeed.

Your author returned to New York only in time to spend New Year's with the family. The first year away from home over the Christmas holidays since 1928. This will account for belated acknowledgment of Christmas remembrances.

Harry Tudor sends a greeting for the season from England. He always had a flair for the strictly modern. He signed it "The Tudors (formerly in the kinging business)."

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Jan. 9.—This resort starts the new year with a bright future for amusements and hotels. Theatrical employment situation is on the upturn, with musicians rejoicing in a number of extra spots over lean years of the past. Stagehands can rejoice in reopening of the Earle for legitimate plays to be staged by Joe Quittner, only man to put over burlesque successfully in the resort. Musicians get an extra break in the new plan of the Colonial to install a special court night calling

for a union band and a name emcee every week. Also additional spots on the Boardwalk are using talent. There is every indication that publicity budgets will be up, as amusements plan to make a big play for crowds who for the first time in several years have money to spend in that direction.

Good weather continues week-end crowds, with two vaudeville spots doing good biz. Mayor C. D. White is shaping plans to give summer amusements more rein. Auditorium will be scene of an Ice Carnival next month. Jules Falk, music director of Steel Pier, extended his stay in Europe to take in several important musical festivals. Capt. John L. Young, Million-Dollar Pier, came up from Palm Beach for the holidays, returning again until spring.

Louis St. John is planning some surprises for Central Pier next season. Eddie Peabody wowed them at Steel Pier on New Year's with a fast routine. Louis Cunningham, head of Atlantic City publicity bureau, taking a vacation in the South. Al Skean, head of the convention bureau, back in town for few days to predict a big 1937 season and then off for new bookings. Alex Bartha and his Steel Pier band set a new road record with a sellout at Medford Lakes Christmas night. Has steady road dates until March, with Sundays reserved for Steel Pier. Eddy Morgan is his Saturday night fill-in. W. F. Larkin is planning some new mechanical walkthrus for Steel Pier. Joseph Borzellino, who has created many games, just completed a new one.

Around Miami

New Year's Eve crowds in Funland Park were large and joyous. Many show-folks saw the old year out and the new year in at the park as the guests of Endy Bros. & Tucker. Four traffic policemen were necessary to handle large crowds of guests and sight-seers at the Jack Dempsey opening New Year's Eve at Miami Beach. Anna Halpin, secretary to Rosenthal Bros., Palisades (N. J.) Park, is spending four weeks' vacation here, accompanied by Mrs. Harris, concessioner at Palisades for the last 20 years. Miss Halpin says many improvements will be made in the park. Pauline Black, runner-up for the ladies' high-diving championships in Palisades Park last summer, has recontracted with Bench Bentum for 1937. The town was agog with berthing of the German cruise ship Reliance, largest ever to dock here, and thousands lined the Causeway watching her departure after a 12-hour stay. Many of the tourists visited Ripley's Odditorium. Mr. and Mrs. E. J. Dean, Salisbury Beach, Mass., are making their first visit to Miami. Mr. Dean operates amusements at Salisbury. All of the Lusse family have left Palm Beach for home, Philadelphia, except Bob Sr., who will visit the West Coast.

Long Island

By ALFRED FRIEDMAN

Out of what was first a jumbled assortment of blueprints and plans has come the well-shaped and partly conditioned site that will be home of the 1939 World's Fair in Flushing. In the relatively short time the work has been going on it is remarkable that there has been so much done. It is the result of even and well-directed precision under guidance of Grover Whalen, prexy of the exposition.

Lull in winter roller skating interest around the Island. Excellent weather the Island's been having and not in years has there been such a mild winter. Pete Palmer, erstwhile night-club operator, planning a trip south. Lou Saltzman diverting himself from Long Island interests to operate the Cafe Loyale in New York City for winter.

ROCKAWAY BEACH.—Usual winter letdown has been eased off a little due to springlike weather that has been smiling on this locality. Dick Slerer, pool swimming coach and manager, is minus more than 50 pounds, following a vigorous diet.

Young Bill Dwyer studying various possibilities locally for the summer. Plenty of Boardwalkers were in the crowd at City Hall to watch Bill Brunner installed as president of New York City's Board of Aldermen. Jack Moorhead's, at Edgemere, one of the first of the local niteries, patched-up after being damaged quite a bit by fire. Bill Borges seems to have absented himself from this region entirely. After having served a



STEER! BUMP! AND THRILL!
WITH
UZZELL'S SCOOTA BOAT
Superb Drawing Power as a Public Favorite.
Aeroplane Swing, Kiddie Rides, Used Rides.
WE SPECIALIZE IN EXPORTING
R. S. UZZELL CORP.
130 W. 42nd St., New York City.
"A Single Ride or a Whole Park."

ACTS

PLAYLAND, RYE, N. Y.

"The Show Spot of Parkdom"

WILL CONSIDER reliable attractions for the summer season. Only the most unusual and sensational acts will be considered. Send full particulars, including records of previous showings, type of act (or acts, if you double), number of people, height of rigging, space required and lowest net complete price for one to two weeks' engagement. Communications will be treated as confidential and price quoted will be considered as final.

Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC. 2809 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD. Central House, 45 Kingsway, London W. C. 2, England.

summer as life guard during daytime and night-club bouncer at night Seymour Stark, former Syracuse University football star, is studying law.

Pool operators may get together to standardize prices here this summer. In all there are more than a score of natatoriums in the Rockaways, with a wide mixture of prices among them.

LONG BEACH.—All's quiet on the ocean front. Police Chief Kohut plotting a new method of organization for care of the Boardwalk next summer. The Long Beach publicity campaign, so auspiciously started, has dwindled to little or nothing, but will be launched with intensity in the spring, when the new Boardwalk is expected to be finished.

Want to Book

My New Ferris Wheel, Merry-Go-Round
In Good, Live, 7-Day Park. Prefer Ohio or Pennsylvania.
Address **RIDE OWNER**, 124 Manslon St., Pittsburgh, Pa.

POOL WHIRL

(Continued from opposite page)

or slogans. Some are good, some not so good. Even pro water performers employ catch phrases in their billings. And so I'd like to hear some of them, as I think others in the aquatic fraternity would be interested in this subject. For example, many pools use "Get in the Swim" as a catch line in ads. I think it is a good one. There are many others, so let's hear yours. To high divers and stunt men and women a call is hereby issued to shoot in their pet lines or billing heads. Pros are now working up slogans for their acts. Let's hear them.

Dots and Dashes

Joe Hanff Jr., son of the advertising agency mogul and former swim star for Penn U., made his pool debut after two years' absence at London Terrace tank, New York City, to other night. . . . Proposed water show at Madison Square Garden slated for February called off last week for reasons other than the one announced in the press.—Bill Farnsworth, Hearst sports editor, a hefty figure at Rooney Plaza pool, Miami, Fla., last week. . . . All indoor tanks in Gothamtown got a big plug recently in that *New York Woman* mag.—The Ken Blakes are still down Texas way. . . . And what happened to the fad of those round "Bintz" pools?

FLASHES FROM PERU

(Continued from page 39)

reported doing nicely. George Outshall has contracted the Bearss dining room and coffee shop, and new equipment is being used thruout.

Earl Lindsay and wife arrived from Ft. Worth, Tex., visiting relatives during the holidays. Don Cookie, chief usher of Cole Bros.' Circus, was seen in

WANT TO BUY WANT

Candy Floss Machine, Long Range Shooting Gallery, Mirrors for Fun House. State full particulars regarding condition and lowest price in first letter.
R. M. SPANGLER.
P. O. Box 22, Hummels Wharf, Pa.

LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
FOR PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W. F. MANGELS CO. CONEY ISLAND, N.Y.

the lobby, returning from Cleveland, where his relatives reside.

A trip to quarters and in ring barn see Johnny West lashing the whip and putting thru a Liberty act. Hurley, who is in charge of elephant herd, was putting 29 pachyderms thru their acts. In the next barn is Brownie, training seals. Here comes Red Finn, boss hostler of Ringling-Barnum Circus; bought more horses.

Ran into Dr. Maloff. States that Mrs. Pauline Sylvester was taken to the hospital for an operation. She is the wife of Ernie Sylvester, painter of the Cole show. Anna Butler says she will be able to ride menage and jumps coming season. She had a fall last season, breaking a leg in three places.

George Valentino is seen daily at his office, corner Third and Broadway. Virginia Young, aerialist, has opened a beauty shop called the Vogue.

Carl Solts, of Aerial Solts, is seen in the Bearss lobby. He had an accident; says he misjudged an aerial breakaway and threw his fingers out of place. He will be ready for indoor dates.

Polly McCloud, who has a news stand, supplies *Billyboy* to the regulars each week. Hubby runs a barber shop on North Broadway. Pat Kramer, temporarily, is private chauffeur for Mr. Clawson.

Mrs. Bert Bowers arrived from California. Scotty, private chauffeur for Mrs. Bowers, is planning a trip to Miami. Fred Ledgett and wife, Irene, are sojourning here. Fred calls Bearss lobby the main entrance.—**JOE LEWIS.**

HASC ADDS 254 MEMBERS

Show Notables Glorify Occasion

17th annual event voted
best in history of club—
heavy attendance

KANSAS CITY, Mo., Jan. 9.—The membership of the Heart of America Showmen's Club was increased to the extent of 254 during 1936, it was revealed at the 17th annual banquet and ball of the club at the Hotel President here New Year's Eve. Harry Altshuler was awarded first prize for the greatest number of new members. His total was 82. Jake Brizendine was second with 64 members, Orville Hennies third with 31 and Tony Martone fourth with 23.

It was also revealed that the hospital fund of the club was increased by \$1,001.70 during the year. The program, published in connection with the banquet, was filled with paid ads, which will help to swell the club's funds.

There were a number of "first-timers" in attendance at the banquet this year, including William R. (Bill) Hirsch, secretary of Louisiana State Fair; Mrs. Fred Beckmann, newly elected president of the Ladies' Auxiliary of HASC; Jack Ruback, co-owner and manager of Western States Shows and newly elected president of HASC; Sammy Feinberg, of Beckmann & Gerety Shows. There were also a great number that hadn't been to the festivities in several years.

The banquet hall was a magnificent affair and brought to Kansas City leaders of the amusement world and its allied industries.

Harry Duncan, popular manager of Fairyland Park, Kansas City, opened the banquet with all singing America. The menu consisted of stuffed deviled crab, ravigotte, creutons souffle, Pascal celery curls, mixed jumbo olives, roast Vermont turkey with chestnut dressing and giblet sauce, cranberry nectar, potatoes, Jeanette cauliflower, polonaise, De John salad and frozen pudding with a red heart imbedded in the pudding.

During the banquet Robb's Orchestra played musical numbers befitting the occasion, and also played during the presentation of the floor show, which consisted of singing and dancing numbers.

At Speakers' Table

At the speakers' table, besides Duncan, were Jack Ruback and John R. Castle, (See HASC ADDS on page 51)

Billie Dollor Signs As General Agent

BIRMINGHAM, Ala., Jan. 9.—Billie Dollor stated here this week that he had been re-engaged as general agent for the Alabama Ride Company; A. L. Gilliland, president; M. R. Wilson, vice-president, and Raymond Hill, secretary-treasurer.

Last year's title will be discarded in favor of "Garden of Rides and Congress of Dare Devils." Six rides, ten concessions and five free acts will be carried and played within an enclosure to 10-cents admission. No shows of any kind are carried. Marquee and fence will be black and orange as the color scheme. The entire organization is company operated, according to Dollor, and has been very successful in the past.

Max Goodman in Miami

MIAMI, Fla., Jan. 9.—Max Goodman is spending a few days at this resort previous to making a circuit of fair meetings. Goodman is accompanied by his son, Joseph. Goodman, interviewed by the writer about his new show, said: "It is my intention to make it as fine as any 20-car show. No money will be spared to accomplish this. All new fronts will be built and new rides will be installed. A very novel entrance way will also be constructed."



VERNE NEWCOMBE (left) and Mel Vaught, owner of State Fair Shows, talk over problems of the Southwest Showmen's Association after they were named secretary and president, respectively. Nearly 100 showmen elected Vaught first president of the association at an organization banquet at Fred Borland's Lobby Cafe, Juarez, Old Mexico, December 30. Photo by L. A. Wilke.

Krause Greater Shows To Go On; Mrs. Krause Manager

CINCINNATI, Jan. 9.—Following the announcement of the passing of Ben Krause gloom was cast over the entire carnival industry and at once started speculation as to the future of the Krause Greater Shows. The latter status was, however, very quickly determined when *The Billboard* received the following wire from Samuel Burgdorf, which read: "Krause Greater Shows will open season in February at Seminole County Fair, Sanford, Fla. This date and all other stands in Florida will be played as per previously announced schedule, as will other future bookings as incident to season 1937 tour. Mrs. Ben Krause has logically assumed the management at once and will carry on the work as long since planned by her late husband. George F. Dorman is not expected back."

Samuel Bergdorf, who has been associated with Krause in the handling of fair promotions, will continue in the same capacity as chief of the advance. At present he is in De Land, Fla., as manager of the Volusia County Fair, which is one of the dates to be played. Others include Sarasota and Fort Meyers.

For many long years the Krause Shows have occupied a peculiar niche in winter events in Florida and have established an enviable reputation for having kept their agreements in every instance, even at times suffering losses in storms but still going forward as agreed.

It is stated that Mrs. Krause will adhere to the policies and principles so firmly established by the late and lamented Benjamin Krause, of Philadelphia.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Ace High, Va.: Two Spot, N. C.

A double date.

Week ended January 9, 1937.

Dear Charlie:

This story perhaps a bit fantastic, but not a bit more impossible than a good many other show stories. For some time The Onion has been wondering just who would first introduce a double-deck Merry-Go-Round. We claim to be the first to ever play a double-deck lot.

The show arrived in Ace High, Va., early Sunday morning, unbilled, unannounced and unbooked. This not so unusual. General Agent Lem Trucklow, after hearing that the town was open from a sheetwriter who had gotten the info from a high pitchman that made it in 1927, decided to bring the show in. He immediately rented a lot on a mountain side six miles above the valley below.

The midway made a beautiful appearance laid out on a 45-degree angle and in a horseshoe. Our concessioners in the upper end refused to pay the regular rate, claiming that once the crowd arrived in the back and lower end, they wouldn't come up until time to go home, due to the long climb. The bosses then placed escalators on the midway to carry the patrons back and forth.

Monday night, just at opening time, the city officials appeared at the front gate with a writ signed by a committee of moving picture show operators forbidding the show to open, the city being closed to any and all traveling shows of any class or kind.

For a while it appeared as tho the show would lose another week, but the Ballyhoo Bros.' luck was with them. Just as the electrician started to pull the switches hell broke loose. It seemed as tho the world was coming to an end. Some thought a cyclone had hit the show. Others imagined it was an earthquake. Every piece of show property and every living person were hurled thru space—the greatest landslide in mountain history.

The entire lot, with all equipment intact, shot down the mountain side, not stopping until it hit the outskirts of the city of Two Spot, N. C., six miles below. Not a stake had pulled, not a wagon left its location and not a tent was down. All set and ready to open.

With our light plants still running and the midway still a blaze of light, traveling down the mountain side at such a high rate of speed attracted the attention of thousands of spectators for miles around. They flocked to the midway by climbing up the 10-foot embankment that carried the show to the base, packing and jamming the midway.

The city officials here again tried to close the show. But we proved that, altho we were in North Carolina, we were still on Virginia soil, which is out of their jurisdiction.

The show here enjoyed the biggest week of the season. We really didn't slide the full six miles, due to our mile-long midway, this taking off a mile on each end. Pete Ballyhoo is now trying to figure out how to take the lot with us.

MAJOR PRIVILEGE.

El Paso Event A Big Success

Vaught and Newcombe to
go forward with plans —
support assured

EL PASO, Tex., Jan. 9.—Officials of the newly formed Southwest Showmen's Association this week began mapping a campaign for funds to support a ward in an El Paso sanatorium for disabled showmen and wives.

Benefit performances and memberships from showmen in the area will be relied on for a start. Mel Vaught, president, indicated, but he and Verne Newcombe, secretary, have not completed plans for the project.

Vaught, owner of State Fair Shows, was elected first president of the new association at a banquet and ball at Fred Borland's Lobby Cafe, Juarez, Old Mexico, December 30.

Nearly 100 showmen and wives attended the convention and enthusiastically endorsed the sanatorium ward project, a "five-year dream" project of Newcombe's.

Looking on at the showmen's affair (See EL PASO EVENT on page 58)

Ky. Senate Repeals Tax On Concession Items

FRANKFORT, Ky., Jan. 9.—The Kentucky Senate approved the repeal of the omnibus sales tax on ice cream, soft drinks, candy, chewing gum, nuts and cosmetics here this week, to become effective 90 days after adjournment of the present special session. The repeal will, in all probability, go into operation about April 15.

An appeal to make the measure effective immediately was voted down when Governor Chandler rallied administration forces to vote down such an amendment. The bill, however, still must be passed by the House, but its approval there seems to be a foregone conclusion. There was no dissenting vote on the final passage of the measure in the Senate.

Milton M. Morris Takes New Post

MIAMI, Fla., Jan. 9.—Milton M. Morris, past season general manager William Glick Exposition Shows, signed this week to become business manager of Max Gruberg's World Exposition Shows.

Morris will return to his home in Tampa to arrange his affairs there. He will then return here for a short vacation before assuming his new position which will take him to the show's headquarters in South Carolina.

His immediate duties will be organizing of the Gruberg outfit along modern and progressive lines. After the season's opening he will become direct business contact man.

Morris has served the carnival business loyally and efficiently for many long years as ride operator, concessioner, concession manager and finally as associate owner and operator with many of the largest carnival organizations. His most notable association being in the organization and management of the once-famous Morris & Castle Shows.

In his association with Max Gruberg it is expected that he will introduce many innovations and give play to his many talents as a big-time carnival executive.

Milwaukee Midsummer Festival to R. & C.

MILWAUKEE, Jan. 9.—Contract for the midway of the Milwaukee Midsummer Festival, to be held here in July, was awarded to the Rubin & Cherry Shows Wednesday. J. C. McCaffery effected the arrangements on behalf of the carnival.

Michigan Showmen May Organize

DETROIT, Jan. 9.—Michigan showmen, comprising carnival, fair and other people engaged in outdoor show business, including orchestras, dance-hall managers and roller-skating rink operators, plan to organize Wednesday night, January 20, at a meeting at the Fort Shelby Hotel.

There will be no restrictions on membership. Outstanding show people appear very much interested in the development of this organization.

Lieut. Lester Potter, police censor of Detroit, congratulated some of the sponsors of this new movement. He said it would be a credit to the show people and that it would give them more prestige with the local, city and State authorities if they could be represented by an attorney to protect the interests of all outdoor show people.

This proposed organization has such men as F. L. Flack, G. Y. Averill, G. W. Wade, Jack Dickstein, Louis Burger, Leo Lippa, Louis Rosenthal, Frank Hamilton, Lou Marcuse and Jim Hubbard interested in its aims and purposes.

New Location Kills Montmartre Fair

PARIS, Jan. 4.—Christmas and New Year's street fair at the Place de la Republique has nearly 100 rides, shows and concessions, among which are four Auto Skooters, Loop-the-Loop, swings, Caterpillar, numerous kiddie rides, girl show, coin-machine arcades, rifle galleries and concessions of all sorts.

Transferring the Montmartre Christmas Fair from the cabaret belt to the outskirts of Paris killed this street fair. Less than a dozen operators set up in the new location, against close to 200 rides and concessions usually playing the former Montmartre spot.

David B. Endy Books Fairs

MIAMI, Fla., Jan. 9.—David B. Endy, president Endy Bros. Shows, Inc., announced here this week that he has personally closed contracts for Schuylkill County, Pottsville, Pa.; Wayne County, Goldsboro, N. C.; McDowell County, Marion, N. C., and Doylestown, Pa., fairs. Added to the list of bookings to date is the Half Century of Progress Exposition, to be held at Souderton, Pa., week July 4.

Wallace Resigns Wadley

BATON ROUGE, La., Jan. 9.—According to Rube Wadley, he has been resigned as general agent for Wallace Bros.' Shows. His duties will begin January 15.

Colley Books Wewoka Fair

MINCO, Okla., Jan. 9.—Frank C. DuShane, general agent of J. J. Colley's Shows, announces the booking of Seminole County Fair, Wewoka, Okla. He also says the Colley show will play Oklahoma exclusively as during the last six seasons.

Jack Deer on South American Cruise

NEW YORK, Jan. 9.—Jack Deer, Savoy Fair and Carnival Company, is taking a four-week vacation cruise to South America with his daughter. The tour will take them as far as Rio de Janeiro, Brazil.

MOTORIZED
Write for Show Folks Plan of Financing.
CHARLIE T. GOSS
Twenty-Two Years in Outdoor Show Business.
Now With
STANDARD CHEVROLET CO.,
E. St. Louis, Ill.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$1.75 Men's New White Buckskin Skate Shoes, all sizes. \$35.00 Mounted Tarp on Plaque. 66 inches long, fine specimen. \$50.00 Eleven Wax Specimens. Child's Birth in Glass Case. \$14.00 Dressed Ventriloquist Figure, with movable mouth. \$1.65 Pair Richardson Ball-Bearing Rink Skates, all sizes. We buy Skates, all makes, No. 5 Ell Ferris Wheels, Candy Floss Machines, WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

Miami

MIAMI, Fla., Jan. 9.—Max Gruberg, now operating a hotel at Miami Beach, advises that he has purchased ground in the Negro section here, upon which he will erect a movie theater, which when completed will seat 799 people. . . . Mel Dodson, wife and a group of friends motored from Fort Myers, where the Dodsons are vacationing. . . . Mrs. Alice Purchase, wife of the animal trainer, is visiting with Bench Bentum. . . . Mr. and Mrs. Jack Bailey, who operate several attractions, are visiting here, as is Joe Pollock, the midget. . . . Mrs. Frank J. Murphy, wife of the late Frank J., of New York, is domiciled on 62d street for the season. . . . Allen Brothers, Chick and B., operators of concessions on World of Mirth, Rubin & Cherry and Endy Bros., are here for a short stay. . . . Kenneth Ketchum, formerly one of the owners of Ketchum & Lapp Shows but now a furniture dealer in Paterson, N. J., is on a vacation here. . . . Mr. and Mrs. Jack Gilbert are in from World of Mirth quarters. . . . Al Jackson, Mack Bybee and Victor Roper are the inside lecturers at Ripley Odditorium.

Warning to showfolk: When driving from Miami to Sarasota over the Tamiami Trail take it easy. This fine road is flanked on both sides with deep canals, the road is exceptionally good and induces speeding. Take it easy and reach your destination. . . . Hilton Hodges is building a novel Python Exhibit to travel with the Sheesley Midway. . . . Susie, Leo Carrell's ballyhoo chimp, is unusually gentle. . . . Bryan Woods furnished 12 units for a children's parade thru the downtown streets of Miami. Parade sponsored by a local movie chain. . . . William Glick says that he will start building a new show soon. . . . A heavy penalty is imposed on motorists employed in Miami who do not purchase Florida license plates. . . . Frank Miller, of the Big Show; Capt. John Sheesley and Eddie Arlington are looking for permanent business investments here. . . . One of Miami's high city officials originally came here with a carnival. . . . A. T. Wright, one-time general agent, is conducting a proprietary medicine factory here. . . . Al Rogers, secretary Art Lewis Shows, is managing the Ride-O at Funland for Lewis. . . . Carver's diving horses arrived from Charlotte, N. C. . . . Neil Berk, general agent of Frank West Shows, here for a vacation. . . . Taylor Trout, caricaturist, is frequently seen around town. . . . S. Hollenber took unto himself a wife. Marriage took place in his house trailer at Trout's camp December 31. . . . Show people traveling in house trailers need have no fear about entering Florida. There are no onerous restrictions. The only requirement is that you will not become a public charge. . . . Irving Udowitz is convalescing from a recent illness at Miami Beach. . . . Mr. and Mrs. B. J. Constantine will spend the season here. Constantine was formerly associated with Bill Tucker. . . . Carl Sedlmayr and Elmer Velare came into town to get some eats and looked things over. . . . Lesta, magician to the elite, who has been playing private dates around Miami, is leaving for Nassau, Bahamas, to play the Fort Montagu Beach Hotel and the Jungle Club. Lesta got his first chance with Walter K. Sibley. . . . Frank Miller and Eddie Arlington motored to Sarasota to confer with Sam Gumpertz. Gumpertz at one time was Mrs. Arlington's manager when as a leading actress she was known as Nettie Bourne. . . . Jack Gwynne, leading illusionist, and his entire company are here for a brief stay. Gwynne works out of the Hamid office. . . . Flying Falcons have been held over for one more week at Funland. . . . Tom Dolan, operator of a show in the Streets of Nations at the Dallas exposition, is here to take up his usual winter work as a florist. . . . W. W. Mertens, operator of the Waltzer with the World of Mirth Shows, owns and operates a fine hotel in Miami. . . . Jack Murphy, with the Slim Kelly side show, arrived. . . . Mrs. Johnny J. Jones and Johnny Jr. were recent visitors. . . . Sammy Lawrence, Frank Pope, Eddie Kendall and Otis Decker, all of the Lawrence Metropolitan Shows, are visiting here. . . . E. Lawrence Phillips was visiting with John M. Sheesley recently.

Hock Gets Wis. Class B Fairs

MILWAUKEE, Jan. 9.—The Imperial Shows, operated by Edward A. Hock, were awarded the Class B Circuit of six Wisconsin fairs this week.

Concession Tents

Give Measurements as Indicated
BUY
from Factory
SAVE Money

POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

IT WILL HELP YOUR AGENT

Fair Secretaries Ask for It
1937 TILT-A-WHIRL
The Ride that assures big and certain percentages.
FOR PARTICULARS WRITE
SELLNER MFG. CO., Faribault, Minn.

In the West — It's the

HILDERBRAND'S UNITED SHOWS

the

SILVER FLEET ON WHEELS

Booking for Their 1937 Season

Want Rides, Shows and legitimate Concessions. Will finance and feature any Show of merit. Season of forty weeks. Opening February 22, Inglewood, California.

This show will cover the nine Western States on their fourteenth grand tour of the Northwest. BOX 1032, or 1717 N. Main St., Los Angeles, California.

Announcing the new

TINSLEY SHOWS

A new title—new ideas—new attractions—a new departure in electrical and midway arrangement—the show destined to receive and merit national recognition.

READY NOW TO CONTRACT

Shows, Rides and Concessions of all descriptions. Brett wire. Outfits of all kinds to real showmen. All concessions open. A profitable season awaits all kinds of merchandise concessions. Want Two Sensational Free Acts. Will contract entire season. Can use help of all kinds. Interested in buying some rides. Want Motordrome. Scenic Artist at once.

SHOW OPENS GREENVILLE, THURSDAY, APRIL 1.

TINSLEY SHOWS, Greenville, S. C.

Fair Secretaries of the Southeast: If you want something unusual for your 1937 fair, we invite correspondence.

JOYLAND SHOWS

opening in or around
DETROIT, MICH.
on or about
EASTER SUNDAY, March 28, 1937

We invite everyone that played with us last year to get in touch with us for playing the most promising season in history.

... NOTICE ...
Legitimate concessions of all kinds and any good show, with or without outfits, write. Want to hear from good sensational Free Act.

ROSCOE T. WADE, 917 Hunt St., Adrian, Mich.

W. B. Fox Assistant WANTED NOTICE WANTED

Mgr. Wallace Bros. JOHNNIE J. BEJANO

With
FAIRLY & MARTONE SHOWS

Could Use a Few More Outstanding Freaks, Platform and Novelty Acts. Mind reading Act Open. Show Opens Early in March.

Address J. J. BEJANO,
Route 2, Box 27, Texarkana, Tex.

CONCESSIONS WANTED

JANUARY 18 TO 23, INCLUSIVE.

Merchandise Games of all kinds. Wheels, Pitch-Tilt-Win. Scales, Pop Corn, Candy Apples or any other suitable for Indoor Fair and Exposition. Hospital auspices. 450,000 tickets out. All address,
PHILA-ITALIAN HOSPITAL,
10th and Carpenter Sts., Philadelphia, Pa.

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



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
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Order Now --While They Last-- Beacon Magnets--Mingos

No. 52 CIRCUS HORSE

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

EXCEPTIONAL VALUE! \$3.50 per 1000

ROYAL KNIGHT
BLUE BLADES D. E.-20-5"
Cellophaned. In Display Box.
UNIFORM QUALITY!!!
25% Deposit on C. O. D.'s, Incl. Postage.
CHAMPION SPECIALTY CO., 814-V Central St., Kansas City, Mo.

- Fullest Line at Lowest Prices for House-to-House Canvassers, Wagon Salesmen, Agents, Pitchmen.
- **SIDELINE MERCHANDISE,** 75c
Extra Special. Gross.
- 1937 CATALOG FREE—WRITE.
- **SINGLE EDGE BLADES,** 65c
20 Pks. 4 in. Per display card.
- **DOUBLE-EDGE BLADES,** 40c
20 Pks. 5 in. Per display card.

WANTED! **WANTED!**

NOW BOOKING FOR CONEY ISLAND, N. Y.

ACTS that want to play big time. No hopscotching. One long season in one spot. Pay rain or shine. **NO FREAK** or **CURIOSITY** too expensive, especially if never seen in Coney Island before.
Can use Talkers, Ballyhoo People, Outstanding Annex Attraction. State lowest salary and send photograph.
WORLD'S FAIR SIDE SHOW
1116 Surf Ave., Coney Island, New York
FRED SINDELL, Mgr.

WANTED! **WANTED!**

MILLER BROS. SHOWS WANT

FOR TWENTY-FIFTH ANNUAL TOUR, SEASON OF 1937.
RIDES—Can place all kinds of Rides except Merry-Go-Round, Kiddie Auto Ride and Octopus. **WANT DOUBLE WHEELS,** Double Loop-o-Plane, Tilt-a-Whirl, Scooter, or any other Flat Rides.
SHOWS—Will place any and all Shows of merit, with or without outfits.
CONCESSIONS—All legitimate Concessions only. Good Opening for Cook House and Corn Game. Joe Decker, Shiek Rosen write. Would like to hear from all people with us in former years.
WILL PLACE good Man, take charge Concessions. Free Acts. **WANT SENSATIONAL FREE ACTS,** good HIGH ACT, Cannon Act or Four Jacks, or any good Act capable of being featured.
FAIR SECRETARIES—Get in touch with us. This is our 25th year. Write or wire
MORRIS MILLER, MILLER BROS. SHOWS
409 CHURCH STREET, NASHVILLE, TENN.
P. S.—CAN USE all kinds Freaks and Museum Attractions for largest Museum on the road. Tear around work.

WANTED FREAKS and ACTS

Suitable for Presentation on Platforms. You must be good. Nice wardrobe essential. Salary all you are worth and paid daily. Do not misrepresent. We will show here until April. People wanted at all times. Send photograph and state salary, and just what you do.
ST. CHARLES ODDITORIUM
322 St. Charles St., New Orleans, La.

SHOWMEN ATTENTION!

Have 3 locations on Coney Island, 43x75; all locations A-1. Will consider any proposition with reliable party. Want something new for Coney Island. I am no angel, as people I rented shows to last year thought, so no more mechanical shows for me, as The Torture and Barnum Shows were a failure. Write
WORLD'S FAIR SIDE SHOW
1116 SURF AVENUE, CONEY ISLAND, N. Y.
FRED SINDELL, Manager.

TILLEY SHOWS

Now Booking Shows, Concessions, Ride Help,
Concession Agents.
BOX 635, Ladd, Illinois.

FOR SALE ORIGINAL JAZZER FOR SALE

Best portable one wagon Fun House on road today. Rubber tired, complete, ready to open in 3 hours, in fair condition, cheap, cash. Now stored on fair grounds in Tampa. Will buy Rare Small Animals, Big Snakes, Gnus, Elephants, Sea Cows, Tigers, Chimps. What have you? CLIF WILSON, Royal American Shows, Tampa, Fla., until March 20-27.

W. A. GIBBS SHOWS

OPENING EARLY IN APRIL.

WANT Shows. Will furnish new outfits to organized Minstrel Show. WANT Monkey Circus. Grind Shows of all kinds, with or without own outfits; Man for Athletic Show who can and will shoot. RIDES. Will book Tilt-a-Whirl, Octopus, Pony Track and furnish transportation. WANT Cook House, or will sell Cook House and book same. Concession Agents write ROY MARR, Coates House, Kansas City, Mo. WILL BOOK legitimate Concessions, no grift joints. WANTED—Want to hear from Patsy Chacoma. Wire collect. Fair Secretaries, Celebration Committees starting 8-Ride Show and carrying no grift concessions, write us
W. A. GIBBS, Erie, Kan.

SHOWMEN'S LEAGUE
(Continued from page 41)
wonderful and highly successful affair at Kansas City.

Action was taken to accept reinstatement from members who have become delinquent or expelled for nonpayment of dues. Initiation fee will be waived in these cases and payment of dues for 1937 amounting to \$10 is all that will be necessary. Brothers accepting reinstatements, please be governed by this rule: "That regardless of the date reinstatement is received the fee will be \$10 and it will carry only a 1937 membership card." This explanation is given that there may be no misunderstanding at a later date.

Arrangements are already in the making for the annual spring benefit, also for the 1937 banquet and ball. Past President Ernie A. Young will be chairman of the spring affair and Past President Sam J. Levy chairman of the banquet and ball.

Brother Harry Coddington is still confined to the American Hospital, but we are advised he will return to his home during the week. Brother Col. Owens still confined to his home. Brother Charles G. Driver reported the illness of Mrs. Driver.

Mr. and Mrs. Maxie Herman entertained at bridge on the night of the 9th.

LADIES' AUXILIARY

At first regular meeting after the holiday vacation activities President Mrs. Lew Keller presided. Seated at the officers' table were Vice-President Mrs. Bob Brumleve, Mrs. James Chase, Mrs. Paddy Ernst, Secretary Cora Yeldham and Treasurer Edith Streibich.

First social of the new year will be held on January 14, with Mrs. Rose Hoffman acting as hostess.

Mrs. Mamneh is now at the St. Elizabeth Hospital still recuperating from her serious accident of last summer.

Roy Danborn was the lucky one to receive award of the Mix-Master given by the ladies.

Mrs. Charles Driver, who has been confined to her home, is slowly recovering, according to the relief committee.

ROUTES
(Continued from page 35)

Dyers Greater: Shuqualak, Miss.
Evangeline: Warren, Ark.; Parkdale 18-23.
Florida Expo.: Spa Beach Park, St. Petersburg, Fla.
Lucky Strike: Orlando, Fla.
Metropolitan: Belle Glades, Fla.
Royal American: Largo, Fla.
Royal Palm: Bowling Green, Fla.

ATTENTION!

CRIME SHOW FREE

MANAGERS

Flash Your Show With Our

GREAT CRIME SCENES

Everyone an Actual Photograph on Heavy Glossy Photographic Paper, Mostly Big 8x10" Pictures, Every One a Hair-Raiser. Late Kidnapings, Famous Prisons, Actual Executions, Torture Chambers, Alcatraz Island, Dillinger, Floyd, Hauptmann, Barrow, Parker, Baby Face; in fact, most all Notable Criminals, Gangs, Events, G-Men, Etc.

Get this Great List Free, then order what you want. List 8 New Walk-Thru Shows will also be included.

CHAS. T. BUELL & CO.
Box 306, Newark, O.

FOR SALE

3 ABREAST PARKER MERRY-GO-ROUND (Fair Condition) for \$400.00. \$175.00 Peerless Corn Popper without Gas Tank, \$40.00. Will book Eli Wheel on Reliable Show. Address BOX 41, Care Billboard, St. Louis, Mo.

CATERPILLAR TUNNELS

Merry-Go-Round Tops, Ferris Wheel Seat Covers.
Save 40 Per Cent.
ANDERSON TENT & AWNING CO.
35 Concord Ave., Belmont, Mass.
Residence Address: 11 Linden St., No. Easton, Mass.

DIXIE EXPOSITION SHOWS

WANT

Musicians and performers for colored minstrel. Carnival playing Mobile lots all winter. Business good. Big show opens Sunday, February 7, for Mardi Gras Week. Want for Mardi Gras and balance of season 1937: Kiddie Rides, Pony Tracks and Flat Rides. Want Ten-in-One, with own outfit. Will furnish outfits for Grind Shows. Have Athletic Show, complete with Panel Front; also Hawaiian Show with new Panel Front. Will turn outfits over to reliable showmen. Want strictly 10-cent Stock Stores. Free winter quarters for people joining now. Route show: 758 Dauphin St., Mobile, Ala.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Its initiation and dues are the lowest of any institution of its kind in the world; so small in fact that every reputable outdoor showman should be a member out of respect for his pride in his business.

RIDE OWNERS—CONCESSIONERS

AT LAST A VIRGIN SPOT IN FLORIDA, EVERGLADES CITY CELEBRATION & FISH FRY, FEBRUARY 3, 4, 5, 6.

WANTED—Rides, Concessions all open, including Bingo and Cook House, and Demonstrators.

Everybody Working—Plenty of Money. Thousands of Tourists.
FREE ACTS ALL BOOKED.

Also have "Colored Elks" Jubilee, Miami, Starting January 15.
Write or Wire **AMUSEMENT DIRECTORS,** 433 N. E. 79th St., Miami, Fla.

FUNLAND PARK

Miami's Only Amusement Park,

WANT ACTS

That can compare favorably with the Acts we are using now, such as Miss Bench Bentum's Diving Sensations, Carver's Diving Horses, Zacchini, Human Cannon Ball; Three American Falcons; Six American Eagles. Write, wire at once. Mail photos.
FUNLAND PARK, Miami, Fla.
DAVID B. ENDY, General Manager.

CRYSTAL EXPOSITION SHOWS

Now contracting for 1937. Will open April 12 and will furnish outfits and finance any real money-getting shows. Will play Virginia, West Virginia and Ohio. A few concessions open. Positively no grift. Want to hear from two real Feature Free Acts. Address all mail Crystal River, Florida.

FRISK GREATER SHOWS

3719 Emerson Ave., North Minneapolis, Minn.
SIX RIDES—SIX SHOWS

Booking Fairs and Celebrations for 1937. Room 320, Minnesota meeting. Want Shows that have something to show, Concessions except Bingo and Diggers, no racket. Want Bannerman, Electrician with sound truck. First-class Foremen all rides; good treatment.

ELANE'S EXPOSITION SHOWS

CAN PLACE SHOWS, RIDES, CONCESSIONS AND FREE ACTS.
Open all winter. Also Booking for Spring Opening in Pennsylvania. Address
JOHN GECOMA, Mgr., Fairfax, S. C., This Week!

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 Carnival Watches that do not run, 50c each. Send for Price List.
Your Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
113 N. Broadway, St. Louis, Mo.

WANTED

FREAKS and SIDE SHOW ATTRACTIONS.
Five Eater, Magician, one that can Lecture Show; Knife Thrower, Sword Swallower, Bird Act, Mind Readers, anything suitable for a first-class Side Show on Crafts 20 Big Shows. A season of from 35 to 40 weeks. Give full details and lowest terms in first letter. Address F. A. LENTINI, 5041 Ferndale St., Los Angeles, Calif.

SOX & STOCKINGS!

Our 1937 Price List is Now Ready and Will be Sent to You on Request.
FALLS CITY MERCANTILE CO.
Box 305, New Albany, Ind.

Mrs. John R. Castle Gets Most Members

KANSAS CITY, Mo., Jan. 9.—At a special business meeting of the Ladies' Auxiliary of the Heart of America Showmen's Club, December 28, Mrs. John Castle presented 46 names for membership. Most of these applications were from the West Coast and the Pacific Coast Showmen's Auxiliary members and it placed her in the lead in the membership drive for 1937. As these ladies do not expect to be in Kansas City to attend the meetings, it indicates a cordial desire to extend to the Kansas City Club a definite and substantial support. The auxiliary gave a rising vote of thanks to Mrs. Castle for her work. She declared that all the ladies to whom she spoke regarding the joining of the Kansas City Club were willing. "It seems," she said, "that no better co-operation and spirit could be desired than that which now exists between the two auxiliaries, especially when they give such support towards each other."

Among the names turned in by Mrs. Castle were Peggy Landes, Lola Hart, Bertha Grubbs Lucas, Nina Rodgers, Rosemary Ruback, Edith Walpert, Marian Delaney, Ruby Kirkendall, Bee Obadal, Babe Herman, Clara Zieger, Mora Martynne Bagby, Mrs. Ralph Ray, Mrs. Denny Pugh, Louise Hickman, Inez E. Walsh, Lucille King, Rose H. Clark, Ethel King, Peggy Marshall Forstall, Peggy Steinberg, Mrs. A. Carter, Madge Buckley, Mrs. C. R. Reger, Mary V. Taylor, Estelle Hanscom, Marie Jessup, Marlo LeFors, Florence Webber, Helen Westmoreland, Sallie Murphy. The secretary announced that she had won the \$10 prize donated by Mary Francis for getting the most members.

Mabel Knauff, Jeanette Sells, Amie Lou Doyle, Peggy Smith and Edith Buton were also taken in as members, bringing the total membership to 146.

Dorothy Hennies won the second prize donated by the president, Juanita Strassburg, for the second highest number of members.

The meeting was then adjourned and all members went to the Harlem Club for a party given by Mary Francis.

The next day was open house in the Ladies' clubrooms. Installation of officers preceded the social feature. The following officers were installed by Mrs. C. W. Parker, mother of the club: Marie Beckmann, president; Myrtle Duncan, first vice-president; Hattie Howk, second vice-president; Rely Castle, third vice-president; Helen Smith, treasurer; Etta Smith, secretary.

The re-election of Helen Brainerd Smith makes the fifth consecutive year she has served the club in the capacity of treasurer.

The early part of the open-house party was exclusively for members of the club and their invited guests. However, later that evening the members of the HASC were invited for eats and refreshments. Viola Fairly was in charge of the party.

HASC ADDS

(Continued from page 48)

president-elect and retiring president, respectively; Mrs. Marie Beckmann and Mrs. Juanita Strassburg, president-elect and retiring president, respectively, of the ladies' auxiliary; Orville Hennies, Art Brainerd; Walter Driver, representing The Showmen's League of America; Abner Kline, J. F. Rodabaugh, Ben O. Roodhouse, R. L. (Bob) Lohmar, William R. Hirsch, Harry Altshuler, Lou K. Block, Charles W. Green, Rev. H. E. Duncan and Gregg Wellinghoff. All talked briefly. In the course of events gold life membership cards were presented to retiring President John R. Castle and Harry Altshuler, treasurer of the club for the past 10 years.

A new neon sign over the speakers' table with the wording "Heart of America Showmen's Club—Welcome" was unveiled, dedicated to John R. Castle by HASC members for the splendid work accomplished during his year as president. The sign will be erected outside the clubrooms.

Following his speech Walter Driver presented the HASC with a check for \$100.

Following the last talk of the evening by Jack Ruback, the new president, who promised to follow in Castle's footsteps and increase the membership during the year by at least as many as during the past year, and who also pledged his co-operation in all matters pertaining to the good of the organization, the toast-

master called on numerous guests for bows.

Telegrams of congratulations and expressing regret because of inability to attend were read, including those from J. W. (Patty) Conklin, Pacific Coast Showmen's Association, Showmen's League of America, Frank B. Joerling, Bessie Fuller, Ladies' Auxiliary of PCSA, Paul Fairly (from Munich, Germany), Doc and Clara Zeigler, Sadie and Max Goodman, Charles Driver, Ruby and Elmer Velare, C. W. and Irene Wadsworth, J. C. McCaffery, Fred Beckmann, Ted Webb, Sue Thomas, Charles E. Jameson, Missouri Show Women's Club, Lee A. Sullivan, Al Hartmann, Tom Allen and L. Clifton Kelley.

The banquet hall was cleared after the banquet for the dance and New Year's Eve celebration. Noisemakers were distributed to all and until the dawn everybody made it one grand hilarity hall.

Tacky Party

On Wednesday night, December 30, the annual Tacky Party and Dance was held in the Coates House ballroom. For this occasion the guests came in the tackiest outfits they could obtain. Some made up in various characters and others in ridiculous outfits. The outcome was a big time. During the event kangaroo court was held and practically every guest was fined for some reason or other, the money going to the hospital and cemetery fund. A large cage was erected for use as a jail pending trial. John R. Castle was the honorable judge and Tony Martone served as prosecutor. The arresting officers were George Howk, Glen Hyder, Cliff Adams and Norris Cresswell. Dave Stevens was "boxer."

Ladies' Auxiliary Luncheon

With numerous socials, parties and other events held day and night during the holiday week, the Ladies' Auxiliary likewise was busy entertaining its members and guests.

On Wednesday afternoon it held its 8th annual luncheon in the Francis I. Room of the Baltimore Hotel. Upon entering the room one was met with an array of beautiful decorations and flowers, the result of the work of Mrs. Margaret Haney, chairman of the entertainment committee, and her assistants. The speakers' table was adorned with large baskets of flowers from the Missouri Show Women's Club and the Heart of America Showmen's Club. Viola Fairly was toastmistress.

At the speakers' table were Marie Beckmann and Juanita Strassburg, president-elect and retiring president, respectively; First Vice-President Myrtle Duncan; Second Vice-President Hattie Howk; Third Vice-President Rely Castle, who represented the Ladies' Auxiliary of the Pacific Coast Showmen's Association; Grace Goss, representing the Missouri Show Women's Club; Virginia Kline, representing the Auxiliary of The Showmen's League of America; Mrs. C. W. Parker, mother of the auxiliary; Helen Brainerd Smith, treasurer for the past five years; Etta Smith, secretary, and the honored guest of the day, Walter Driver, representing The Showmen's League of America, of Chicago.

The luncheon consisted of creamed chicken, corn, potatoes, salad and ice cream with frosted cakes bearing the initials of the ladies' auxiliary. Mrs. Fairly presented bouquets of roses to the president and past presidents and corsages to the other ladies at the speakers' table. The outgoing president, Mrs. Strassburg, was presented with a gold bracelet; Secretary Etta Smith with a lovely bag and pocketbook; Treasurer Helen Brainerd Smith with an electric appliance, Margaret Haney with perfume. The gifts were from the club for services during the past year. Mrs. Castle was awarded first prize for enrolling the largest number of new members in 1936, 46 in all, and Dorothy Hennies second prize. Both awards were cash. Mrs. Castle donated her award to the club's general fund and Mrs. Hennies donated her cash prize to the hospital and cemetery fund. The following were called upon for brief talks and bows: Juanita Strassburg, Marie Beckmann, Helen Brainerd Smith, Etta Smith, Grace Goss, Rely Castle, Virginia Kline and Mrs. C. W. Parker. Walter Driver, guest speaker, closed the session with a talk and a presentation of \$100 to the ladies' auxiliary.

On Monday night, December 28, Mrs. Mary Francis gave a party at the Harlem Night Club, at which she entertained 55 members of the ladies' auxiliary.

Sidelights

The banquet, ball and other successful events were a tribute to John R. Castle, retiring president, whose one-year reign goes on record as the most successful year the club has had in many years. During Castle's regime the treasury was increased by thousands of dollars, the hospital and cemetery fund was well reimbursed, and the membership drives brought in 254 new members.

Gean J. Berni "crashed" *The Kansas City Times* during the week with a story and picture, a human-interest story of floods and romances on carnivals—a story that brought out many facts about the goodness of show people and their helpfulness in times of need.

J. L. (Louie) Landes proved himself an actor the night of the banquet when he portrayed the part of a bar-room nuisance. His act was so realistic even his wife and close friends "sailed" for it. We therefore recommend him for a character part in *The Drunkard*.

U. S. Printing & Engraving Company staged an open-house party Wednesday afternoon and night. Neil Walters, president of the company, was host and proved that he's an entertainer as well as a printer of show paper.

The night of the banquet Midwest Merchandise Company had open house in the Blue Room next to the ballroom at the President Hotel. Co-owners and Managers C. I. Levin and Ed (Slim) Johnson were on hand all evening to greet friends and dish out the eats and refreshments. The back bar was neatly decorated with new merchandise items, but the front was crowded with punch bowls, eats, novelties and everything to make the evening an enjoyable one.

The Wonder Bar had its third annual party. It was sponsored by Orville Hennies, Larry Hogan, Noble C. Fairly, Toney Martone, Louie Landes and Charlie Goss. In the clubrooms, hotel lobby and halls and in many other conspicuous places four-sheets announced the event, which was held December 30.

Jackie Wilcox, the dean of all feminine advance agents, was in attendance thruout the week. The attractive lady is connected with Seal Bros' Circus and in '37 goes out again with that show, but this time instead of working under the supervision of her husband, Bill, the husband goes out under her supervision. It takes a darned good agent, man or woman, to top this lady.

To Texas goes all honors for the 1937 year. The ladies went to that State to select their president, Mrs. Marie Beckmann, and the men did likewise in selecting Jack Ruback. Both newly elects are from San Antonio and they attended the banquet for the first time.

Walter Driver, who represented The Showmen's League of America, was honored at the ladies' auxiliary luncheon held Wednesday at the Baltimore Hotel. Mr. Driver was the only man in attendance.

Tommy Martin, of cookhouse fame, made the week an enjoyable event for every human being that came his way. His humor and wit and his knack for "comedy chatter" made him the life of the parties. Tommy is scheduled to go out this year with Fairly-Martone Shows.

Jimmy Morrissey, who recently joined the Baker-Lockwood staff, is already one of the "crowd." His week was filled with handshaking, renewing old acquaintances, meeting new ones—a "sorta" official debut.

Percy Tyrrell, manager of the President Hotel, where the banquet and ball were staged, spared nothing to make the event the success it proved to be. Tyrrell's departing message should never be forgotten: "One of the finest banquets and one of the best behaved crowds." Taking into consideration that Mr. Tyrrell's hotel caters to the elite, we should be happy and proud.

The committees of the Heart of America Showmen's Club and the ladies' auxiliary are deserving of much praise and thanks for the splendid

work. The result of their efforts shows the co-operative methods they used in planning the events. They set a pace and also an example for others to follow.

In addition to the gold life membership card and the fine tribute in the form of a neon sign, retiring President John R. Castle was also presented with an enlarged framed photo of himself and the "Welcome Home, Johnny" gold silk sign which adorned the walls of the clubrooms when Castle returned to the city after a trip to the West Coast.

Registrations

A
Cliff Adams, Schreiber Merchandise Company; Gertrude Parker Allen, Louise Allen, C. W. Parker Amusement Company; Mr. and Mrs. Harry Altshuler, Coates House Cigar Stand; E. C. and Edward Armfield, Armfield Tent & Awning Company; Kenneth and Lois Armfield, Midwest Amusement Company.

B
Bruce Barham, West Bros.' Amusement Company; Mr. and Mrs. J. B. Bauman, McMahon Shows; Mr. and Mrs. O. J. Beaty, Great Superior Shows; Eugene O. Beck, Bruce Dodson & Company; Phil Becker, Fulton Bag & Cotton Mills; Mrs. Fred Beckmann, Beckmann & Gerety Shows; Mr. and Mrs. Gean J. Berni, Hennies Bros.' Shows; E. O. Besel, George Howk Concessions; J. H. and Nigel Bingham, Publishers' Business Service; Lou K. Block, Co-Operative Club; William Blythe; Sally Bennett, Fairly-Martone Shows; Art Brainerd, Fairlyland Park; Mrs. Art Brainerd, Greater Exposition Shows; Mr. and Mrs. Victor Brancato, Fairlyland Park; Mr. and Mrs. J. Louis Braun, U. S. Printing & Engraving Company; Jake and Elsie Brizendine, Fairly-Martone Shows; Ben Broustine, Adams Hotel Company; Angelo Bruno, Schreiber Merchandise Company; C. Burhan, C. G. Burkholder, Schreiber Merchandise Company; Dorothy Burks, Fairly-Martone Shows; Mr. and Mrs. C. G. Buton, J. L. Landes Shows; Frank L. and Mary Bynum.

C
Frank and Harriet Calhoun; Mr. and Mrs. George Campbell, West Bros.' Shows; Frank H. Capp, Baker-Lockwood; R. W. Carr, Mrs. Bob Carr, Mr. and Mrs. Sam Carrolo; Lester Carter, Mrs. L. K. Carter, R. G. Marr Concessions; John R. Castle, representing himself, and Mrs. Rely Castle, representing Cleveland exposition; Mr. and Mrs. C. J. Chapman, Chapman Show Print; Helen Churns, Slusky Brothers; Vesta Cline, Publishers' Business Service; Mr. and Mr. Lloyd S. Cole, Kelly-Williams Motor Company; Ruth F. Coley, Jack and Mrs. Newlah Creekmore; N. B. Cresswell, Cresswell Photo Company; C. M. and Jane M. Crockett; Mrs. R. Cross, Western States Shows.

D
Mr. and Mrs. H. M. Daniels; Carl Darnel, Fairly-Martone Shows; D. W. Darrow, Feeders' Supply; Mrs. J. J. Davis, Purdue University; Mr. and Mrs. Mike Davis, Western States Shows; Mr. and Mrs. Earl Dearing, Kelley-Williams Motor Company; Mr. and Mrs. P. W. Deem, Waldee Manufacturing Company; Jewel Delick, Fairly-Martone Shows; W. Frank Dolmaine, J. L. Landes Shows; Mr. and Mrs. Jack Dondlinger, Hennies Bros.' Shows; A. F. and Hazel Done, George Howk Concessions; Walter F. Driver, Showmen's League of America; Harry, Herbert E. and Mrs. Myrtle Duncan, Ford; Mr. and Mrs. C. E. Durst; Sis Dyer, Hennies Bros.' Shows.

E
Peggy and Virgil E. Earl, Publishers' Business Service; Harold and Rosalee Elliott, Elliott Concessions; George Elser, Swope Park Zoo; S. C. Emerson, Greater Exposition Shows; Sunny Erwin, Fox Midwest Theaters; Mr. and Mrs. J. E. Evans, Baker-Lockwood.

F
Mr. and Mrs. F. G. Flagg, Roy Marr Concessions; Noble C. and Viola Fairly, Fairly-Martone Shows; Sam Feinberg, Beckmann & Gerety Shows; Frank Fellows, Springfield Wagon & Trailer Company; Mr. and Mrs. William F. Floto; Ruby Foreman, Billy Robb's Band; John and Mary Francis, Greater Exposition Shows; Mr. and Mrs. W. J. Francis; Mrs. C. J. Frederick, Kennedy Shows; Dr. and Mrs. J. H. Freeman; Walter and Mrs. Thelma Fronke.

G
Wendell Gablinghouse, Kansas Free Fair; Fred, Gardiner, C. W. Parker (See HASC ADDS on page 54)

"Best of Them All"

States R. H. Miner regarding his No. 5 Wheel. "I have owned nine rides in my time, but the No. 5 Wheel is the finest investment of them all. It is just as good as a new one after having been in service for the past eleven seasons." Write for more information about the No. 5 Big



ELI BRIDGE COMPANY

Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

WHEELS

Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-16, 20-24, and 30 numbers. Special Price.

\$12.00

BINGO GAME

75-Player, complete, \$6.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 236.
Heavy Convention Walking Canes.
Dark Mahogany Finish.
Price Per Gross, \$24.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

Midway Confab

By THE MIXER

WAGONS and TRUCKS are beginning to roll and rambic.

ROY B. JONES—Press agent for what carnival?

F. D. WHITTEN has some of his trucks stored in Sioux City, Ia.

NOW we have the Broadway Shows of America.

WALTER SAVAGE is wintering at Wayne, Neb.

EDDIE NUTTER, last season with Dale Bros.' Midwest Shows, is wintering at his sister's home in Zanesville, O.

DO IT NOW! The second an idea flashes into the mind is the time to cash in on it.

HARRY B. SAUNDERS—Where are you and what?

LEO LIPPA seems quite interested in getting the Michigan Showmen's Association going.

ANYBODY who does not think Larry H. Hogan isn't a swell guy is bugs.—Wadley Tif.

MR. AND MRS. MACK JONES, after closing with Hennies Bros.' Shows, are now in Dallas. They will be with Fairly-Martone Shows for 1937 season.

JOHN GORDON cards from Cleveland: "Playing indoor food and auto shows. Jumped in here from Charlotte, N. C. Business is fair. Will make Detroit. Going with Cetlin & Wilson Shows."

SOME general agents seem to be having a hard time getting off on the right foot for 1937.

C. V. SHEAKS writes from St. Marys, O.: "Just returned from a visit to the winter quarters of Modernistic Shows, with which I booked my concessions for the coming season."

AERIAL BAUERS announce from Vera Beach, Fla., that they have been contracted to appear as a feature free act with Gooding Amusement Company next season.

ALL THAT carnivals in Florida need for good business is good weather. That is very obvious.

Alfred Hamilton, Joe Hay, A. H. Perham, William P. Lynch and Dick Gilsdorf.

JAMES NEELD, of Columbia, Tenn., announces that he has booked one of his bands with the Modernistic Shows. He will rehearse this band three weeks and turn it over to an assistant leader in time for the show's opening.

WE HAVE just got to have an outstanding woman press agent. They can talk. Some can write. How about Mrs. Abner K. Kline coming in.

BOB ROY writes from Baltimore that four out of every five persons in that neck of the woods are having their Social Security Act numbers tattooed on their person. Roy says it's a great aid to business these dull days.

ROBERT F. WICKS letters from Blis-hopville, S. C.: "Am redesigning and decorating the World's Exposition Shows at their winter quarters here. Will return to Rubin & Cherry Exposition as soon as the work is completed."

EDDIE TAYLOR, talker, figures two ways to make money out of the carnival business. First, own the lot. Second, collect the lot rent in advance.

BUNNY VENUS letters from Memphis: Due to an attack of bronchial pneumonia I've been forced to cancel dates in Memphis and St. Louis. My Mystery Museum, however, has been operating under Ward Lewis' supervision."

W. E. LAMB, who has been confined in the Veterans' Hospital, Tuscaloosa, Ala., cards that he is on the road to recovery and expects to be released soon. Lamb was with Curl Greater Shows last season.

WE WILL soon know all about what will be what for the Northwest Canadian Exhibitions. Up to now, Canada seems to have gone independent for the most part.

MR. AND MRS. JACK FARTHING recently spent two days as the guests of Mr. and Mrs. Robert L. Woolard at the Hotel Rosoff, New York. The Woolards have been spending the last few months in the big city taking in shows and places of interest.

JACK LEONARDSON letters from Johnstown, Pa., that, after closing with Corey Greater Shows and playing six independent fair dates, he opened a bazaar supply house in that city. He will again have his concessions with Corey Greater Shows in 1937.

CAPT. JIM MOORE—When you leave motion pictures what carnival do you go with? Some in the carnival business are indeed a strange and peculiar tribe of people.

ELIZABETH FERN letters from Montgomery, Ala.: "Returned home here after a successful season with Rubin & Cherry Exposition. Have been quite busy. Just finished helping put over a big show at the Paramount Theater here."

ELOISE CHAPPELLE letters from Oxford, N. C.: "Ragland and Korth, of Crafts' 20 Big Shows, report a satisfactory season. John Ragland has been visiting his mother here preparatory to leaving for California."

CARNIVAL OWNERS—When it is a promotional fair, it is not good business sense to try to make believe it is a regular bonafide fair. You do not fool anyone and what is there to be gained by the effort at deception?

COL. HUGH LOWE, business manager last season with Glick Shows, is spending the winter in Orlando, Fla., where he is enjoying the sunshine and some good fishing. He expects to leave there early in April.

LOUIS BRIGHT letters from Mt. Pleasant, N. C.: "Have been spending the holidays with the folks at home and having a wonderful time. Just took purchase on a new car so I don't suppose I'll have to thumb it back to the shows."

THE CARNIVAL business seems to be going on all the time. Never out and never over as it were. It is well, for it gives employment to thousands upon thousands of a class who want work and only work—no dolo or charity for them.

ANDY CALINO, famous educated chimpanzee, now appearing in vaudeville in New Orleans theaters, was an honored guest at the Lincoln Theater there recently. He later appeared on the



THE WONDER BAR in the Coates House, Kansas City, Mo., was the scene of the third annual party held December 30 in connection with the holiday festivities of the Heart of America Showmen's Club. The Wonder Bar was arranged and set up by Orville Hennies, of Hennies Bros.' Shows; Larry Hogan, of Beckmann & Gerety Shows; Noble C. Fairly and Toney Martone, of Fairly-Martone Shows; J. L. Landes, of Landes Shows, and Charlie Goss, of Standard Chevrolet Company.

A. SCIORTINO reports from Baltimore, Md., that Buck Ambrose, tattoo man and Mack O'Connor are spending a very pleasant winter.

THEY (meaning New York carnival operators) are already talking about playing lots in Brooklyn and the circus state.

SAM BERGDORF and GEO. F. DORMAN—Will you carry on?

HERBERT WALBERG has been selling tickets for Carl J. Lauther for more than 15 years. James Wright, chef, has been employed by Lauther for 11 years.

MARY STEBLAR, daughter of J. J. Steblar, has joined her folks in Miami and will remain with them until February.

J. C. McCAFFERY made a "flying" trip to the fair meeting at Indianapolis.

O. M. MOSER, owner Central State Shows, is spending a few weeks in Corpus Christi, Tex., before returning to Greensburg, Kan.

MR. AND MRS. JOHN HILGENGA have concluded their holiday engagement with their kiddie ride in Vern's Department Store, Detroit.

LIFE has not been the same since the passing of a Lotta Hooley Shows. Ah! But we have "Lucky Strike Shows."

RUBE WADLEY cards from Baton Rouge, La.: "Have been reading some of R. J. White's 'do you remember' and it sort of makes me feel like I'm getting old. Glad to learn that R. J. is still alive."

LUDY KAESER cards from New Orleans that he has booked his entire girl revue with Al Hansen Shows for 1937. He also infos that he has his concession booked with Hansen.

STARR DeBELLE letters from Lynchburg, Va., that he is all set to do the press job for the Johnny J. Jones Exposition.

HARRY EDWARDS, former carnival man, who has been working parks and doing emcee work in several Eastern night clubs for the last few years, letters from Montreal that he expects to return to the carnival field in 1937.

MR. AND MRS. HENRY KEYMAN write from Valley Springs, S. D.: "Had four concessions on Feldman Amusement Company last season. Covered about 5,000 miles and the season was satisfactory."

THAT promised repeal in its entirety of the Gentry license law in Indiana probably will cause more general agents to look over territory in the Hoosier State.

TO REMEMBER: Alex Brown, Bert B. Perkins, Eunice Williams, Mildred Williams, John Morrison, Rocco Trupiano, George Burke, Broadway Billy Clark,

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NELSON ENTERPRISES
498 S. Third Street, Columbus, O.

bill that night with his owners and trainers, Captain and Mrs. Graham.

FRANK J. LEE, after closing the season as advance press agent for Rubin & Cherry Exposition, stepped ahead of the Minstrel Vanities, a musical unit playing Wisconsin theaters, and is at present managing the King Theater, Milwaukee. He expects to handle publicity for an outdoor show in 1937.

JACK DADSWELL, Walter D. Nealand, Kent Hosmer, Starr DeBelle, Dick Collins, Joe S. Scholibo, Gaylord White and Floyd Newell.—How about the press wagons? Are they just what you want them to be. If not, now is the time to squawk—not when the season is on.

WALTER LANKFORD writes from Fairfield, Ill., that his band has not been contracted to appear with the Happy Days Shows for the 1937 season as reported in a recent issue. Due to the fact that his twin sons are graduating from high school in April, Lankford says the band will go out under the title of Lankford's Family Band in 1937.

MYRTLE MUNTZER, who died recently at her home in Evansville, Ind., was the widow of Fred Muntzer. Breaking into show business in 1900 with an attraction called "Cleo the double child," the Muntzers at one time were considered the peers of pit show owners and are said to hold the distinction of being the pioneers of the present-day carnival side show.

HAUNTED CASTLE, suggests a good title for an elaborate spook style fun house. It would be a good idea for Hyla F. Maynes and other show inventors in the carnival field to take up this and see what can be done with illusions, traps, shadowgraphs and the like for a big laugh show. Portable of course. Harry E. Tudor has a grand idea along the lines mentioned and so has Joe A. McKee. By the way where is Paul McKee?

HAL C. BAILEY letters from Columbus, O.: "Am looking for the coming year to be an improvement over last season, which was the banner year for our organization since 1929. At this writing we are booked solid until June with many organizations still writing. Sorry to learn that Charles Blue (Foltz) was obliged to undergo more hospitalization treatment."

COL. O. J. BEATY, of the Great Superior Shows, together with the missus, James Bedwell and Wiley Clay of the same organization, after enjoying the baths at Hot Springs, Ark., left to spend the holidays with friends and relatives in Kansas City, Kan. Shortly thereafter the colonel returned to Jonesboro, Ark., where the show is wintering. Rebuilding, under supervision of George T. Armstrong, has already begun.



MRS. PEGGY FORSTALL, who became president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association for 1937 on January 4. She was formerly connected with the Al G. Barnes Circus for several seasons, being known as Peggy Marshall.

Ladies' Auxiliary of Midway Confab

By MRS. ABNER K. (VIRGINIA) KLINE

SOME THINGS you never knew till now, about the women you met at the week of festivities during the Christmas holidays in Kansas City, Mo.

Mrs. Marie Beckmann and Mrs. Maud Jamison were cowgirls together on the 101 Ranch Show and have been friends ever since.

Mrs. Maimie Turner Hanley at the age of 10 danced the cakewalk with her brother Buddy for a bally on her father's side show.

Mrs. Bird Brainerd was the first woman to own and operate a penny arcade on a carnival.

Mrs. Margaret Haney met her husband while selling tickets in an interurban station, Butler, Pa.

Mrs. Elizabeth Yearout started her show experience as a pin-ball operator, but not the kind we have now.

Mrs. Harry Duncan played the part of an angel in a Sunday school Christmas play, where the man she married later had to take the part of a ragged child waiting for Santa Claus.

Mrs. Harriet Calhoun, Mrs. Peggy Landes and Mrs. Babe Hutchinson all got

their start as '49 Camp girls.

Mrs. Viola Fairly ran away from home when she was nine years old and played "Little Willie" in East Lynne on the Metropolitan Stock Company.

Mrs. Gertrude Parker Allen was her father's secretary before she had finished her eighth grade of schooling.

Mrs. Doc Turner, with her husband, now deceased, once managed the famous joined-together personality, "Millie-Christine."

Mrs. Johnnie Francis was the serpentine dancer in her husband's medicine show.

Mrs. Ellen Cramer was born in Ireland. Mrs. Helen Brainerd Smith sang in Pinafore at the age of eight.

Mrs. C. W. Parker is chairwoman of the Kansas Federation of Women's Clubs.

Mrs. Tony Martone once had her own company of night club entertainers.

Mrs. Thelma Fronke was once stranded in Savannah, Ga., with a musical show, but sang her way home to Kansas City.

Mrs. Sally Stevens was said to be the prettiest stenographer in her home town.

Mrs. Mannie Gunn was a prize-winning pupil at Bethany College, Topeka, Kan. Mrs. Dorothy Hennies claims to be one of the original ball-game queens.

Mrs. Sis Dyer was once the lion tamer on the Parker Shows.

Mrs. Grace Goss was once an expert percentage-wheel worker.

Mrs. Jackie was a dancing instructor before show life beckoned her.

Mrs. Jackie Wilcox is a prize-winning cake baker.

Mrs. Lola Hart's first job on a show was behind a wheel.

Mrs. Norma Lang was at one time a timekeeper for the Liggett & Myers Tobacco Company.

Mrs. Daisy Hennies, mother of the Hennies boys, owns and operates a sweet shop in Kansas City, Mo.

Mrs. Lucile Parker Hemingway is a promising member of the Dramatic Club, Leavenworth, Kan.

Mrs. Etta Smith portrayed "Lunett, the Flying Lady," in one of William Hilliar's Illusion shows.

Mrs. Johnnie Castle used to get them going and coming when she sold insurance, besides being a licensed embalmer, in Los Angeles.

Mrs. Juanita Strassburg is a graduate of Chickasha Women's College, Oklahoma.

Mrs. Hattie Howk was once an expert packer of apples on her own ranch in Washington State.

Mrs. Maude Baysinger used to fit googs (eyeglasses to you).

Mrs. Elsie Brizendine stays close to her chosen profession of glorifying the girls in girl shows.

ROY GRAY writes from Houston: "Closed my show and have been wintering here. Just returned from a week's trip to Louisiana corn belt, where I visited Ralph Miller and the Johnnie Ward Shows. When this reaches print

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BANQUET AND BALL of first convention of the Southwest Showmen's Association at Fred Borland's Lobby Cafe, Juarez, Old Mexico, December 30. A party of Texas officials, including Gov. James V. Allred, were honor guests and may be seen near the rear on the right. Nearly 100 showmen attended the meeting, which elected Mel Vaught, owner of State Fair Shows, president. Photo by Casasola.

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in Permanent Carnival Company. Natural Lake, Alligator Farm, on Main Highway No. 19, south of Clearwater, North of Largo. BOX 534, Tarpon Springs, Fla.

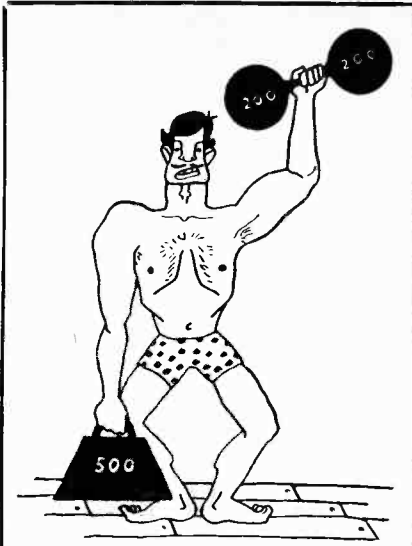
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Soapy Glue Says:

"Strong joints are signs of good health of any human being but not the concession business."

Corey Greater Shows

OPENS JOHNSTOWN, PA., IN APRIL. Wanted SHOWS, RIDES, CONCESSIONS. Address P. O. BOX 918, Johnstown, Pa.

I'll probably be in Hot Springs, Ark., enjoying the baths. The missus and I, together with Martin Russell and his wife, recently spent a week visiting the Aurelo Soteto Saows in old Mexico."

SOME ONE of the big carnivals is going to spring a big surprise in the way of a feature attraction. All the big ones seem to think they harbor the big secret. Wish 'em all luck. The entire carnival world is on its toes awaiting the revelation. It seems that the big ones have been unusually silent of late. This may mean something. For the good of the business let's hope it does. Well, what will it be?

CHAS. STAUNKO letters from Crystal River, Fla.: "W. J. Bunts and family are enjoying the winter. A birthday party was given December 28 in honor of little Crystal Bunts' third birthday anniversary. Now that the holidays are over, Manager Bunts is getting ready for work. All sound equipment has been overhauled and some additional equipment has arrived. Order for two new trucks has been placed. All old fronts will be discarded and a new type of panel front will be built."

A. DORNBRACK, who has been off the road for 13 years, kicks in with some "do you remembers" from Stilwell, Okla.: "Clarence Maxwell Shows? Stock and Covey's Motordrome? When Sol & Rubin Shows split at Wagoner, Okla., and Sam Solomon opened on his own at Nowata, Okla.? When C. D. Scott had the cookhouse? When Dave Stock, present-day ride owner, had his first Merry-Go-Round? When Zeldman & Pollie Shows jumped from Michigan to Logan, W. Va., to get away from intermittent rains and arrived during a cloudburst? Col. William Littleton and his educated horse, Lady Fancheon? When Elma, fat girl on the Con T. Kennedy Shows at the State Fair in Detroit, purchased her big platform truck? When while showing in Kansas it was a hard job to buy a package of cigarets but every Tom, Dick and Harry tried to sell you a pint of booze?"

HASC ADDS

(Continued from page 51)

Amusement Company; Mrs. Jean Bromley Garrison, Kennedy Shows; Lee Dell Gerington, Kelley-Williams Motor Company; Charles J. Germaine, Silver Dome Trailers; Charlie and Grace Goss, Standard Chevrolet Company; Charles W. Greene, Missouri State Fair; Mr. and Mrs. Francis Greene, Royal Coaches; J. E. Gregory, Springfield Wagon and Traller Company; Bertha M. Grubs, Texas Centennial.

H

Dr. Henry Hakan, Hakan Optical Company; Mr. and Mrs. W. C. Hall, Ford; Mr. and Mrs. George Hamilton, Kelley-Williams Motor Company; Mr. and Mrs. Roger, Johnny J. Jones Exposition; Conrad Haney, Solomon Shows; Mr. and Mrs. Lawrence (Moxie) Hanley, Hanley Photo Company; Mr. and Mrs. Emil S. Harrison; Mrs. Lola Hart, J. L. Landes Shows; Fred Heitfield, Old Globe Theater; Maurice and Merle Helman, M. & M. Concessions; Lucille Parker Heminway, C. W. Parker Amusement Company; Bill Henderson, Parker Amusement Company; Flossie Hendricks; Mrs. Daisy Hennies, Mr. and Mrs. Orville Hennies, Hennies Bros.' Shows; W. R. Hirsch, Louisiana State Fair; Mr. and Mrs. Dave Hogan, Larry S. Hogan, Beckmann & Gerety Shows; Mr. and Mrs. E. F. Holtmann, Kelley-Williams Motor Company; Denny Howard, Hennies Bros.' Shows; George and Hattie Howk, Fairyland Park; Russell Hull, J. L. Landes Shows; Jean L. Hunter; Mr. and Mrs. Ben Hurst, Western States Shows and Hurst Jewelry Company; Babe and Lester W. Hutchinson, Russell Bros.' Circus.

J
Maude Jameson; Mr. and Mrs. Russell Jewett; Mary Johnson, George Howk Concessions; Slim Johnson, Midwest Merchandise Company; W. Edward Johnson, Parker-McCrory Manufacturing Company; Eugenia Jones, Publishers' Business Service; Theda Jones, Midwest Merchandise Company.

K
Mr. and Mrs. Walter Kempin, George Howk Concessions; Mr. and Mrs. Abner Kline, Eyerly Aircraft Corporation; A. A. Koetting, Feeders' Supply; Rod Krail, Conklin Shows.

L
Mr. and Mrs. Dave Lachman; Peggy and Louie Landes, Walter and Mrs. Beulah Lasch, J. L. Landes Shows; Bob Laughlin Jr., Mrs. Virginia Laughlin, J. W. Laughlin, West Bros.' Shows; Ted and Marlo LeFors, Marlo and LeFors Free Acts; Joe Leitner, Mrs. Ethel Leitner, Kelley-Williams Motor Company; Mr. and Mrs. C. I. Levin, Midwest Merchandise Company; R. L. Lohmar, Hennies Bros.' Shows; Don Lutton, Baker-Lockwood; John R. Lynn, Mrs. Ivadel Lynn, Seal Bros.' Circus.

M
Paul McDonald, Greater Exposition Shows; F. M. McDow, Slusky Bros.; A. E. McFarland, Greater Exposition Shows; Dick and Kathryn McFarland; G. C. McGinnis, The Billboard; Martina McGuire, Kelley-Williams Motor Company; Frances Mansell, Schreiber Merchandise Company; Mr. and Mrs. Roy G. Marr, Marr Concessions; O. C. Marsh, Midwest Amusement Company; Mr. and Mrs. Art Martin and Mr. and Mrs. Harry Martin, Hennies Bros.' Shows; Rosalie Martin, Solomon Shows; Tom Martin, Toney and Ruth Martone, Fairly-Martone Shows; W. L. Mellor, Baker-Lockwood; Don Melrose, The Billboard; Mrs. Charles Miles, Royal Palm Shows; Mr. and Mrs. M. L. Millard; Henry and Jean D. Minash, Hennies Bros.' Shows; Jack Moon, Feeders' Supply; Pearl L. Moorman, Parker Amusement Company; Jimmy Morrissey, Frances Mulligan, Baker - Lockwood; Dorothy Myler, Mr. and Mrs. W. B. (Bill) Myler, Myler Attractions.

N
Charles S. and Jess Nathan, Feeders' Supply; Mr. and Mrs. George Noe, Kelley-Williams Motor Company.

P
Mrs. C. W. Parker, Parker Amusement Company; James Patterson, Great Patterson Shows; Ed and Opal Phillon, Fairly-Martone Shows; Dulcie Polson, H. O. Polson, Florence Price; R. E. Prall, Betty Prall, J. L. Landes Shows.

R
A. N. Rice, Mrs. Elizabeth Rice, G. A. Rice, Kansas City Novelty Statuary Company; Billy Robb, Robb's Band; J. F. Rodabaugh, Baker-Lockwood; Ben O. Roodhouse, Ell Bridge Company; Mrs. Anna Roselli, Joe Roselli, Fairyland Park; George and Mollie Ross; Jack Ruback, Mr. and Mrs. William Ruback, Western States Shows; Loretta Ryan, Feeders' Supply Company.



Tilly Few Clothes Says:

"Stepping is as injurious to the carnival business as tacks are to my feet."

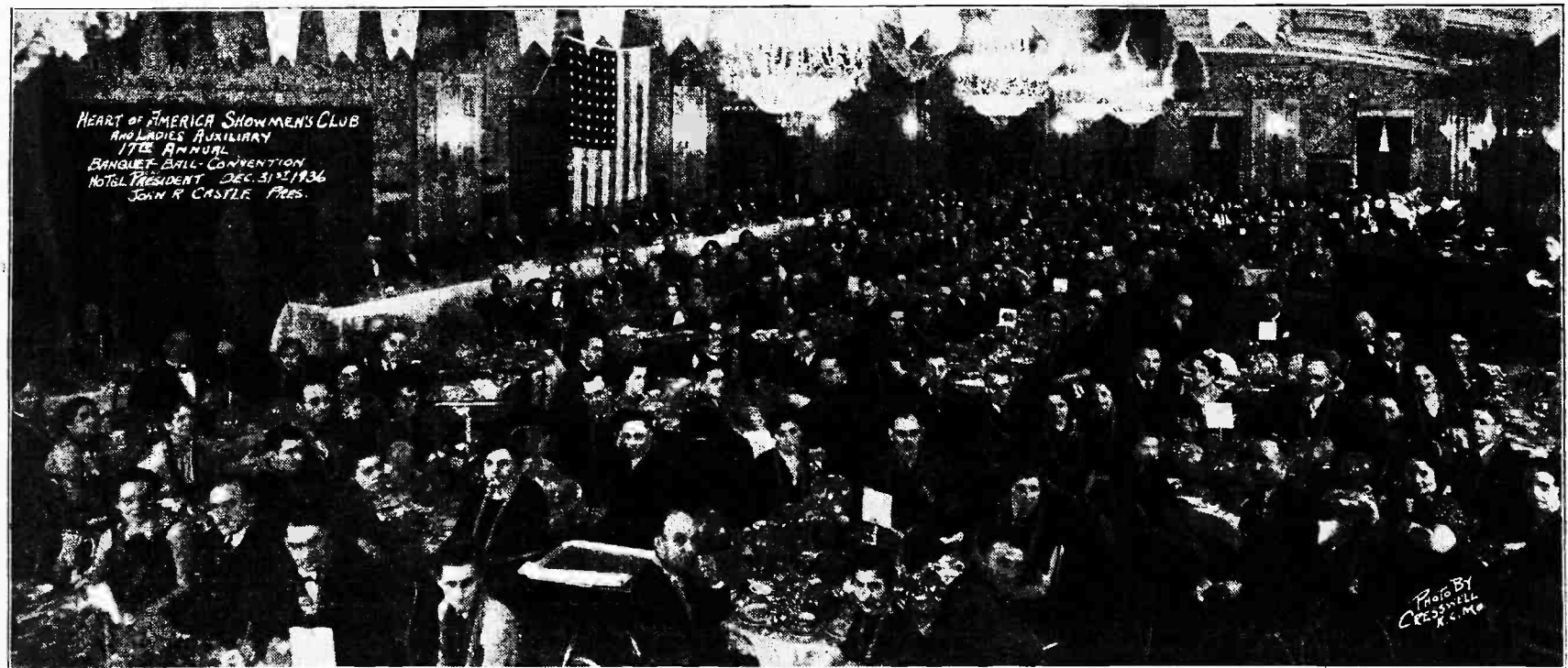
S
Lloyd St. Clair, Mary Ellen St. Clair, Green Travel Homes; Billy Scanlon, Fairly-Martone Shows; Emil Schonberger, Greater Exposition Shows; Hyman Schreiber, Schreiber Merchandise Company; Harry Scott; Mrs. Jeanette Shain, Victor Shain, Schreiber Merchandise Company; Mr. and Mrs. G. R. Smith, M. & M. Concessions; Mr. and Mrs. H. S. Smith; Mr. and Mrs. H. W. Smith, Greater Exposition Shows; Mildred H. Smith, Fulton Bag and Cotton Mills; H. C. Sommerville, Baker-Lockwood; Warner Sorensen, Billy Robb's Band; R. H. Sparrow, Greater Exposition Shows; Bill Joe Spears, Fairly-Martone Shows; Teddie Stanton; Dave and Sally Stevens, Fairly-Martone Shows; Mr. and Mrs. Ed Strassburg, Sammy (ape) Show; Opal Swem, George Howk Concessions.

T
Ned E. Torti, Wisconsin De Luxe Corporation; Mrs. "Doc" Turner, Hanley Photo Company; Hattie Tyree.

V
Florence Van Buren, Parker Amusement Company; Gail Boss, Fairyland Park.

W
Mr. and Mrs. Neal Walters, U. S. Printing and Engraving Company; G. H. Wellingshoff, The Billboard; Mr. and Mrs. Ellis White, West Bros.' Amusement Company; Marie Wiard; Bill and Jackie Wilcox, Seal Bros.' Circus; Fred Wilson, J. L. Landes Shows; Peggy Wing; George B. Wood, Mrs. George B. Wood, Slusky Bros.; Mr. and Mrs. G. L. (Mike) Wright, John P. Wulf, Publishers' Business Service; Irene Wright.

Y
Elizabeth Yearout, Greater Exposition Shows.



HEART OF AMERICA SHOWMEN'S CLUB AND LADIES' AUXILIARY 17th ANNUAL BANQUET-BALL CONVENTION HOTEL PRESIDENT, DEC. 31, 1936 JOHN R. CASTLE PRES.

Photo By Cresswell

HEART OF AMERICA Showmen's Club and Ladies' Auxiliary 17th annual banquet-ball at Hotel President, Kansas City, Mo., New Year's Eve.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 9.—In its final decision for the year of 1936 the New York State Court of Appeals handed down a decision definitely in favor of the amusement industries when it ruled that games of the Bank Night type were legal and did not contravene the laws of New York State. The trend of this decision may be of greater import than appears at present, for the reason that this will open a new avenue to games popular with both indoor and outdoor amusements and which games will now be entirely legal within the Empire State.

We are still waiting to hear from our members as to whether or not they deem it essential that we attend the various State fair meetings enumerated in last week's column.

Continuing our discussion of the Federal Social Security Act, we deal this week with the subject of

"3. Federal Old-Age Benefits"

"Fortunately for all concerned, the framers of the Social Security Act delayed for a year the operation of Title II, as well as Title VIII. Title II sets up a system of federal old-age benefits in amounts measured by wages earned (after 1936) by the aged beneficiary. Regular monthly payments under this title will not commence until 1942, but beginning in 1937 certain lump sum benefits will be payable. These lump sum benefits will go to the estates of those who die after earning wages in 1937 and also to those who reach 65 before working five years after 1936. They will amount to 3 1/2 per cent of the wages earned after 1936. Nearly 1,000 claims a day in 1937 are expected to be filed for these lump sum benefits.

"This means that almost immediately the board will be burdened with two kinds of legal work: interpretation of the definitions in Title II and determination of the effect of State laws of descent and distribution. There may also be many questions of the value and weight of evidence presented in support of benefit claims. So great a number of claims are likely during the coming winter and spring that it may soon be possible for 'precedent decisions' to be written covering the great bulk of doubtful cases that may be presented.

"Questions of interpretation will presumably involve, chiefly, the application of such terms as 'agricultural labor' to specific situations. The same terminology, of course, is used in the taxing titles of the act. Questions of interpretation under those titles will be answered by the Bureau of Internal Revenue. Obviously therefore there must be close co-operation between the board and the bureau to provide uniform application in doubtful situations. Is a horticulturist or a fruit farmer engaged in 'agricultural labor'? Is a children's governess engaged in 'domestic service in a private home'? The coming months will doubtless bring to light numerous situations where the line of demarcation is by no means clear.

"Section 205 of the Social Security Act makes it possible for the board to pay small lump sum death benefits (under \$500) without the necessity of letters of administration being taken out. Such payments, however, are to be made 'to the persons found by the board to be entitled thereto under the law of the State in which the deceased was domiciled.' Numerous legal questions at once present themselves, for instance, the perennial question of domicile, creditors' rights under State laws, widows' exemptions and proof of relationship."

Ladies' Aux. of SLA Installs Officers

CHICAGO, Jan. 9.—The annual installation of officers party and dinner of the Ladies' Auxillary of the Showmen's League of America, held recently in the Gray Room of the Sherman Hotel, was a banner event of the Auxillary social season.

The table at which the dinner was served was arranged in U-shape, with the officers of the current year seated at the outer end of the table. It was beautifully decorated with sprinkles of pink roses and greens, with a mammoth bouquet of roses, chrysanthemums and

caranations for the center piece at the officers' table.

Mrs. Al Wagner was in charge of the ceremony of installing the newly elected officers. First to be installed was Mrs. Lew Keller as president for the third consecutive year, the first on record to be installed for longer than two years. Other officers installed were Mrs. Leah Brumleve, first vice-president; Mrs. Ida Chase, second vice-president; Mrs. Pattie Ernest, third vice-president; Mrs. Joe Streibich, treasurer, and Mrs. Cora Yeldham, secretary.

The Auxillary presented Mrs. Keller with a valuable gift, likewise Mrs. Streibich and Mrs. Yeldham, treasurer and secretary, respectively. Flowers were also presented to Mrs. Keller and Mrs. Wagner. Other officers and past presidents were given corsages. The latter included Mesdames Hellmer, Miller, Latto and Yeldham. Mrs. Keller in turn presented each of the officers with a gift.

Besides the officers the following members and guests were called on for bows and brief talks: Mesdames Fairly, Shean, Martone, Kline, Francis and Haney. Walter F. Driver, an honored guest at the dinner, also talked briefly and presented the Auxillary with \$100 for the general fund.

Other features of the event included songs by Mrs. Rose Page Hoffman, with Princess Naomi accompanying on the piano. The door prizes were lamps.

Following Mr. Driver's gift of \$100, Mrs. Ruth Martone, of the Ladies' Auxillary of the Heart of America Showmen's Club, invited Mr. Driver to attend their annual luncheon in Kansas City.

Those in attendance at the affair were Mesdames Murdo, McGlynn, Harker, Polk, Hellmer, Miller, Latto (Mrs. Al and Hattie), Streibich, Ernest, Brumleve, Keller, Chase, Yeldham, Wagner, Fairly, Shean, Martone, Kline, Smith, Francis, Haney, Bitale, Mendelsohn, Burrows, Driver (Charles), Simon, Geller, Kordin, Carsky, Hoffman, Jackson, Vaught, Chedell, Oakes, Crosby, Singleton, Princess Naomi, Messrs. Driver, Al Miller, Ackame, Red Wing and Misses Ward and Bell.

Pittsburgh

PITTSBURGH, Jan. 9.—Bill Blumenthal, of Blumenthal Amusement Company, left for Florida.

Joe Cramer, operator of the Peerless Exposition, returned from his winter quarters in Ohio. Jack Beal, the lot superintendent, is sporting a new car.

Homer Moore, who is spending the winter as usual at his home on the South Side, will be back with the Gooding Amusement Company.

C. Ray Smith's Marionette Show will fill a benefit date in Monongahela City.

Jimmie Loster, clown and acrobat, will tour with Steve Forrest's stage unit, which opens in Kentucky.

15 Years Ago

(From The Billboard Dated
January 14, 1922)

Heart of America Showmen's Club scored another big social success when it gayly ushered in the new year with the annual New Year's Eve party to club members and their friends in its club rooms at the Coates House. Annual Banquet and Ball, originally scheduled to be held at this time, was set back until February. . . . Bert Leslie's cookhouse had just been added to the lineup of the C. R. Leggette No. 2 Shows. . . . After spending Christmas with his wife and family at Danville, Ill., Clarence Wortham returned to his Chicago offices where he began formulating final plans for the Wortham winter show playing along the Mexican border. He also announced the addition of H. B. (Doc) Danville, one of the South's most familiar characters in showdom, to the Wortham staff. Doc immediately began activities as the general "do-it-now" man.

Milton M. Morris and John R. Castle, of Morris & Castle Shows, played host to a group of prominent showfolk at their residence on the fairgrounds at Shreveport, La. . . . Work in Zeldman & Polle Shows' winter quarters was rapidly progressing, preparatory to an early opening. . . . Several new fronts for J. F. Murphy Shows had just been completed at the Greenville, S. C., winter quarters. . . . John F. Lazia, sole owner of the Great Southwestern Exposition Shows, and Velare Brothers, formerly of the Nat Reiss Shows, announced from Kansas City, Mo., that they had pooled their interests and show equipment to form a new organization to be known as Mighty Doris Exposition Shows.

Due to publicity received from the big Christmas spread at winter quarters, a flashlight photo of which was run four columns wide in the local press on two successive evenings, hundreds of sightseers were filing out to the Tri-State Fair grounds, Savannah, Ga., to view the Rubin & Cherry Shows. . . . Jack C. Phillion, after closing with Campbell's United Shows, spent the winter in Pittsburgh promoting club and society entertainments for his sister's dancing act. . . . Jess Sullivan, Louis Truax, Harry Rubin, Roy Epps and Joe Moore were among the contingent of showfolk at the Shriners' Exposition, Durham, N. C. . . . Elsie Stirk, double-bodied woman with Rubin & Cherry Shows, together with a group of friends, was returning from a New Year's Eve party when someone asked a taxi driver what the fare would be to take the crowd back to winter quarters. "Fifty cents a head," he replied. Elsie, upon hearing this remarked: "For goodness' sake don't tell him who I am!"

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$18; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
Automatic Bingo Shaker, real class. . . . \$12.50
Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00
Bingo Record Sheets, 24x36, 20 for 1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. N. checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

Philadelphia

PHILADELPHIA, Jan. 9. — Eighth Street Museum enjoyed good business during the holidays. Bill this week includes Arthur Higbee, magician; Takayama, Japanese juggler; Max Steiner, comedy juggling and musical act; Princess Zelda, mentalist; Spidora and Mysteria illusions, Poses Plastique. In the Annex are the dancing girls and Mary Morris.

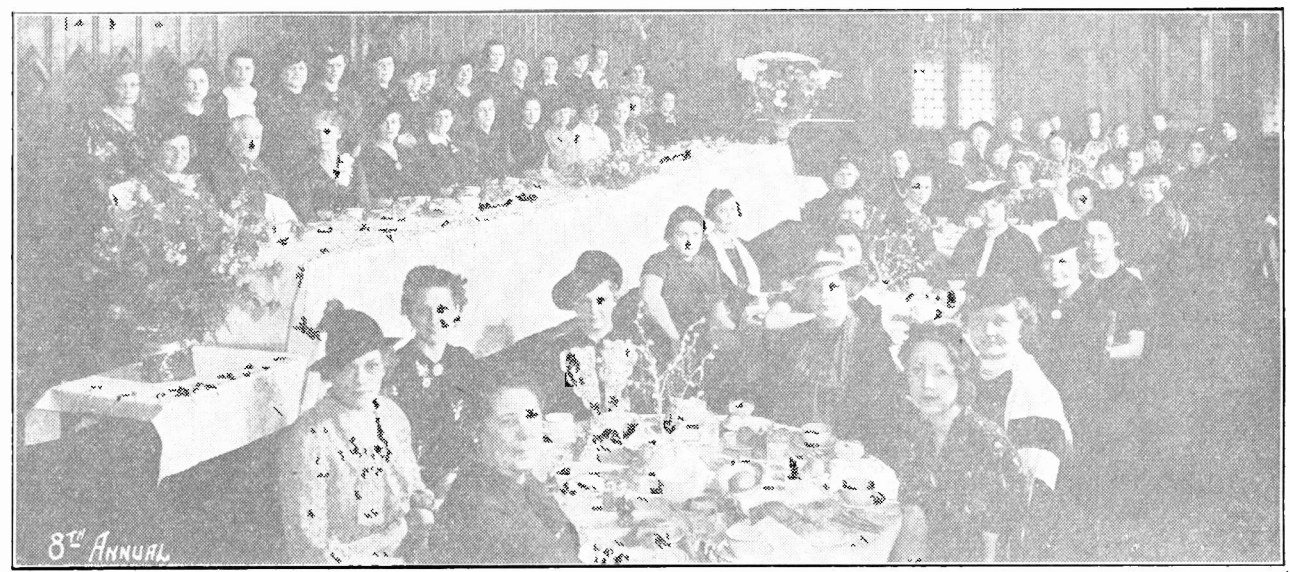
South Street Museum is holding up to good business, with the following attractions this week: Black Bottom Colored Revue; Ray Vincent, rope spinning; Kittle Smith, armless performer; Captain Sig, tattooed man; Mme. Camille, mentalist. Dancing girls in the Annex are Melba Kalama, Tonya Cooper and Lela Tana.

Al Fisher, wife and son, Billy, spent the holidays as guests of Mr. and Mrs. B. H. Patrick. Al had a successful season with Jones Exposition operating Carl Lauther's Sex Show and expects to be connected with one of the big ones for season 1937.

J. Rushmer and wife are spending the winter in the city after a successful season operating with their Skooter on the World of Mirth Shows.

The management of the Eighth Street Museum gave its annual Christmas dinner to performers and attaches Christmas night. All the delicacies of the season, including turkey, were served.

WASHINGTON, Jan. 9. — Charles H. Olive, general manager for E. Lawrence Phillips (Johnny J. Jones Exposition), has opened a tavern-eatery in conjunction with his new bowling alleys in Washington.



EIGHTH ANNUAL LUNCHEON of the Ladies' Auxillary of the Heart of America Showmen's Club in Francis I Room of Baltimore Hotel, Kansas City, Mo., December 30. Speakers were: Juanita Strassburg, Marie Beckmann, Myrtle Duncan, Hattie Hawk, Rely Castle, Grace Goss, Virginia Kline, Viola Fairly, Helen Brainerd Smith, Mrs. C. W. Parker and Etta Smith. Others in the group are: Louise Parker Heminway, Anna Roselli, Marie Roselli, Edith Webb, Gertrude Parker Allen, Margaret Haney, Elizabeth Yearout, Irene Lachman, Jackie Wilcox, Blanche Francis, Elsie Briesendine, Sally Stevens, Jackie Donglinger, Doris McMahon, Marguerite Gunn, Julia B. Woods, Amy Lou Doyle, Bird Brainerd, Maude Jameson, Mabel Knauff, Peggy Smith, Mary Francis, Virginia Laughlin, Letty White, Bertha Grubbs Lucas, Jess Nathan, Opal Phillion, Martha Walters, Thelma Fronke, Harriet Calhoun, Maude Baysinger, Margaret Jewett, Boots Marr, Ann Carter, Ruth Martone, Merle Helman, Mollie Ross, Sis Dyer, Dorothy Hennies, Dorothy Shannon, Mrs. J. Bowen, Verna Bauman, Bobbie Kraus, Mrs. C. Locknane, Margaret Owen, Madge Davis, Jewel Dolick, Mrs. Clara Busby, Mary Sams, Freda Hyder, Daisy Hennies and two guests of Anna Roselli who failed to register.

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

Royal Palm Shows

DE LAND, Fla., Jan. 9.—A party of more than 60 troupers thoroughly enjoyed the Christmas dinner served at winter quarters of Royal Palm Shows thru the generosity of Marie and Berney Smucker. Chef Nick Branda and his able crew prepared three turkeys and, with all the trimmings, the dinner was served in the large dining hall, which had been attractively decorated. Many gifts were exchanged.

All work in winter quarters was completed last week, with the show opening its first Florida fair at Eustis this week. The motorized equipment was given a thoro overhauling and put in tip-top shape. Twenty-two trucks will be used to haul the show's paraphernalia this winter.

Jack Hoxie and Dixie Starr, on arrival in winter quarters, immediately endeared themselves to all by their geniality. Hoxie will be featured at all fairs played by the show this winter and special paper and publicity tieups will be used several weeks in advance by the writer and his staff. Much advance publicity has been secured at the opening stand at Eustis thru the co-operation of Jess G. Lantz, editor and publisher of *The Eustis Lake Region*. Advertising Manager Ray Swanner left winter quarters week before last with his crew of billers and a new billing truck. The show will have plenty of paper decorating every window and billboard within a radius of 35 miles of each stand. Reported by Blair Hall.

Sol's Liberty Shows

CARUTHERSVILLE, Mo., Jan. 9.—Work at the winter quarters of Sol's Shows has been going full swing since the closing at Caruthersville, Mo., Fair. "Pop" Whitman, in charge of the building, has put several more men to work on show fronts of an entirely new and original idea. Sam Solomon arrived home from the Showmen's League Ball in Chicago, where he booked a long string of fairs. Mrs. Solomon here at winter quarters for the Christmas festivities, Christmas Day found joy and unexpected presents for everyone under a huge Christmas tree, as Mr. and Mrs. Solomon

surprised everybody with beautiful gifts. Santa Claus had not forgotten a person in winter quarters. There are plenty of folks living in their homelike trailers here, to be exact, 43 people in all. Solomon rented the largest dining room in a downtown restaurant for the afternoon of Christmas Day and had a turkey dinner served with all the fixings.

Among those present were Mr. and Mrs. Solomon, Mr. and Mrs. Tom Berry, Mr. and Mrs. Alton Pierson, Mr. and Mrs. Herb Myers, Mr. and Mrs. Asa Kalfsbeek, Mr. and Mrs. Joseph Pesano, Mr. and Mrs. "Red" Scott and family, Mr. and Mrs. Melvin Epperson and family, Mabel Pierson and son, Mr. and Mrs. Art Wilbur and daughter, Mr. and Mrs. Charles Whitehead and family, "Pop" Whitman, Earl Kalfsbeek, Al La Bease, Katie Beavers, Jean Martin, Charles Zimmerman, Ray Davison, the four Malour brothers, James O'Neal and Edward Berry.

Mr. Solomon has just purchased several new rides, including an Octopus ride. This brings the total up to 15 major rides. "Red" Scott, who at present is constructing a large machine shop for a local concern, will soon start to work on his illusion show. Building 12 new and completely different illusions that to the writer's knowledge have never been presented on carnival midways before. "Pop" Whitman is building a new front for this show. Herb Myers, one of the oldtimers of Sol's Shows in the capacity of artist and painter, has been working on show fronts and ride scenery for some time. Everything is to be repainted and redecorated before taking to the road. Reported by Iton Pierson.

Johnny J. Jones Exposition

YESTERDAY AND TODAY

Director E. Lawrence Phillips and General Manager Walter A. White were formerly baseball men.

General Agent Jimmy Simpson has served in every executive capacity in the carnival field.

Arthur Atherton is one of the fastest and most accurate secretary-treasurers in an office wagon.

Special Agent Tommy Thomas always

has the show in mind first and banners last.

The immaculate Manager Tom Allen always a Chesterfieldian, rain or shine.

Carl J. Lauther, one of the oldest active midway side-show operators and the only one to feature the same oddity, which is an outstanding attraction, for 18 years or more.

The first neonized front used on a traveling midway appeared on the Squintorium, on the Jones Show.

Joseph Stly, operator of one of the finest and largest cookhouses en tour, had to add two more wings during the 1936 season to handle the trouping patrons. Good food, good service and a comfortable place to enjoy one's meals, the answer.

The first and original Ridee-o, for years on the Jones midway, found its final resting place. Was recently shipped to a park in South America.

The Jones organization has played Washington, D. C., annually for 16 years or more on the same location, Fifteenth and H streets, under direction of E. Lawrence Phillips.

Mena, the show's elephant, has crossed the continent, from the Atlantic to the Pacific and back, walking every foot of the way, with a wagon show in the earlier days.

Joe Pearl, show's mallman and *The Billboard* agent, ordered as high as 150 Billboards in one weekly shipment and then had to buy more from a news agency to supply the demand. Reported by Starr DeBelle.

Crystal Exposition Shows

GEORGETOWN, S. C., Jan. 9.—Crystal Exposition Shows closed a gratifying season in Georgetown and all equipment was stored in spacious quarters for reconditioning. Personnel left after the show closed for their respective homes, only a small crew remaining to care for quarters.

Manager Bunts has made arrangements for two new rides for coming season, making 10 in all, and he is adding three new shows, making eight. Chuck Stunko, ride foreman, will leave his fishing vacation in Florida shortly and start the crew building ride entrances and a new midway decorative system. Hi Johnson has the task of producing a general illumination system designed to heighten the effect of all decorations and at the same time illuminate all the dark spots on the midway. Sam Patrill, athletic show manager, was a visitor in winter quarters. He is promoting fights in this territory. In Crystal River, Fla., the Bunts family is enjoying hunting and fishing. Baby Irene is celebrating her third birthday. Reported by Hi Johnson.

Wm. Bazinet & Sons Shows

MINNEAPOLIS, Jan. 9.—William Bazinet & Sons Shows will open the season with seven rides, all office-owned, five of which will be new; eight shows under new canvas and with new fronts and a string of legitimate concessions. W. R. Fritts, decorator and director of publicity, is at work on the new show fronts.

General Agent Lowell Bazinet has made several contracting tours with success. William Bazinet and the missus have recently returned from North Tonawanda, N. Y., where they completed a deal with the Allan Herschell Company for a new three-abreast Merry-Go-Round and a de luxe auto kiddie ride. Dwight Bazinet has again been signed as general manager and has recently returned from South Georgia, where he had a ride and some shows on the Brown Novelty Shows. George Harrison, former carnival and animal trainer, has been contracted with his trained animals. Reported by Dwight Bazinet.

West Bros.' Amusement Co.

MORLEY, Mo., Jan. 9.—Holidays over, work has been resumed. Tiny Taghe, carpenter, has been given two full crews and has them on new fronts and repairing rides. Three new wagon fronts, as well as several new panel fronts are under construction. Mr. and Mrs. J. W. Laughlin, accompanied by Bruce Barham and Bob Laughlin Jr., attended the HASC convention and banquet in Kansas City.

Barham has made several trips in the interest of the show.

Recent visitors at quarters: John Francis and Dick O'Brein, Mr. and Mrs. Al Baysinger and Mr. and Mrs. Harold Gowan.

Taylor and Mae Miller decided against winter trouping and returned to quarters. Reported by Bob Laughlin Jr.

Rubin & Cherry Exposition

ATLANTA, Jan. 9.—Christmas morning marked the return of President Rubin Gruberg to the show after an absence of four weeks. Peazle Hoffman stopped off and spent the day in Atlanta. Left for Tampa in the evening. While in Chicago Mr. Gruberg sold James Strates, of the Strates Shows, a two-wagon Fun House and the big three-abreast Merry-Go-Round, formerly used on the Model Shows, but used the past summer in a park at Knoxville, Tenn. A duplicate of this machine is in operation at Coney Island, N. Y., and is one of the largest on the road.

Mr. Gruberg was in consultation with P. J. McLane, superintendent of winter quarters, all day regarding plans for the work in winter quarters. Beautiful Lake-wood Park is an ideal spot for wintering the show—large buildings with concrete flooring, ample room for the assembling of the show fronts and rides in their completeness. Fronts will be spread, checked over and Artists Eddie Marconi and Bobby Wicks will start beautifying them. J. C. McCaffery, general representative; Joe Redding, general manager, and other staff members are in Florida, but will return to Atlanta before taking up their work.

President Gruberg states that he will spare no expense in beautifying his midway. Offices of the show are located downtown. There will be few changes in the staff this year. After a short stay in Atlanta Mr. Gruberg will take a few weeks' rest prior to the spring opening. The show will travel on the same number of cars, discarding some of the old features and adding a number of new ones. Mrs. Rubin Gruberg spent the holidays with her daughter in Philadelphia. Reported by Frank S. Reed.

Mighty Sheesley Midway

CHARLOTTE, N. C., Jan. 9. — Capt. John M. Sheesley sent for Doc Carver, Nora Red Lip's Dog and Goat and Tommy Pinchbeck to come to Funland Park, Miami, to put on the Diving Horse act for a month and enjoy the Florida fruit and sunshine. The Baneras, "Aristocrats of the Air," with Capt. John the past season, are at Vero Beach, Fla., for the winter. Lew and Kay Weiss, of girl show fame, are enjoying West Palm Beach. Frank Arone, concession agent for John D. Sheesley, is working the wax museum at Chattanooga and doing okeh. "Put Out" Eddie Allen and the missus, of the concession department of the Sheesley show, on December 25 lost their baby born December 23 in the hospital at Belmont, N. C. Mrs. Allen is still confined to the hospital and is recovering slowly. Dinty Moore, of digger fame, is in and out of the city from Macon, Ga., looking after his new Scooter ride being made here at quarters under direction of Mechanic Spencer. Reported by Ward (Dad) Dunbar.

Spencer-Clark Expo. Shows

BROOKVILLE, Pa., Jan. 9.—S. E. Spencer Exposition Shows will be known as Spencer-Clark Exposition Shows the coming season, Sam E. Spencer having taken C. D. Clark, former general agent for a well-known Pennsylvania show, as a partner. Clark recently moved here from Pittsburgh, where he has been devoting his time to booking and calling on committees. Clark will have charge of the show. Spencer just returned from purchasing a Chairplane in Philly and expects to haul it into quarters this week. The show will play in and around Pittsburgh most of the season and will open the week of April 15. Painting and decorating started in winter quarters this week. Reported by Sam E. Spencer.

Greenland Exposition Shows

ROCKY MOUNT, N. C., Jan. 9.—Manager Frank E. Dickerson, accompanied by his brother, Thomas S. Dickerson, also active in the show, has returned from a week's trip in Pennsylvania, where he did some successful booking and spent a pleasant Christmas in Philadelphia. He met a great many show people—fair secretaries and committee-men.

Dickerson plans to start work in winter quarters early in the new year. There will be several new shows framed and the rides will be put into shape. John Gardner has done some small repairing on his ride and plans to purchase another ride to place with the show coming season. Reported by Frank E. Dickerson.

DEE LANG FAMOUS SHOWS

OPENING EARLY IN SPRING IN ST. LOUIS, MO.

WILL PRESENT FOR 1937 SEASON

America's Most Beautiful Motorized Show

WE INVITE INSPECTION AT ALL TIMES

All the Newest and Most Up-to-Date Rides—All New and High Class Shows—All Clean and Legitimate Concessions. (No Racket or Grift Tolerated.)

FAIR SECRETARIES AND COMMITTEES DESIRING THIS TYPE SHOW, GET IN TOUCH WITH US AS PER ADDRESSES BELOW, AS WE STILL HAVE A FEW OPEN WEEKS.

SHOWS: Will furnish Complete Outfits for capable Show People with something new.

CONCESSIONS: Can place legitimate Concessions, including Straight Stock Wheels. No Racket or Grift wanted.

CAN PLACE for Girl Revue, several more Dancers and several Hawaiian Steel Guitar Players.

CAN PLACE for Colored Minstrel, Musicians, Chorus Girls, Comedians, Dancers and Novelty Acts. All must be able to "cut it," as this will be one of the fastest-stepping Minstrel Shows on the Road. All people with me in former years write. Remember, this is an Office Show and you get it,

CAN PLACE sober and reliable Showmen and Ride Men in all lines. Those who can drive Big Eli Semi-Trailers given preference. Red Wing write me.

All address DEE LANG, General Manager, Nicolle Hotel, Minneapolis, Minn., Jan. 12 to 15; then Permanent Mailing Address, 3820 McDonald Ave., St. Louis, Mo.

Douglas Greater Shows

SEATTLE, Jan. 9.—With work in quarters about to start, E. O. Douglas, owner and manager, is busy buying paints and lumber. There will be all new show fronts and neon lights for all ticket boxes and archways. Frank Kirsh, general agent, has been in Idaho and Montana booking fairs. E. O. Douglas has been attending fair meetings in Washington and Oregon. Jimmie Kling is getting ready to build semi-bodies and at the same time will convert into an office the bus that Mrs. Douglas purchased. On the return of Bud Douglas from Ogden, Utah, all concession stands will be rebuilt with new lumber. Art and Babe Hamilton have taken full charge of quarters and are building three new stands. Jacobson will have a new show for his Ten-in-One. There will be 6 shows, 8 rides, 20 concessions, a sound truck and a free act. Buster Endicott will again have charge of Eli Wheel and Jim Hill will put the Merry-Go-Round in shape. The Drive-Yourself auto ride will be repainted and the Octopus and Dodgem will be new. Loop-a-Plane will have blinker lights around it. Reported by C. Jones.

Greater Exposition Shows

EAST ST. LOUIS., Ill., Jan. 9.—With the purchase of additional motive power and new riding devices and show equipment, Greater Exposition Shows when leaving quarters will be in the class of larger motorized shows. Two new rides are factory purchased and two have been bought from Hennies Bros. One more kiddie ride will be built at quarters.

Every piece of canvas will be new and all of it green. Emile Shonberg, superintendent of concessions, will have charge of the rebuilding of all concessions. Instead of an arch at entrance of midway a large marquee will be used. Captain Hart has signed his wild animal show and this will be featured. Management has decided to carry no girl shows coming season and every concession will be stock. Every attraction will be housed behind a gold-leafed, carved front. Three sensational free acts will be carried and, as in previous years, a pay gate will be put on each week.

The following folks at winter quarters were treated to a wonderful Christmas dinner by the management: Whitie Emerson, Andy McFarland, Red Sparrow, Ray Keith and wife, Blackie Perkins and wife, Paul Keith, Sailor Morgan and wife, H. W. Smith and wife and Pat Patterson. Dick O'Brien and Emile Schoenberg motored over from St. Louis for the doings. O'Brien has joined the staff as general agent. J. Crawford Francis infrom Miami that he is having a wonderful time. John Francis and wife spent a few hours at quarters on their way to Kansas City for the ball. Whitie Emerson leaving with a fleet of trucks to pick up paraphernalia bought at Shreveport. Red Sparrow taking two trucks to Kansas City to pick up equipment there. Reported by Mark Bryan.

Look for the "Show Family Album" in the Classified Advertising Section.

Great Western Shows

MESA, Ariz., Jan. 9.—Risner Shows closed a very successful season December 5 at Phoenix and moved to winter quarters here in the Old Temple Garage where a crew of men immediately started repairing and painting the outfit for 1937. Work at quarters is in charge of Louis Ringol, who has been engaged as manager of the show for coming season. A new top and side wall for the Merry-Go-Round have been received from Downie Bros. of Los Angeles and new show tops and concession canvas have also been ordered from this firm. New banners were also ordered for the shows.

Mr. and Mrs. Risner and baby, Barbary Ann, left for California after the show was in quarters on a business and pleasure trip and stopped off at quarters for a day's visit as they passed thru on their way to El Paso to attend the Sun Carnival and visit friends. Route for the coming season has not been definitely decided, but same will travel Western States besides Arizona. Risners will spend most of their time the coming season visiting friends and relatives as they do not intend to travel with the show. Two new trucks have been ordered, which will make the show move on six semi-trailers. In addition to (See Great Western Shows on page 61)

WEST'S WORLD'S WONDER SHOWS WANTED

CAN PLACE Any Meritorious Shows and Finance Same.
WILL BOOK OR BUY an Untamable Lion Act.

WANTED—Builder and Manager for a Fun House.

WHIP, THREE FERRIS WHEELS, CHAIR PLANE, KIDDIE M-C-R, KID AUTO RIDE, Stock Concessions Contact DAVE TOLLIN, 859 Commerce Street, Miami, Fla.	WANTED—RIDE FOREMEN For Rides Shown in Border. WANTED—ELECTRICIAN. WILL BOOK—RIDEEO, OCTOPUS, and Furnish Wagons for Same. STOCK CONCESSIONS ALL OPEN. Have a Big String of Southern Fairs Booked. Will Carry Three FREE ACTS and the Best of Still Dates. WHAT WE HAVE BOOKED: Brown's Cook House, Weaver's Custard, Jones' Best Corn Game on the Road, Brown and Pickles Diggers.	M-C-R, Hey-Dey, CATERPILLAR, LOOP-O-PLANE, DANGLER, KIDDIE FERRIS WHEEL, SKOOTER, PONY RIDES, Side Show People Contact WM. CAIN, JR., Gen- eral Delivery, Eus- tis, Fla.
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Address: FRANK WEST, Gen. Mgr., Norfolk, Va.

Museums

Address Communications to Cincinnati Office

F. W. Miller's World's Fair

FORT SMITH, Ark., Jan. 9.—Move from Little Rock here was made in fast time. Everything up and ready Sunday evening. Manager F. W. Miller, now doing his own booking, procured a "honey" of a building in heart of business section, and opening day's business was best of season.

Tom Crum returned to the fold for Christmas and Bert the Frog Boy joined with novel act. Christmas dinner, prepared for the troupe by Joe Brown, won oodles of praise from everyone. It was the writer's hard luck that he had to miss it. Hario and Mario startled natives here with their impalement act, and Susie, Elephant Girl, caused much comment, with Julius Kuehnel back as lecturer and packing them in Annex.

Lineup now complete, as follows: F. W. Miller, manager; Mrs. F. W. Miller, assistant manager and treasurer; Eddie Harrisson, emcee; Alfred Green, Alligator Boy; Bert Morey, comedy magic; Bert the Frog Boy; Babe Lee, fat girl; Bobo and Kiki; monkey children; Prince Le Roi, iron eyelds; Hario and Mario, impalement; Alma Madden, blade box; Shepherd, from Jerusalem; Lady Evangeline Ward, assisted by Dr. J. Robert Ward, mental act; Lady Vivian, sword swallowing; Annex Susie, Elephant Skin Girl, with Dr. Julius Kuehnel lecturing and Mrs. Kuehnel on tickets; Dad Silver, painter and decorator; Tom Crum and Bill Brown, main entrance tickets; Joe Brown, kitchen; Jack Davencourt,

kitchen helper, and the writer secretary. Reported by J. C. McGowan.

**Andrew Marros to Open
Traveling Museum**

LYNN, Mass., Jan. 9.—Andrew Marros reported here that he would open his traveling museum at Dover, N. H. With him are Kanga, half man-half monkey; Nocturn, human ostrich; Burning-the-Woman-Alive illusion; the Girl in the Goldfish Bowl; Jackson, the magician, and Pearl, the neon tube wizard. The blowoff will be occupied by James-Jeanette and a troupe of dancing girls. Earl Walsh will handle the inside and Chick Evans the box. Reported by Joseph Hancock.

Lauther's Traveling

FLORENCE, S. C., Jan. 9.—Bringing the new deal in museums to Florence proved productive. Another maiden spot for an indoor exhibit of this character goes to Carl J. Lauther's credit. Business held up remarkably notwithstanding that the week following Christmas is generally the worst show date of the season. Wonderful co-operation from John Zeigler, managing editor of *The News* proved a big factor in the success of the engagement.

Entertainers from museum furnished the comedy at Lions Club luncheon and were the recipient of many congratulatory letters. Woodrow Olson, front lecturer

GREAT SUPERIOR SHOWS

FOR THE 1937 SEASON

Special inducement and small percentage for Ferris Wheel and Tilt-a-Whirl. Do not use merchants tickets. Wants Mechanical and Illusion Show. Will sell exclusive on Eric Diggers, Candy Floss, Frozen Custard. Will book Legitimate Concessions that work for stock, no racket. Will sell exclusive on Cookhouse and Grab, with a guarantee of \$120 in tickets. For sale Auto Kiddie Ride. Want General Agent. Wanted Side-Show Attractions for W. J. Tunne Ten-in-One. Address all mail to O. J. Beady, 412 Jackson, Jonesboro, Ark.

Real Live Human Freaks

Wanted for FOLEY & BURK SUPER SIDE SHOW and useful side-show people.

BILLY BOZZELL, Mgr.,
care Olympic Hotel.

E. 12th and 2d Ave., Oakland, Calif.

and Paul Sprague, floor manager, have formed a partnership in the purchase of a 1937 Buick sedan. Dr. Carl Martin has been breaking all records in his Chinatown Expose as an extra added attraction. Jesse Franks, youngest girl in the show business, has been wowing 'em with her novelty bag punching act. Miracle Girl (Mrs. Francis Lauther) again a guest at Chamber of Commerce luncheon explaining to the tired business men the science of astrology. ROY B. JONES.



ANNUAL TACKY PARTY AND DANCE given by the Heart of America Showmen's Club and Ladies' Auxiliary in the Coates House, Kansas City, Mo., Wednesday night, December 30.

Circus Riders In Fla. Rodeo

Equestrians participate in fancy riding events—show active for annual pageant

SARASOTA, Fla., Jan. 9.—Dave Nemo, Rose Nemo and Ralph Clark, Ringling Bros. and Barnum & Bailey Circus equestrians, participated in fancy riding events of the annual Myakka City Rodeo on New Year's Day. Myakka City buzzes with activity once each year as Florida range riders congregate from a radius of 200 miles for the annual rodeo. Tourists, unaware of the tremendous size of the cattle industry, have passed up the rodeo until recent years, when it has become a popular event.

Ringling Bros. and Barnum & Bailey will contribute to success of the 1937 version of the Pageant of Sara de Sota, winter fete to be staged here, by presenting an old-time circus parade, first to be staged by the big show since the parade feature was discontinued.

O. F. (Curley) Stewart will be in charge. The pageant is presented annually by Sarasota Junior Chamber of Commerce as a companion feature to Sarasota County Agricultural Fair. The circus also contributes to success of the fair by loaning a large tent to house exhibits. Krause Greater Shows were booked for the midway.

Opera Presentation Draws 'Em in Philly

PHILADELPHIA, Jan. 9.—Verdi's *Rigoletto*, presented here recently under the Civic Grand Opera Company auspices for the benefit of the Blind Relief Fund of Philadelphia, grossed enough money to pay all bills while the fund realized several thousand dollars. All promotional work was handled thru the Jere Shaw local booking offices by Edgar C. Wallace and Steve (Dan) Rogers. Show, which was of two nights duration, was sold out in advance, with the ticket sale being handled by George Haley and the Conways, of the Bellevue-Stratford Hotel.

Francesco Pelosi was general manager of the production, which had the following cast: Rigoletto, Rocco Pandisio; The Duke, Lorenzo Peoria; Gilda was portrayed by Wilma Mirelle. Supporting cast included Edmund Witkfield, Eleonora Del Mora, Forrest Dennis, Clair Brooks, Ralph Villano, Alessandro Angelucci, Theodore Bayer and Edmund Goldyn. Incidental dances and ballet were staged by Miller Conservatory of Dancing.

Orchestra, under the direction of Walter Grigaotis, was well received. En-

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Cleveland Grotto Busy With Circus

CLEVELAND, Jan. 9.—Al Strat Grotto here is making ready for its seventh annual Three-Ring Winter Circus in Cleveland's public auditorium. Harry T. Lathy heads the 1937 circus committee as general chairman, assisted by William A. Williams, honorary chairman; George F. Buehler, vice-chairman; W. Harry Moore, chairman of exhibition halls; William C. Schmidt, secretary and managing director; George F. Sofery, Fred B. Snyder, chairmen ticket distribution; Dr. William J. Serling, chairman public relations; Major D. Pettingale, Dr. L. A. Krejcl, trustees.

Orrin Davenport lends his capable assistance as producer and with him running true to form Clevelanders are certain of seeing a well-balanced show. Clevelanders' circus appetites are keener than ever this winter as road shows gave Northern Ohio a wide berth because of Great Lakes Exposition.

Plans are being made to enlarge capacity of the public hall, with the expectation that crowds will be even greater than in previous years. Each year for the past six the circus has played to at least 250,000 spectators and it has been necessary to hold as many as three extra performances to accommodate all ticket holders.

Lion Act Will Headline Shrine Circus in Detroit

DETROIT, Jan. 9.—The 30th Annual Shrine Circus will have Terrill Jacobs' lion act as headliner, Manager Tunis (Eddie) Stinson said. Jacobs, with Al G. Barnes Circus last year, will make his first appearance at this Shrine event in Michigan State Fair Coliseum.

Unusual interest is being built up in the circus thru use of a ballet of 51 girls under direction of Portia Rawley, producer. Ticket sales have shown an increase that has nearly doubled last year's figures, Manager Stinson said.

Detroit Shrine will be host to Imperial Council of the Shrine next summer and is planning on this to be the biggest local indoor event on record. Plans to change from two to three-shows-a-day policy are being made to handle crowds.

tire show was broadcast over WPEN from the stage of the Academy of Music and was sponsored by the Pep Boys, a local concern.



HARRY T. LATHY, general chairman of the circus committee of Al Strat Grotto, Cleveland, now preparing for its seventh annual three-ring Winter Circus in Cleveland's Public Auditorium. Each of the past six years the circus has played to about 250,000, with extra performances to take care of the crowds. Circus program will be produced by Orrin Davenport.

Ark. Centen Still in Black

LITTLE ROCK, Ark., Jan. 9.—State Centennial Commission completed its program of celebrations which ended with University of Arkansas and Texas University on December 5 with \$47,198.19 in the black, with only a few bills and salaries yet to be paid. Examiners said the commission anticipates receipt of several thousand dollars more from sale of Senator Robinson coins, ready for sale on February 1. Of \$132,467.09 received by the commission, \$75,000 came from the federal government, \$38,730.48 from sales of centennial coins and \$8,000 from a loyalty league.

Clubs Backing Expo Plans

LAKE CHARLES, La., Jan. 9.—In cooperation with other civic organizations and police jury of Calcasieu Parish, Calcasieu Cattlemen's Association has named a committee to work on a proposed exposition for Lake Charles this fall. N. E. Vincent, president of the association, is head of committee of three leaders of the community. Kiwanis, Rotary, YMBC and other clubs are uniting for show plans.

Pro Talent for M. G. Balls

NEW ORLEANS, Jan. 9.—For first time a number of the Mardi Gras carnival ball organizations are taking to professional talent in presentation of their famous tableaux. First of such events was this week, when the Crewe of Pan gave most elaborate show of its existence with pro ballet on floor. Seven girls took part in dances directed by Mme. Jeanne B. Pizanni.

HELP This Department by Telling Committees About It.

EL PASO EVENT

(Continued from page 48)

were a party of Texas notables, including Gov. James V. Allred, in El Paso for the Sun Carnival. With the governor were Secretary of State Edward Clark, Pension Director Orville S. Carpenter and Assistant Attorney-General Ted Morrow. Clark expressed the party's pleasure at being honor guests at the banquet.

Lucille Brown, Hollywood actress, grand marshal of the Sun Carnival parade, New Year's Day, was also a guest at the banquet with her manager, James Fagin.

Showmen enjoyed dance music and a floor show provided by Fred Borland, Lobby Cafe manager. In the floor show were the Cosmopolitan Trio; Don and Beverly, ballroom duo; Rex and Betty Powers, skaters, and Cantu, magician, with Dud Wright, emcee. Fred (Happy) Myers emceed for showmen later.

The ball started shortly after midnight, when showmen at Pleasure Trail, fun zone of the Sun Carnival, were free. It continued till the small hours of the morning with all in unanimous praise of the first annual event.

Officials hope to make the meeting an annual part of the Sun Carnival festivities.

At Banquet and Ball

Those at the banquet and ball included J. V. Archer, J. V. Archer Jr., J. R. Graves, Bernie Lane, Western State Shows; Mr. and Mrs. W. L. (Cannon Ball) Bell; Mickey Belling, Fred Borland, Thomas (Skinny) Dawson, Ellen Mizener, Alys May Brown, Mr. and Mrs. Clarence Hood, Ossie Lee Owens, Polack Bros. Circus; Dick Buckminster, Jess (Pollack) Jordon, Hilderbrand's United Shows; Edmundo Casas; Eddie Comstock; Mel E. Vaught, Eddie Clark, Effie Crowson, Brownie Davidson, Mr. and Mrs. Ollie Pope, Ann Summers, State Fair Shows; Mitzl Fitz; Ralph Gomez; Amador Gonzalez; Ruth Guill; Richard Havens, Vance LaJune, Mr. and Mrs. Ed Schofield, Mr. and Mrs. J. C. Tarkington, C. F. Zeiger Shows; Bill Herdle; Lowell James, Wells Shows; Celestino Lozano; Mr. and Mrs. Ed Lundgren, Maurine Wise, Midwest Shows; Priscillano Marmalejo; J. H. Miller, Yellowstone Shows; Mrs. J. H. Miller; Fred (Happy) Myers; Mrs. Fred Myers; Francisco Ochoa; Molly O'Neill; Mr. and Mrs. A. M. Pepper; N. B. Robinson, Paul Towe Shows; Alfonso Rojo; Leo Rojo; Bob Sandberg, Johnny Sandberg, Myers Mighty Midway; Leo Sandoval; Tony Spring, Mrs. Minnie Spring, Silver State Shows; Roberto Ulrich; Mr. and Mrs. M. Valencia, Sun Carnival Pleasure Trail; William Wolper; Dud Wright.

Shorts

VETERANS' Relief Association, New Orleans, will stage an indoor carnival and bazaar, and American Legion, Veterans of Foreign Wars, Disabled Veterans and many charitable organizations have endorsed the move. George A. Childs Production Company will have charge.

A RECENT Christmas Basket Campaign under Timothy Lynch Police Post, American Legion, New Orleans, auspices brought cheer to 425 needy families. George Reyer, superintendent of police, was chairman of the committee. Finances for the baskets were accrued thru the sale of tickets on a new Chevrolet automobile under direction of George Sanders.

FOR THE city's 107th carnival season, sponsored by Mobile (Ala.) Carnival Association, A. L. Staples, president, said preparations under way for a coronation and stadium and street pageants.

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OAK RUBBER CO.
BY-TEX BALLOONS
STAR PERFORMERS in PROMOTION STUNTS
Increase public interest in your show and draw larger crowds by distributing Advertising Balloons.
Write for full details.
RAVENNA, OHIO.

WANTED CARNIVAL

To appear for FIREMEN'S CELEBRATION, Week of June 7 to 12. Would like to hear from all good Carnivals.
KENNETH D. SMITH,
Chairman Carnival Committee, 718 Shakespeare Ave, Milton, Pa.

WANTED FOR ZORAH TEMPLE SHRINE CIRCUS

TERRE HAUTE, IND.—FEBRUARY 1 TO 8

Ten-in-One, Pit Shows, American Palmistry, Ball Game, Popcorn, Peanuts, Candy Floss, Prize Package, Novelties, Photo, Scales, Demonstrators, 100,000 tickets in circulation, Two Big Floors, Fifteen Circus Acts Booked, Big Attendance assured. Place Cowboy Band, German Band for German Village, Cabaret Entertainers. Address CLARENCE WHITE, General Chairman, Shrine Circus, Terre Haute, Ind.

San Bernardino Event Will Be Lavish Affair, To Run 10 Days

SAN BERNARDINO, Calif., Jan. 9.—The 27th National Orange Show, which opens its doors for a 10-day showing here soon, promises to surpass any previous show in its history, according to Arthur H. Brouse, president.

"Every section of the huge orange show auditorium is being entirely renovated," Brouse said. "The show this year will be a completely new one in every respect and will contain many innovations and surprises in addition to the regular features. Decorations this year are more costly and lavish than those of past expositions and the interior of the exposition buildings will be trans-

formed into a beautiful and elaborate Hollywood stage setting."

Brouse, who is serving his second term as president of the show, says that more than 12 cities, counties, communities and Chambers of Commerce have already signed up for space in the feature exhibit department's with others requesting information on the show daily. The city of Pasadena, missing from the show last year, has already signified its intention of being among those present this year as have several other cities and communities not represented last year. Advance reservations for commercial exhibition space, Brouse said, are the largest on record.

William Starke, actively engaged in the show's affairs for many years and now general manager of the show, declared that the management is sparing no expense or energy to make this year's event the "greatest in its history."

Extensive plans are being made for novel and worth-while entertainment features this year. More than 50 workmen are engaged in beautifying the grounds surrounding the buildings.

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A POST CARD STARTS YOU IN NEW SALES card business. Write **ALBERT HAWKINS CO.**, 608 Pearl St., Sioux City, Ia. ja16x

AGENTS WANTED—SELL GOOD HOUSEHOLD Article. 100% profit. Write for free sample. **B. GEIGER**, 6538 N. Maplewood, Chicago, Ill.

ANYBODY CAN SELL NEW, NEEDED, FAST- moving 10c item to stores everywhere. Costs you 1c. **SHO-RITE**, 6555 Woodward, Detroit, Mich. x

CARTOON BOOKLETS, \$2.00 HUNDRED: Glossy Rare Photos, \$3.00 hundred; Samples of all our line, 25c. **BOX A-94**, Peoria, Ill.

CARTOON BOOKLETS, PHOTOS — HOTTEST stuff. Generous samples, 25c; de luxe assortment, \$1.00. List 10c. None free. **NOVELTY SALES CO.**, Guntersville, Ala. x

DEMONSTRATE DELISLE'S PHYSICAL-THER- apy Charts. Simplifies Drugless Therapy. Sacrifice this 21x36-inch item, \$1.00 prepaid. Retail, \$15.00. Big money maker. Astonishing lot prices. Rush that dollar. **DELISLE**, 5112 Dorchester, Chicago.

DISTRIBUTOR—DIXIE DANCE WAX, CLEANS as it waxes. Own your business; highly profitable. Thousands of prospects, anywhere there is dancing. Salesmen and coin machine operators investigate. **DIXIE WAX CO.**, Evansville, Ind. ja23x

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work; attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shukert Bldg., Kansas City, Mo. ja30

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. fe6x

PERFUME BUDS — SENSATIONAL STREET- men's seller. Cost 1c each; sell 5c; particulars free; samples 10c. **MISSION**, 2328W Pico, Los Angeles, Calif. fe6x

SELL SOCIAL SECURITY PAYROLL RECORDS. Our men making up to \$20.00 daily. Send 20c for 162-page Sample Book. Every employer must have. Exclusive territory to go-getter. **WIER THE PRINTER**, 3310 Third Avenue, New York City.

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. fe6x

500% PROFIT! GOLD REFLECTING LETTERS for store windows. Large sizes 1c; free samples. **MODERNISTIC SIGN**, C-3004 Lincoln Ave., Chicago. x

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, TURTLES, CROCO- diles. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large, attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. ja30x

BUSINESS OPPORTUNITIES

FOR SALE—AMUSEMENT PARK LOCATION. Thriving manufacturing town; no near competition; high river frontage. Bath house, electricity; city water, walks, drives, outside, terrazi finished dance floor, 80'x160'. One-fourth cash, balance terms. **AGENT**, 1100 Burlington Drive, Muncie, Ind. x

HOME MAIL BUSINESS, \$2.49. DETAILS. Stamp. **ELMER A. GEOTZ**, B-129 Brick, Dickson, Pa. x

SELL BY MAIL! BOOKS, NOVELTIES! BAR- gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

WE COLLECT ACCOUNTS, NOTES, CLAIMS everywhere United States. Established thirty years. No charges unless collected. **MAY'S COLLECTION AGENCY**, Somerset, Ky. ja16x

COSTUMES, UNIFORMS, WARDROBE

SELLING OUT OUR ENTIRE STOCK OF USED Theatrical Costumes—Parades, Jazz, Novelty, Hulas, Organdy Dresses, Hats, Leotards, Metallic Skirts, Capes etc., 15c up. **F. I. Y. THEATRES CO.**, 226 West Superior Avenue, Cleveland, O.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

AAA BARGAIN—ROLL CHUTE MERCHANT- men, refinished and in first-class condition, \$54.50. 1/3 cash. **CHICAGO VENDING CO.**, 231 E. 95th St., Chicago. Pullman 2220.

ALL TYPES DIGGER MACHINES FOR SALE, very cheap. Novelty Merchants, Electro-Hoists. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. ja16

ATTENTION—WANT RAYS TRACKS, PACES Races, Western Thoroughbreds and late model Slot machines. Wire serials, condition and lowest cash price. **NORTHLAND AMUSEMENT SERVICE**, 2114 Buchanan, Grand Rapids, Mich.

BALLY BONUS, \$25.00; BALLY JUMBO, \$25.00; Bally Prospector, \$20.00; Bally Derby, \$37.50; Bally All Stars, \$37.50; Mills 5c Q. T., \$45.00; Pin Games, \$5.00. Write for list. Ball Gum, 15c a hundred. Records, 10c each. **O'BRIEN**, 89 Thames, Newport, R. I.

BALLY ROLL, \$89.50; PUNCHETTE, \$4.50; King Six, \$8.50; Radio Wizard, \$2.00; Magic Clock, \$1.50; Top Hat, Tackle, \$15.00; Totalite (register), \$12.50; Rodeo, Bonanza Ticket, \$17.50. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

BANK NITE, \$20.00; FIFTY GRAND, \$12.00; Top Hat, \$9.00; Tackle, Scrimmage, Champs, \$8.00; Ball Fan, Shoot the Chutes, \$6.00; Gold Medal, \$5.00; Drop Kick, Manhattan, \$4.00. 1/3 cash with order. **SUN SALES COMPANY**, 949 Lincoln Park Drive, Cincinnati, O. ja16x

BARGAINS—GUARANTEED IN GOOD CON- dition. Keeney Stop & Go, new type, used two weeks, \$79.50; Pamco Palooka, Senior, \$55.00; Palooka Junior, \$47.50; Pamco Galloping Plugs, \$47.50; Pamco Saratoga, \$47.50; Sunshine Derby, \$32.50; Monte Carlo, like new, \$47.50; Alamo, \$39.50; Plug-In Rocket, \$12.50; Traffic, Model "B," \$12.50; Slot Machines, Mills Lion's Head, Double Jackpot, \$35.00; Mills Escalator, Double Jackpot, Front Vender, \$40.00; Watling Twin Jackpot, Gold Award, Front Vender, \$45.00. All nickel play. Keeney's 14-Foot Bowlette, extra good, \$149.50. Seeburg Selectophone, Walnut, extra good condition, mechanically and appearance, \$100.00. One-Third Deposit with Order, Balance C. O. D. **HARDEN SUPPLY COMPANY**, 521 Pearl, Sioux City, Ia. x

BUCKLEY 1936 MODEL DIGGERS, USED 90 days, \$59.50; Hialeah, Grand Slam, Alamo's, \$35.00; Jennings Century Triple-Jack Slots, \$27.50; Duchess, \$19.50; Burtmier Pony's, \$15.00; Paces Races, black cabinets, equipped Musser's Motors and Brakes, \$145.00. **NORTHLAND AMUSEMENT SERVICE**, 2114 Buchanan, Grand Rapids, Mich.

CASH FOR WURLITZER'S PHONOGRAPH— Can use Model P-10, P-12, P-412. Guarantee highest prices. Wire or write. **LEWIS CIGARETTE SERVICE**, 901 Reynolds Street, Augusta, Ga. fe6x

CENT-A-SMOKE CIGARETTE VENDERS, \$4.50; Claws, Diggers, Peanut, Pistachio, Spotted Ball Gum Venders, \$2.75 up. **NATIONAL**, 4242 Market St., Philadelphia, Pa. x

CRANE CLOSEOUT—FIVE 1935 MUTOSCOPES, \$90.00; Ten 1934 Mutoscopes, \$45.00; Ten Factory Rolled Front Merchants, \$60.00. 1/3 cash. **L. BAUMANN**, 8751 82d St., Glendale, Long Island, N. Y.

ELECTRIC SHOCKERS, \$3.00; A. B. T. TARGET Skills, \$3.00; Exhibit Photoscopes, \$10.00; few others. **C. A. BERG**, 871 North La Salle, Chicago, Ill.

EQUITY, GOLD RUSH, ACE, \$9.50; Q. T., \$12.50; Traffic, Rockets, \$5.00; Bally Derby, Hialeah, \$40.00; Tuff Champs, Palooka Sr., \$65.00; Ivory Golf, \$14.00; Yellow Front Mills 5c Escalator, \$40.00; Nickel and Quarter Mills, Watling, Jennings Single Jack, \$12.50 each; 50c Jennings Jack Pot, \$19.50. 1/3 deposit. **E. C. HUNTER**, 206 E. 16th, North Kansas City, Mo.

FOR SALE—MATCH PLATE PATTERNS AND all parts on hand, of Two and Four Compartment Machines, \$1,500.00. **BOX C-165**, Billboard, Cincinnati, Ohio.

FOR SALE—10 PAMCO PARLAYS, \$30.00 each. One-third deposit must accompany order. **P. L. SHUMPERT**, Pelion, S. C.

FOUR TURF CHAMPS—PERFECT SHAPE, \$70.00 each; bargain, won't last long, order now. **JAY WIOFS**, Logansport, Ind.

FOR SALE—CALIENTA, \$10.00; JENNINGS Hunter, \$10.00; Sportsman, cleaning house, \$10.00; Flying Turfs, \$12.50; Multi-Play, \$25.00; Autocounts, \$10.00; Auto Whirl, \$10.00; Grub Stake, \$50.00; Trans Pacific, \$25.00; Daily Races, \$25.00; Multiple, \$35.00; Flickers, \$45.00; Big Ben, \$35.00; Challenger, \$35.00; Galloping Plugs, \$35.00; Daily Limit, \$25.00; Skill Roll, \$25.00; Sunshine Baseball, \$25.00; Hialeah, \$35.00; Captain Kidds, \$30.00; Big Richard, \$30.00; Bonanza, \$15.00; Rodeo, \$10.00; Exhibit Baseball Ticket, \$10.00. The above machines are all in first-class condition, half cash; balance C. O. D. First come, first served. **YENDES' SERVICE COMPANY**, 1813 W. Third Street, Dayton, O.

INVENTORY BARGAINS — MILLS DOUBLE Door Cabinets, \$22.50; Mills Blue Fronts, serial 380,000 up, Gold Awards Quarters, \$82.50; Dimes, \$80.00; Nickels, \$70.00; Baby Ballys, \$10.00; Bally Roll, \$97.50; Reliance, Quarter, \$70.00; Nickels, \$65.00; Rays Track, Nickels, like new, \$225.00; Groetchen's Columbia, \$47.50; Groetchen's Twenty-One, High Stake, \$12.50; Western Ponies, \$5.00; Friskys, \$5.00; Watling Fortune Scales, large, \$38.00; Coin Wrappers, all coins, 75c per thousand. 1/3 with order, balance C. O. D. Special this month on salesboards. Superior. Write for catalogue. Success to Our Convention. **CLEM J. MCGUIRE**, Distributor, General Sales Bldg., Dubuque, Ia. x

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PHONOGRAPHS—1936 ROCK-OLA, REGULAR \$175. 1/3 cash with order. **SUN SALES CO.**, 949 Lincoln Park Drive, Cincinnati, O. ja16

MILLS 1c JACKPOT ESCALATOR GOLDEN Bell, \$30; Pace 25c Double Jackpot Bell, \$35; Caille 5c Blue Enamel Jackpot, \$25; Caille 1c Red Enamel Jackpot, \$25; Pace 5c Bantam Jackpot, \$20; Caille 5c Brand New Cadet, yellow finish, \$55; Ten 5c Seeburg Selective Senior Audiophone Phonographs, perfect, \$60. Terms, half cash, balance C. O. D. **JOHN RIFLE, JR.**, Canton, O. ja23x

ONE JENNINGS VICTORIA BELL, DIME PLAY. One Mills Lion Head Quarter Bell, \$20.00 each. One-third deposit with order. One Pace Race at \$175.00. **H. H. PIFER**, Box 141, Dover, O.

SEEBURG 1936 SELECTOPHONE PHONO- graphs, red or green finish, \$160.00. 1/3 cash with order. **SUN SALES COMPANY**, 949 Lincoln Park Drive, Cincinnati, O. ja16

SUNSHINE DERBY, \$32.50; PUT 'N' TAKE, Front Door, \$6.50; Champion, \$7.00. 1/3 deposit. **BRINK VENDING CO.**, 14901 Wood St., Harvey, Ill.

TERRITORY CLOSED—ONE WESTERN THOR- obred, \$250.00; 1 Bally Bluebird, \$65.00; 2 5c Pace Comets, each \$45.00; 1 10c Pace Comet, \$45.00; 1 5c QT, \$35.00; 1 10c QT, \$37.50; 1 Jennings Chief Console, 5c, \$110.00. All above used about ten days. 1 Treasurer Ship (automatic), \$15.00; 1 Totalite, \$12.00; 1 Top It, \$10.00; 1 Homestretch, \$10.00; 6 Baby Bally, each \$9.00; 3 Clearing House, each \$6.00; 1 Tit-Tat-Toe, \$5.00; Rithmatic, \$8.00; Mills 25c, serial 215996, \$22.50; 1 Mills 5c Escalator, serial 288683, \$27.50; 1 Mills DJP, serial 319892, \$30.00; 2 Cabinets, each \$4.00; 4 Folding Stands, each \$1.00. One-third cash, balance C. O. D. **F. O. B. Mt. Vernon BUCKEYE VENDING COMPANY**, Mt. Vernon, O.

TWO WESTERN THOROBREDS—USED ONLY six days, \$225.00 each, perfect condition. \$25.00 deposit, balance C. O. D. **R. F. VOGT**, Cullen Hotel Bldg, Salt Lake City, Utah.

USED COUNTER MACHINES—PIN TABLES and Slots, perfect condition. Send stamp for list. **H. & H. NOVELTY CO.**, Pontiac, Ill. ja23

WANT TO BUY—EARLY MODELS ERIE DIG- gers, Iron Claw, other Digger Machines. State price, inclose photos first letter. **DICK COLLIER**, East 511 18th Ave., Spokane, Wash.

WANTED — GOOD USED TURF CHAMPS, must be cheap, Ticket or Cash-Pay, state which; 20 or more. **R. F. VOGT**, Cullen Hotel Bldg., Salt Lake City, Utah. x

WE PAY CASH FOR PACES RACES, RAYS Tracks, Blue Fronts, Deweys, Chuckalettes, Galloping Dominoes. **UNITED AMUSEMENT**, 908 McCullough, San Antonio, Tex.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y. fe13

2 TRAFFICS, \$12.60 EACH; 2 PROSPECTORS, \$18.70 each; 1 Ace, \$16.75; 1 Sky High, \$39.70; 1 Stamped, \$17.50. 1/3 deposit with order. **WINONA DISTRIBUTING SERVICE**, 313 Mankato Ave., Winona, Minn.

27 MILLS SILENT ESCALATOR DOUBLE JACK- pots, serials over 300,000. Regular payouts, 20 reel stops, with meters, factory rebuilt, guaranteed like new. Money back if returned in 10 days, \$49.00. Also 22 brand new Daval Reel "21," latest model, serials over 29,000, in original cartons, \$15.00. 1/3 deposit, balance C. O. D. **KEENEY MFG. CO.**, 2611 Indiana, Chicago. ja23x

FORMULAS

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORT**, 4042 N. Keeler, Chicago.

KAR-O-MEL AND TEN OTHER POPCORN Formulas, \$1.00, including formulas for making cheese coated popcorn. **DIETZ**, 2144 Madison, Toledo, O.

RADIATOR NON-FREEZING COMPOUND — Two cheap powders. Use and sell. Guaranteed Formula, 25c. Carbon remover free. **A. FRANCUM**, Hospital, Morganton, N. C.

100 SURE-FIRE FORMULAS FOR ONE DOLLAR —Only one cent each. Why buy from others, make your own cosmetics. **REX CO.**, 35 North Main, Miamisburg, O.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL-ELECTRICS, geared 12-quart kettles, crispette outfit, caramel corn equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia. fe20x

GASOLINE MINIATURE TRAIN, A-1 CONDI- tion, \$800.00. Park Whip, bargain, \$700.00. Allan Herschell Carousel, \$1,350.00. **J. B. ALEY**, Rt. 4, Anacostia, D. C.

LONG EAKINS CRISPETTE MACHINE WITH extra Molds for making Popcorn Dolls. Cost \$150.00; sell for \$37.50. **F. O. B. Toledo. DIETZ CO.**, 2144 Madison Toledo, O.

PACKARD TRAVELCAR, ONE UNIT—SLEEP Six, can carry Eighteen Passengers, Built-In Pullman-Type Berths, all accommodations, Kitchen, etc. Observation Platform, very attractive, perfect condition, cost \$10,000, sacrifice, \$900. Photograph on request. **PACKARD INDIANAPOLIS, INC.**, 1510 N. Meridian St., Indianapolis, Ind.

PHOTO HOUSE-CAR TRAILER, COMPLETE with Living Quarters. For Fairs, Parks, Carnivals. Terms. **H. B. MANNING**, 1775 South Ave., Toledo, O.

PORTABLE MONEY-GETTING ARCADE, \$350; Lead Gallery Backstop, Motor, Two Winchester Repeaters, \$75. Want 20x40 Top. **BOX C-160**, Billboard, Cincinnati, O.

SHOOTING GALLERY, TWELVE BY NINE feet, Three Rows Moving Figures, Two New Guns, complete, \$150.00 Cash. **LUNN**, Reynoldsville, Pa.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1—TANAGRA, ANT CIRCUS, ALIVE; Power's Picture Machine, Midget Museum, Crime Shows, Doll House Illusion. Headquarters. **UNIVERSAL**, 849 Cornelia, Chicago.

FOR SALE—MECHANICAL SHOW, MOUNTED on Truck, and Photo Gallery. **FRED B. TAYLOR**, P. O. Box 172, Thomasville, Ga.

FOR SALE OR TRADE—LOOP-O-PLANE, used one season, for No. 5 Eli Ferris Wheel. **WALTER LAWRENCE**, Storm Lake, Ia.

FOR SALE—REVOLVING TEETH APPARATUS, complete, in Bal. Trunk, for theater or circus. 25 dollars. **FLYING WEAVERS**, Escalon, Calif.

FOR SALE—FIVE DRIVE-YOURSELF GASO- line Autos, \$225.00, if taken at once. Will trade for Merry-Go-Round. **ALVA MERRIAM**, Ogden, Ia.

HELP WANTED

ADVANCE AGENT WITH CAR—BOOK MA- gician playing theaters, schools, auspices, floor shows. Percentage only. Write complete information. References exchanged. **BEN BERGER**, 127 N. Hamilton St., Madison, Wis.

EXPERIENCED DRUMMER — LOCATION, steady. Must have sedan car for transporting five men. ORCHESTRA LEADER, 409 West 21st St., Wilmington, Del.

GIRL DANCE AND SINGING TEAM, WEIGHT about 115 pounds. Letter, Photo, Salary, BERT DEAN, 721 E. Harriet St., Flint, Mich.

ORCHESTRA WANTED FOR SUMMER SEASON — 8 to 12 pieces. Steady work. Send photos, full information. State lowest. TED LUTGER, 910 United Artists Bldg., Detroit, Mich.

UNION SCENIC ARTIST, CAPABLE OF PAINTING Small Set Pieces and Props and with knowledge of Card Writing. State salary, reference. GEORGE YOUNG, 226 W. Superior Avenue, Cleveland, O.

YOUNG PIANO MAN—MUST FAKE AS WELL as read. Non-union. Steady work positively guaranteed. Prefer one who can double, preference reads. Real opportunity for an ambitious man. Give experience, age, details. Write BOX 2011, Wichita, Kan.

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A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. Leaders since 1921. NELSON ENTERPRISES, 198 S. Third, Columbus, O.

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MISCELLANEOUS

ARMY HORSE BLANKETS, CANVAS TOPS. Wool Linings, \$1.25 each. Also Bed Blankets. PAUL TAVETIAN, 61 Rutgers Street, New York.

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

ROLL DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo.

M. P. ACCESORIES & FILMS

FOR SALE—POWERS PROJECTORS, RHEOSTATS, Compensars, Speakers, Motors, Amplifier, Fader, Gold Fiber Screen, all good. WARREN BOWERS, North Adams, Mich.

ROAD-SHOW SOUND SPECIALS—WESTERNS. Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J.

SOUND EQUIPMENT BARGAINS—TWO PROJECTORS, an exceptionally Good Screen, Two Hundred Seats. Write for prices. WM. SCHNEEG SR., Ottoville, O.

TALKING FEATURES AND SHORT SUBJECTS for sale or trade. Dollar per reel and up. ECCO PICTURES CO., Hadlam, Kan.

TOMBSTONE TERROR, 6-REEL TALKIE, FEATURING Bob Steele; Riding Thru, 6-Reel Talkie, featuring Tom Tyler, \$22.00 each or \$41.00 for both. Advertising free; examination allowed. First deposit \$6.00 on one or \$9.00 on two gets it. OAK STORAGE CO., Armitage & Western Ave., Chicago.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago.

MUSICAL INSTRUMENTS, ACCESSORIES

CATHEDRAL CHIMES IN CASE—TONE OCTAVE, Concert Pitch, \$29.00. JAMES ARNOLD, 551 E. Church St., Elmira, N. Y.

SALESMEN WANTED

DISTRICT MANAGER-TYPE SALESMAN — Capable earning \$200 week. Experienced selling business opportunity. See our half-page ad, Coin Machine Section. Liberal commission basis. Write for details today. MARSHALL MANUFACTURING CO., Chicago, Ill.

SELL CELLULOID AND CARDBOARD PRICING Tickets, Steel Shelf Moulding, Changeable Signs, Menu Covers. Every store prospect M. PRICING PRESS, 124 White St., New York.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago.

FOR A BANNER SEASON ORDER CIRCUS sideshow and carnival banners from NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.

HEADQUARTERS FOR BANNERS (NEW, Used)—Positive crowd stoppers; 2 Studios. Professional Artists, Finest Materials. Lowest prices. UNIVERSAL, 849 Cornelia, Chicago.

NEW PROCESS BANNERS, SCENERY—MORE artistic, colorful, durable, inexpensive than usual kind. Send dimensions for lowest estimate. ENKEBOLL STUDIOS, Omaha, Neb.

Show Family Album



YOU ARE NOW looking at a picture that is more than 38 years old. It is of the ladies' dressing room of Ringling Bros.' Circus and was taken July 17, 1898. What a contrast in the dress styles with those of today! Can you imagine the kind of suits women wore in those days when in bathing? Included in the photo are (note the "ie's" in the given names): Jessie Nelson, Minnie Fisher, Ada Costello, Lizzie Rooney, Nellie Ryland, Mamie Fisher, Madame Dockrill, Mollie Rawson, Stella Lovenberg, Addie Lovenberg, Gortie Dacoma, Rose Dockrill, Bessie Dacoma, Rosie Dacoma, Katie Demott, Nellie Turnour, Julia Geyer, Nettie Carroll, Gracie Bonheur, Angie Bonheur, Thais Lovenberg, Rosa Haley and a Japanese girl. Anna Cooke was also with the show at the time but not present when the picture was taken.

The Billboard aims to have the "Show Family Album" appear as a weekly feature and invites its readers to submit old-time photos for inclusion therein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WORLD'S BEST BANNER PAINTERS—BEAUTIFUL, artistic and durable side-show banners. Prompt, reliable service. ROSS-HILL STUDIO, Cumberland Center, Me.

TENTS—2D-HAND HEADQUARTERS FOR TENTS (ALL SIZES)—sidewall, \$15.00 hundred running feet; Bally Cloth, Tarpaulins, Army Cots, Blankets. UNIVERSAL, 849 Cornelia, Chicago.

THEATRICAL PRINTING

FLASHY 125 2-COLOR LETTERHEADS, 100 Envelopes, \$1.89; 250 each, \$3.19 (Embossed, \$2.39-\$4.29); cash, delivered. SOLLDAYS, since 1897, Knox, Ind.

?? MAN TO MAN WE ASK YOU—WHERE in this wide world can you get quality Window Cards equal to ours at only \$3.00 per hundred? TRIBUNE PRESS, Fowler, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa.

250 LETTERHEADS, 8 1/2x11, AND 250 ENVELOPES, \$5.00. Your copy. Dodgers, Streamers, Window Cards, reasonable. "DOC" ANGEL, Ex-Trouper, Leavittsburg, O.

1,000 6x9 HERALDS, \$1.50; POSTAGE PREPAID. JOFIL SALES, Altoona, Pa.

WANTED TO BUY, LEASE OR RENT

WANTED — USED EYERLY ACROPLANES, state condition, must be cheap; if junk, describe it. J. SHACKLEFORD, 1915-N. Fairfax Drive, Arlington, Va.

WANTED — USED 36-FOOT MERRY-GO-Round and No. 5 Eli Wheel. Give particulars first letter. BOX C-167, Billboard, Cincinnati.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type). 10 WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

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ADVANCE AGENT WITH CAR AT LIBERTY—Salary or percentage. Can book Radio Acts or any big Stage Attraction. Write or wire TOMMY TOMPKINS, Vendome Hotel, Johnstown, Pa.

AT LIBERTY—RELIABLE MAN WITH YEARS of Booking and Orchestra Experience to manage dance hall, amusement park or summer resort. Married, honest and can produce results. Salary or percentage. Write to WALT ROGERS, 1448 No. Clark St., Chicago, Ill.

ADVANCE AGENT—15 years' experience. Can route and book any attraction anywhere in the United States and Canada. Close contractor; salary only; reliable. BOX 300, Billboard, Chicago.

AT LIBERTY CIRCUS AND CARNIVAL

SCOTTISH BAGPIPER—HIGHLAND COSTUME, long and varied experience. R. W. GURLEY, General Delivery, Dayton, O.

AT LIBERTY BANDS AND ORCHESTRAS

FIVE-PIECE DANCE AND ENTERTAINING Band for Night Club or Hotel location. Open February 1. All young, sober and reliable musicians. Guarantee to please. State details and best offer. BUD KEYES, Allen Hotel, Lima, O.

EARLE STRAYNE ORCHESTRA AVAILABLE after January Sixteenth. Eight Men and Girl Singer. Reliable clubs or ballrooms only. Own transportation. Modern equipment, union. Closing twenty-two weeks thru South and East. Go anywhere. Wire EARLE STRAYNE ORCH., Maryland Theatre, Cumberland, Md., 11, 12, 13; Crowell Theatre, Adrian, Mich., 15-16; Fond du Lac, Wis., after.

FAST SEVEN-PIECE DANCE BAND—OPEN Feb. 1st. Location only. Using 3 Saxes, Trumpet, Bass, Drums and Piano. Use Tuxedos as uniforms with two changes. Strictly professional, Vocalist, etc. Sweet or swing. JOE WISEMAN, 3214 N. Erie St., Toledo, O.

ALL-GIRL BAND, consisting of Two Trumpets, Alto and Tenor Sax, both doubling Clarinet, Drums and Piano. Can enlarge if wanted, prefer location, will consider others, however. Have wardrobe, stands, P.-A. System, up-to-date library and transportation. All union and reliable. State all. ORCHESTRA LEADER, care Villa Marco Nite Club, Saxeville Road, Dubuque, Ia.

DON PHILLIPS'S 11-Piece Radio Swing Orchestra, at liberty. Carry either young man or girl vocalist. Five Vocalists in Band. Feature Special Arrangements, lots of Vocals, Piano Trio, many Doubles, One-Man Band Act. Ensemble Singing, Swing Music, Novelties, Amplifier, complete Library. Latest equipment, smart uniforms, A-1 references, photos. Union. Attention Hotels, Managers, Bookers and Summer Resorts. Address, phone or wire DON PHILLIPS, 801 S. Chestnut St., Seymour, Ind.

HIGH CLASS Uniformed Dance and Hotel Orchestra after December twentieth, South Street, Singers, Public-Address System. Address ORCHESTRA LEADER, Box 757, Hollywood, Fla.

MODERN TEN-PIECE ORCHESTRA and exceptional Girl Singer available January sixteenth. Smooth, sweet and swing. Organized three years. Young, neat, reliable, union. Vocals, Novelties, Doubles, Specialties, Trio. Well uniformed. Three modern arrangers, complete library, amplifiers, racks, excellent transportation. Desire location. Best of references. Go anywhere. Now working eight weeks' engagement Hotel Ben Leonard and a regular feature over KLO, Ogden, Utah. Reliable Agents, Ballroom, Hotel and Club Managers, wire, write or phone BUS WIDMER, Hotel Ben Leonard, Ogden, Utah.

SEVEN-PIECE SWING BAND—Desires location in Night Club or Ballroom. Young, neat, reliable, union. Uniformed, complete library of stock and special arrangements. Go anywhere. An augment if necessary. ORCHESTRA LEADER, 510 East Clinton Ave., Monmouth, Ill.

AT LIBERTY COLORED PEOPLE

EXPERIENCED HEAD PORTER AND WIFE—HAROLD DOZIER, 4318 St. Lawrence Ave., Chicago, Atlantic 5282.

JACQUES AND LAVERNE—Available now. Young versatile colored team, Brother and Sister, doing fast flash. Rhythm and Acrobatic Tap Dances, Spanish Comedy and other Dances. This team has had experience, has personality and looks, also Strollers, Singing, Harmonizing, playing Accordion and Guitar together between shows in night club, Play Piano also. Has beautiful wardrobe. Permanent address, JESSIE M. BARRETT, 5926 South Parkway, Chicago, Ill. Phone: Englewood 7481.

AT LIBERTY DRAMATIC ARTISTS

ACTOR—YOUNG, SIX FEET, GOOD APPEARANCE, experienced Stage, Radio, does Comedy, Character, Directing. Knows Music and Technical End and is Expert Swordsman. F. WHEELER, 1705 Avalon Rd., Cleveland, O.

WHAT GOOD STOCK COMPANY OR ROAD show will help me get started as an actor? Am Young Man, 22 years old, French nationality, no experience whatsoever, but want chance to get started. Everything considered. For more information, write EMILE VERRETTE, 109 Friendship, Fall River, Mass.

USEFUL TEAM FOR CIRCLE REP or Stock—Single-Double Specialties, Wardrobe, all essentials. Low salary. Commonwealth, Ford Coach. HARRY CLARKE, 720 Troost, Kansas City, Mo.

VERSATILE YOUNG ACTOR—Leads, juveniles, comic and as cast. Good blackout and skit man with plenty of material. Double Guitar, Specialties. AL STONE, Massachusetts Ave., Fitchburg, Mass.

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT. Mindreading, Magic. Business builder for theatre, hotel, night club. Oriental Presentation. Salary and percentage on Private Readings. Any reasonable offer considered. PRINCE YOSE, care Billboard, Cincinnati, Ohio.

AT LIBERTY MISCELLANEOUS

ARTIST, MAKER OF NEON SIGNS AND DISPLAYS, at liberty. Reliable connections. Address BOX 5102, Indianapolis, Ind.

CALVERT'S SOCIETY PUPPETS (Punch & Judy)—Available for Special Advertising, Theatres, Expositions, etc. New Original Business. Can be performed silently if desired. CALVERT, 226 West 50th St., New York.

AT LIBERTY MUSICIANS

ALTO SAX AND STRING BASS—BOTH young, union and reliable. Sax Doubling Clarinet. Experienced in all lines. Read anything. Prefer working together, but will separate if necessary. Only reliable bands answer. Write MUSICIANS, 215 South A St., Monmouth, Ill.

ALTO SAX, DOUBLING CLARINET, HOT OR Concert, Violin, union. LEO JOHNSON, Carolina Hotel, Pinehurst, N. C.

AT LIBERTY—TROMBONE PLAYER, SINGLE, experienced, modern and old, cut or no notice. WILLIAM KOVARIK, Spillville, Ia.

AT LIBERTY—PAUL W. McDOLE, TUBA and Sousaphone, Military, Concert Band, Symphony, Radio Orchestra, years experience. Classical field, veteran, college; single, sober, go anywhere, under contract or substantial conditions. Union, references. Care Billboard, Cincinnati.

DANCE TRUMPET—MODERN, EXCELLENT reader, union, tone, young, arrange anything. Arrangements on hand. Have been with good bands. Go anywhere for reliable person. State all. All letters answered. PAUL W. GRIFFIN, 15 Miller St., Norwich, N. Y.

TROMBONIST—FIRST OR SECOND, SIGHT, read, guarantee satisfaction. Write or wire. **JACK SPIERS**, 66 N. Truesdale, Youngstown, Ohio.

VIOLINIST AT LIBERTY—CONCERT OR Dance. South preferred. **BOX C-168**, Billboard, Cincinnati, O.

TROMBONE—Instructor, Director, A-1 Arranger. 22 years' experience. Sober, reliable, references. Prefer location in the South. Would troupe. **ROBERT VAN SICKLE**, La Belle, Mo. ja30

DRUMMER—Plenty experienced. General Business or as Cast. Young, sober and reliable. Flash Drummer, Singing and Dancing Specialties. Wife, small parts or will work single. Wire or write, stating full particulars in first. **HARRY DIXON**, Sylacauga, Ala.

DRUMMER—Union, modern or Dixie swing, can read, steady tempos that rock, not a saddle rider. Job must pay off. **BUDDY STEVENS**, General Delivery, Greenwood, Miss. fe23

GIRL ACOODIONIST—Prefer spot in floor show. Photo. **STUDIO 809**, 154 West 57th St., New York City, N. Y.

MODERN TROMBONE, experienced large bands or Dixie Combination, good tone, read and go; age 28, neat, reliable and union. Cut or no notice. Prefer California. **DON BROWNE**, Box 8, Woodbridge, Calif.

PIANIST, ARRANGER, Orchestra Director, Teacher, Composer, wishes to locate. No affiliations. Independent. Responsible parties only answer. Experienced in all branches. Address: **PIANIST**, care Billboard, 390 Arcade Bldg., St. Louis, Mo. ja23

TRUMPET TEAM (UNION)—Two sober, single, neat, reliable men. Ages 22 and 24. Read, arrange, triple-tongue, fake, fine tones and personality. Will go anywhere. State salary. Want steady work. **BUNNY KLEVE**, 2723 Montana Ave., Cincinnati, O. ja30

TRUMPET, age 35, experienced, will accept any reliable offer. **TOMMY OSBORNE**, 2119 N. 13th, Omaha, Neb. ja16

AT LIBERTY
PARKS AND FAIRS

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. ap24

SPILLS—CHILLS—THRILLS. CHAMPION-ship Motorcycle Races. All our riders give a real exhibition and are all top men under sanction of American Motorcycle Association. A thrilling and entertaining attraction, not an act, but a full performance. We furnish 10 Dare-Devils, officials, starter, sound truck, sanction. Get our proposition, guarantee or percentage, fair associations, arenas, ball parks, committees write **CHARLES KYLE**. During our 26 events last season we never had but one accident. Now contracting dates. Address General Delivery, Harrisburg, Pa.

CHARLES LA CROIX—Original outstanding Trapeze Act. Booking indoor events, flashy equipment. Special advertising posters. Real act. Price reasonable. Address 1304 South Anthony Boulevard, Ft. Wayne, Ind.

YORK'S FOUR-ACT Combination—Now booking 1937 Parks, Fairs and Celebrations. The Death Walk, Four Large Escape Tricks, Tricks with Live Stock. A big drawing card and a real flashy act. Price reasonable. For particulars of act write, wire. **GALE YORK**, 212 West Superior Street, Fort Wayne, Ind. fe6

AT LIBERTY
PIANO PLAYERS

A-1 PIANIST (LEADER) AFTER JANUARY 16 owing to show closing. Thoroughly experienced Theater, Night Clubs or Dance Bands. Have Special Arrangements, Novelties and Latest Tunes. **GUS SCHULZE**, care Billroy's Comedians, Brewton, 15th, Enterprise, 16th, Ala.

PIANIST—EXPERIENCED, UNION, READ, fake, swing, sober, reliable, neat; age 22; arrange some. Available now. No collect wires, prefer letters, state all. **PIANIST**, Box 304, Forrest City, Ark.

EXPERIENCED PIANIST—READ, FAKE, ETC. experienced and reliable. **BOX C-162**, Billboard, Cincinnati, O.

PIANIST—LEGIT AND DANCE MAN, GOOD reader, union. Reliable offers. Prefer South. **LARRY SCHEBEN**, 520 W. 6th, Little Rock, Ark.

PIANO PLAYER—Modern Rhythm, read, fake, transpose, Double Bits, Acta. Good Banner Painter, sober, dependable. Join on wire. **CHESTER HUGHES**, 528 North Rampart St., New Orleans, La.

AT LIBERTY
SINGERS

SINGER—GOOD PERSONALITY; VAUDE, clubs, orchestras, popular, semi-classic. **BOX 738**, Billboard, 1564 Broadway, New York City. ja16

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY—MED PERFORMER, MAGIC AND Blackface. South preferred. **COMEDIAN**, 834 So. 22nd St., Louisville, Ky. ja16

DAVID RIGGAN, GEN. BUS, AS CAST, SPE-cialties. Also double Piano. All essentials for Stock, Circle or Rep. **BOX 244**, 4 W. Harrison, Iowa City, Ia. ja16

FOR MED OR VAUDE—LADY STRAIGHTS, Singing and Dancing, a little Magic, experienced and capable. I know all acts. I have car and house car. **K. C. CLARK**, General Delivery, Millfield, O.

AT LIBERTY—Team, Man Black, Irish, Woman, Straights and Characters. Change two weeks. Up in all acts. Sober, reliable, experienced. Low, sure salary. Or what have you? Have car and trailer. **VARDELL**, 1211 W. Main, Blytheville, Ark.

AT LIBERTY—Open for floor shows, theaters, civic and fraternal attractions. Something new. Don Lentz, Human Musical Instrument, in person with the Bachman Sisters Giants and the Mystery Frog Man. Short acts or long program. Have own car. Advertise for a full house, we will make you the money. A booking will be convincing. Company of five. Reliable. No wild goose trips. Wire or write best guarantee pay. **SCOTTY'S OUTFIT**, Millersburg, O.

GOOD BLACKOUT and skit man—Plenty of good material. Would like revue work. Good Comedy Magic Act. Wardrobe. Double Guitar. Specialties. **AL STONE**, Massachusetts Avenue, Fitchburg, Mass.

NELLIE KING'S beautiful Musical Act. George Oram King's Ventriloquial Act and Punch and Judy Show. For indoor circus, bazaars, museums, celebrations, department stores, schools, lodges, auspices, etc. Address 1009 Wayne Ave., Indiana, Pa. ja16

PUNCH AND JUDY—Strictly first class, excellent figures, de luxe set up, expert manipulation. For theatres, cabarets, parties, etc. A complete entertainment. **CALVERT**, Billboard, 1564 Broadway, New York. ja23

GREAT WESTERN SHOWS

(Continued from page 57)

these the show carries its own light plant and a calliope, both of which will be on Chevrolet trucks. Show will carry four rides, all owned by Risner; four shows and about 15 concessions. Plans are that after leaving Arizona the show will be enlarged and two free acts added. **Louis Ringol**, formerly general agent of C. F. Ziger United Shows, is in charge of quarters. Show will open early in February. Reported by **Louis Ringol**.

Dee Lang Shows

ST. LOUIS, Jan. 9.—Dee Lang was host to many holiday visitors. Abner Kline was here last week and sold a new Octopus ride to the show. The Scooter cars are now under construction at the Philadelphia plant of Lusse Bros. A new arch of chromium plate with indirect lighting is being made at quarters. Reported by **Elmer Brown**.

Dee Lang and Elmer Brown left to attend Minnesota Fairs meeting. Abner K. Kline made a call and sold an Octopus ride. Lusse Bros. are now building a fleet of Skooter cars for the show.

Ben Williams, of Fulton Bag and Cotton Mills, went away this week with a big order for new canvas from front to back. Western Electric Company had its representatives on hand to work up a plan of new illumination features.

Waughn, in charge of quarters, is now working a crew—building new fronts for the entire show. Finishing touches are now being made on the new main entrance, with chromium plate and indirect lighting. Reported by **Elmer Brown**.

R. H. Work Shows

CHARLESTON, S. C., Jan. 9.—Things have begun to pick up around quarters. A small force of men are engaged in painting and rebuilding. There is a lot of work to be done.

Mr. and Mrs. J. E. Burt arrived from their home in Pennsylvania. Thad Work is expected soon. R. H. Work will attend fair meetings next week. The management is well pleased with Charleston, S. C., as a town to winter in. The courteous treatment so far received from all persons is very much appreciated from every one connected with the show. Reported by **J. E. Burt**.

Miner Model Shows

PHILLIPSBURG, N. J., Jan. 9.—No brushes are swishing and no hammers are banging in quarters as yet, but work will begin in a few weeks. Manager **R. H. Miner** and **Raymond Parker** have been out booking. Miner ordered another new truck, a Dodge tractor and a 24-foot trailer, which will make three Dodge trucks for the Miner Shows. Word has been received from **William Goodrich**, ferris wheel foreman, from North Carolina, that he has pulled in off the road and is taking life easily in his home town. After leaving the Miner Show Goodrich joined another show in November. Among the late callers at quarters were: **William Davis**, of Easton, Pa.; **Merry-Go-Round** foreman; **Harry Mutchler**, also of Easton, Chair-o-Plane foreman; **Jack Clark**, concessioner, of Newark, N. J.; **Tom Doyle**, concessioner, of Allentown, Pa.; and **Bert and Harry Frel**, of Columbia, Pa. Word was received from **Meyer Pimentell**, of New York, that he is on the sick list again, he is the show's electrician and has been with the Miner Shows for over 18 years. Word was also received from **Louis Kauffman**, lot superintendent, from Philadelphia, that he had a wonderful week over the holidays. **Bill William Spence** is doing very good with his lead gallery in Frankford, Philadelphia. Reported by **R. H. Miner**.

COWBOYS GOING

(Continued from page 41)

representatives of several rodeo managements as well as many outstanding contestants. There was some talk then of contestants organizing. I said then, and I again repeat, that contestants have as much right to organize as managements have and that organizations by either of them will never accomplish better conditions until both confine their membership to only those who can honestly be considered legitimate in their business—when representatives of both organizations can sit down and deal across the table, each representing the real ones in both branches of the rodeo field and who can display some tolerance of the other's problems, arrive at an understanding where fair, honest, reasonable rules, regulations and agreements can be decided upon, really lived up to and enforced by both sides without fear or favor.

I suggest that both sides give this matter consideration, and that contestants with accredited representatives be prepared to meet accredited representatives of rodeo managers when the RAA holds its convention at Reno, Nev., in February.

In the meantime every legitimate producer and management of rodeos on the continent, if they do not already belong, should join the RAA and be prepared to agree to decisions made at the convention. Likewise every legitimate rodeo contestant should immediately join the organization of contestants which I understand is now being formed, with the idea that both organizations are for the express purpose of working together to eliminate the undesirable features on both sides.

I do not know who the officers are or the location of the headquarters of the reported contestants' association, but I suggest they announce it and their plans for membership thru *The Billboard*, where those eligible may be made aware of how and where they may join. Also that all rodeo managements not yet members communicate with **Fred McCargar**, secretary Rodeo Association of America, at Salinas, Calif., for detailed information regarding that organization and about the coming convention.

It might be well to state here that legitimate contestants and managements, those who thru their ability, integrity, skill, experience and financial investment are responsible for cowboy competitive sport having reached the popular place it holds today as an outstanding amusement attraction when properly presented, resent the invasion of their field of endeavor by both managements and contestants whose offerings do not follow their advertised claims that they are presenting genuine cowboy competitions where "the contestant receives nothing in the way of remuneration except the cash purses offered"; resent performances that advertise and announce "champions" when many of those so billed have never won and in some cases never attended what is considered a bona fide cowboy contest; resent the use of inferior and worn-out live stock and performances put on by hired performers and a goodly number of acts that have no connection in any way with a cowboy competition.

Such offerings have led many people to get the wrong idea of what a genuine cowboy contest is, whether it is billed as a "rodeo" or uses any other title.

Rodeo contestants object to managements billing their offerings as presenting a first-class contest who use for the most part rank amateurs with no talent in an endeavor to force down the cash purses to such a low figure, with no even distribution, that real talent with ability and proper equipment cannot afford to attend.

They object to those managements that do not keep major events open to only recognized contestants of ability and use the amateur in events of minor importance, where they must confine their activities until, by merit, they graduate out of the amateur class.

They object to managements using every endeavor to secure large lists of entries in all events, regardless of ability, in order to obtain money thru entry fees toward payment of purses. They prefer larger entry fees and only entrants who have ability, and all entry fees added to purses. Also that such purses in themselves, before entry fee is added, be large enough and reasonable so that bona fide contestants can afford to attend and pay a reasonable entry fee.

They object to managements who en-

deavor to secure such a large list of entries, regardless of ability, so that it is impossible for real hands to get a chance daily for the purses offered without having to work on the "go-around" system, which, in most cases, brings such a large entry that there is not enough good stock to test the ability of real hands and does not give them a fair chance to win day money. Too many rides on worn-out stock cause a contestant to make many rides that net him nothing for his efforts.

They desire that managements take into consideration that a contestant has to attend many contests during a season at his own expense and all rules should be alike, judges should all use the same methods in arriving at decisions, and only men with experience and who individually fearlessly express their own opinion rather than the dictates of any one judge or management give the decisions.

They object to managements expecting real hands to attend and compete unless reasonable purses be offered, and as well desire that any management not presenting such an attraction, rather a Wild West show with hired performers, not be admitted to membership in a rodeo managements' association. That all contestants who have not the ability and requirements to join a bona fide contestants' organization be listed as amateurs and not be allowed to compete at any official contest. There are other objections, of course.

On the other hand managements who have spent thousands of dollars and greatly developed cowboy contests on a legitimate plane object to many of the Wild West offerings presented under the billing of a contest. Also the advertising and announcing that certain performers of such offerings are "champions," having won their "title" at various contests when it is untrue. Also object to bona fide contestants participating in little two-bit shows for amateur purses and then demanding great big purses at established contests.

Object to contestants arriving in their town with no entry fee, no proper equipment to participate in arena events and no visible means of support. Object to such persons approaching merchants, business men and others trying to borrow money for entry fees, living and travel expenses.

Object to contestants who arrive in town desiring to work their entry fees out by announcing the show, judging, timekeeper or working on stock. Object to the contestants who, knowing all rules, purses, etc., before they come, band together after arrival and want purses raised, rules changed and, in general, want to run the show to suit themselves.

The foregoing will show that there is much to be done by both contestants and managements before things can be expected to run smoothly.

Managements should understand that the more contests a contestant can work the better his chances to make money on the season. The good ones have money, time and equipment invested plus their ability. They must receive reasonable money for their services.

Likewise contestants must realize that there are many other expenses in conjunction with staging a real rodeo outside of the purses.

There is plenty of real live stock of the right kind and there are plenty of real contestants with ability and equipment to stage real attractions at every contest now held, as well as others.

Why not try to have a real show every place that one is staged, using nothing but tops in both stock and talent?

The sooner both managements and contestants clean house within their own ranks by limiting membership in both organizations to only those who are legitimate the sooner they will get together as real organizations, representing the best in the business on both sides and coming to agreements mutually satisfactory to both. By eliminating all others it will enable them to use every means at their command to advise the press and public that 1937 will be the year that cowboy sport can be listed with the other recognized competitive sports such as boxing, baseball, football, hockey, golf, tennis, etc.—a sport with official titles at stake, awarded by recognized rules, sponsored by the tops in both contestants and managerial ranks.

Stop talking, threatening, promising as individuals or as groups or cliques trying to chisel for a few. Get together in a big way, understandingly and honestly, to make the rodeo business a recognized legitimate one.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Wholesale Mdse. Sales in 1936 Greatly Helped by Premium Biz

The volume of merchandise absorbed by the premium trade during 1936 showed a sharp rise over the total sales for 1935, according to a survey of the merchandise channels leading to the premium market. While it is impossible to give an exact estimate of the amount of increase taking place, it is generally agreed to be well into the millions.

Greatly increased national income, and the introduction of much new merchandise to the premium field were probably the outstanding factors in this tremendous increase of trade. It is pointed out that the increase in the nation's buying power was pretty accurately reflected in the growth of premium use, for, as income advances, competition for that income becomes correspondingly keener. And with memories of the premium plan's splendid depression record of trade-getting still fresh, many new users adopted premiums and many others widened the scope of their utility.

As is to be expected, new products designed to appeal to the housewife were in the majority, with a more pronounced trend than ever toward items made wholly or in part of chromium. Many new labor and time-saving gadgets made their appearance, along with improvements on many of the old stand-bys of the premium trade. A steady gain in preference for plastic materials was registered, with ash trays, lamps, cigarette boxes, holders, lighters and decorative accessories blossoming out in every conceivable color combination.

The class of premium merchandise which probably made the most rapid strides during last year is made up of larger items, and running to semi-luxury goods, such as toastmaster sets, cocktail sets, electric food mixers, waffle service sets, cake services, fancy lamps, bath scales, world globes and modern midget radios.

Athletic merchandise of all types, introduced in the last year or two, gained a strong hold, with the weather, of course, having much to do with the popularity of such seasonal items as baseballs, bats, gloves, tennis rackets, roller skates, footballs, ice skates, sportswear, guns and hunting equipment and boxing gloves.

Snapping out of its lethargy, the industry took better advantage of the possibilities offered by luggage and leather goods than it has in several years. Such standard items as overnight cases, portfolios, traveling bags, billfolds, letter carriers and military sets in leather zipper cases received a very favorable sale. Small leather novelties also regained much of their former importance in the

Hartford City Okehs Salesboard Prizes

HARTFORD CITY, Ind., Jan. 9.—Salesboards paying off in merchandise awards will be permitted here during 1937, it was announced by Mayor William H. Gardiner and Prosecutor Clayton Wright in prohibiting "money bowls" and boards which pay off in money.

The officers state the order has been issued because of complaints from parents that their children have been spending so much money on the boards without receiving anything in return. Hence the distribution of merchandise prizes on the boards was considered okeh.

WASHINGTON, D. C., Jan. 9.—A total of 8,000,000 radio sets was sold to the American public during 1936, bringing the total of sets in use to 33,000,000, according to Dr. Orestes H. Caldwell, former Federal Radio Commissioner. Of this total, 4,500,000 comprise automobile radios. There are 24,500,000 homes with radio sets and an additional 4,000,000 sets as "extras" in these homes.

premium market, with tobacco pouches, combination key-cases and flashlights, coin purses and like goods frequently in demand.

Aggressive sales efforts of many wholesalers in both introducing new merchandise and in promoting the wider use of established items were well rewarded, and continuance of these methods is widely planned. The increase in premium advertising in both trade and newspaper media, resulting in a great following for many items, is a fine example of the growing importance of the premium market. It is expected that 1937 will witness an unprecedented broad range of merchandise offered to the premium field, and manufacturers are already getting well launched on heavy production schedules.

Many Mdse. Exhibits at Coin Machine Meet

The number of premium and novelty firms exhibiting at the Eleventh Annual National Coin Machine Convention, being held in Chicago this week, January 11-14, at the Hotel Sherman, is the largest in the history of the event. Many of these firms specialize in offering premium merchandise to the amusement games trade and this year are featuring the newest and latest in play-compelling items for display and distribution in many types of coin-operated games, in-

Post-Holiday Buying Above Last Year's

Wholesale volume started to expand during the past week, Dun & Bradstreet reported in its weekly trade review, and retail distribution, altho smaller after the Christmas holidays, was buoyed above the like week a year ago by a ready response to special sales. "Consumer demand continued strong all week," the report said. "Bonus and gift monies contributed to the enlarged volume of furniture, rugs, household appliances and radios.

"Labor difficulties were an unfavorable influence at some of the industrial centers, keeping the increase in retail sales for the Middle West down to 15 to 18 per cent over last year's.

"Encouraged by the most severe stock depletion following any Christmas buying period since 1929, many leading retailers have moved their budgets for the first quarter of 1937 from 15 to 20 per cent beyond the limits that were reached last year."

cluding the popular pin-ball games, diggers, rotary merchandisers, "target" machines, salesboards and others. Some idea of the importance of this trade to the merchandise industry is gained from the fact that one operating concern alone did well over \$1,000,000 worth of business last year. Other firms exhibiting are well known in the premium and novelty world and make showings at the annual Chicago Coin Machine Show in order to take advantage of a fairly new but rapidly-growing market.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

I MADE it my business to go over the various permanent pitches working holiday crowds before Christmas. Most of the men are still at the spots and tell me that they are going to stay as long as the pitch carries them, or until they snow under. Open-air pitches have been lucky in New York because the weather has been favorable and the same applies to a great many other cities. The problem is: What to sell after the Christmas shopping rush is over? One of the pitches visited has taken to roses but looks upon them as a stop-gap. Another goes in for scarfs. Still another does well with handkerchiefs. Most feel that some solid merchandising will have to be done to carry them over the coming months, but a few "talking" pitches have developed upon the old Christmas locations. The point is that some of these operators will become rooted. By doing so they will begin to carry pitch-selling methods into retail store merchandising. I know of two pitches of this type which merrily make competition for a large department store. They do it rather successfully because the store is worrying about these pitches and the two watch each other's prices.

With the holidays out of the way the old and everyday troubles start again. Foremost in the mind of most carnival merchandisers is the problem of prices. I have talked this matter over with a number of men, both on the buying and on the selling side. Maybe I am unduly optimistic, but I see little reason for worry. Whenever prices go up for the article there seems to be always a substitute that sells at the old price and looks just as good, if not better. And there is always new merchandise coming that can be sold. If you can't sell personal jewelry at the right price try costume jewelry in its place. Clasps, jeweled hairpins, buckles, etc., are selling freely. If mechanical clocks become too expensive for comfort give electrical clocks a chance. It's all just a matter of adjusting yourself to the needs of the market. Manufacturers know that the carnival trade has certain definite limitations and they understand that the trade can make use of one type of merchandise only. They will have to make this merchandise at the right price if they want to sell it. So while there may be trouble during the readjustment period, price levels will adjust themselves ultimately to the needs of the carnival market.

One of the readers of this column wants to know of a good article that will sell big next summer. Frankly, I do not know of any, and I doubt whether anybody ever has found a means to know. The why, wherefrom and whereto of big sellers are among the great puzzles of fair selling. Here, however, is a rule that never seems to fail. Watch the late season sellers of one or two years ago. One of them will come out on top two seasons after. Take cosmetic bags for instance. They had a short and uneventful life at the end of the 1935 summer season. Now, with the beginning of the late winter season of 1937, they have come back with a bang. If the rule holds good we may see some activity in ornamental dress combs around January 1, 1938, striped neckties, belts and hat bands during the summer of 1937 and, to look ahead into the summer and fall of 1938, a demand for ornamental glassware, lamps, etc. Give decorated cushions, large silk dolls and small artificial flower bouquets in the Victorian style a tryout early this coming summer. One of the three, or all, may be a good investment but don't blame me if you waste your time. I am merely expressing an opinion.

Several men I know have started itinerant repair shops. They go around repairing chairs and whatever else needs mending. They sell furniture polishes, cleaning fluids, household cement as a side line and are said to make good money.

Operators Seek Change in Mdse.

Thruout the wholesale merchandise industry can be felt the demand for a radical change in the products which are now being featured. Operators have been demanding that new merchandise be brought to them to enliven interest. The fact that the public is being shown the same products month after month and year after year is detrimental to profitable operation.

A radical change of the items now being featured, it is explained by leaders in the industry, would prove unusually beneficial. Such a change has been apparent in the fact that many of the leading merchandise users, not being able to obtain a new type of merchandise from their usual wholesale houses, have gone direct to manufacturing points to seek new items.

The necessary change must tend to bring the most modern items to the users and at the same time bring more novelty and practicality than has ever before been displayed. As one large user of merchandise stated in a leading wholesale firm the other day: "You just can't feed the public the same grapefruit every day."

He meant, of course, that the merchandise which he was purchasing was not proving its repeater value for the public.

Once they obtained one or two of the items for themselves and for friends, they became disinterested in his equipment when returning to it and finding the same type of merchandise on display.

Thus was created the "buy-back" condition among diggers some time ago. Rather than lose patronage the digger operators would buy back the merchandise taken from the machines. Due to this practice, habits of the games would come back to them for the sport of the thing, and not for the merchandise that was displayed in them.

Naturally repercussions from this practice were felt thruout the wholesale merchandise industry. Many of the operators also took advantage of the wholesaler by sometimes returning merchandise which had been used. But the wholesale merchandise industry, tho complaints were rampant, did nothing to remedy the situation.

This "buy-back" system has since been reputed to be the downfall of the diggers in many territories, for, by using this method, the machines were then placed in the gambling category instead of in the merchandise category in which they rightfully belong.

Now that sales are again beginning to perk up to some extent, the same condition is becoming apparent, and once again the wholesalers are doing nothing to alleviate the evil.

This is an unusually fine opportunity for leading wholesalers to get out and seek new types of merchandise which will create better reaction and more demand from the general public. By bringing (See OPERATORS SEEK on page 65)

Plans Set for Chicago Gift Show February 1-12

More than 300 exhibits of the latest in gift and novelty merchandise will feature the twenty-fifth, or Silver Jubilee Show, to be held at the Palmer House in Chicago from February 1 to 12, inclusive. Exhibits this year will overflow into three large floors of the huge Palmer House, in what is expected to be by far the most successful of these semi-annual exhibitions sponsored by the Eastern Manufacturers and Importers' Exhibit, Inc.

George F. Little, managing director of the show, states that exhibitors are making every effort to make the show worthy of the Silver Jubilee occasion, with the introduction of many items never before shown, and the displaying of a large variety of merchandise of unusual interest to premium and gift buyers.

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.

Comb and Brush Combo.

A combination of a fine comb and first-quality brush, the bristles of which are found only in the very best hair brushes, makes one of the most practical and ingenious new items introduced to the wholesale merchandise market in a long time. Aside from the obvious advantage of enabling the user to comb and brush the hair in one simple, easy operation, the Combrush has a number of other outstanding features. It helps prevent dandruff, removes dry and scaly tissue and brings out the natural luster of the hair. There are two styles of Combrush, one of which has a wide-toothed comb and the other a fine-toothed one. The former is for women and is especially designed to bring out the natural and "beauty-shop-made" waves in the user's hair. The latter is designed for use by men. The brush of

the Combrush is easily removable and can therefore be cleaned with a minimum of bother and replaced when it is worn out. Combination is also guaranteed by the makers against all material construction defects. Sole selling agents for the new Combrush are the CeeKay Company and anyone interested in further details on the new combination are invited to write in.

New Radio Line

Probably the most distinctive, unique and complete line of radios in the business today will be displayed at the Coin Machine Convention by J. M. Bregstone. Wherever these radios have been shown they have attracted nothing but the most favorable comment. J. M. Bregstone has been connected with salesboard operators for a great many years. During all this time he has constantly been searching for appropriate items, but never could he find just what he wanted. Consequently, the past few months have seen Bregstone step into the manufacturing field. The present line of radios has been designed and manufactured by him. There are some 20 different color combinations, which produce a very brilliant reflective effect that attracts outstanding attention on every salesboard counter. There is no doubt but that operators will go strong for this line.

REX HONES
Now Less Than 3c Each
\$4.25 a Gross
Send \$1.00, Bal. O. O. D., Plus Postage.
Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up. **ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-1, Chicago, Ill.**




Sell VALENTINES
Share in the Profits.
Comics are in **BIG demand**
X3495 — Comic Valentines, 144 Designs, Size 7x10 inches, printed 4 colors on newsprint, 1 complete assortment to the printed envelope, Packed 1 Gross in Package, 10-Gross Lots, Gross (Postage Extra) **40c**
PER GROSS (Postpaid), 55c.
Complete Price List Upon Request.
Deposit Is Required on All C. O. D. Orders.
LEVIN BROTHERS
TERRE HAUTE, INDIANA

DIAMOND WRIST WATCH
With 36 Sparkling Facsimile Diamonds. Latest Vogue in Ladies' Jeweled Wrist Watches. Copied From \$100 Model. In 1/2-Dozen Lots. Each **\$4.25**

WALTHAM
16 Size—15 Jewels. R. B. movements, fitted in new chrom. cases. Complete with chain to match. Special Price. Lots of 3, ea. **\$3.50**
25% Deposit, Balance C. O. D., 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.
PILGRIM WATCH COMPANY,
161 Canal St., New York City.



SERV-A-LITE
Sensational Performance, Style and Appeal.
Attached to any car in 5 minutes without tools. Press a magic button and a lighted cigarette pops out! **SERV-A-LITE** includes an unbreakable, compact case; handy ash receiver; long-life lighter. Fully automatic; guaranteed. Don't pass this up! 24 million car owners are ready customers. **LIST PRICE.... \$2.45**
Write today.
TELEMOTOR CORPORATION,
260 Fifth Ave., New York, N. Y.



LET ME SEND YOU THIS TAILORED SUIT
AND PAY YOU UP TO \$10 IN A DAY
Amazing new idea! Wear this splendid suit and I'll pay for it if you'll follow my easy plans and qualify. Choose suit from fine woolsens, tailored to your measure. Just show it to your friends. Make up to \$10 in a day—easy—representing big nationally-known tailoring house. No experience needed. **ACTUAL SAMPLES FREE!** Write today for details of sensational new plan and actual samples. **SEND NO MONEY. H. J. GRAVES, Pres. STONE-FIELD CORP., 1300 W. Harrison, Dept. M-717, Chicago.**



Novel Paintings

Something new and entirely different is being offered to the trade by the National Specialty Company. Genuine hand paintings on artist canvas and mounted on a mahogany artist's easel seem to give the necessary flash to every location judging from the tremendous response Chicago operators have given this new item. Paintings come in 12 different scenes. They are being sold by National Specialty either by the dozen or arranged in a complete salesboard deal. Paintings themselves were featured by several downtown Chicago department stores during the Christmas buying period, and, judging from the way they moved in these stores priced at \$1.50, they should make a real attraction for salesboard operators. National Specialty will be glad to send literature explaining the paintings, the salesboard deal, and an attractive free offer.

Five-Purpose Kitchen Item

The Quintuplet is the name of a brand-new implement which does five different things, and does each at its best, at a cost that is but a small fraction of what must be paid for the cheapest of the five implements whose place it takes. The Quintuplet takes the top from any can by just a few turns, without shearing and with perfect smoothness. Besides that it is a jar opener, bottle cap remover, corkscrew and screw driver, the latter serving as a pryer for the pressed-in can covers. Its newness and genuine utility are responsible for its quick acceptance, according to the Cahill Manufacturing Company, the makers.

Creations in Sport Wear

Capturing the popularity of Mickey Mouse and Donald Duck, two of those famous Walt Disney creations, Norwich Knitting Company has applied them to youngsters' sport wear. A Mickey Mouse sweat shirt and a Donald Duck water-repellant jacket, wool-knitted, have been brought out with great success. The sweat shirt in bright blue, a zippy yellow or orange or a tan, with the mouse emblem on the chest, is finished fleecy warm inside. The jacket that sheds water is zipper equipped below the neck for outdoor winter wear. These items are made available for prize and premium use at prices that assure their wide acceptance between now and warm weather.

Electric Kwik-Shave Razor

A new principle in electric razors is embodied in the new electric Kwik-Shave razor, manufactured by a company of the same name. For women it (See **NEW ITEMS** on page 65)

MACHINE OPERATORS!

Don't Fail To See Our Large Exhibit
AT THE COIN MACHINE SHOW

Hotel Sherman, Chicago

**NEW MERCHANDISE
WITH REAL FLASH
TO DRAW THE CROWDS**

*The Biggest Selection We Have Ever Offered
at the Market's Lowest Prices*

**Your Machine Will Keep Pulling
If You Offer SHURE VALUES!**

*The World's Largest Novelty House
Is Today Still the Most Progressive!*

N. SHURE CO.

200 W. Adams St.,
CHICAGO, ILL.

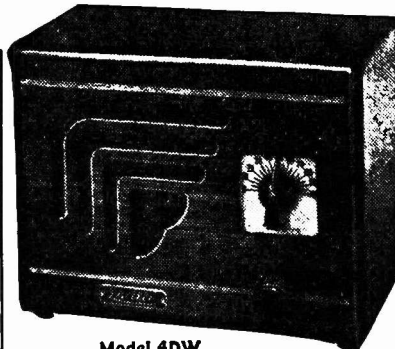
THE SMALLEST MIDGET RADIO MADE

**EXACT SIZE 7-7/16x4 1/2x5 3/4
WITH A DYNAMIC SPEAKER**

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
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- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
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- Set and Tubes Guaranteed

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Need Any
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Our Sets
Really
Work. Con-
tinuous re-
peat orders
is our best
proof.*

Send for
New
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Model 4DW.
\$6.10 each **\$6.75** each

in lots of six
F. O. B. N. Y. 25% deposit

PLAYLAND SUPPLY CO.
118 East 28th St. New York City
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

BINGO

NEW 1,000 Series Midget Bingo Special Game Cards, 7 Colors, Ready January 21st
\$1.25 Set — 100 Lots

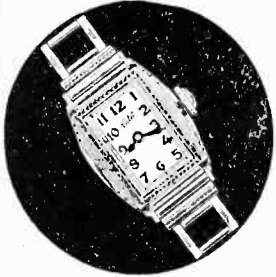
MARKERS 25 to a Block Perforated
\$1.25 Thousand Blocks

Special 2 Color Lap Card 10 1/2 x 13 inches for Group Games up to 3,000 Players. Send for Samples, 25 Cents Prepaid.

J. E. WALSH, 30 W. 22d St., N.Y.C.

MERCHANDISERS

25 years on the job, serving salesboard operators, coin-machine men, scheme workers, carnival men. When you think of merchandise think of Hagn in Chicago, new catalogs, new items all the time. Mention your business when writing. We do not sell consumers.



VALET WATCH
\$1.85 EACH
\$21.00 Per Doz.

B31—A \$5.00 value American-Made wrist watch for men and women of smart design attractively boxed, fully guaranteed. Sample postpaid \$2.00.

FLAMELESS LIGHTERS
\$9.00 PER DOZ.
WITH FLUID



B32—You have heard of them, the Glotite Midget is a lighter of unusual popularity today. Complete in gift box with bottle of special fluid. Sample postpaid \$1.00.



JUMBO PENS, \$3.25 Dozen

B33—Novelties of all descriptions, including the Jumbo Fountain Pen, an outstanding seller of the past year. Per dozen \$3.25. Per gross \$36.00.

Coin-machine show visitors interested in merchandise you will find it worth while to visit our showrooms only three blocks from main exhibits.

25% Deposit on All C. O. D. Orders. Catalog Free on Request. State Your Business.

JOSEPH HAGN CO.

"The World's Bargain House," Dept. BB.
223 W. Madison St., Chicago, Ill.

NOTES from SUPPLY HOUSES

C. C. Bennett, of Bennett Bros., informs us that his company had a very good holiday season and there is every indication that 1937 will mark a decided upturn in business generally. He also tells us that the Clip Shave razor, for which Bennett Bros. is a distributor, has met with wide acceptance everywhere and that the factory has now caught up with production and is in the position to make immediate deliveries.

Swamped by the greatest volume of orders in its history, the Philadelphia Storage Battery Company, makers of the Philco radio, have been forced to acquire 115,000 additional square feet of manufacturing space. The expansion will step up production of auto radios about 50 per cent, and it will raise the total manu-

Beautiful Swiss 15-J Men's WRIST WATCHES

Yellow Top Cases, New Style Fancy Dials, Rebuilt Movements... 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, Sample Assortment, 25 for \$1.00, Gr. 10% with order, Bal. C. O. D.

TUCKER-LOWENTHAL, Inc.
WHOLESALE JEWELERS
5 So. Wabash Ave., Chicago.

facturing space to more than 1,000,000 square feet.

In a two-day sales convention, the Supplee Biddle Hardware Company celebrated its 100 years of existence. The sessions included an address by William George Stelz, president; a banquet, prizes for outstanding salesmen, schooling on 1937 promotions and entertainment.

Proving that the coin-machine operator will use more merchandise if helped with ideas that promote the use of such products in conjunction with his equipment, one ingenious wholesaler has shown the way to the operators in Newark and the surrounding area for increased profits from their bowling games by a tournament play idea.

The wholesaler is Samuel Broudy, president of Jersey Trading Company, who has been serving the coin-machine trade for some years.

His firm is well known to the coin-machine operators and has always been a headquarters for major prizes.

To follow along with the creation of the idea which Broudy presented to the coin-machine operators here who use bowling games, it is best that something be known of the accompanying circumstances.

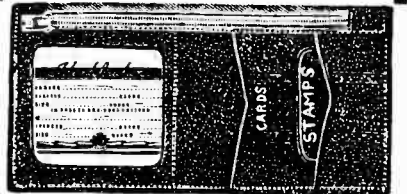
When the bowling games were licensed by the authorities they at the same time granted permission to the operators of this type of equipment to use high-score prizes to stimulate the play of these machines. This was immediately pounced upon by the operators, who began to use merchandise of every sort for both daily and weekly high score.

But it was soon discovered that skillful players would have tie scores at the end of the week and this created a problem whereby many operators dropped the idea of the high-score award entirely.

The public demanded the prizes. Of course, the wholesalers wanted the operators to continue to use merchandise instead of cash pay off.

Sales dropped thruout the wholesale division and many merchandisers who had stocked up because prize purchases from bowling-game operators had grown (See SUPPLY HOUSES on page 68)

Genuine Leather ZIPPER BILFOLD \$3.50 DOZ.



Absolutely matchless—a Bifold at this low price with these features; made of GENUINE LEATHER.

Has genuine Talon Zipper protected long currency pocket; open face identification space, 2 card pockets, removable leather stamp holder, rich looking black grain leather effect and brown fine grain effect, individually boxed.

Write for 32-Page Catalog, containing many Premium Items.

HARRY PAKULA & CO.,
5 North Wabash Avenue, CHICAGO, ILL.

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.

ROHDE - SPENCER CO. WHOLESALE HOUSE

223-225 W. MADISON ST. CHICAGO

Trindl ELECTRIC ARC WELDER

Works Off Any Storage Battery or Ordinary Light Socket.

This new electric arc welder is made possible by the invention of a low voltage carbon auto battery that may be used without removing from car. Uses about same current as four headlight bulbs. Broken parts are simply melted together by the white hot electric arc. In just a few seconds. Produces about 7000 degrees heat.

Hottest Flame Known

Melts iron and steel instantly. Welds fenders, radiators, holes in bodies and milk cans, tanks, braces broken castings. Works on anything iron, steel, brass, copper, tin or galvanized metal. Permanent repairs made for all most anything. Used by factories in many operations. Positive back guarantee by a responsible firm.

AGENTS

Men with cars to sell mechanics, repairmen, farmers, radio and battery shops, factories. Five minute demonstration in a sales talk to 100% profit. Write today.

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240 W. 23rd St. (Dept. 1-G) New York, N. Y.

FREE 5 DAY TRIAL

5 TUBE GENUINE GENERAL RADIO

SATISFACTION GUARANTEED

Try this GENUINE GENERAL RADIO for 5 days. **NO RISK.** You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)

FAST SALES! BIG PROFITS!

Modern Walnut Cabinet. Powerful dynamic Speaker. Superb tone. **NEW 3-COLOR DIAL.** R. O. A. F. Licensed Tubes—One Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. **FREE! NEW 1937 CATALOG**

25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.

\$6.95 LOTS OF SIX
\$7.45 SAMPLE SET

Genuine Generals Build Business.

NEW SENSATIONAL MONEY MAKER!

THE REAL ALKALIZER

Please! A QUICK SAFE RELIEF! You'll like to Take... SICK AND SOUR STOMACH... Headaches, Sour Stomachs, Heartburn and HANG-OVERS. Packed one large tablet in a cellophane moisture-proof envelope. Mounted on attractive, illustrated cards.

Peppers, Luncheonettes, Roadstands, Drug and Candy Stores buy on sight.

36 Envelopes on a Card—Takes In \$1.80. Your Cost per Card... 39c

FREE OFFER—1 Card FREE with Every 10 You Order.

ROSS PRODUCTS
69 West 23rd Street, New York City.

WALTHAM-ELGIN

12 SIZE CHROMIUM ENGRAVED CASES, ASSORTED FACES 7 JEWELS \$3.25

15 JEWELS \$4.25

17 JEWELS \$5.25

O-SIZE CHROMIUM CASE LEATHER STRAP ASSORTED FACES 7 JEWELS \$3.75

15 JEWELS \$5.25

BERKINSDALE CO. 145 W. 45th St., NEW YORK CITY

OPERATORS—PREMIUM USERS— Here are 2 HOT Numbers that will Make You some REAL MONEY for the NEW YEAR.

TABLE LAMP ONLY 62 1/2c

12" Shade 16" high. Colors: Red, Black or White. Packed 2 Dozen to a Carton. 25% Deposit with Order. Balance C. O. D., P. O. B. Chicago.

M. B. WATERMAN & CO., 526 S. Dearborn St., Chicago, Ill.

"SCOTTIE" Fountain Pen Desk Set

Base and "Scottie" elaborately carved, made of wood, felt backed. 14 Karat gold-plated Pen Point. Size: 3" Long, 4 1/4" Wide.

ONLY 1.00

Packed 1 Dozen to a Carton.

JEWELLED PENDANT WATCH with Brooch containing about 50 Fac-simile Round and Baguette Diamonds. Brilliant Flash. In Lots of 6. Each... \$5.25

Samples, 50c Extra. 25% Deposit, Balance C. O. D. Send for Latest List.

FRANK POLLAK
86 Bowery, NEW YORK CITY

Convention Visitors Invited to See Our New Circular Bar

GENUINE PARKER PEN AND PENCIL SET, Parkette Model. Fully Guaranteed. FREE Bottle of Quink. Per Set... \$1.15

GENUINE PARKER DUOFOLD TYPE PEN AND PENCIL SET. List Price \$5.75. Your Cost Per Set Complete... \$2.25

GENUINE Automatic Pocket Lighter. Etching turned design. Assorted beautiful enameled colors. Looks and guaranteed to operate like a \$5.00 Automatic Lighter.

A Harris Exclusive Sensational Value, each 22 1/2c

Write for our new catalogue

THE HARRIS COMPANY
519 WEST MADISON ST., CHICAGO

If you're looking for real sales builders

It's the attractive desirability of merchandise that keeps the coins shooting through the slots. Starr Fountain Pens and Pencils are irresistible. Use them and see your profits climb. Our line is complete—every item an outstanding leader. Write for new reduced price list and our attractive offer to automatic-vender operators.

STARR PEN CO., Dept. 14, 300 W. Adams St., Chicago

TIES

MOGADOR STRIPES

No. 400—One of the best selling ties in our line. Always a grand selection on hand of stripe and plaid effects in harmonious attractive color combinations. Quality ties at unheard of prices.

Men's All-Wool Plaid Effect, Scarf No. 213—Famous "Woolie". Best seller. Larger and snappier assortment than ever. Specially priced.

\$4.75 DOZEN, \$54.00 GROSS.
25% with order. Bal. C.O.D. Plus Postage.

WRITE FOR CATALOG TIES, SCARFS, GREAT VALUES

CONTINENTAL

MERCANTILE CO 414 B'WAY
NEW YORK, DEPT 121 N. Y.

NEW ITEMS—

(Continued from page 63)

comes as a dry shaver for removing hair from under arms and from limbs, with handle in colorful plastic; and for men it is a wet shaver, with trim black bakelite handle. Unique in that it meets all possible shaving requirements for both sexes, and as remarkable as its efficiency is the low retail price. The low price of this new electric unit should make it desirable for many uses, including premium, salesboard and digger award.

Magic Gas Lighter

The New Method Manufacturing Company has devised a new formula for their automatic gas lighter. The results have been most encouraging and they predict even greater success with their 1937 model than their 1936 model. Gadget works on the same principles as formerly, and in order to understand the tremendous sales possibilities of the item one must see it in actual operation. There is no flint or friction—it just lights. Truly a perfect agents' item from its very usefulness on down to the price.

RCA LIC. MAGIC EYE

7-tube 3-band Silver Radio

FOREIGN RECEPTION GUARANTEED

Send 10c for Sample Push-Card. Give Radios Away FREE. Make \$100 Week.

\$17.94 List Price \$37.50
\$17.54 In lots of 6

ONE YEAR GUARANTEE
Rush \$2.00 deposit with order, balance C. O. D. Purchase price refunded within 5 days if not 100% satisfied.

ORDER SAMPLE TODAY ON MONEY-BACK Guarantee
A "buy" for those who want the best in radio. Tunes 18 to 550 meters—3 full bands. Gets fascinating programs from England, France, South America, etc., as well as American broadcasts, police calls, amateurs, etc. **MAGIC EYE** enables you to "see" when station is properly tuned. Automatic volume control. **7" JUMBO DIAL**—5 colors, with individual color for each wave band. **OVERSIZE 6 1/2"** dynamic Speaker. **BEAUTIFUL WALNUT** cabinet—high Piano finish. **AC-DC, 60 Cyc., 110 Volts.**

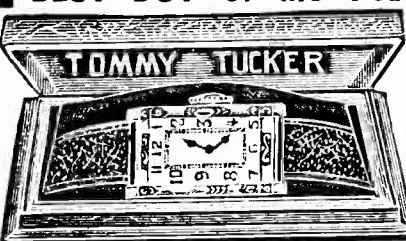


No. 147—
Size: 16"x10"x7 1/2".
7 Tube "SUPERHET". Weighs 17 Lbs.

FREE—New 1937 Catalog Just Off Press. Farm, Home and Auto Radios. 23 New Models—4 to 16 Tubes

SILVER MFG. CO.
612 No. Michigan Ave., Dept. 147, Chicago, Ill.

BEST BUY of the Year



THE "TOMMY TUCKER"—a De Luxe Rebuilt Watch, with 8-J Lever Movement. **GUARANTEED** to keep correct time. Genuine Illinois now Case. Individually boxed. A value you can't beat. Send for Sample Watch today.

\$225 E.A.
\$25.00 Dozen

TUCKER-LOWENTHAL, Inc.
Wholesale Jewelers,
5 South Wabash Ave., CHICAGO.

OPERATORS SEEK—

(Continued from page 62)

merchandise of a new and different nature to the user, the wholesaler is assured not only increased business, but he will also be responsible for helping to save the remnants of a tremendously profitable division of the amusement industry.

Operators themselves prefer merchandise, but they must keep their preference secondary to the wishes of the general public. Rather than lose money they must find ways and means to stimulate and increase their business and, if the wholesaler cannot help them, they will seek the shortest course, which is the course above explained that has created so much difficulty in the past.

Operators, of the digger machines especially, realize that they can remain in business for a longer period of time and on a much safer footing by using merchandise. They also realize that the use of merchandise keeps their equipment in the correct classification for which it was originally intended, and have found that authorities everywhere prove more lenient in such cases. The wholesaler can therefore create a much better sentiment throuth the industry by supplying the sort of merchandise that is most necessary.

This merchandise can be had. It is up to the wholesale merchandise industry to supply it.

EXCEL MOVIE PROJECTORS

Attractive Premiums



A sure-fire sales stimulator—Line up with this popular low-priced movie projector, sold by leading department stores. Quality throughout, yet these machines are manufactured in a wide range of models, priced from 50c up. Use any 16mm films and produce brilliant pictures.

Write for Literature and Prices

Excel Model 84

EXCEL PROJECTOR CORP.
4234 Drummond Place, Chicago, Ill.

FREE SUITS and BIG PROFITS

SELL MADE-TO-MEASURE CLOTHES

Do you know a dozen or two men to whom you can sell fine, All-Wool Made-to-Measure Suits—if you show them **BIG SAVINGS**? If you do—send for my Tailoring Line. Make some easy money for yourself and get your own clothes **FREE**. No experience required. Work spare time. Once you get started I'm confident you can sell not only to friends—but dozens, even hundreds, of suits to other men in your locality. Every garment made-to-measure with fine custom workmanship. Positively guaranteed to fit and satisfy. Beautiful outfit with 100 Big Samples and 200 Style Plates sent **FREE**. Write Today!

JIM FOSTER, Inc., 2255 S. Spaulding Ave., Chicago.

\$14.95 UP

AGENTS — PITCHMEN



Make 1937 your banner year. Sell **REX MINERAL SOAP**. Taverns, Night Clubs need it; every Housewife, Shop, Garage or Factory should use it. **REX** not only cleans everything in the home, but it softens water, saves soap and is invigorating when used in the bath. Double your money. Sell a necessity. Write for latest Circular and Price List. Get your share of this business.


Send for Free, Full Size Package. Enclose 10c to cover postage and handling.

WADDELLS REX PRODUCT CO., Inc.
444 West Grand Ave., Chicago

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.

SPECIAL FOR OPERATORS



WHILE THEY LAST! MEN'S WRIST WATCHES—Assorted Shapes; 10' Ligne, 10K Rolled Gold, 14K Gold Case.

6 Jewels, Each. \$3.50
15 Jewels, Each. 4.50

DUEBER HAMPDEN WRIST WATCHES—7-J., \$3.00; 15-J., \$3.75.

LADIES' GENUINE DIAMOND RINGS—10 Karat Solid Gold, \$3.50 and Up; 14 Karat, \$4.50 and Up.

ELGIN & WALTHAM—18 Size, Railroad Model Case, 7-Jewel, Hunting Movement, Each. **\$2.00**
15-Jewel, \$2.50; 17-Jewel, \$2.75.

SPECIAL PRICES FOR QUANTITY USERS
Sample 50c Extra.
25% Deposit, Balance C. O. D. Send for Catalog.

N. SEIDMAN
178 Canal Street, NEW YORK, N. Y.

RED HOT SELLERS

CARTOON BOOKS, 10 Kinds, \$1.25 per 100;
COMIO SPICY FOLDERS, \$1.50 per 100, 6 Kinds; **FANNY DANCE BOOKLET**, 80c Doz.; Sand Cards, Shimmie Dancers, 25c Doz., and many other Specials in my Private Catalogue. Send \$4.00 for 25 Samples, or 10c for Cat., or rush your order from above list.

T. R. PAYNE, 25 Cardinal Place, New York.

PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS!

SEND FOR COPY OF OUR GENERAL CATALOG

FLOROSCOPE
B1384—Florescope, Tube made of nickel-plated metal, brightly polished. Possesses high magnifying power. An excellent item for demonstrators. Complete with steel pick that can be used for handling small insects.
Per Dozen, \$ 2.10
Per Gross, \$ 24.00



MINIATURE CHARMS
B2319—Donkey Charm with Silk Cord, Per Gro., 75c
B2326—Elephant Charms with Silk Cord, Per Gro., 85c



B1767—Czecho 3-Blade Tooth-pick Knives, Gross. \$1.35
B1769—Czecho 5-Blade Tooth-pick Knives, Gross. \$1.60
B3466—Keen-Edge Knife and Scissors Sharpeners, Gross. \$11.00
B2459—Movable Hand Wrist Watch, Individually bxd. Gr. \$3.50

BINGO OPERATORS

\$1,000.00

Worth of Important Information Absolutely Free. Are you operating BINGO with Churches, Fraternal, Military, Recreational or Political organizations? If you do, or you are contemplating to start operating soon, then by all means send in your name and address to us at once for valuable information regarding BINGO.

New methods, hints and suggestions are issued in our regular bulletins that are sent out absolutely free to all names on our mailing list.

If you have any specific questions or problems with regards to BINGO please mention same when sending in your name and address. Your questions will be answered personally by an expert and pioneer BINGO operator.

Send in Your Name and Address NOW.

E. S. LOWE COMPANY,
"The Headquarters for BINGO Supplies,"
1123 BROADWAY, NEW YORK, N. Y.

GELLMAN BROS.

119 North Fourth St. MINNEAPOLIS, MINN.

SALES BOARD OPERATORS NOTICE!

3 Sensational New Items will be Shown for the First Time in our Exhibit at the Coin Show. We couldn't get our cuts in time to show pictures in this issue of The Billboard. Don't fall to see these: 1—THE NEW MIR-RAY, all glass illuminating RADIO! 2—THE NEW STREAMLINE MINIATURE BAR, fully equipped! 3—THE NEW VIBRA-AUTOMATIC RAZOR! Write now for Circulars and Prices.

JASPER BROKERAGE COMPANY
154 EAST ERIE ST. CHICAGO, ILLINOIS

DIRECT FACTORY REPRESENTATIVES,
Premium Specialities.
WE SELL TO JOBBERS AND OPERATORS ONLY.

When Writing to Advertisers Mention The Billboard.

FREE CATALOG

1937 EDITION JUST OFF THE PRESS—136 PAGES—OVER 3,000 VALUES, THE LIKES OF WHICH YOU'VE NEVER SEEN.



Sizzling Bargains in Cosmetics, Razor Blades, Drugs, Perfumes, Food Products, Notions, Electrical Goods, Stationery, Sporting Goods, Gifts, Premiums, Clocks, Watches, Radios, Etc.

WRITE FOR FREE CATALOG AT ONCE. 4 Convenient Shipping Points

UNIVERSAL MERCHANDISE COMPANY

37 Union Square, New York, N. Y.
512 Canal, New Orleans, La.
676 Mission St., San Francisco, Cal.
30 South Wells St. Chicago, Ill.

1000 BARGAINS

AGENTS UNDERSSELL STORES.

Clothing, Dry Goods, Shoes, Notions, School Supplies, Novelties, Sales Boards, Razor Blades, Sundries, Cosmetics, Perfumes, Food Products, Soaps, Carded Goods, Specialties, Etc.

Big Illustrated Catalog FREE. RELIABLE JOBBERS. Dept. 658, 930 West Roosevelt Road, Chicago.

HEADQUARTERS FOR SPECTACLES and GOGGLES
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.
NEW ERA OPTICAL CO. Write for Catalog BF43. Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

AGENTS

BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS.

In Boxed Assortments, In Exclusive and Original Special Discounts on Large Quantities. WRITE FOR PARTICULARS.

DOROTHEA ANTEL
226 West 72d St., New York City.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
THE N-R MFG. CO., Dept. H-81, Box 353, Hamilton, Ontario.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
Write us your needs.
ARGO PEN-PENCIL CO., Inc.
206 Broadway, NEW YORK CITY.

GENUINE DIAMOND RING
Solid Gold Mounting
Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo.

2.95

New (1937) Perfected No Flint or Friction AUTOMATIC GAS LIGHTER
LIGHTS GAS INSTANTLY.

500% Profit. 25c Seller to Every Home, Office and Restaurant. Individual cards. Costs you \$1 a Dozen, or \$8 for 15 Dozens, postpaid. Demonstrators and Agents get Free Sample and all Details quick.
NEW METHOD CO., Box BB-19, Bradford, Pa.

CHewing GUM 20¢ BOX
—Plus Chews—
RETAILS FOR \$1.00. Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 40c for sample box (prepaid). 50c West FIELD FOR AGENTS. Write of Miss. GREAT AMERICAN CHEWING PRODUCTS, 4th and Mt. Pleasant, Newark, N. J.

PITCHMEN
by **BILL BAKER**

(Cincinnati Office)

AFTER A SUCCESSFUL season in Riverview Park, Chicago, Steve Burnell is now in Jacksonville, Fla., where he is resting. Writing from that city under date of January 2, he says: "Not many of the boys are here. I did, however, meet my friend Jimmy Ryan, ace coupon worker. He seems to have plenty of the long green and is sporting a new Dodge. Plan to join Jimmy on a trip to Miami this week."

"HAVE BEEN BUSY selling and snapping photos on busy corners here," inks Phil Brown from Atlanta. "The local distributing company here is a real pitchman's headquarters. Where is Jack Murray, Doc Becker and Doc Scruggs? Leaving here for Miami soon."

MEMORIES: When Mike Whalen was president of the doughnut club in Detroit, and when Old English Harry, just 80 years young at the time, was making the factories and competing with the younger blood and making most of them like it. When Mike would put out the wipes by the ton and throw a fit and break up a tip when any of the boys happened to be on the outs with him.

JACK KNEBEL from Milwaukee: "Have been working Sun-foot remedies in a Newberry store here since December 27 to some good business. Herman, Gould and Goldberg are working with me. Mr. and Mrs. Kenny worked here during the holidays and I understand they really went to town. I worked toys at Macy's during the holidays. Edward Leonard and Ken Halloran were also working there. Shoemaker Brothers are working run menders in New York, while Bob Qwitly had 31 tie locations in New York and New Jersey and made plenty of the filthy lucre. Wallace Jackson, Earl Jacques, Bob Qwitly and Hal Harrison are working Sun-foot on the road."

BUCK BUTCHER cracks from Savannah, Ga., that he has been spending the winter with his friend Ed Bennett. Butcher recently joined the ranks of the benedicts. He infos that he will be with Bennett's Stock Company again this season, accompanied by the missus.

EDDIE JENKINS together with Frank Dotson, has just returned to Los Angeles from the South Seas. He infos that Lew Schilling continues to draw 'em to his museum at San Mateo, Calif.

PITCHMEN'S SAYINGS: "Let's get a cup of coffee."—Sid Sidenberg.

MR. AND MRS. CARL DEBORD proud parents of a baby girl, ink from Corpus Christi, Tex., that they would like to see some pipes from Madam Ritchie, Captain Butler and Blacky Beard.

RAY LINDSAY purveyor of the Svengali trick-card decks and white mice worker, blew into Cincinnati from Buffalo last week. During a visit to the Pipes desk he infoed that Buffalo was a shade cold and that Broadway could be worked, but business wasn't so hot there. Ray says he plans to contract to work a spot in the heart of Cincinnati's business district.

KENTUCKY R. LEE and Tom Kennedy are working Pennsylvania towns.

THE REOPENING of the Kelsey-Hayes plant, Detroit, adds another shop to the list of those which should increase the income of the boys working the plants at noon and the come-out.

JIMMY MILLER of hobs, knobs and buckle fame, is holding down the Automotive City.

IN PITCHDOM any item is hot. The only item that grows cold is when the pitchmen who is working it grows cold.

ETHEL HART is reported to have left Winston-Salem,

N. C., in favor of Columbia, N. C. She is working a penthouse pipe for ladies to a good biz.

TRIPOD OPININGS: The fellow who tried the hardest and missed—well, he got all he could get. The fellow who strikes it lucky and gets a little without trying don't know what he missed.

ACCORDING TO newspaper reports, ski jumpers and skaters are in full action on the Vermont trails. Any live-wire hustler can pick up a healthy bank roll in that neck of the woods working the pin-on tails to both contestants and onlookers.

ALLEN of gen-sen note, is working the tobacco, mule markets and court days in Kentucky, out of Louisville. He has been doing a swell biz, as well as an exceptional mail order repeat.

PRINCE ELMER mentalist, has been going over in a big way at Fargo, Pa.

JACK HALLIGAN and Lady Leona are reported to be grabbing plenty of kale with the Miller Museum.

PAUL HAUCK has been working Danville, Ky., with his gen-sen and jam store to some good results.

HERE'S ONE every man on the road should remember: When a stranger hits a town he attracts more attention and is accorded about 20 per cent of his constitutional rights. After being watched a while, he either goes up or down on the percentage. The up or down is up to you. Every road man's motto should be: "I will act the part of a gentleman until they won't let me."

REPORTS EMANATING from West Virginia indicate that the coal-mining industry is running full blast in the Beckley and Williamson districts. The glass works at Charleston and Huntington are also reported to be using extra help, while the knitting industry in Parkersburg is good. Look this one over, boys.

BURT JORDAN knife sharpener worker, has been making Lexington tobacco markets.

DOC HAMILTON is working Chattanooga with a jewelry layout.

HARRODSBURG Danville, Richmond, Campbellville, Stanford, Columbia, Versailles, Georgetown, Elizabethtown, Winchester and Somerset, all in Kentucky, are open to med men working thru drug stores. These are good spots and between tobacco markets and court days a fellow should be able to acquire a healthy bank roll.

DUE TO THE extremely large number of pipes received at the desk each week it becomes necessary to hold some of them for publication in a later issue. You boys and girls can alleviate matters a great deal by cutting down your pipes to a point where it will exclude all superfluous matter. This co-operation will not only assure the publishing of your pipe, but will also give everyone a chance to pipe in.

JOE MORRIS blasts from New Orleans that this is the first time he has found Rampart and other main stems deserted by the tripod fraternity. Joe is the only one there and he says he doubts very much whether he will remain thru the winter, altho he has stayed there until the Mardi Gras the last four years.

GYPSY BROWN scribes the following of prevalent conditions in Los Angeles: "Stay away from Los Angeles unless you have money for the readers. They are as follows: \$100 for the State and \$200 for the city to work outside. You can't get by for a day unless you have them either. My friend Mary Ragan is working a lot in Long

Beach and showing the boys down there what the pitch business is all about. She and her husband have been getting plenty dough. But then when it comes to pitch women I suppose you'll all agree that Mary is tops."

DON'T WORRY about mistakes beyond your control. Worry about the mistakes you can control.

CONNIE AND DOLLY of the show bearing that name, reveal that while the unit was making a jump from Midland City, Ala., to Climax, Ga., recently Dr. J. B. Woods suffered a badly fractured ankle and a broken leg. According to Connie and Dolly, he will be laid up at least six weeks at Hawkinsville, Ga., and is anxious to receive letters or cards from his friends.

DOC ED GRAY has been working his med package to a good take in Cumberland, Ky.

DOC ED BAGGETT is reported to have made some good passouts on the med in Southern Kentucky and Tennessee.

GEORGE SHIELDS with the sex and health books, has been going extra well, working the coal mines near Hazard, Ky.

AFTER A FELLOW listens to a jackpot con-fab for one evening he needs a bodyguard to keep him away from high bridges and open windows.

VIRGINIA PEARCE while working a Louisville department store with the astrology chart made such a tremendous hit that she was given a favorable writeup in *The Courier-Journal*. Her picture appeared along with the article.

BILLY AND MABEL BEAM pipe from McKinney, Tex., that they are still going strong in that neck of the woods.

CHIEF RABBITFOOT and son, Al, have been working with their med opera in Somerset, Ky. The Chief's daughter, Albeda, is attending school there.

TOM SIGOURNEY shoots from Chicago that he is headed for Cincinnati, where he will put on a demonstration in a chain store. His sex show is in moth balls for the winter. The

IT SELLS PLUNGER FILLER VAC
ZIPI ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service "Sully."

Route Men - - Big Repeats
SELLING "TROPICAL NUT MEATS"

MAKE BIG MONEY Either Specializing or as a Side Line With This Fast-Selling 4 and 8-Card Counter Display Stand. Here's a 5c item that, when shown, will appeal immediately to owners and operators of Drug Stores, Road Stands, Pool Rooms, Cigar Stands, Taverns, Restaurants and many other places. Our "Lucky" Display Counter Cards, with 34 large Packs of assorted Nut Meats—4 Packs (even numbers) free—selling for \$1.00, are making a hit all over the country.
Write Today for Our Complete Money-Making Plan and Exclusive Territory.
TROPICAL NUT CO.
321 W. Third Street, CINCINNATI, O.

MEDICINE HEADQUARTERS
A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, Columbus, O.
137 E. Spring Street,
ATTENTION
Novelty and concession men, a new seller or give away for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5c, to you 1 1/2c each. They set on a paper easel. Sample 10c.
DAVE MARKUS
600 Blue Island Ave., Chicago, Ill.

veteran reports that he has had a hard season, owing to a surgical operation that put him on the shelf for the greater part of last summer.

DR. HARRY EDGEWORTH is located on the Fifth street parking lot in Nashville.

REPORTS DRIFTING IN are that Louisville is positively closed to corners and doorways. One can work, however, if the right man is contacted.

THEY PUT men in jail for driving a car while intoxicated. The put pitchers on relief when working under the same influence.

NEW ORLEANS which has been the wintering spot of a number of pitchers, seems to have taken the count. According to reports from the Gulf City, very few pitchers are seen

Pitchmen I Have Met

By SID SIDENBERG

One of the cleverest holiday goods hustlers is Mart L. (Blackie) Kessler, who works gummy-gahoo the year round. When old St. Nicholas takes his cue and makes his entrance on the world at the glad time of the year Blackie also takes his cue by tossing the gummy swathed in moth-balls into the keister and kicks it under the bed. He goes to the nearest wholesale toy emporium and, after selecting the most popular ones with the kiddies, he makes a bee-line for the congested district of the town in which he happens to be working. After making the necessary arrangements he picks out a busy square, opens his yuletide establishment at the edge of the sidewalk and does a business that makes even the merchants in the same square sit up and take notice. Blackie is one of the cleverest toy demonstrators that ever worked to a holiday gathering.

You can bet your socks that this baby is second to none when it comes to collecting the long green with the gummy item. Never can it be said that Kessler is a sunshine hustler who waits for Old Sol to beam on both sides of the street before he leaves a hotel lobby. He is continually on the hustle and anyone acquainted with him will vouch for it when I say that Blackie never misses a single day in the year unless it is thru illness or some hazard of the game beyond one's control.

Blackie made the portals of Pitchdom via the circus route. In his school days he was one of those "donkeys" that gave the fellows watching the winter quarters of the Forepaugh-Sells Circus a double fit every day and many a time they had to chase this rascal with a stick to keep the circus property intact. Despite all the trouble Blackie caused them, however, they liked him for his daring. When the years rolled by and dare-devils were needed to push the five-horse chariots around the arena he acquired a bad case of "itchy-feet" and became a permanent fixture on the show as a driver of one of the stand-up buggies.

That season some jealousy sprang up among the chariot-pushers and it wasn't long until the chariot race became a contest among them. Blackie came in for a lot of favorable publicity from the press over the country for the thrills and spills he furnished. Blackie had one spill too many, however, and he didn't stop rolling until he stood up behind a concession on the Royal American Shows. From there he went to the Dodson and Bill Wolfe outfits.

Bad seasons with the concessions gave him his second spill and forced him into hustling Christmas novelties to keep the wolf from his door. During the ensuing winter he got acquainted with the trips and keister fraternity. The following spring he started on the road with tripods instead of the canvas top.

Kessler is 53 years old and Columbus, O., is his home.

there and it is doubtful, owing to improved conditions, that the full quota will be on hand when the Mardi Gras gets under way. However, the novelty and souvenir workers will bust in for that event and then be on their way as usual. This year is going to be a tough one for some of the boys. A lot of the novelty hustlers in past years have made the big Louisiana affair and then hied off to Washington for the inauguration. Some tall hustling, packing and moving will have to be done this year to make both events.

WATCH THE ISSUE of *The Billboard* the last week of each month and consult the lists for information on the national events which are now in progress and those which will soon be on deck. At all other times the boys shooting pipes will keep you informed on the still spots and what the conditions are.

SOME PITCHMEN start in as a failure and make a complete success of it.

ABNER HOOD veteran of the med game, has returned to Indianapolis, where he is sitting pretty after a swell season with his med package.

DOORWAYS ARE OPEN in the Hoosier Capital if you have a permit from the building owner. Otherwise you are in for a slough.

"ALTHO I'M A STEADY reader of *The Billboard*, this is my first pipe." letters Donald E. Crabb from Pittsburgh. "Read *The Billboard* and the Pipes column even before going into the pitch business four years ago. Just finished a successful season in a local department store with a toy item and am now headed for Washington to work peelers. Expect to work in the East all winter. It's been a mystery to me why some of the boys working other than med joints don't pipe in. Come on, fellows, let's hear how you're doing."

MAURICE HASCAL who has been working gummy thruout the chain stores in the East, is now working San Francisco with the white mice. Hascal inks that no readers are issued there, but that there are a few spots that can be rented.

DESPITE THE signs of recovery and prosperity, some of the boys continue to give the three-cent cafeteria on Clark street a heavy play.

"PITCHING IN THIS SPOT isn't so hot," scribbles George Mack from Worcester, Mass. "Tommy and Mary Barrows were in a store here during Christmas, while Charlie McGain and Shackelford operated a tie store to some good business. Mike Sullivan just came into town with a new Ford. Joe Hall left for Florida recently."

I. W. HIGHTOWER cards from Detroit that things are sort of quiet there since the holiday season is over. He says that everybody got a little money, but biz was not as large as most people had anticipated. "Pitchmen," he says, "on lots here since early November have all left for the South and the boys remaining with neckties and hose are doing very little business. Weather has been extra mild with no snow up to this writing," he adds.

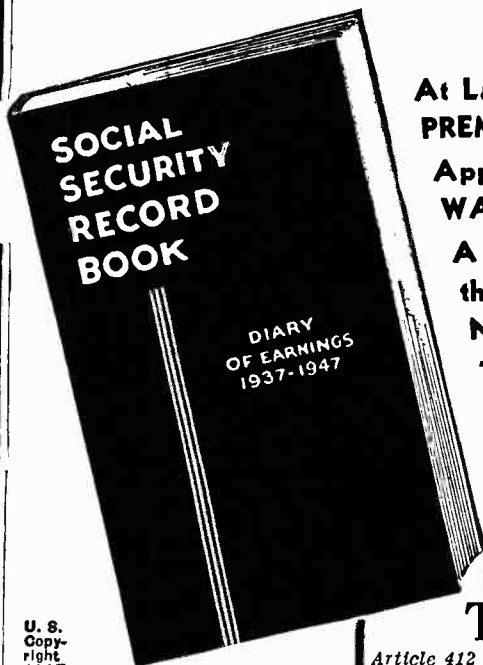
OLIVER AND GERARD Fitzmaurice, Joe Smith, the Botsfords, Charlie Lorenzen, Doc White, Bill Knott, Grover Finley, the Clarks and Doc Kellett are among the knights in St. Louis.

ACCORDING TO weather prophesies, the gila monsters and cowbells will stay in the moth balls till late spring. Even those working the South will have to invest in woolens and a benny.

"JUST CAME OUT of the cotton fields of Mississippi and caught the sugar cane blow-off in Louisiana to some swell business," pencils E. W. Wilson from Gentry, Ark. "Eastern Texas and Arkansas, however, weren't so good for me, so I'm heading for the East Coast. Caught a floor show being emceed by none other than Happy O'Curran, near Siloam Springs, Ark., New Year's Eve. Hope to see all my friends on the East Coast soon."

A FEW PARKING LOTS in the money are open in St. Louis. Some good doorways can also be worked if the boys use the old noodle. A three months' reader is issued for 85 cents, but the best bet is to get the regular mer-

SHEET WRITERS PROMOTERS CREW OPERATORS



At Last A BRAND NEW PREMIUM IDEA

Appeals To EVERY WAGE EARNER

A Substantial Premium that Fills a Genuine Necessity

The Entire Country Is Talking SOCIAL SECURITY

THE LAW

Article 412 (b) of the Regulations to the Social Security Act.

"* * * It is advisable for each EMPLOYEE, beginning January 1, 1937, to keep accurate records showing the name of each employer for whom he performs services as an employee, the dates of beginning and termination of such services, and the information with respect to himself which is required by subdivision (a) of this article to be kept by employers."

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THE BOOK

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Instructions tell the worker how to record his taxes. Six pages of Tables of Benefits.

Other Social Security Data invaluable to every employee.

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Top Band.

3 Different Samples

50c Prepaid

chants' reader for \$6 per year and you can work with less heat. Sixth street, from Franklin to Morgan, received a heavy play during the holiday rush by the boys selling direct to the people. From reports trickling in, all is well and all did okeh.

TOMMY BURNS JR. and Charles E. Courteaux have dissolved partnership in the Co-Burn Products Company. Tommy has purchased Courteaux's end of the business and is conducting it on his own, while Charley is again working independently.

YOU FELLOWS in the St. Louis area will do well to give the coal-mining towns in Illinois, known as Little Egypt, the once over. Centralia, Duquoin, Chester, Sparta, Benton, Marion, Herrin, Christopher, Carbondale, Johnson City, Eldorado, Pinckeyville,

WHEREVER BEER IS SOLD VALVE BALL FOAM CONTROL is a Necessity!

Valve Ball in Foam Control breaks up gas bubbles, puts a uniform collar on every glass of beer. Reduces scraping to a minimum, giving a greater number of glasses per barrel. Fits on all beer faucets. Bar-Owners Buy Them on Sight!

Saves time—No waiting for collar to rise. A sure sale of one or more whenever beer is sold on draught. Retail at 35c to 50c. Costs you 10c each in gross lots. Be the first in your territory to clean up with this new specialty. Rush 10c for sample and full particulars.



GORDON MFG. CO. 110 E. 23d St., New York City, Dept. JAG.

Thank You for Mentioning The Billboard.

Zeigler, Royal, Carterville, West Frankfort and Mt. Vernon. Some of the towns are open to streets, while one can get a good play at the mines in other towns. The Auditorium, Arena and Coliseum in St. Louis should be watched for winter shows.

REPORTS INDICATE . . . that the knights of Pitchdom have had the biggest holiday business since 1929. Indications point to a greater one in 1937, a year that will surpass the last one in volume of business and prosperity.

BERT GLAUNER . . . and the missus letter that they enjoyed a swell holiday season in South Bend, Ind. Bert, one of the real veterans of Pitchdom, is one of the boys who never fall to shoot the whole works during the holiday season. He usually brings back Santa Claus, instead of waiting for that bewhiskered old gent to bring him something.

HUSTLER'S TIP: Here's a real one for you babies to shoot at. You fellows who work medicine on the outside and find it hard to hang on to the summer bank roll can get yourself a stock of trusses and work thru drug stores which don't handle the line. In most instances you can work without a parchment, too. After enough practice and experience it is doubtful if you will ever go back to med. It's worthy of thought at any rate.

YOU BOYS . . . working Arkansas and Western Tennessee who have been in the cotton money, would do well to look over the territory in Western Kentucky, where the tobacco is coming in. Mayfield and adjoining spots are reported to be good and some

PLUNGER FILLER VAC



For a Happy New Year—Buy Grodin. The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.

GRODIN PEN CO., 398 B'dway, New York, N. Y.

Neon Truck Signs

—NOW Possible with Amazing New TRANSFORMER and Novel Method of Tube Installation!

Old established factory wants financially responsible business executives—to handle distribution in exclusive territories. Signs fill long-felt Advertising need! Enable any advertiser to have brilliant, colorful, attention-getting Neon Advertising message on trucks, both day and night. Expected to quickly sweep country! Easily installed on top driver's cab. Amazing NEW TRANSFORMER enables Sign to operate on any truck's standard 6-volt auto storage battery—using only about same amount current as an extra tail light. Novel method tubing installation protects against breakage. Reasonable capital handles exclusive Distributorship Contract. Big Profits. No sign experience necessary. We furnish entire product. FREE LITERATURE gives details, explains liberal proposition. Write today! E. E. SOUTHER IRON CO., 1852-A17 Klenlen Ave., St. Louis, Mo.

of the towns can be worked in the square. They should be especially good on court and mule days. It isn't necessary to bally a tip in these spots, as there is always a conglomeration of humanity and mules.

MRS. HARRY HOWARD . . . is centering her activities with the Howard med emporium in Lawrenceburg, Tenn. She has been visiting with her sister at Columbia, Tenn., where her sister owns one of the largest hot-house and cut-flower establishments in the State.

THE PEAVEYS . . . are reported to be doing a swell business with the horoscopes and charts, working chain and department stores.

THINK THIS OVER: Don't take anybody's word for it. You usually notice that an incompetent pitchman is a braggart, while the successful pitchman waits modestly for any recognition of his ability.

REPORTS EMANATING . . . from Florida indicate that a bigger season is expected in the State than at any time since 1926. Tourists are impeding traffic with the trailers. Prof. Seward, Jack Scharding and others of Pitchdom, working the more important towns of the Grapefruit State, are getting theirs in a big way.

THE PERRYS . . . have been going good working their mental act, putting out the horoscopes in chain stores.

DANNY O'CONNELL . . . cards from Lake Worth, Fla.: "Noticed where Jolly George Sands is in from a big one with the Flamburg med opera. I'm playing clubs in Florida with my two daughters to some good biz. Plan to work Palm Beach and Miami the remainder of the winter."

BURLEY TOBACCO . . . went to the new sky-high mark of \$1 a pound on the Lexington tobacco markets. This means that there is an acute shortage of tobacco and the farmers are getting high prices for their crops. For the benefit of those who are contemplating making the Kentucky markets, do so now or leave them alone. The tobacco money is limited and will last just as long as the size of the crop, which was short.

THE BEST AND most important clause in Pitchdom's security act is the "collect the money pitchs."

CAL AND BABE TOWNSEND . . . of the Wen-Thor Comedy Company, pencil from Pampa, Tex. "Have been visiting our brother and his family here and are enjoying a real vacation. We didn't make a barrel of money this season and we are the guests of my

father, W. F. (Bill) Townsend, on this trip. Plan to start back east soon and visit Babe's folks in Marion, Ind., while dad goes on to Spencerville, O. Dad, by the way, won't be with us in 1937. He is going to personally oversee the work on his Spencerville farm. Would like to see some pipes from Frank Davis, Hal Montell and Doc R. E. Lewis."

WILBURN . . . who is working with an ant-bear in Kentucky, is putting out the tonic and drawing huge tips to a good biz.

GUY WARNER . . . and the missus are visiting their daughter, Dorothy, in Nashville. Meantime, Guy is making the spots around that town with his sunshine health lectures.

Pitchdom Five Years Ago

David K. Trask, versatile pitchman and med performer, was working with a med show in Knoxville to good biz. . . . Business in New York for Mac McCracken, pen worker, was just fair. . . . After six months in Detroit with razor blades Nat Herman and Tom Matthews blew that spot in favor of Boston and were doing okeh. . . . Despite the fact that some of them were in red locations. Sheet workers in New York during the holidays were hard hit. . . . Red Rodgers had just opened an auction lot in Albany, Ind. . . . Tom Magar, who had demonstrations in stores in Bridgeport, Conn.; North Adams, Mass.; Burlington and Rutland, Vt., reported that his biz fell 50 per cent below that of last year in the same spots. . . . George L. and Mrs. Sperry, who had been operating a pitch store in Cincinnati, pulled stakes and were headed for Florida country to vacation for the remainder of the winter. . . . The depression hadn't as yet crossed Dan (Necktie King) Courtney's path. He was operating a chain of stores in New York, with headquarters near Times Square. . . . Madaline Ragan breezed into Cincinnati and stopped long enough to call at the Pipes desk and shake hands with a few towners. . . . Doc P. L. Ballard was wintering in Indianapolis and awaiting the call of the bluebirds, which was his cue to open his med opery in the great outdoors. . . . Jack Todd had just concluded a good tour thru Iowa, Minnesota and North Dakota with the pens. . . . Doc George M. Reed opened in Akron, O., for a three-week stay in the Metropolitan chain stores, demonstrating perfumes, etc. . . . Seattle, Wash., was the land of "rain and lots of it" for Frank Libby. . . . Andy Stenson, after a swell holiday season in Denver, left for the Pacific Coast, where he had a good proposition to work double with Joe Karfunkel. Gus Weiner was conducting a straight sale in Pueblo, Colo., and getting the dinero. . . . That's all.

Instead of featuring it for the weekly high score it is featured as a monthly high-score award. At the same time weekly high-score awards are also featured but of much less value.

Each week the 10 highest scorers are picked. This makes 40 players for the tournament at the end of the month. These 40 come together during any four appointed evenings and roll their scores for the award. Each score is recorded. The player has the privilege of playing the game as many times as he desires until ready to roll for the tournament score. He must then call the location owner's attention to this fact and his score is placed on the sheet with the 40 to be completed. If the players on the sheet do not appear any of these four evenings they are disqualified.

Someone wins the radio after the last score is rolled at midnight of the fourth evening.

The other groups are then checked for the weekly high-score features that were displayed. Each group of 10 men were high scorers of a certain week and each week saw a different item. Their scores in the tournament are checked and again four awards made aside from the Philco. The winner of the tournament receives the major monthly award only and is not classified with the weekly group he represented.

Broudy reports that this tournament play idea has been responsible for more than tripling the take of many bowling games everywhere in this State.

Texas Notes

SAN ANTONIO, Jan. 9.—Dedicating of Sam Houston Museum, Huntsville, slated for February 2, will be of interest to outdoor as well as indoor showmen. . . . Adolph Toppermain, San Antonio, known as "The Shooting Wonder of the World," fancy wing and trick shot, is appearing thru the State. . . . Galveston Mardi Gras on February 5-9 will have parades, pageants and other amusements, sponsored by Galveston Commercial Association. . . . Beach Auditorium, Houston, to be razed immediately, has been operating 35 years and has housed some well-known road shows.

Roy and Bess Gray, Big State Shows, at Hot Springs for a few weeks, will then return to Houston to prepare for their opening early in March. . . . Doc King, who has been in San Antonio, reported to Shreveport winter quarters of Hennies Bros. . . . Mel-Roy, phrenologist, is seen around San Antonio and other West Texas cities. . . . Virgil Thompson, at his Houston home, is doing some work for Uncle Sam during the winter. . . . R. W. (Tommy) Stevens will leave Houston soon for the West Coast. . . . Lillian Murphy, well known in outdoor show circles, is at a Houston night spot. . . . Patsy Smith, who visited friends around Beaumont, is in Houston for an indefinite stay.

John Francis and Dick O'Brien, in several Texas cities the past few days, departed for Mississippi. . . . Louis Bright, secretary of the Big State Shows, is resting with the homefolks in Tennessee. . . . Jess Wrigley and wife, Big State Shows, were with Mrs. Wrigley's parents at Menard, Tex., for the holidays. . . . Rosa Lee Gordon, last with Ned Rao attractions, is working night spots around Houston. . . . Ray Brewer, manager of Brewer-Poole Shows, canceled remaining Houston lots and will store the outfit for a time. Will reopen on lots before taking the road. . . . J. C. (Red) Rogers and family, Big State Shows, are wintering in Houston, where their two daughters are in school.

J. R. Baldwin, confined to Robert B. Green Hospital for the past 60 days, has been forced to undergo another operation. Getting along satisfactorily. . . . J. R. McCarty is operating his Nalda show in downtown San Antonio. . . . Felix Flex is on the streets here with his novelties. . . . Jimmie Byers, of Byers Bros., purchased a Baby Beauty Merry-Go-Round in San Antonio. . . . H. Hoff, whose shows are stored in New Jersey, was in the city for the holidays and headed for the West Coast on business. . . . "Doc" Hass has been looking San Antonio over for past few days.

Announcement of selection of Jack Ruback as president of HASC and Mrs. Marie Beckmann as head of the Auxillary has caused an extra holiday to be observed among the local showfolk colonies. . . . Henry Globe, Hennies Bros. concessioner, has been around the city past few days. . . . Talla Sa Hasse is doing his Buddha around the local lots. . . . Kent Hosmer reported a "quiet holiday period," as did Charley Jamison, of Hotel Lamar. . . . Mrs. Harry B. (Kittie) Poole is leaving for Los Angeles for a visit with friends and relatives.

PITCHMEN, MEDICINE MEN & DEMONSTRATORS

Our proposition offers you steady work in Department and Drug Stores throughout the winter.

NEW 35c FIRST AID PRODUCT

Doctor says: "It comes as near being an entire medicine cabinet, all in one bottle, as anything I ever used." Write today for details and full information on this wonderful new selling item.

LINK COMPANY, Emporia, Kansas

SUPPLY HOUSES

(Continued from page 64)

to an impressive quantity were sore put to get rid of these major prizes.

Instead of fretting over the situation, Broudy went out into the field with some of the bowling-game operators to analyze the situation directly on the location.

His inquiries among the location owners disclosed the fact that they favored the merchandise prizes instead of any other award. Not only was this meeting with the letter of the law, but the players themselves preferred the merchandise prizes.

Broudy, after giving this some thought, called in one of the largest operators in this State, an operator who has a large number of the bowling games on location, and asked him to pick one of his locations for test purposes. This test was made without immediate cost to the operator. It was agreed that if Broudy's plan worked the operator would pay for the merchandise and would place the plan in operation in other bowling-game locations.

The plan is very simple. It is a tournament play idea so arranged that the players are more than willing to cooperate. It has proved mutually profitable to everyone concerned. It helps crowd their place of business and has greatly increased their profits from the bowling game as well as increased general sales of their own merchandise.

The plan has helped Broudy to realize the largest merchandise sales in the history of his firm.

The first test was made with the \$183.50 model Philco console radio with the new 1937 automatic tuning feature; certainly an impressive prize award.

NEW DATE BOOKS

FOR 1937

NOW ON SALE

Arranged Especially for Your Needs

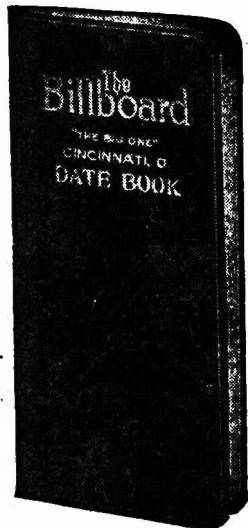
Dated From January 1, 1937, to January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS
For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

Cash With Order
ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.



Name in gold letters on covers, 15c extra for each line.

Out in the Open



Roger Littleford Jr.

MARIA RASPUTIN, daughter of Russia's Mad Monk and erstwhile animal trainer with Hagenbeck-Wallace Circus, will be back on the American sawdust trail in 1937, this time with the Ringling-Barnum contingent. It has not been decided just what she will be called upon to do, but one thing is certain—her supposedly hypnotic eye will not be employed to subjugate wild jungle cats—she will probably be the central figure in a space and ballet built to represent the court of her late father.

Mme. Rasputin was brought to this country by the Ringling organization two years ago amid tons of publicity and exploitation, none of which was really expected or desired by her circus importers. Nevertheless the daily press boys on this side of the Atlantic went overboard on the lady and soon had her a fearless and colorful wild-animal trainer whose prowess at dominating the big cats was unmatched thruout the world. As a matter of fact, it was later disclosed that she knew little more than nothing about the cage game, and it was up to the Ringlings to put her thru a hasty course of instruction in preparation for the much-publicized part she was to play with the Hagenbeck show that year.

Unfortunately a brown bear attacked her before the season opened, inflicting leg wounds that kept the courageous lady practically inactive most of the 1934 season. She returned to Europe in the fall of that year, where she remained in seclusion until her wounds had completely mended. According to fellow performers, as well as executives of the Ringling interests, it was definitely not lack of courage but purely inexperience that hampered Mme. Rasputin's animal training career. All circusdom wishes her better luck and less unwarranted publicity this time.

Raymond E. Elder, theater and motion picture veteran and one-time member of the Ringling-Barnum and Sells-Floto shows, writes from his farm near Queenemo, Kan., that he was defeated a wee bit for the State Senate last November but will probably land a State job near his home as a result of the contacts he made. Elder is a farmer by choice and says that altho the droughts have been a discouraging factor in recent years the life he's leading is a grand one. He closes with: "Say howdy to all the boys on Broadway." First note of Manhattan's 1937 circus season has already been struck—Cole Bros.-Clyde Beatty paper gracing the front of the Hippodrome, scene of the CB-CB indoor opening this year.

Rezoning the World's Fair

AS A means of protection to investors within the fairgrounds and as an aid to the appearance of adjacent property, officials of the 1939 New York's World's Fair have made known their intention to rezone the area about Flushing Meadows Park, scene of the forthcoming big show. Using past world expositions and even annual State and county fairs as examples of what not to do, New York moguls have indicated that property close by the fairgrounds will be devoted chiefly and

as much as possible to beautification and not to outdoor advertising matter, side shows, cabarets, grab joints, etc., that usually line the approaches to the average American exposition.

Three chief reasons for taking the unusual step are pointed out:

- (1) . . . Such attractions are eyesores to the approaches to the fair and detract from the beauty of the fair itself.
- (2) . . . They jeopardize the safety, convenience and comfort of the visitors to the fair by interfering with the orderly conduct and handling of traffic, and
- (3) . . . most important—they carry away money which was destined for the fair and had been attracted to that locality by the fair publicity.

The city of New York and many of its people have a vital interest in the fair. They are financially involved to the tune of more than \$12,000,000 directly chargeable to the corporation to prepare the grounds, house the municipal exhibits and to advertise the entire project. . . . The State of New York is interested because the city is a part of the State and the State is also spending large amounts of money within the grounds. . . . The federal government is interested because it has passed resolutions indorsing the fair and practically guaranteeing foreign governments that it will be worth their while and expense to participate in the event and in addition has spent sizable amounts of money itself. It is any wonder that these agencies of the people are desirous of protecting their investments and the investments of the individuals who have invested in the project?

According to the fair corporation there are four things that need to be controlled:

- (1) . . . Signs and Advertising Devices. It is proposed to limit signs in residential neighborhoods to small professional name signs or limited sized "For Sale" or "To Let" cards. In business districts near the fairgrounds limited signs will be allowed without special permit provided they advertise the business conducted on the property, but all other advertising devices will have to have the approval of the board of estimates. It is believed this will control advertising by loud-speakers in trucks or airplanes.
- (2) . . . Parking Fields. Commercial parking fields will be prohibited in areas zoned for residential purposes. Board of estimates will issue special permits for all privately operated parking lots.
- (3) . . . Shows, Exhibitions and Amusements. Most of these will be banned in residential districts as well as in all other areas. Approval by the board of estimates will be the only loophole and that will be a tough one to crack. Regulation, of course, will not apply to permanent amusement institutions such as theaters, bowling alleys and billiard halls.
- (4) . . . Tourist Camps. Board of estimates will control spotting of camping sites in proximity to the fairgrounds.



Hartmann's Broadcast

WELL, the news is out that Jake Newman has finally joined the Ringling staff, succeeding Arthur Hopper as general agent of Al G. Barnes and Sells-Floto Combined Circus for season of 1937, with Hopper being switched to Ringling Bros. and Barnum & Bailey Combined Circus as director of outdoor advertising, succeeding C. G. Snowhill.

The first inkling of this was published in the form of a rumor in *The Billboard* as early as the issue of November 21. In the very same issue Newman was given space to make a statement regarding the rumor, as follows: "My contract with Cole Bros. runs until January 1, 1938. If I should make change I will wire you at once." He must have forgotten about that promise, as we haven't heard from him since.

Four issues later (December 19) we carried a statement as coming from Zack Terrell that Newman and Floyd King had 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, Terrell said at the time, was closed several days be-

For SPEED and ACCURACY

Lower Intrastate Rate in All But a Few States
TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS

USE

Postal Telegraph

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

NOTICE! SHOW MEN NOTICE!

HAVE MUSEUM—NEVER DISPLAYED ANYWHERE

Consisting of Egyptian Mummies, Real Miniature Carriages, Sea Serpents, Sea Horses, Mechanical Devices, and Mechanical Dolls, etc. Also Spears, Guns and many other unique Relics.
WILL SELL OUTRIGHT or WILL LEASE ALL or PART of the Above.

WRITE TO
L. WEISBOND, 317 So. Clinton St., SYRACUSE, N. Y.

fore the Cole show wound up its 1936 tour.

The announcement of Newman's new connection and Hopper's new capacity came from none other than S. W. Gumpertz, who also gave us word that he may be able to advise regarding the Hagenbeck show soon; the matter had not been settled up to last week. And as regards the Sparks-Robinson Combined Circus traveling by motor or rail, a subject which has many show people wondering, S. W. advised Charles Sparks was still undecided.

HIS ARRIVAL in Miami, Okla., January 5, when he was en route to West Texas, Arizona, California and Oregon, reminded Abner K. Kline that the Patterson-Kline Shows were "born" there 18 years ago, but it seemed as tho it was only a few years ago to him.

IT WAS a severe jolt to us, as it will be to his scores of friends in outdoor show business, to receive the news of the death of Benny Krause, manager of the Krause Greater Shows, last week. For some time he had been ailing, and a few months ago his condition became quite serious. His end came at Savannah, Ga.

Benny Krause was a pioneer in the carnival business and one of its staunchest supporters. His midway was always noted for its cleanliness, and his word was his bond. Fortunes he made in his day, but of late years he has had tough going. No matter how great an obstacle he encountered, he always "took it with a smile." Many will recall the cyclone which struck and almost wiped out his show in Florida last year.

DR. EDWARD JAMES IRVINE pays tribute to *The Billboard* in the following acoustic:

Because I like the high-class style in *The Billboard* all the while, Lost would I be without my copy, Legs do your duty—make it snappy! *Billboard* is out, go get it quick Off the news stand across the street; Ask the store clerk to (before you shave) Reserve each number or else you'll rave! Doggone good reading, this *Billboard*, I'll say!
Thank you, Dr. Irvine.

A LARGE cut of four high-wire artists in action was used by *The New York Sun* in a house advertisement, in its issue of December 28, to stress the editorial balance of the paper. "Not too much on one side or on the other . . . that's BALANCE," the ad read in part. "It's balance that makes possible the high-wire act. And no less important in a good newspaper is a sensible ratio between the serious and lighter sides of the news."

THE AUGUST, 1936, issue of the *Hygienic* magazine, published by the American Medical Association, contained an article, as mentioned in our issue of January 2, entitled *Health and the Circus*, by Dr. Hugh Grant Rowell, M. D., an assistant professor at Columbia University and a dyed-in-the-wool circus fan. An article along the same lines and by the same author, entitled *The First Traveling Circus Hospital*, preceded the one in *Hygienic* by one month, appearing in the July issue of *Medical Economics*, published by Lansing Chapman.

Look for the "Show Family Album" in the Classified Advertising Section.

Start a POTATO CHIP BUSINESS IN YOUR KITCHEN and MAKE MONEY!

Buy Potatoes for 2c A POUND

Sell Them as Vito-Sealed Chips for 35c a POUND



There's big money in Potato Chips for any man or woman who wants a business capable of paying as much as \$23.50 a day in profits. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaseless" Potato Chip—and let the stores sell them for you. Only \$23.50 invested in raw materials brings back \$10.00 in cash. EVERYTHING FURNISHED — You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including speed-slicer, cooker, oil-extractor (for making new "GREASELESS" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prices, pictures, and complete plans will be sent free for the asking. DON'T BUY ANYTHING—Just send your name and address on a postcard for all this free information, including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaseless" Chips. Address your card to G. H. HARDT, 325 W. Huron St., Dept. 0-121, Chicago, Ill.



Custom-built comforts and conveniences you wouldn't dream possible in so compact a space—equipment and construction features offered exclusively by Autocruiser—maintenance economy that's surprising even to veterans of show-business. G. C. C. Finance plan. Special designs for concessions.
BRANCH SHOWROOM
B'way & 61 St., N. Y. C.

AUTOCRUISER COMPANY OF AMERICA INC. 4405 YORK ROAD BALTIMORE, MD.

TRAILWAY COACH

Completely Furnished Streamline Coach, also Other Styles.
PRICE, \$450.00 AND UP.
Commercial Coaches, \$350.00 Un.
Dealers Wanted.
WALLENBECK MOLAND MFG.
Sandwich, Ill.

TO GET THE TRAILER YOU WANT

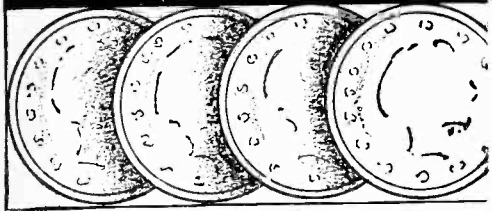
BUILD IT YOURSELF PLANS \$1.00

JIM DANDY CABIN CRUISER.
The Trailer That Has Everything. Easy to build this beautiful trailer coach with my plans! Complete instructions for every detail of body, chassis, top, beds, cabinets, refrigerator, electric light and water systems and where to buy parts. Can be built in any size for 2 to 4 people. Send \$1.00 today! Mail Dollar Bill to
JIM DANDY,
Box 125-H, Wausau, Wis.

LABOR LEAGUE FAIR AND EXPOSITION
MIAMI, WEEK JANUARY 16.
WANTED—Shows, Rides and Concessions. Must have own transportation. Everything open. No time to write; come on; will take care of you.
AL BURT
1021 Seventh Ave., N. W., Miami, Fla.

HARRIS TRAILERS
DISTRIBUTOR,
TROY, OHIO
New and Used Trailers, Covered Wagon Trailers, Factory 623 S. Clay St. Res., 116 E. Water St.
Salesrooms Also at
716 West 3rd Street, Dayton, O.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

SALES TALKS, 1937

Whatever trends the coin machine industry may develop during 1937, the locations where coin machines are placed will always constitute a basic part of the industry. The trade has specific problems of its own and may not always be fully aware of what is happening in the field of locations or what new opportunities may develop.

Location opportunities for the future may be summarized under the headings of convenience selling for vending machines, amusement for the independent retail location and the development of new types of locations in keeping with business progress.

Convenience selling is the promotional idea that merchandising machines have to offer to the business world. The fact and thoroughness with which this idea is given to the country may determine to a large degree whether merchandising machines have a wide-open field for stable expansion during the next two years. The care with which merchandising machines have been promoted during the last few years deserves a real compliment, but the moment an industry begins to reach sizable proportions it may begin to expect opposition of some kind.

There are seeds of opposition against vending machines inherent in the situation which may break loose like fury within the next two years. Some constructive leadership might forestall all or most of it.

The message which amusement games have to offer to the business world is that of some form of amusement in connection with retail establishments of all kinds. Independent retail establishments cannot compete successfully with chain organizations on price, but the independent can combine certain forms of amusement with his business that tend to attract customers and at the same time make them happy.

The amusement games division will find a promotional message in this idea that it should carry to the retail world in aggressive fashion. It can offer independent retailers a rich variety of amusement machines from which to draw something suited to their space and clientele.

The possibilities in selling more goods when the customer is in a happy mood is too well known to need amplification. What the location needs is something to create a happy atmosphere when people come in. A few merchants do it

with personality or with a smile. Any owner of a location can avail himself of amusement devices today well adapted to his place of business and that can be depended upon to offer some form of amusement to his customers.

Here is an idea on which the coin machine trade and the independent retail field must get together and work for a common good. The coin machine trade should naturally take the initiative, and the opportunity remains for someone with a constructive program to put it over.

Perhaps all that is needed is a definite message to locations in which the idea of combining simple amusement with the local spot is logically set forth. Every type of retail establishment from the hotel to the

gas station can in some way use an amusement machine to advantage. Publicity on the use of amusement in retail selling may help to put them there.

The coin machine industry will also profit from any development in new types of locations. It is perhaps suggesting too big a job to say that the coin machine industry might help in promoting ideas for new types of locations. Economic and legal developments have much to do in shaping new types of locations. Legal changes brought the tavern, and automatic phonographs quickly felt the stimulus of new business. The whole business world today is alive to a need for something new in types of retail spots, ranging from that of night spots to hotels. That each new development will be roomier

and also make larger provision for some form of amusement is to be expected. In practically every new development the coin machine industry is likely to offer some type of machine that exactly fits into the location.

In other words, if the coin machine industry is to maintain its present pace of growth it needs to tune in more aggressively with the rest of the business world. It can be done by the proper leadership or by a more progressive use of trade papers. My guess would be that if the trade really takes advantage of progress in the business world the big steps will be taken by aggressive distributing organizations. There is even room for a few such organizations that not only capitalize on existing locations but pioneer in the design and development of rooms or establishments that use various types of coin machines to full advantage. It is all a dream but it is a good one to include in the prospects of 1937.



"Go into any village, town or city and watch the people spending money in stores. Do they seem unhappy about it?"

—From *TODAY Magazine*.

WARNING DISASTER

AHEAD!

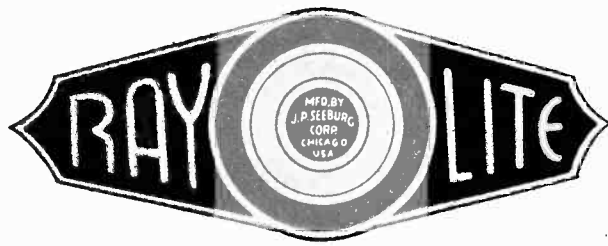
Ships at sea change their course, aeroplanes seek safe landing when bad weather signals are flashed! Experience has taught them the advisability of such caution . . . We broadcast to you . . . Pay heed and pilot yourself accordingly, for a big storm approaches!

Certain manufacturers have produced inferior imitations of the Seeburg Ray-O-Lite Rifle Range. These machines have infringed on the original patent rights and are liable to actions in the Federal Courts. As an operator of one of these infringing machines you are not only subject to a lawsuit for your entire profits but for damages, which ever is the greater. Also, you are in danger of an injunction which will stop any further operating. Under the patent laws of the United States the manufacturer, the seller and user of infringing machines are liable in a matter of this kind!

Infringing operators whose investments are already doomed, due to mechanical unreliability, will find themselves without a life preserver when the big storm hits . . . they have placed themselves on a spot involving Federal patent trouble and have already undergone operating trouble. These machines were produced "over-night" in a frantic attempt to capitalize unfairly on an entirely new market. Naturally they are not dependable and constant breakdowns are occurring. We urge you not to place your financial cargo aboard a "sinking ship"!



The SEEBURG



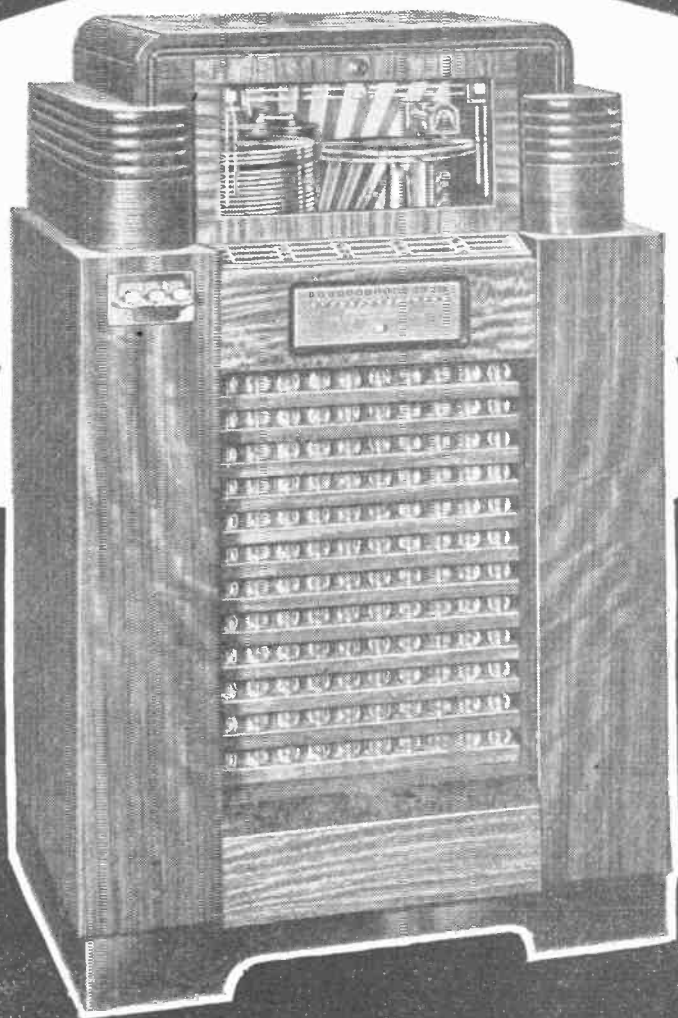
THE ORIGINAL RIFLE RANGE

● *THE J. P. SEEBURG RAY-O-LITE RIFLE RANGE is fully protected by patents 2,007,082 and 2,007,083 and other patents pending. This 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.*

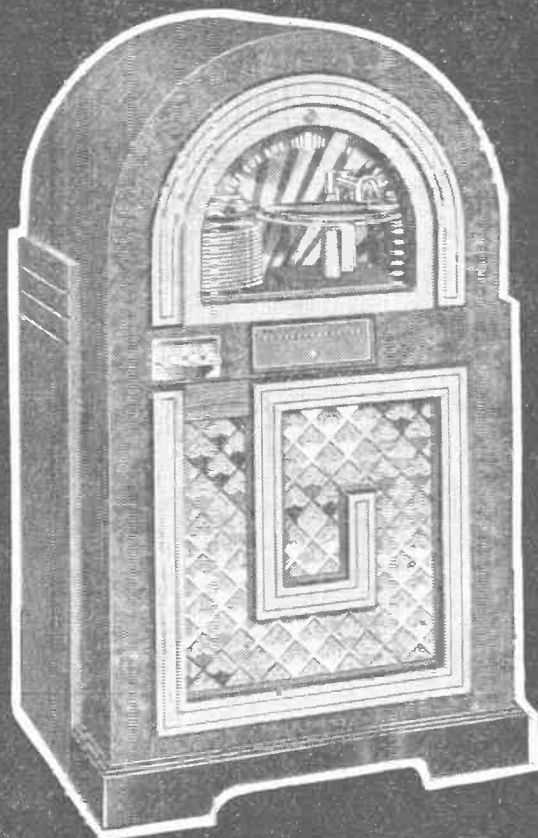
PHOEBUS CORPORATION
120 SO. LA SALLE ST. • CHICAGO, ILLINOIS

SOLE LICENSEE under all
RAY-O-LITE Patents and licensor of
THE J. P. SEEBURG CORPORATION

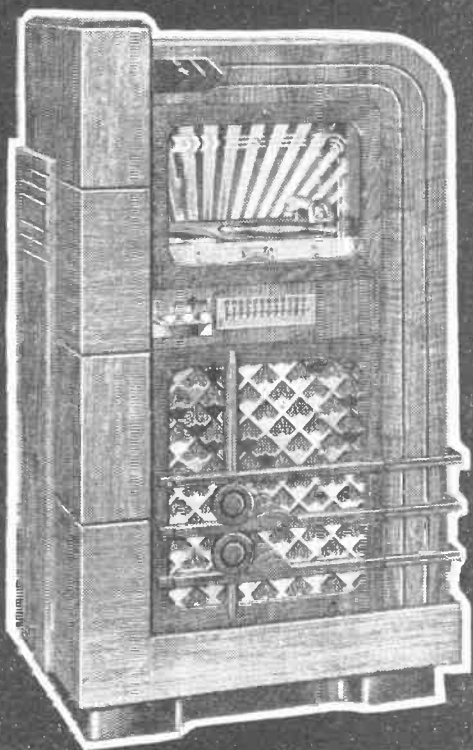
Distinguished



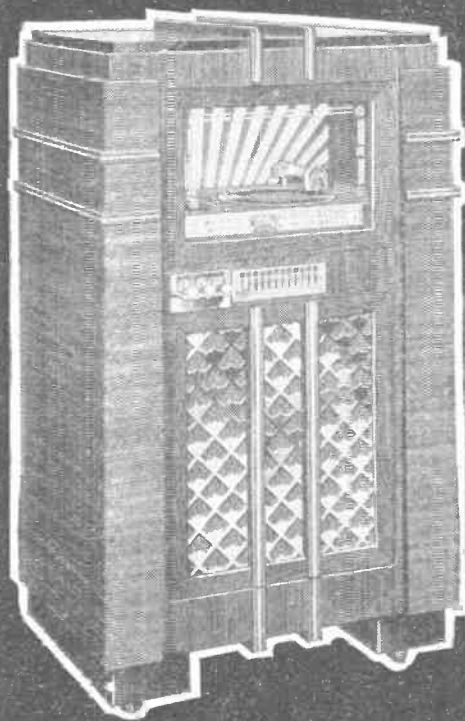
HIGH FIDELITY MELODY KING MODEL "K"
 HEIGHT, 53 1/2"; WIDTH, 35"; DEPTH, 25 1/2". ILLUMINATED
 15 RECORD MULTI-SELECTOR. 9 TUBE FULL RANGE
 AMPLIFICATION. TWO SUPER DYNAMIC SPEAKERS.



HIGH FIDELITY MELODY KING MODEL "L"
 HEIGHT, 54 3/4"; WIDTH, 31 1/2"; DEPTH, 24". ILLUMINATED
 15 RECORD MULTI-SELECTOR. 7 TUBE FULL RANGE
 AMPLIFICATION. 15 INCH SUPER DYNAMIC SPEAKER.



HIGH FIDELITY SYMPHONOLA MODEL "T"
 HEIGHT, 55"; WIDTH, 31 1/2"; DEPTH, 21 1/2". ILLUMINATED
 12 RECORD MULTI-SELECTOR. 8 TUBE FULL RANGE
 AMPLIFICATION. TWO DYNAMIC SPEAKERS.



HIGH FIDELITY SYMPHONOLA MODEL "BX"
 HEIGHT, 51"; WIDTH, 30 1/4"; DEPTH, 21 1/2". ILLUMI
 NATED 12 RECORD MULTI-SELECTOR. 5 TUBE FULL
 RANGE AMPLIFICATION. 12 INCH SUPER DYNAMIC
 SPEAKER.

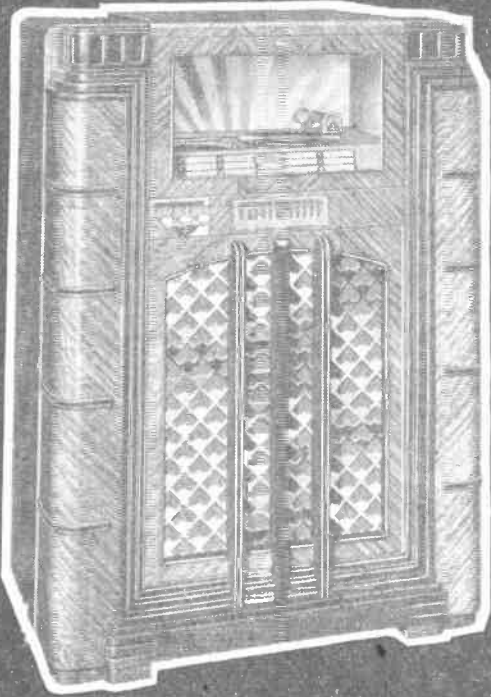
The Seeburg Franchise Is More

above all

Others!

by

GLORIOUS TONAL
REPRODUCTION,
DISTINCTIVE CAB-
INET BEAUTY AND
PERFECTED PLAY-
ING MECHANISM . . .



HIGH FIDELITY SYMPHONOLA MODEL "XF"
HEIGHT, 52"; WIDTH, 40 1/4"; DEPTH, 23 3/4". ILLUMINATED
12 RECORD MULTI-SELECTOR. 9 TUBE FULL RANGE
AMPLIFICATION. THREE 1 1/2 INCH SUPER DYNAMIC
SPEAKERS.



HIGH FIDELITY SYMPHONOLA MODEL "H"
HEIGHT, 51"; WIDTH, 30 1/2"; DEPTH, 22". ILLUMINATED
12 RECORD MULTI-SELECTOR. 9 TUBE FULL RANGE
AMPLIFICATION. 1 1/2 INCH SUPER DYNAMIC SPEAKER

Valuable!

the New 1937
HIGH FIDELITY

MELODY KING AND SYMPHONOLA

● Personally inspect the great 1937 Line of Seeburg automatic phonographs. Each model possesses exclusive revolutionary features that place it above any comparison in its particular price range. There is a Seeburg High Fidelity Phonograph adaptable to the exacting requirements of all types of locations.

J. P. SEEBURG CORP.
1510 DAYTON STREET • CHICAGO



"Hello-Everybody!"

I'm moving my headquarters to the HOTEL SHERMAN for the week of the 'COIN MACHINE SHOW'"

Let me show you these NEW 1937 "HIT GAMES"

- TARGETTE** KEENEY'S ELECTRIC RAY RIFLE GAME— Acknowledged the "best rifle game of all."
 - TEN STRIKE** KEENEY'S 2-BALL, NOVELTY PAYOUT. PIN GAME with revolutionary play principle and features.
 - PARADICE** KEENEY'S COIN-OPERATED DICE GAME permitting play of 5c to \$1.25 on a single play.
- SEE ME AT BOOTHS No. 147, 148, 149 and 150, HOTEL SHERMAN FROM JANUARY 10-17.

MUSIC MACHINES

WURLITZER P 12. Perfect Condition, Lots of 10, Each **\$149⁵⁰**

Lots of 5, Each \$154.50
Single 159.50

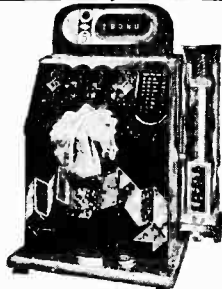
ALSO
ROCK-OLAS—GABLES
CAPEHARTS—MILLS
SEEBURGS
Inquire for Sensationally Low Prices!

BABE KAUFMAN, Inc.

250 W. 54th ST. • Eastern Representative J.H. Keeney & Co. • N. Y. C.

MILLS' SLOTS

Always on hand. The largest assorted stock of new and guaranteed reconditioned Mills' Slots at money-saving prices! Write today for complete lists, serial numbers and full details about the brand-new Mills



The BRAND NEW Mills "Bonus Bell"

"BONUS BELL"!

"The One Firm That All Manufacturers Recommend"

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

PRE-CONVENTION CLEARANCE SALE RECONDITIONED MACHINES

Practically Brand New. Send for Our Circular for Best Bargains.
ALL NEW MACHINES IN STOCK.

EASTERN—350 Mulberry St., NEWARK, N. J.

THANKS

FOR YOUR SPLENDID PATRONAGE DURING 1936. WE HOPE WE CAN MERIT A CONTINUANCE OF YOUR CONFIDENCE DURING 1937, AND WE PLEDGE OURSELVES TO GIVE YOU THE SAME CONSCIENTIOUS SERVICE WE HAVE BEEN GIVING SINCE WE STARTED BUSINESS.

Max and Harry Hurvich
Gold Dust Twins

BIRMINGHAM VENDING COMPANY
2117-3rd AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE - 3-2327

Wurlitzer Firm Stages Pig Roast for Employees

NORTH TONAWANDA, N. Y., Jan 9.—Rudolph Wurlitzer Company held its second annual pig roast and shindig for more than 150 factory and office executives, foremen and department heads at Rescue Hose House, Martinsville, N. Y., December 19. Affair was characterized as being "for Wurlitzer's Great Gang of Good Gastric Juice Exercisers."

Homer E. Capehart presided and carried things on in characteristic Capehart fashion.

The pigs for the occasion were furnished by G. W. Ristau, Wurlitzer operator of Kaukauna, Wis.

Music was furnished by a Wurlitzer-Simplex. Singing of Christmas carols lent seasonal atmosphere and spirit to the occasion. Several Wurlitzer Skee Balls provided additional entertainment.

One of the high spots of the evening was the autographing of a menu especially for Homer E. Capehart and signed by all those present. Cover of the menu showed Capehart dressed as a chef, with his now famous cigar gripped firmly between his teeth, sharpening a knife, ready to carve the pig.

After dinner someone conceived the idea of slapping firemen's helmets on Capehart and several of his cohorts and having them photographed on the fire truck amid applause.

According to Capehart, the Christmas party will be continued as an annual affair because it does so much to help cement friendly relations between the management and those responsible for carrying on the work in the different departments.

L. G. Anderson Resigns

DETROIT, Jan. 9.—Leslie Anderson, president of the General Amusement Devices Company, has resigned from this new and important jobbing organization. Anderson, who is well known in the coin-machine industry, is taking another position in the field in another city to be announced soon.

Donald A. Coney, formerly sales man-

Price and Quality

Go Hand in Hand at

MARC-COIN

- BALLY PEERLESS \$29.50
- GRAND SLAM 34.50
- BALLY DERBY 42.50
- BALLY ROUNDUP 44.50
- BALLY MULTIPLE 54.50
- BALLY HIALEAH 52.50
- "SNACKS" VENDERS 14.90

All Like New; Shipments Well Crated

MARC-COIN MACHINE CO.

1211-13 East Third Street
Dayton, Ohio

READY FOR LOCATION

Used Automatic Payouts

- Multiple \$49.50
- Natural 45.00
- Credit 39.50
- Pari-Mutuel 49.50
- Leathernecks 39.50
- Grand Slam (Ticket) 39.50
- Challenger 49.50

ALL TYPES OF GAMES, NEW OR USED

K & S Amusement Co.

125 Penn St., Reading, Pa.

A BARGAIN

Two Giant (1) Ball Automatic Pay-off Machine by Exhibit; one T. N. T. 10-Ball Machine by Rock-Ola; One Neighbors 10-Ball Machine by Mills. All in perfect condition, ready for locations. All four machines, \$90.00.

GLOBE NOVELTY SALES, Anderson, Ind.

ager of the Electrical Products Company, Detroit manufacturing organization, has been appointed general manager of the company.

"They're Stealing the Show!"

is the verdict of everyone who has seen these

KEENEY 1937 "HIT" GAMES!

AND EACH GAME
NOW IN PRODUCTION!

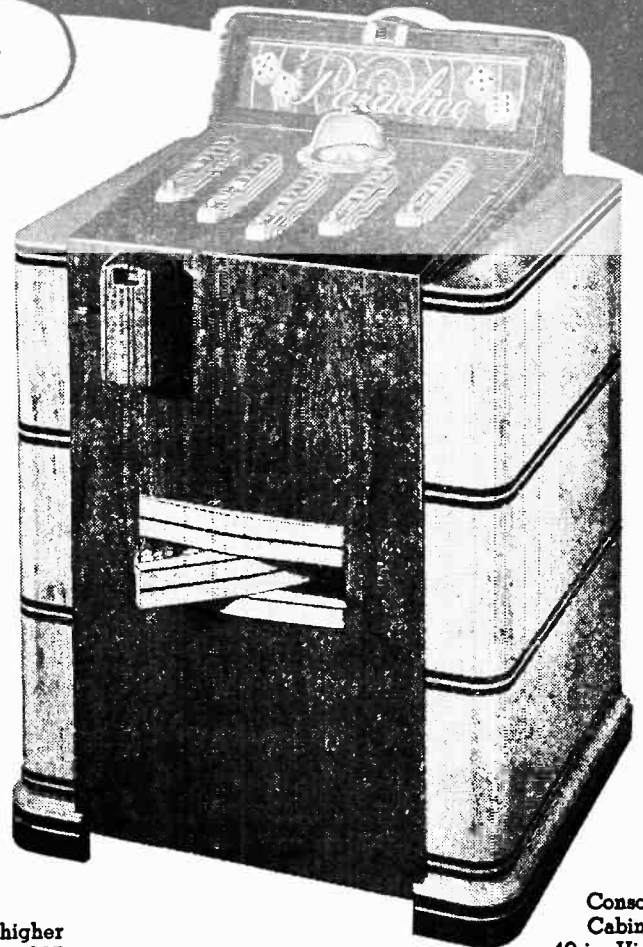
KEENEY'S

Paradise

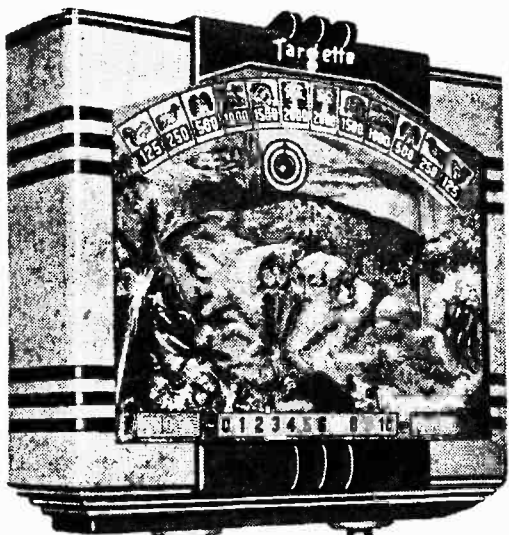
"The Finest Coin Game ever Built"

Takes up to \$1.25 on a single play

Player has a choice of 5 different "Field" or "Point" bets and can play from 5c to 25c on each choice—or with all possible bets covered, taking up to \$1.25 on a single play. Payouts range from 10c to \$1.50 for every nickel played. Illuminated jewel lights indicate every bet made. When all bets are placed, the button is pushed, causing two rolling dice to be projected on the smoked glass reflector—spots on dice being distinguishable with every tumble, adding thrills while awaiting dice to come to full stop.



Console Cabinet
40 in. High



Targette

LIGHT RAY RIFLE GAME

Back-and-forth moving target travelling at higher and higher speeds as successive hits are made. Operates at range of 15 to 50 feet. "Ever-lasting" lamp cartridge and million-play trigger switch. Targette operates until all 10 shots have been fired. The only 100% trouble-proof rifle game on the market.

"TEN STRIKE"

2 Ball Novelty Payout, Pin Game
of Revolutionary Play Principles
and Features

Payouts are made by balls striking miniature ten pins with each such hit being registered on light-up backboard and as per odds indicated with each new play—payouts ranging from 5c to \$2.00, the latter when "Mystery Strike" is secured in hitting Head Pin at proper time.

SEE THESE
"HIT" GAMES
at the
COIN GAME SHOW

Booths
147, 148, 149
and 150



51 in.
x 24 in.
Cabinet
★
12 Coin
Escalator
★
No Shuffle
Board

ADJUSTABLE for ANY HEIGHT or cabinet may be hung on wall to fit into any size or requirement of location.

With the two up-rights or standards being 52" in height, there is sufficient clearance to stand TARGETTE behind a counter, booth or bar, or to 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 3' 2"

Gun Rack: 3' 4" high 1' 10" wide 1' deep

Visit Our New Factory or Write

J. H. KEENEY & CO. New Factory Address at 2001 CALUMET AVE., CHICAGO

NEW YORK CITY OFFICE: 250 W. 54TH STREET • BABE KAUFMAN, Mgr.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.
 Operators like our Extended Credit Plan, which enables them to buy the best games on most convenient terms. They also appreciate that no carrying charge is added—you pay only the manufacturer's price as set by the manufacturer.
SEE US THIS WEEK IN SUITE 511, HOTEL SHERMAN. WRITE FOR CREDIT!
YOU CAN'T GO WRONG!
Lee D. Jones
 P. S.—The guy who plays the public for umpchays usually lands in that class himself.

New Orleans

NEW ORLEANS, Jan. 9.—Whereas a week or so ago coin machine and music ops of this city were reporting a fair business, the holiday period found play reaching new peaks for the year. Ops say that interest in the machines is surprisingly good, both in the business and residential sections.

There is every indication that good business will continue brisk for the next 45 days at least, or during the time New Orleans entertains thousands of visitors who come in for the Mardi Gras season. This week four of the largest fraternities in the country held conventions in New Orleans to add many thousands more who were here to see the Sugar Bowl series of sports events, climaxing yesterday with the Santa Clara-LSU football game. The racing season is one of the best ever held here. All these developments went a long way to help stimulate a big patronage for the pingames and music machines and all enterprising ops of the city were prepared for the occasion with plenty of newly acquired equipment.

chines in storage at home and all are still in good working order."

At a special meeting of the New Orleans Commission Council this week bids for installing 2,000 parking meters on downtown streets were received, with five companies represented. They were the Dual Parking Meter Company, Oklahoma City; Traffic Meter, Inc., Covington, Ky.; Donald F. Duncan, Inc., Chicago; Auto Parker Corporation, Houston, and the Park Right Corporation, Houston. Bids ranged from \$54 to \$58 per meter on the basis of 2,000 installations. A decision on acceptance is due within a week or 10 days.

Louis Boasberg and Ray Bosworth continue the habit of "jumping the gun." They left by train Friday morning, two days ahead of the delegation. "Our enthusiasm is getting the best of us, so we have decided to get up there well ahead of time and make things nice for the rest of the locals," Louis and Ray explain.

And the oyster-opening champ, Sam Gentilich, is also going to Chi. Sam, we hear, is sending up a couple of sacks of Louisiana oysters and has packed away in his bag two of the best openers in his collection.

Take our tip and get an eyeful of the young miss who will attend the show for the first time from New Orleans. We refer to Claire Pace, beautiful daughter of the local president. Claire is the typical Southern type.

The first Bumper has been placed on location in the Sports Center here and has attracted heavy attention. Jack Sheehan, Center manager, says that the machine has set a new record for play. The Center has also placed another non-payoff machine in this week with the Stoner Hold 'Em. The double nickel intake here is an added attraction to a game of more than one ball.

George Rossi, popular music and coin-machine op of the Louisiana Strawberry Belt, came into town from Hammond long enough this week to buy some new equipment. George took home with him several new Rock-Ola Rhythm Kings and a number of Bally Preaknesses.

Visiting ops from Baton Rouge, Shreveport, Alexandria, Lake Charles, De Ridder, Hammond and Monroe, La., and Vicksburg, Jackson and Natchez, Miss., say that business has shown improvement in the past two weeks and all predict a fine season ahead. Rising cotton prices have helped conditions considerably in the Delta area and the fact that ops in that section are prospering is proven by the fact that all have been buyers of many new machines in the past two weeks.

Returning to the city this week, following the spending of the holidays in other cities with friends and relatives, were Louis Boasberg, of New Orleans Novelty Company, who vacationed in Memphis; Hank and Mrs. Friedberg, who journeyed to Houston, and Mel Mallory, New Orleans branch manager for Stelle & Horton, who spent the holidays with his parents in Alexander City.

Business has increased so much at the Sports Center that several new machines were added this week, most of the additions being the latest ideas of Bally and Gottlieb. Jack Sheehan, manager, says that business has increased nearly 100 per cent since the middle of December.

J. N. Odder, of the Red Stick Novelty Company, Baton Rouge, was a holiday visitor in New Orleans. Odder bought several new Bally Preakness for placing on location in the State capital.

Just like a chip off the old block is F. P. (Buster) Clesi, popular young New Orleans music machine op and secretary of the United Music Operators' Association. Over thirty years ago Buster's dad, N. J. Clesi, now one of the most successful realtors in the Crescent City, drove a horse-drawn carriage to collect his returns in suburban areas of the city. Today Buster covers practically the same territory as his dad with a new Buick Eight. "In those days," Dad Clesi says, "we often took in \$500 to \$600 from one location in a season. I still have several of these old Dewey ma-

WHAT CLOSEOUT SPECIALS!

FOREIGN BUYERS WRITE FOR PRICE LIST
KEENEY TARGETTE RIFLES IN STOCK - EXHIBIT SHOOT A LITE RIFLES IN STOCK
JENNINGS NEW MODEL CHIEF SLOTS AND FLICKERS IN STOCK
TWO HUNDRED USED ASSORTED PIN TABLES IN STOCK FROM \$2.00 UP
 Prospector, \$20.00; Gold Rush, \$12.50; Put-and-Take, \$10.00; Fifty Grand, \$30.00; Tycoon \$30.00; Jumbo Ticket and Cash, \$30.00; Sky High Ticket and Cash, \$35.00; Multipay Ticket and Cash, \$35.00; Daily Races, \$35.00; Daily Double, \$20.00; Hialeah, \$45.00; Grand Slam, floor sample, \$60.00; Bambino, new, \$80.00; Ranger, slightly used pistol machine, \$40.00.
 FOREIGN BUYERS GET IN TOUCH WITH OUR MR. KAUFFMAN AT THE SHOW FOR PRICE LIST OF ALL USED MACHINES.
K. C. VENDING CO. 415 Market Street, Philadelphia, Pa.

Pennant . . . \$3.00	Dealer \$5.00	Banker \$6.00	Fifty Grand . \$10.00
Relay 3.00	Kings 5.00	Frisky, Presto . 6.00	Tie-Up 10.00
World Series . 3.00	Splitfira . . . 5.00	Rapid Transit . 6.00	Hunter 10.00
Jig Saw 3.00	Scorelita . . . 5.00	William Tell . . 6.00	Torpedo . . . 10.00
50-50 4.00	Jimmy Valen- . 5.00	Five & Ten . . 6.00	Big Shot . . . 11.00
Triallite . . . 4.00	line 5.00	Leap Frog . . . 6.00	Harvest Moon . 11.00
Criss-Cross . 4.00	1-2-3 5.00	Double-Header . 6.00	Exhibit Ticket . 11.00
Starlite . . . 4.00	Chicago Express 5.00	Over & Under . 6.00	Bonanza . . . 11.00
Radio I.O.U. . 4.00	High-Low . . . 5.00	Scream 6.00	Discovery . . 11.00
Castle Lite . . 4.00	Beam-lite . . . 5.00	Cann'n Fire Sr. . 6.00	Gateway . . . 11.00
Cavalcade . . 4.00	Big Game . . . 5.00	Traffic Tickets . 7.00	Whirlpool . . 11.00
Beacon 4.00	Justice 5.00	A.B.T. Archer . 7.00	Standard . . . 13.00
C. O. D. . . . 4.00	Skyscraper . . 5.00	A.B.T. Auto- . . 7.00	Playball . . . 13.00
Balance 4.00	Ball Fan 5.00	flash 7.00	Football . . . 13.00
Ginger 4.00	Gross Road . . 5.00	A.B.T. Auto- . . 7.00	Replaceable . 13.00
Tit-for-Tat . . 4.00	T. N. T. . . . 5.00	bank 7.00	Boards 2.50
21,000 4.00	Domino 5.00	Squadron . . . 7.00	Totallite . . . 16.00
Treasure Hunt. 4.00	Spotlite . . . 5.00	Tie Score . . . 7.00	Panama 12.00
	Beat Aces . . . 5.00	Cyclone 7.00	Hurdle Hop . . 18.00
	(Poker) 5.00	High Hand . . . 8.00	Big Bank Nite . 20.00
	Genco Baseball. 6.00	Flash 8.00	Neck & Neck . 27.00
		Tango 8.00	Red Man . . . 28.00

Penny Arcade Machines: Moving Picture Machines—Mutoscope, Drops, Punching Bags, Lifters, Electric Testers, Fortune Telling, Electric and Other Rifles, Skee Ball Alleys, Shooting Galleries, Ropp Baseball, Vendoglit, Palm Reader, and many other Penny Arcade Machines. Price list on request.
 TERMS: Full cash with orders of \$10.00 or less. 1/3 certified deposit with larger orders, Balance C. O. D., F. O. B., New York.

MIKE MUNVES, 145 PARK ROW, NEW YORK

Look a new miracle!
1000 LIGHTS
From ONE match!

EVERYONE WHO SEES SAYS IT'S AMAZING!

CAN-O-LITES. Amazing new breath-taking invention! Banishes Lighters and Matches forever—gives 1,000 lights with this one mysterious new kind of match. NEVER NEEDS TO BE REFILLED. Sure as a match, it strikes like a match and replaces the match. Yet there are no burnt-out matches strewn around. Instantly you have a big, giant flame that will light a pipe, cigar, cigarette, gas stove and serve the thousands of uses a match has.

RETAILS FOR ONLY 25c
 CAN-O-LITES sells for the astounding low price of only 25c, complete. No sparks. No cinders. **AGENTS:** Big Profits. Men and Women! Here's big, quick profits for you! CAN-O-LITES wanted by millions. One man sold over 15,000 in three months. Ask for Money-Making Plan and Territory Offer. Write us today.
CAN-O-LITES MFG. CO.
 Dept. DA-11,
 Youngstown, O.

Markepp Invites Ops During Show

CLEVELAND, Jan. 9.—M. M. Marcus, general manager of the Markepp Company, announces that all operators are cordially invited to make the Markepp headquarters in Rooms 1023, 1024, 1025, Hotel Sherman, a dropping-in-place while they are in Chicago for the coin machine convention.

Invitations were mailed to all Ohio operators. In addition to Marcus, E. M. Marley, sales manager; Harry Sacks, Cleveland, branch manager; Charles Trau, Cincinnati, branch manager; E. W. Defries, Toledo, branch manager; H. R. Lemon, Columbus, branch manager, and A. C. Bindner, manager of the salesboard department, will be at the Markepp headquarters at Hotel Sherman to welcome the visitors.



TWO CHIEF EXECUTIVES of Electrical Products Company, Detroit. A. B. Chereton (right), president, and Thord B. Steffanson, secretary-treasurer. The firm makes Electropak and other devices for amusement games; also devices for the radio and automotive industries.

WANTED
EXCLUSIVE DISTRIBUTOR
 to handle new patented line of Table Vending Machines, Skill Machines and Pay-Out Machines for European Manufacturer. Tremendous success throughout Europe.
 Distributor must be able to handle complete distribution in the United States and Canada. Write giving complete information to representative now in New York.
Box 753, The Billboard,
1564 Broadway, New York.

Gam Sales Announces Unique New Jar Deal

PEORIA, Ill., Jan. 9.—A new jar deal, said to be entirely different from any other, has been announced by Gam Sales Company here. According to M. G. Sax, general manager, tests made in key locations demonstrated the fact that the unique make-up of the Double-O Barrel-of-Fun jar deal attracts the players and promises to become one of the fastest-selling jar deals ever to hit the market.

Double-O not only gives the player a double chance to win, but player can draw the highest award without paying for his chance. When the player receives a coupon printed "Double-O," he pays nothing for the coupon, but receives double the award if the coupon bears a winning combination.

"Double-O" is a fascinating game and Gam Sales officials believe it will satisfy the crying need of every operator and merchant for a new jar deal. The Double-O jar deal has free coupons, double awards and definite payout, no cards being used, and insures both operator and merchant a substantial profit for a small investment.

Deal is fully covered by copyrights and trade marks taken out by the Gam Sales Company for the protection of operators and dealers.

BWRITE FOR PARTICULARS ON B
BESSER'S NEW DEAL
 THRU WHICH YOU CAN PURCHASE NEW MACHINES WHICH HAVE BEEN THOROUGHLY TESTED, ON OUR NEW SENSATIONAL MONEY SAVING PLAN.
 It will be to your advantage to get the data on this proposition—Ask **HERB BESSER** about it during the Show, or write direct to
BESSER NOVELTY CO.
 3020 OLIVE ST., ST. LOUIS, MO.
SEND FOR OUR NEW PRICE LIST No. 216.

Exhibit Claims Largest Display

CHICAGO, Jan. 9.—Exhibit Supply Company completed its plans this week to claim the title of "largest exhibitor at the 1937 Coin Machine Show." Seven booths are occupied, extending a length of 72 feet on the exhibit floor. A huge placard stretching the full length of the display screams the name of the firm. Each booth also has a modernistic background in metallic colors. There are said to be blues in every shade, which blend together to furnish an attractive background for machines on display.

With the Exhibit display are Perc Smith, veteran coin machine authority who has attended conventions since there were conventions; Leo Kelly, genial sales manager; Bill De Selm, well known to Exhibit customers, and Harry Hoppe, who has traveled the world over for the Exhibit firm.

Featured products on display include the Chuck-A-Lette, a seven-coin dice game noted for its fast play; Jockey Club, called the "most unusual racing game ever conceived." It also plays seven coins at one time, and three players may win in the same game. Another featured game is Shoot-A-Lite, "the greatest of all target attractions, offering four moving targets on only one photo cell." In the other four booths there are displays of the well-known Rotary Merchandiser, Imperial diggers, counter games and Trap Lite, a one-shot payout table. The booths are 58 to 64.

Fishman Prepares Development Idea

NEW YORK, Jan. 9.—Joe Fishman, of the Fishman-Schlesinger Distributing Company, announces that a plan of co-operation with engineers in the manufacturing firms would be a feature of his firm during the new year.

"Many territories require special adaptations in games," he said, "and that is particularly true of the East. We are gathering ideas from operators and jobbers and will present these to the engineering department of manufacturers from whom we buy games. In that way we hope to work out a system of co-operation between manufacturer and operator that will prove of great service to our customers."

The plan is being presented to the Pacific Amusement Manufacturing Company in Chicago, Fishman said.

Canadian Commission Approves Electropak

DETROIT, Jan. 9.—Electrical Products Company announced this week that the Electropak device had been approved by the Hydro Electric Power Commission of Ontario for sale in Canada.

Officials of the firm stated that Electropak conforms to the strict requirements and high standards demanded by the commission. The Hydro Electric Power Commission of Ontario exercises sole control of all electrical devices sold in this territory and Electropak was granted approval No. L A 5076. Inasmuch as Electropak is the only power unit approved for sale in Canada no games may be shipped into Canada with any power pack other than Electropak.

EPCO has a special 25-volt Electropak devised exclusively for Canadian consumption. The device meets the requirements of Canadian operators for a power pack to operate their electrical

London

LONDON, Jan. 9.—Abdication of Edward VIII means that there will be no issue of coinage bearing his effigy. Issue was to have been made in February. Fresh designs have to be struck for George VI. Fate of proposed new nickel is in balance. Coronation is expected to take place on date originally planned, May 12, so all in amusement business still anticipate a good year.

Second monthly supper gathering of Slot Club was held in London December 9, Solly Shefras presiding. A different chairman is elected for each night. Choice of members for next gathering, January 13, has fallen on L. V. Hodgson, emissary of Buckley Manufacturing Company. Hodgson, who anticipated being back with his family in United States for Christmas, decided to stay in England until after London Coin-Operated Machine Exposition. As a member of British Circus Fans' Association he attended opening of exposition of circus paintings, at which Bertram Mills officiated. Company present included Lady Eleanor Smith.

Manufacturers and Distributors' Section of British Automatic Machine Operators' Society will be represented at Chicago exposition by Chairman Phil Shefras. This body organizes London exposition. M. Rene Godin, organizer of Paris show, has advised friends in London that he, too, will be at Chicago.

On December 6 Alfred Manzi, son of Mr. and Mrs. L. Manzi, was married to Mary Rapaciolo at St. Peter's Church, Clerkenwell. The Manzis are well known in London machine circles and held British agency for Hamilton salesboards.

Members of BAMOS committee, including President Willmott and Chairman George Booth, visited Jack Holloway at his country residence December 16. Altho not enjoying the best of health, Jack, founder of Samson Novelty, remains as perky as ever.

New British skill machine is called Queen Mary. Model of liner of that name floats in tank of water and upon insertion of penny "banks" of the channel move forward. Player endeavors by use of steering wheel to keep model clear of projections. If successful penny is automatically returned. All hits are recorded on dial at head of cabinet. Control is on magnetic principle.

Another new British device is a power pack known as Detector, for operating all pin tables up to 100 in sportslands and arcades. System adopted is double-wave rectification, and signal lights on switchboard show if tables go out of order. Any such are switched off independently.

William Lennards, vice-president and past chairman of BAMOS, has again been elected to chairmanship of London section of Showmen's Guild of Great Britain and Ireland.

British-American Novelty Company, Ltd., joint agent for Buckley with Goddard Novelty, continue to improve premises. Latest move is installation of modern shop front.

amusement games. The unit, used on standard current in Canada, eliminates the necessity of dry-cell batteries, thereby cutting the cost of operating games in Canada considerably.

Why do pin game manufacturers buy these two batteries?



Because it pays

1. THEY LAST LONGER

The finest raw materials in the world and the skill and experience of the country's oldest and largest makers of dry batteries assure the long life for which "Eveready" Batteries are famous. This extra-long life means that you get MORE POWER PER DOLLAR.

2. THEY ARE DEPENDABLE

"Forty years of knowing how" is back of the dependability of "Eveready" Batteries. Constant laboratory tests guarantee their uniformity and high quality. Their absolute dependability means constant operation for the machines . . . no costly inactive periods because of a "dud" battery.

3. THEY ARE AVAILABLE EVERYWHERE

No use fooling with "trick" batteries that are practically never readily available. You can *always* get "Eveready" No. 6's no matter where you're operating.

DISTRIBUTORS! JOBBERS! OPERATORS!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, INC.
P. O. Box No. 600, Grand Central Station, New York, N. Y.

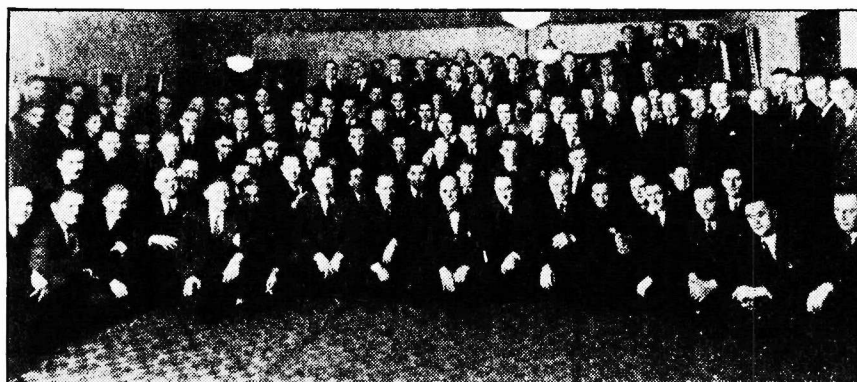
NAME _____

ADDRESS _____

Distributor Jobber Operator

PLEASE CHECK

Unit of Union Carbide and Carbon Corporation



WURLITZER EXECUTIVES, foremen and department heads pose for a picture at Wurlitzer's Second Annual Pig Party and Shindig given recently to celebrate the holiday season.

Convention Buyers' Guide

Our pre-convention buyers' guide, introduced for the first time this year, is naturally incomplete. It contains only the information returned by those firms that responded to our circular letter sent to as many manufacturing firms as we had on our list. The circular letter follows:

"To all manufacturers of coin machines: As a feature in the 1937 convention issue of *The Billboard* we consider publishing a kind of buyers' directory as a reference idea for operators. The success of the idea will depend on the co-operation of manufacturers in supplying us with the dope.

"We will want the following information (on a 3x5 filing card if you can cram it on one):

1. Names of ranking officers and department heads of your firm.
2. Alphabetical list of coin-operated machines, devices, accessories, etc., made by your firm and now actively on the market.

"This information should reach the Chicago office of *The Billboard* before December 25 if possible. Keep in mind that *The Billboard* issues of January 9, 16 and 23 all relate to the 1937 convention and together will contain the most complete information on the convention and the industry it is possible to get. Any suggestions for making our news and publicity service in these issues more interesting to operators will be appreciated."

The firms responding are listed as follows. This buyers' guide will not replace the complete listing of exhibitors at the 1937 convention, which will be published in *The Billboard* dated January 30, 1937:

A. B. T. MANUFACTURING COMPANY, 3311 Carroll avenue, Chicago. W. A. Tratsch, president and general manager; G. L. Lewis, sales manager; B. C. Grunig, superintendent; H. P. Macco, export department; N. C. Kalmar, city sales department.

Products: All Stars Football, amusement table game; Archer, ticket table game; Big Game Hunter, target skill counter game; Coin Chutes, for all purposes; Half Mile, Prosit, Smoke Up, Sportland, Three Cadets, all amusement counter games; Top It, amusement table game; Wagon Wheels, amusement counter game; vending mechanisms.

ADVANCE MACHINE COMPANY, 4641-47 Ravenswood avenue, Chicago. A. E. Gebert, general manager.

Products: More than 100 models of merchandise vending machines for nearly all purposes.

BALLY MANUFACTURING COMPANY, 2640 Belmont avenue, Chicago. Ray T. Moloney, president; Jim Buckley, general sales manager.

Products: Bally Baby, reel-type counter game; Bally's Eagle Eye, photo electric rifle; Belmont, payout pin game; Bumper, novelty game; Fair Ground, payout pin game; Pockets, novelty pool table; Preakness, payout pin game; Reliance, payout dice counter game; Ray's Track.

BUCKLEY MANUFACTURING COMPANY, 2156-58 Washington boulevard, Chicago. P. J. Buckley, president; F. H. Parsons, vice-president; R. D. Buckley, secretary; W. W. Woollen, general sales manager.

Products: Puritan Bell, Puritan Vender, Cent-a-Pack, De Luxe Cent-a-Pack, Alwin, Mutuel Horses, Baby Shoes, counter machines; Diamond Mine, one or five-ball automatic payout game; Combination, one-ball three-reel automatic payout game; Banjo, 10-ball light-up non-automatic game—all pin table games. De Luxe Model, Treasure Island Model, Jewel Box Model, counter model, all electric digger or crane machines.

CHICAGO LOCK COMPANY, 2024 N. Racine avenue, Chicago. W. C. Shinn, president; L. B. Shinn, secretary and treasurer; A. J. Lick, superintendent.

Products: Locks and chutes for coin machines.

DAVAL MANUFACTURING COMPANY, 200 S. Peoria street, Chicago. A. S. Douglas, president and sales manager; D. Helfenbein, vice-president and office manager; William Shafran, secretary and production manager.

Products: Sequence, five-ball novelty pin game; Totalizer, five-ball novelty pin game; Reel "21," counter game; Reel Dice, counter game.

L. B. ELLIOTT PRODUCTS COMPANY, Inc., 3017 Carroll avenue, Chicago. L. B. Elliott, president; H. J. Fisher, sales manager; E. Schlender, production manager.

Products: Dough-Ville, Grubstake, New Deal, all one or two-ball payout table games.

H. C. EVANS & COMPANY, 1528 W. Adams street, Chicago. R. W. Hood, president.

Products: Galloping Domino, Roulette, all payout table games.

EXHIBIT SUPPLY COMPANY, 4222-30 W. Lake street, Chicago. J. Frank Meyer, president; Perc Smith, general sales manager; Leo J. Kelly, sales manager; Mort Duff, advertising manager; Bruno Radke, chief engineer.

Products: Chuck-a-Lette, seven-coin automatic dice game; Imperial Digger, crane vending machine; Novelty Merchants, crane vending machine; Jockey Club, seven-coin automatic racehorse game; Shoot-a-Lite, photo electric rifle target game; counter games, pay tables and novelty games.

GAY GAMES, Inc., Muncie, Ind. Guy Noel, president.

Products: E-Z Pickin' jar games in 20 different styles; Baseball Talley Cards, Jackpot Tip Cards, trade counter coupon and card games.

GEAR SPECIALTIES, Inc., 2635 Medill avenue, Chicago. H. B. Gardner, president; E. H. Johnson, secretary; C. N. Peterson, treasurer; H. C. Young, sales manager.

Products: Small gears, worms, racks, ratchets, reducers, etc.

D. GOTTLIEB & COMPANY, 2735 N. Paulina street, Chicago. Dave Gottlieb, president; Nate Gottlieb, secretary and treasurer; Maurice Priestley, superintendent of production; Elihu Ray, purchasing agent.

Products: Dally Races, Derby Day, Hit Parade, High Card, College Football, Speed King, all payout tables.

HOLCOMB & HOKE MANUFACTURING COMPANY, 1545 Van Buren, Indianapolis. J. I. Holcomb, president; Fred Hoke, treasurer; N. J. Connor, secretary; E. D. Lashbrook, sales manager.

Products: Butter-Kist, peanut toasters and venders; Electramuse, coin-operated automatic phonographs.

ILLINOIS LOCK COMPANY, 737 W. Jackson boulevard, Chicago. R. K. Gray, president; M. R. McNeill, vice-president and treasurer; W. F. Orth, secretary; F. G. Ellerman, sales manager.

Products: Duo and Illinois locks, leg levelers, hardware and coin chutes.

INTERNATIONAL MUTOSCOPE REEL COMPANY, Inc., 516 West 34th street, New York. William Rabkin, president; Earl Winters, sales manager; A. A. Berger, export manager; M. B. Leschen, general manager; L. E. Larsen, chief engineer; H. J. Johnson, production manager.

Products: Electric Traveling Crane, merchandise machine; Photomatic, automatic picture-taking machine; Bowl-a-Game, 14-foot alley; Hurdle Hop, novelty table game; Hockey, novelty two-player game; Mutoscope, moving picture machine; Health Testograph, municipal and health institute equipment; Pokerino and Numberino, roll-down games; Shoot-o-Matic, merchandise pistol target machine; Vidoscope, advertising machines; complete penny-arcade equipment.

J. H. KEENEY & COMPANY, 2001 Calumet avenue, Chicago. J. H. Keeney, president; Ray Becker, sales manager; Fred Steffen, production superintendent.

Products: Bowlette, coin-operated bowling game; Paradise, de luxe-size dice game; Stop and Go, one-ball payout table; Targette, electric-ray rifle game; Ten Strike, two-ball payout table.

LITTLE NUT VENDOR COMPANY, Lansing, Mich. M. H. Perry, manager.

Products: Little Nut Type A, Little Nut Type B, Little Nut Type G, the Nut House, the Nut Shop, all peanut venders; Little Nut Type C, peanut, pistachio, small candy vender; Little Nut Twin Type C, peanut, pistachio, small candy counter vender; Little Nut Twin Type C, peanut, pistachio, small candy floor standard vender; Little Nut Type E, ball-gum vender; the Gold Nut, dice-game machine; Little Nut Type R, peanut, pistachio, small candies, gum ball, etc., vender; Little Nut Type T, peanut vender with ash-tray base; Little Nut Type W, peanut vender, wall-bracket type; Little Nut Razor Blade Vender.

MALKIN - ILLION CORPORATION, Market and Union streets, Newark, N. J.

Products: Million-Dollar Cigar Merchandiser.

MCCORMICK VENDING MACHINE COMPANY, 121-23 E. Fourth street, Greenville, N. C. L. B. McCormick, president; Hilda C. Rowlett, secretary and treasurer; J. G. McCormick, field manager.

Products: McCormick's Phonograph Record Cases and McCormick's Waterproof Phonograph Covers.

MONARCH TOOL AND MANUFACTURING COMPANY, Walsh Building, Cincinnati. L. R. Myers, president and treasurer; L. M. Hall, vice-president.

Products: Coin chutes, coin runways, magazine switches, small tools and dies, wall boxes, metal specialties.

THE NORTHWESTERN CORPORATION, Morris, Ill. W. E. Bolen, president; W. R. Greiner, sales manager.

Products: Triselector, three-compartment selective bulk vender; De Luxe, modern single unit bulk vender; Standard Merchandiser, 1-cent, 5-cent combination penny-nickel; Model 33, peanut vender; Model 33 Junior Miniature, peanut vender; National Postage Service, postage-stamp vender; match venders for either book or box.

PAN CONFECTION FACTORY (National Candy Company, Inc.), 345 W. Erie street, Chicago. E. R. Wood, manager; C. A. Gerlach, sales manager; T. A. Thomas, vending department.

Products: Hard-shell vending candies, digger machine candies, breath pellets.

ROCK-OLA MANUFACTURING CORPORATION, 800 N. Kedzie avenue, Chicago. David C. Rockola, president and

treasurer; G. Jack Nelson, vice-president and general sales manager; M. E. Rockola, secretary; T. Leon Maurada, assistant secretary and assistant to the president; Herbert Walker, assistant treasurer and comptroller; Edward Spooner, manager furniture sales department; I. F. Webb, manager phonograph sales department; N. L. Nelson, manager games sales; Tom Hanlon, advertising manager; George Graf, production manager.

Products: Alamo, Magic Pins, Monte Carlo, One Better, all payout table games; Bank Nite, Draw Ball, Globe Trotter, Trap Shot, novelty games; Rock-o-Ball Senior, 14 feet long, and Rock-o-Ball Junior, 9 1/2 feet long, bowling games; Tom Mix Radio Rifle; School Days, radio rifle; Rock-Ola Multi-Selector phonographs, 12, 16 and 20 records; Rhythm King Multi-Selector Phonograph, 12 records; Scales, personal weighing; novelty furniture, kneehole desks, typewriter desks, cellarettes, tables, upholstered furniture, automobile parking meters, 1937 World Series baseball game.

SCIENTIFIC MACHINE CORPORATION, 1072 Atlantic avenue, Brooklyn. Max D. Levine, president; Fred C. Hallparn, secretary and treasurer; Benjamin P. Zober, production superintendent; Charles Katz, Eastern sales manager.

Products: X-Ray Poker Ball, X-Ray Melody Ball, X-Ray Jungle Ball, amusement table games.

J. P. SEEBURG CORPORATION, 1510 Dayton street, Chicago. J. P. Seeburg, chairman of board; N. Marshall Seeburg, president and treasurer; H. H. Flier, vice-president; James L. Barron, vice-president; K. R. Craft, secretary; Helen L. Bindel, assistant secretary.

Products: Symphonolas, Melody King, coin-operated phonographs; Ray-o-Lite, rifle range machine; Masterdrink, Coca-Cola vending machine; Twistee, ice cream vending machine.

SHIPMAN MANUFACTURING COMPANY, 2513-15 S. LaSalle avenue, Los Angeles. A. V. Shipman, owner.

Products: Candy and peanut machines, candy racks, cigaret machines, Duplex sanitary postage stamp machines (new style), 5-cent Hershey bar machines, 5-cent selective-type gum machines, merchandise vending machines.

A. J. STEPHENS & COMPANY, 1421-27 Chestnut, Kansas City, Mo. A. J. Stephens, president; E. B. Muzzarelli, vice-president; O. J. McCalla, advertising; N. E. Trego, secretary-treasurer.

Products: Nine-Ball Game, game of skill.

TRIMOUNT COIN MACHINE COMPANY, 1292 Washington street, Boston. David S. Bond, president; Meyer Bond, general manager.

Products: Snacks, three-compartment bulk merchandise vender.

RUDOLPH WURLITZER COMPANY, North Tonawanda, N. Y. F. R. Wurlitzer, president; H. E. Capehart, vice-president, sales; C. E. Johnson, vice-president, production; E. H. Petering, sales manager, Simplex division; Paul Bennett, sales manager, games division; R. G. Norman, advertising manager; J. E. Broyles, assistant to H. E. Capehart; W. P. Bolles, credit manager; R. F. Waltemade, comptroller.

Products: Wurlitzer-Simplex Automatic Phonographs; Skee Ball, bowling game.

MILLS NOVELTY COMPANY, 4100 W. Fullerton avenue, Chicago. Fred L. Mills, president; Ralph J. Mills, vice-president; Herbert S. Mills, treasurer; Hayden R. Mills, secretary; James T. Mangan, advertising manager; Vincent Shay, general sales manager; Arthur Cooley, Eastern coin sales manager; H. R. Perkins, Southern coin sales manager; Charles Schlicht, Western coin sales manager; M. L. Monson, foreign coin sales manager; W. W. Rosebro, sales manager cigaret and Coca-Cola machines; John Royce, sales manager phonograph division; J. J. Tyndal, sales manager freezer division; W. D. Ambrose, service manager; Ray F. Polley, sales manager compressor department.

New products: Studio, automatic phonograph; Post Time, seven-slot automatic payout pin table; Cherry Bell, a new idea in bells; Cherry Vender, a new idea in venders; Bonus Bell, a completely different bell; Bonus Vender, a completely different vender; Mills V-12, cigaret vending machine, makes change.

FITZGIBBONS' "BLUE RIBBON" BARGAINS!

USED EXHIBIT TICKET GAMES

Bonanza \$10.00	Rodeo \$10.00
Bagatello ... 15.00	Sharpshooter. 14.00
Discovery ... 10.00	Standard ... 13.00
Football 12.00	Whirlpool .. 9.00
Gateway ... 9.00	Play Ball .. 12.00

BEST AND LATEST PIN GAMES

Excel \$30.00	Neck 'n' Neck \$28.00
Big Bank Nite 19.00	Thriller 20.00
Round 'n' Round ... 36.50	

All Fitzgibbons Used Machines are Perfectly Reconditioned and GUARANTEED! Write for Complete LIST TODAY!

TERMS: 1/3 WITH ORDER, BALANCE C. O. D., F. O. B. NEW YORK

JOHN A. FITZGIBBONS 453 West 47th St., NEW YORK, N. Y.
362 Mulberry St., NEWARK, N. J.

CAN USE AT ONCE

ROCK-O-BALL ALLEYS With Triple-Score Feature.

CASH IN ADVANCE.

BIRMINGHAM VENDING COMPANY

2117 THIRD AVENUE NORTH BIRMINGHAM, ALABAMA

FIRST

Published Reports, Pictures, Stories and News of the Convention will appear in the January 23 issue of

The Billboard

Out Jan. 19---Just 5 Days After the Convention Closes

Every Operator—those who attended the convention as well as those who didn't—will get a copy of this issue to read complete details of the convention and the announcements of the leading Manufacturers, Distributors and Jobbers.

ADVERTISERS

Manufacturers Distributors Jobbers

Take advantage of the Extra Reader Interest and Special Distribution of the January 23 Issue of The Billboard.

LAST FORM CLOSSES SATURDAY, JANUARY 16

If you are in Chicago don't wait until you return home to send in your advertising copy and instructions. Special arrangements have been made to serve you right in Chicago. Any of the following Billboard representatives attending the convention will see that your advertisement reaches Cincinnati promptly:

E. W. EVANS
JACK SLOAN
C. J. LATSCHA

HELENE PALMER
FRANK JOERLING
JOE ORLECK

BILL LITTLEFORD
GREGG WELLINGHOFF
CLIFF STROM

AL HARTMANN
WALTER HURD
BILL SACHS

Those Who Are Not in Chicago Should RUSH THEIR COPY TODAY Direct to

THE BILLBOARD, 25 Opera Place, Cincinnati, O.

The Swing to Major Devices

By William Gersh, New York City

THE widespread interest which developed with the introduction and spread of the major games and devices in the coin-machine field has had very far-reaching effects on the industry and on the public as well. The major games and machines are sometimes spoken of as de luxe equipment and include the larger and more expensive machines, such as bowling games, target machines, diggers and cranes, photomatic machines, phonographs and other large machines.

It is a well-known fact in the amusement-machine industry that the public fancy is as fickle as the proverbial expression regarding it.

It has therefore been necessary for manufacturers of coin machines to seek

ment in keeping with modern inventions and development. So both the public demand and the growth of the industry itself combined to produce the present trend toward bigger and better machines.

The bowling games entered the picture at a time when many of the territories throught the country were suffering from too exacting "legal" intervention. The bowling game immediately appealed to operators for this advantage alone. They found that bowling alleys were being accepted almost everywhere by the authorities as legal equipment. The games since gained many favorable court decisions and have thus established their future as to legality.

The first problem which faced the operator who wanted to buy bowling games was the space required for their placement. Smaller games had been readily accepted in retail locations without serious question as to the amount of space occupied. With bowling games it would be different as they were much larger. Many used a plan which was successful, but which has since been found to be a very poor approach, due to the reverberations which it has caused in many good locations. The plan was simply to offer the location a guaranteed income for the amount of space occupied. Some operators are known to have offered \$200 and \$300 to a location to take out certain unprofitable fixtures and replace these with the bowling games. The location usually accepted such an offer right off. But, as suggested, the plan has had a number of unfavorable reactions, among them a tendency by locations to ask for a guaranteed rental or fee for all types of coin-operated machines. Since nearly all operators having bowling games also have other types of machines, they have discovered that the plan has worked a hardship on them by creating a demand from locations for excessive shares of the income on smaller games.

It is plain that the public likes the bowling games and there are good reasons. There is no doubt that an era of automatic games relating to athletic ideas is returning. The amount of play which the bowling games have received since their introduction clearly indicates this. Some locations where the games have been placed for almost a year are showing practically as good returns as

they did when the games were first placed. Of course there are locations and sections of the country where the bowling games have not been successful. But the average over the country has shown that the bowling alley is one of the steadiest money-makers yet introduced into the coin-machine industry and one that continues to earn a profit over a long period of time. The bowling game also stays on the same location without the frequent interchange that is customary with novelty games.

The bowling games have started an entirely new economic phase in the coin-machine industry. They have led the way, not only for higher-priced games, but have been followed by plans for credit sales which offer many variations to suit the convenience of operators. These credit plans have also created a new type of operator—a better business man. He must today plan his operations to meet the payments assumed and also show a profit which is his means of making a living. Experience has shown that these operators who buy on time acquire the habit of getting the largest possible income from their games while paying for them, and that the industrious habits thus acquired are kept up to the greater profit of the operator after the games are fully paid for. This efficiency is a help not only to the individual but reflects to the credit of the industry also.

The credit sales plan is also reacting favorably on the manufacture of games. Naturally, a game that is to be sold on time must have player appeal. It must last for a long time on location. It must be of superior quality. Therefore the operator feels that he is getting better equipment, games with longer life and machines that are likely to conform more to legal standards when he buys the more expensive machines with the privilege of time payments.

It is evident that operators have been somewhat aggressive in pressing the bowling games upon the public. The reaction has been favorable and hence a much larger field of business has been created as a result. Obligating himself financially to meet certain payments, the operator has felt the urge to go out and get business, find new locations and new fields. Much better showmanship in the placing of these major games has been the result. It remains true that to get the best attention for a game, some planned appeal must be used. There seems to be nothing like the fact of payments coming due on a machine to serve as a force to keep the operator out after business.

The same beneficial results and reactions may also be applied to the electric ray target machines. The public has always liked machines of this type, and they are not so very new. They do require a certain amount of showmanship to make them a success. Many years ago, it is said, this type of target machine was brought over from Germany, where it is believed they originated. Some six years ago the idea was incorporated in an American model manufactured in Buffalo, which enjoyed tremendous success for a long time and was an outstanding feature at one of the annual coin-machine conventions. This gun used a film which served as a ticket. Today this very piece of film stub would serve as an award receipt for both the location and the operator.

The target ranges are unusually attractive to the public. They are probably the best and most outstanding piece of designing which has yet been developed in the coin-machine industry. They also make use of a principle which is known to the public as a really scientific development. They appeal to the public also because of the high quality of workmanship that has gone into the cabinets and general construction of the machines now on the market.

Many operators have discovered that the smaller corner stores are much better spots for the target machines than the large transient spots. It seems that where the same type of people patronize a place there is less embarrassment about picking up the gun and shooting at a

target than in a location where strangers are passing or stop to look on. But the opposite also holds true in some large public places. This fact was discovered some time ago at one of the larger sportlands in New York. These facts are not presented as generally true, but as representing what operators are finding out as they place the target machines.

The targets are being made easy to buy, just as in the case of the bowling games. This in itself has served to attract operators to the venture into the target field and thus help to assure the development of a new source of income for operators. The most important fact operators have discovered about the new ray targets is that the public likes them. While manufacturers have encountered many difficulties in perfecting a machine based upon the principles of the electric ray, the very fact that operators know that a definite appeal is in them gives assurance that both manufacturers and operators will persevere in giving the public what it likes.

In all major types of machines cost is a factor which must be taken into consideration by the operator. He has discovered that securing the return of his investment generally requires that the machine remain in profitable operation for at least six months. This is quite different from the three-week period which once applied to early novelty games. In the East we have bowling games actually staying on location for a year, and in New Jersey, where bowling games first attracted the operator, there are games on locations for two years and still going good. This assures the operator that he can keep the major devices on location long enough to recover his investment and also make a handsome profit.

The target machines are being watched carefully as to their lasting qualities. When hundreds of them have been on location over a long period of time, then the operating profession will be able to judge the possibilities in target machines. Manufacturers are fully aware of this fact.

The larger and more expensive machines offer many advantages to the modern operator. First may be mentioned the credit feature which makes it possible for the operator to secure equipment for a real business upon a nominal investment and then pay the balance out of earnings. In the second place, the operator can rest assured that locations are not likely to buy such expensive equipment direct. Thus an operator can count on holding his locations. Important also is the fact that operators will not buy expensive machines in such large quantities as to compete with each other under cut-throat conditions, as happened when novelty games were at their peak. The major machines also require specialized operating experience to build a permanent and successful business. They offer a man a chance to grow with his business and have some degree of permanence. The major machines also develop repeat customers so that the operator can have a clientele. Many promotional angles are also being developed which will enable an aggressive operator to apply himself to building up a business.

Space does not permit a discussion of other major machines like photomatic machines, diggers and cranes and the phonographs. Diggers and cranes have been on the market for a long time and operating experience is already highly developed. The photomatic machines are gradually spreading as operators gain ideas on proper locations and how to use the machines. The music field has made unusual strides during the last two years and is one of the most progressive divisions of the industry. It is so important as to be treated in special articles confined to that field alone.

There is no doubt but that major equipment is more attractive, offers greater fascination to the public, and is decidedly preferred by locations. The operator now finds a wide variety of machines from which he can buy his choice upon favorable terms and thus build a specialized business for himself.



WILLIAM GERSH

continually for something new which will meet the public fancy and which will hold interest for a sufficiently long period of time to show profit on the investment which has to be made by the operator. The swing to major games and devices during the past year seems to be the most satisfactory solution to this problem yet attained.

Altho major types of machines have always been used in the industry, there has never before been such a popular trend toward their purchase and use by operators as exists today. The industry gradually growing into prominence from its great spurt due to the introduction of pinball games has learned that the public prefers a better type of equip-

Out they Go! AT PRICES SLASHED FOR QUICK SALE!

RECONDITIONED PIN TABLES

FLICKER (Ticket).....	\$ 75.00	MAMMOTH.....	\$ 30.00
GRAND SLAM (Cash).....	50.00	PAMCO CHASE.....	75.00
JUMBO (Ticket).....	30.00	PARAGON.....	45.00
SUNSHINE (Cash).....	35.00	PAMCO PALOOKA JR.....	50.00
SUNSHINE BASEBALL (Cash).....	45.00	PAMCO PALOOKA SR.....	55.00
SUNSHINE BASEBALL (Tick.).....	50.00	RED SAILS.....	45.00
TRAFFIC "A" (Ticket).....	15.00	TEN GRAND.....	35.00
CREDIT (Cash).....	40.00	SUNSHINE DERBY.....	30.00
DOUBLE HEADER (Cash).....	30.00	PAMCO PARLAY SR.....	45.00
DAILY LIMIT (Cash).....	40.00	STAMPEDE.....	15.00
HOLLYWOOD (Cash).....	35.00	McCOY.....	50.00
IVORY GOLF (2 Balls).....	15.00	STOP 'N GO.....	75.00
KINGS OF TURF (5 Balls).....	20.00	ROCKOLA GOLD AWARD.....	20.00
EVANS ROLLETTE (5c).....	150.00	PACES RACES (5c).....	250.00

10c PLAY MILLS GOLD AWARD BELLS \$57.50
5c PLAY MILLS ESCALATOR DOUBLE JACKPOT FRONT VENDERS..... 37.50
5c PLAY MILLS EXTRAORDINARY VENDERS..... 55.00

RECONDITIONED SLOT MACHINES

Write for Our Complete List of New and Used Machines

AUTOMATIC COIN MACHINE CORP.
37-43 ESSEX ST., SPRINGFIELD, MASS.

STONER'S BIGGEST MONEY MAKERS!

HOLD 'EM • TURF CHAMPS

\$54.50 \$137.50

Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

MEN MACHINES

Harry Hoppe, ambassador of good will for the Exhibit Supply Company, Chicago, has been wending his way thru the East and Middle West, visiting such centers as Cleveland, Pittsburgh and Detroit. He is accompanied by his charming wife, who simply will not allow coin machines to make her a widow.

From Dave Robbins December 27: "Mrs. Robbins and I are spending our ninth wedding anniversary at the Hotel del Tahquitz, a charming desert resort hotel at Palm Springs, Calif. I am enclosing an article on coin machines from the local paper which may interest you."

Carl Hoelzel, United Amusement Company, Kansas City, broadcasts: "More news! More news! The United Amusement Company has purchased Western Equipment & Supply Company's trailer. The Playhouse on Wheels, the famous trailer engineered by Sam May."

Eddie Ross, Oriole Coin Machine Corporation, Baltimore, obliges our readers by supplying the name of the young ladies in picture published in *The Billboard* December 26, page 142 (if interested in pretty girls it will pay you to look up the picture). They are Eppie Bernstein, Sarah Kolker, Esther Fisher, Nell Ross and Bertha Stichman. Eddie says: "I will have them all with me at the convention and you can get the telephone numbers then."

Daval Manufacturing Company, Chicago, in this issue announces a burglar-alarm device for protecting cash boxes on locations. The Daval firm has since announced that there is no objection to other manufacturers making this device. In fact, the firm invites other manufacturers to spread its use "for the good of the industry." This is a generous move by the Daval firm.

F. E. Turner, Nik-o-Lok Company, Detroit, says business has shown considerable improvement in 1936 above the previous year. His firm is among the largest operators of vending and service machines in the country, covering several States.

O. D. Jennings & Company, Chicago, have made special arrangements to transport parties of operators from the Sherman Hotel, during the 1937 convention, to the Jennings factory. The famous Blue Bar will be open, serving beer and mixed drinks. A comfortable rest-room has been set aside for the wives of operators. Tours thru the Jennings plant, a service school and many other things are planned for guests.

Mort Duff, advertising and sales promotion manager of Exhibit Supply Company, Chicago, recently returned from a week's vacation out in Iowa and Missouri, where he renewed friendships with such oldtimers as George Adams, American Sales Company, Des Moines, and other jobbers and distributors.

Another coin machine show, but like the amusement machines displayed a far better show than any previous one. Before the week is over there is no doubt that the figures will reveal a record-breaking attendance, as well as a record-breaking number of exhibits on the floor and in the rooms. Long before the show had started visitors from around the world poured into the Windy City to witness one of the greatest displays of coin-operated machines.

Influenza had a great number of coinmen confined to their beds during the past few weeks, but when the show days drew near one by one they were able to return to their offices. The big show finds very few unable to be on hand for the handshaking.

Irvin M. McCarthy and Ken C. Willis, director of sales and traveling representative, respectively, of Pacific Amusement Manufacturing Company, are back in the lineup after an attack of flu.

The drawing for the free Bank Roll which the George Ponsler Company, of New York and New Jersey, had been featuring in its advertising for quite some time was made Christmas Day. The winners were Joseph Price and Peter Mongello, partners, of Long Island. The drawing held the operators' interest all thru the weeks it was in progress. It required no obligation on the part of operators except a card with the name and address.

Helen Fitzgibbons, who manages the Fitzgibbons Building in Newark, New Jersey headquarters of Fitzgibbons Distributors, Inc., Eastern factory representative for Bally Manufacturing Company, reports a heavy return of certificates for the free gifts on the firm's "profit-sharing plan," a plan well liked by the operators. Miss Fitzgibbons states that during 1937 the Fitzgibbons organization will give away more than a quarter million dollars' worth of free gifts and that the operator demand for the gifts is enthusiastic and continues unabated. "It is surprising even to us," says Miss Fitzgibbons.

Paul Bennett, newly appointed general sales manager of the Conditionaire division of Pacific Amusement Manufacturing Company, lost no time in taking over the duties of his department. His valuable experience in the sales field and general promotion work equips him wonderfully for his new connection.

Joe Eisen and Dave Margolin, of the Penn Coin-o-Matic, Philadelphia, arrived early last week for a preview of what's what in coin-dom. The Pennsylvania team spent last week touring the factories and display rooms. The Blatt brothers, of Atlas Novelty Company, Boston, were also early arrivals, having arrived in the Windy City early last week. Philip Rich, of Houston, who has been in the gum-vending business for years, also arrived early, as did E. L. Baker, of Automatic Coin Machine Corporation, Springfield, Mass., and Peter Sheffras of London.

Peter Sheffras spent a great deal of time at the Rock-Ola offices and display rooms, where he placed an order for a goodly number of Rock-Ola machines.

Harry Williams, of the experimental division at Rock-Ola, returned last week from a vacation in California, where he celebrated the holiday season. His wife and baby accompanied him.

Sho' nuff—the Texas delegation came in great numbers. A whole trainload of Lone Starites . . . boots and saddles,

spurs, 10-gallon hats. Everything but the horses.

C. B. McClellan, of Pamco, is responsible for the exhibit and all its trimmings, including the entertainment rooms, displays, etc., at the show. Pacific has one of the largest booths at the show and tops it off with 22 rooms in the hotel. It is the largest expenditure the Pacific company ever made at a coin show. This is true of a number of other firms, indicating the optimistic views the manufacturers have for the industry.

Harry Hurvich, of the Birmingham Vending Company, was in town last week, a hurry-up trip prior to the show, to see the new 1937 games.

In marketing the new 1937 World Series game an idea of the life of a pin game was brought to light. A number of operators around the country informed the Rock-Ola company that they were still operating some of the old World Series games. The Rock-Ola offices and display rooms have taken on a collegiate atmosphere since the introduction of the 1937 World Series game. Pennants, baseballs and bats, ball game tickets and even attendants in baseball uniforms are prominent at Rock-Ola's.

W. R. Olney, phonograph operator in Missoula, Mont., killed two birds with one stone—came in early for the furniture men's convention last week and followed it with an attendance at the current coin show.

Miami

MIAMI, Jan. 2.—Operators of Miami and vicinity are commencing to feel the benefits of the influx of visitors to this famous resort. Many of the old machines on location are being replaced with newer devices. Many new locations have been secured by operators, notably in the finer hotels. This comes about by the beautification of the machines by the manufacturers and the fact that slot machines of all kinds are strictly legal here and pay a yearly license to the State.

E. C. Trice, secretary of the CMOA, is a busy man these days. Rather hard to catch him in his offices in the Seybold Building. He keeps himself busy in the field.

Bill Frey is another one of the hustlers who it is hard to catch. Bill not only handles coin machines, but also does a large business in the sale of cash registers.

One of the largest operators here says that since the legalization of machines the number of slugs found in collections are practically nil.

Five beautiful, shiny, new trucks were seen the other night in front of the Saxon coin machine warehouse in Miami Beach. A crew was busy unloading a cargo of cigarettes for use in the many vending machines that they have on location. One of the Saxons says "business is great."



EDDIE AND MAURIE GINSBURG, captains of the Atlas Novelty Corporation, Chicago and Pittsburgh. Eddie likes the road and Maurie keeps the home fires burning. Maurie has a wife and baby and Eddie has none.

New SODA KING

The NEW Original 1937 model SODA KING. All Chrome with strikingly beautiful Black Bands and 6 FREE EXTRACTOR CHARGERS—Convention Special Price Only—

\$3.25 Lots of 6

\$3.50 SAMPLE

Get the Latest Time Piece

ELECTRIC REVOLVING CLOCK

Beautiful & Modern

NUMBERS 900-400-600 EACH RECEIVE

ELECTRIC REVOLVING CLOCK

Numbers 90-75-100-150-175-200-275-300-350-400-450-500-550-600-650-700-750-800-850-900-950-1000-1100-1200-1300-1400-1500-1600-1700-1800-1900-2000-2100-2200-2300-2400-2500-2600-2700-2800-2900-3000-3100-3200-3300-3400-3500-3600-3700-3800-3900-4000-4100-4200-4300-4400-4500-4600-4700-4800-4900-5000-5100-5200-5300-5400-5500-5600-5700-5800-5900-6000-6100-6200-6300-6400-6500-6600-6700-6800-6900-7000-7100-7200-7300-7400-7500-7600-7700-7800-7900-8000-8100-8200-8300-8400-8500-8600-8700-8800-8900-9000-9100-9200-9300-9400-9500-9600-9700-9800-9900-10000

1 PACKAGE (30) CIGARETTES

LAST SALE BY BOARD RECEIVED ELECTRIC REVOLVING CLOCK

SENSATIONAL CLOCK-BOARD DEAL

1 Beautiful, 3-color, 600-Hole Board **\$5.75**

—PLUS—

4 World-Famous ELECTRIC REVOLVING CLOCKS COMPLETE

The 4 clocks would ordinarily COST MORE than COMPLETE DEAL! Board takes in \$30.00—Pays Out \$10.15—Gross Profit, \$19.85.

LEATHERETTE RADIO HIT

Beautiful, Modern 5 R. C. A. Tube, Sonochord Dynamic Speaker, Full Tone, 90-Day Unconditional Guarantee—White or Brown Leatherette Covered

ONLY **\$9.75**

LOTS OF 6 **\$10.25**

SAMPLE

INDIRECT LAMPS

The most beautiful INDIRECT LAMP made. Ivory Antique Finish. Onyx Base. Beautiful white opal Glass Shade. 3-Way 300-Watt Bulb. Very Special at this price—only—

\$6.00 Lots of 3 EA. or more

SAMPLE \$6.50

Another beautiful INDIRECT LAMP—6-Way BRONZE Floor Lamp with special Claire De Luxe Shade! A REAL SPECIAL at ONLY—

\$4.75 EA.

WHILE THEY LAST

SPECIALS

All-Chrome Cocktail Set—1½ Qt. Shaker—6 Cocktail Cups on Stems—Beautiful Round Tray. Complete Set—only—**\$3.25**

5-Tube—Full Chromatic Tone MIDGET RADIO. AC-DC—Beautiful Walnut Cabinet—only—**\$6.75.**

TERMS 1/3 Deposit with Order. Balance C. O. D., F. O. B. Newark. Full Cash with Samples. WRITE FOR FREE CATALOG AND BINGO BOOKLET!

★ JERSEY ★

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AT THE SHOW

You can place your orders for Exhibit "location-tested" winners with confidence for they are already in production and ready for delivery—

FEATURING

Chuck Jockey Shoot
A Lotte Club A Life

VISIT BOOTHS 58, 59, 60, 61, 62, 63 and 64

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO, ILL.

BINGO PRIZES and PREMIUMS

See the Most Exclusive and Complete Assortment at

GOLDFARB NOVELTY COMPANY
The House of Service.

KNOWN FOR LOW PRICES.

Beginning Saturday, January 9, We Will Occupy the Entire Premises at
20 West 23rd St., NEW YORK CITY

50 PENNIES
THE ACCURATE COIN COUNTER COMPANY

Visible Slotted Coin Counter

The Operator's Friend
Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample.

Wrapper Tubes
\$1.25 each, 75c per 1000 in 1c, 5c, 10c, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.
Write for Big Lot Prices.
ACCURATE COIN COUNTER COMPANY.
PATTON, PA.

-SANTONE SPECIALS-

MAMMOTH	\$10.00
GOTTLIEB'S SUNSHINE DERBY	17.50
GOTTLIEB'S BAFFLE BALL	7.50
GOTTLIEB'S SUNSHINE BASEBALL	30.00
JUMBO	20.00
ROCKOLA'S DE LUXE	10.00
ROCKOLA'S TROJAN	10.00
BALLY MULTIPLE	30.00
BALLY BONUS	17.50
BALLY PEERLESS	20.00
KEENEY'S DOUBLE SCORE	15.00
KEENEY'S REPEATER	10.00
RAY'S TRACK	200.00

ALL MACHINES GUARANTEED A-1 CONDITION.
TERMS: 1/3 With Order, Balance C. O. D.
SANTONE COIN MACHINE CO.
1524 MAIN AVE., SAN ANTONIO, TEX.

Hi-Speed Changer



Make Change Quickly!

Easy to operate. Saves an hour a day. Use a Hi-Speed changer and prevent money loss. Durable constructed of finest brass and cold rolled steel. Over a million in use. 3, 4, 5-Tube Models. Model illustrated. **\$1.50**

J. L. GALEF

75 Chambers Street, New York City.

Permo Needle Big Music Aid

CHICAGO, Jan. 9.—Permo Point phonograph needle has been an adjunct to phonograph operators for years, officials of the Permo Products Company claim, even tho the needle may seem ever so small a part of the machine. The needle is registered as patent No. 1,554,574, and the elliptical point is the exclusive design of the Permo Products Corporation.

It is fully patented and the secret of its metallurgical composition and construction remains solely with the corporation. Permo Point can assure you a long-life needle that enables high fidelity reproduction. Scientifically made to conform with the new automatic phonograph mechanism, the elliptically pointed needle tracks perfectly parallel with the record groove.

Permo Point offers such invaluable operating features as 2,000 perfect plays. It possesses a point comparable to sapphire in hardness. The amazing feature of the elliptical-pointed Permo needle is its unimaginable hardness and smoothness. Efficiency and durability of the needle are not only conducive in preventing record depreciation but permit the automatic phonograph to render its maximum performance greater and in undistorted volume output and true tonal clarity.

Permo Point needle is used as standard equipment by every automatic phonograph manufacturer.

Chicago Coin Has Complete Lineup

CHICAGO, Jan. 9.—Chicago Coin Corporation offers its display of coin machines at the 1937 convention as "a complete line of games for every purpose—for every territory."

The games include Rola Score, a nine-foot bowling game selling at a low price and easily adaptable to locations. The illuminated scoring panel attracts players. Rugby is a novelty game offering two to five balls, as desired, and is a clever adaptation of a nationally popular playing principle. A colorful football playing field is provided.

Joining the ranks of the Chicago Coin Corporation's convention display is the Sweet 21, dynamic one-ball odds-changing payout table that employs a unique adaptation of the real game of Blackjack. Its location history has conclusively proved its money-making ability.

Live Wire is one of the Chicago Coin Corporation's 1937 surprises. It is absolutely new in its playing design and uses a large 1½-inch steel ball.

The company has added another novelty game to its line of popular creations. This is Home Run, a five-ball baseball novelty game whose playing design does not employ one hole on the playing field. Five 1½-inch steel balls bounce from spring to spring, recording the hits on the light-up rack. Bump-a-Lite concludes the Chicago Coin Corporation's 1937 convention display. It is a new one-ball pay table with de luxe features. Bump-a-Lite presents an absolutely new principle of play and animation.

Sheet-Music Leaders

(Week Ending January 9)

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

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

1. In the Chapel in the Moonlight (1)
2. Pennies From Heaven (2)
3. It's De-Lovely (3)
4. When My Dream Boat Comes Home (4)
5. I've Got You Under My Skin (5)
6. The Night Is Young (12)
7. I'm in a Dancing Mood (10)
8. I'll Sing You a Thousand Love Songs (6)
9. With Plenty of Money and You (14)
10. South Sea Island Magic (7)
11. One, Two, Button Your Shoe (9)
12. Rainbow on the River
13. Good Night, My Love
14. Organ Grinder's Swing (8)
15. Easy To Love

Billboard Joins In Celebration

CHICAGO, Jan. 9.—The Billboard joins the coin machine industry in the celebration of a most successful year at the 1937 annual convention. Representatives from the New York, Cincinnati, Chicago and St. Louis offices are present at the convention to become personally acquainted with every member of the industry as far as it is humanly possible. The booth on the exhibit hall floor is our personal service station for any information or courtesies that we may render.

The coin machine section of The Billboard has completed the most successful year since it was established under the leadership of J. J. Sloan, Western advertising manager, in the Chicago office. Nine staff members of The Billboard organization are assigned to the permanent work of contacting and servicing the coin machine industry, and the entire news and advertising staff is available at any time for any special service it may render. News correspondents in every city in the country also help to furnish as complete a news service as possible.

The editorial staff, in co-operation with a number of leaders in the trade, will undertake to present the most complete and constructive editorial and news report of the convention ever attempted in the history of the coin machine industry. This report will appear in the January 23 issue of The Billboard.

Paul Bennett With Pacific

CHICAGO, Jan. 9.—Fred C. McClellan, president of Pacific Amusement Manufacturing Company, announced this week the appointment of Paul Bennett to a high position with the Pamco interests. Effective January 1, Bennett became general sales manager of Pacific Amusement Manufacturing Company, whose products are well known to the coin-machine trade. In addition to these duties he will also guide the destinies of the Pamco Conditionaire Company, manufacturer of portable air-conditioned units, which concern is an affiliate of Pacific Amusement Company.

The new position with Pamco has been in the making for some months past, negotiations having been entered into between McClellan and Bennett dating back into midsummer while Paul was connected with one of the industry's largest producers of music and amusement equipment. Thru prior connections Bennett's background of experience has qualified him to expand his capabilities into newer and broader fields. At Pacific he comes into command of new opportunities which could easily be the envy of any progressive sales executive in any line. Along with the distribution of Pamco's famous amusement products, his scope of operation will include merchandising thru dealers of the Pamco Conditionaire line of portable air-conditioning units. That Pamco has been developing air-conditioning products over a period of years is no secret to the regular trade outlets. Their attractive display room showing the various units installed and in actual operation has been termed a "garden spot" by many who have dropped in during the hot, sultry days of several summers past, and justly so. Numerous coin-machine dealers have been watching this part of Pamco's program with much interest. Then, too, the regular channels of trade, comprising heating, ventilating and air-conditioning dealers, have been pressing Pamco for sales franchises in every direction of the country.

Plans at Pacific promise a much broader scope of product and sales activity during 1937. As Fred McClellan puts it, "There's a big job to be done and we are confident Paul Bennett is the man to do it." Irving McCarthy will continue in his present capacity as director of sales on Pamco's amusement products, with Bennett in charge of all sales promotional activity for both divisions of the company's business. His association became effective January 1, so jobbers, operators and distributors who visit Pacific during show time and henceforth at Pamco's plants will have occasion to meet friend Paul wearing his new Pamco epaulets.

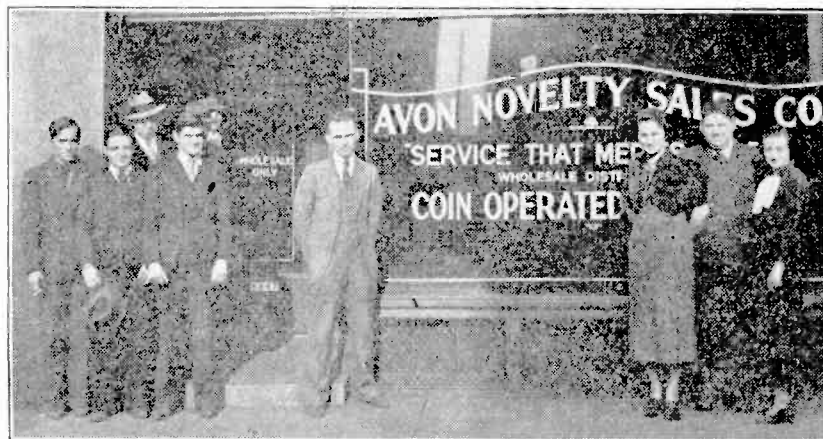
Seeburg Melody King on Parade

CHICAGO, Jan. 9.—Melody King, Model K, is a true example of Seeburg genius, officials of the firm state. Its illuminated cabinet is created by the nation's foremost designers, and its mechanical features are the product of skilled engineering. One exclusive feature is the illuminated multi-selector which enables the patron to make his selection from the 15 records by pressing an illuminated button.

Each of the 15 records is firmly supported by an aluminum record tray. The tray protects the records from warping, scratching and provides a solid foundation for smooth running of the pick-up head on the record. Seeburg phonograph is also equipped with a record tray release. This is controlled by an automatic record change switch, which moves the 15 record trays into position. A press of the one spring record control immediately releases the tension on all records for quick convenient changes.

In order to prevent any misunderstanding Seeburg officials point out the decided difference between the spring-mounted chassis, a Seeburg feature, to the ordinary rubber mounting. Spring model chassis prevents all vibration, Seeburg heads claim.

Complete new Seeburg line, consisting of two Melody King models and four Symphonola models, is offered as one of the greatest examples of modern automatic phonographic development. Each cabinet has an individual beauty of its own, enhanced by the employment of carefully selected fine-grained woods.



STAFF OF THE AVON NOVELTY SALES COMPANY, an aggressive Ohio organization. Left to right: Barney Martin, shipping clerk; Kenneth Cook, delivery; Sam Ringle, Cleveland operator; Bob Meyers, service department; Ralph Walter, technician; Mrs. Nagel; Mr. Nagel, president-proprietor, and Miss Weintraub, bookkeeper.

Stabilization Trend, Predicates Future Success of the Industry

By N. MARSHALL SEEBURG

Predictions and theory naturally have to be accepted as intangible values. Therefore this article is written on actual fact and experience as its foundation.

The scope of the automatic business at the present time is tremendous in its proportions. Like the proverbial "little acorn," each year has seen the continual growth of the "giant oak." Yes, its growth has not only been tremendous but phenomenal. Whether or not it has been a healthy progress can only be determined by the future course of the entire automatic field.

Needless to state, rapid transitions have taken place. Many of these changes have been of distinct advantage, others have created irreparable damage which only the stabilizing factors of this business can attempt to smooth out in the years to come.

The coin-machine industry, in many respects like other industries, has had its share of wildcat manufacturers, distributors, operators and jobbers. I mean by wildcat the fellows who have come into it on "a grab and gyp and let's get-out-of-it basis." We should all be thankful that at this writing these fellows, generally speaking, have been eradicated, and now we can all look forward to stabilized progression.

It is my firm belief that the majority of the manufacturers, distributors, jobbers and operators who are connected with the industry at the present time are business men who will be permanently identified with it.

In the past the manufacturer, distributor and operator have had the inherent opinion that "if it works with a coin it must be an amusement device." The mere fact that this entire business has thrived on the aforementioned attitude is substantial proof of its success. However, I do not think that in addition to producing automatic amusement devices the automatic field can expand far beyond the present limitations by a more concerted effort to produce automatic equipment that has practical necessity.

The majority of the manufacturers maintain experimental and research laboratories. The engineers and inventors employed in this work are leaders in their particular lines of endeavor. These men have far greater capabilities of producing than they have shown to date. I think that primarily the fault lies with the manufacturer who has stressed "amusement devices."

When we recall the days of the coin-operated electric piano and analyze the type of equipment produced since then, with the exception of merchandise venders, scales and coin chutes that have been variously adapted to many uses, we find that there have been comparatively few attempts to produce an automatic machine of practical necessity. I don't want you to misinterpret my use of "practical necessity." Amusement and recreation are of "practical necessity." However, I only use this term as a means of differentiation. The few attempts at producing auto-

matic machines other than in the amusement classification have proved very successful. It is these pioneer successes that convince me of the vast opportunity to exploit the more practical field.

Unquestionably the foundation for this expansion has already been laid. Its future and development will depend primarily upon the industry's aggressiveness to more seriously stress this "new branch of the business."

The marvelous automatic equipment produced and operated today represents big financial investment. The days when an operator could invest \$25 in used equipment and put himself into business are gone forever. Competition all the way down the line, from manufacturer to location, has necessarily forced the shoestring fellows out of business.

I wouldn't want to go on record as saying that this condition was intentionally thrust upon the small fellow to force him out. It is a result of the public's fickleness in regard to amusement machines. As the public tired of the stereotyped amusement devices the manufacturer had to keep pace with their desires by continually producing new machines that required more materials, labor, research and experimental work. Consequently the rise in prices of all automatic equipment was a direct result of the public's demand.

The days of tremendous volume production have resolved into a more sane and steady production. Previously the operator who invested money in a machine only to find that before he could even get his original investment out of it another "new and more sensational machine" had moved him out of the location is likewise in a better position. With the higher class equipment his business becomes more stabilized, there are better opportunities for finer locations and likewise bigger receipts.

Frankly I feel that at the present time the automatic industry as a whole is in fine condition. With this stabilizing condition as a paramount factor I am most optimistic about the future of our industry.

I am sure the new automatic equipment exhibited at the 1937 coin-machine convention will substantiate my optimism.

Pacific Features New Devices in Display

CHICAGO, Jan. 9.—Along with many new attractions, which include Pacific's gun-light equipment, payout tables and new novelty pin tables, visiting operators at Hotel Sherman are offered an opportunity to visit Pacific's private suites consisting of 22 rooms on the seventh floor, where new Pamco devices will be viewed for the first time. The private display will include Pacific's new eight-coin double-reel bell machine, around which much comment and interest are said to center. Company looks for many bell machine operators to look

AMERICAN WOVES 'EM

with

"MATCH 'EM"



Sensational New 6-Ball Pin Game to be Shown for first time at the Coin Machine Show! When coin is inserted—a column of 3 numbers light up. Match 'em and win! Odds determined by top number of column. Double and triple pay-out if you hit the double and triple holes. Change kicker gives you "new deal." Three numbers to match in six tries! It looks so easy, it's well-nigh irresistible!

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O'TOOLE INDIAN HAND-SHAKE, demonstrated by Jim Buckley (Chief Gin-Buck-Too) (left), general sales manager of Bally Manufacturing Company, to Harry Halpern (Chief Loud Song), well-known Florida distributor.

over the new device, said to have all the earmarks of being something that will go places in the bell machine field.

There'll be Pamco Races, bowl-type payout table in which the player can insert as many as nine coins at one shot. It has been termed one of the finest products both in principle of play, construction and appearance that Pacific has ever produced. Hi-dee-Ho is built in both the payout and novelty varieties, another table in process of development at Pacific for some time.

Pamco Zenith is also called an exceptional payout table. It pits the ball action on the playfield against three spinning reels on the light-up board. Pamco Lake Street is another novelty pin table with the special feature of balls advancing from pocket to pocket on the face of the board.

Pamco Shinette is the new electric shoe-shining unit that offers many new operating possibilities in the service machine field. Still another new device, representing of expanding trends, is Pamco Gum Merchant, a gum dispenser with a new merchandising aspect.

All the foregoing, together with Pamco's gun-light equipment, constitutes an array of coin-operated inventions which should live long in the memory of visiting operators, Pamco officials state.

Lenke Entertains Party Of Michigan Delegates

DETROIT, Jan. 9.—Lenke Coin Machine Company is planning a party for Detroit and Michigan operators going to the Chicago show and convention. Under plans being made this week free railroad tickets will be given local operators by the company if enough reservations are secured to get a private car, Lenke said.

Lenke is taking all service men and shop service crew to Chicago to visit the show, as well as outside operators.

Lenke company has discontinued plans for the manufacture of a new type of rifle-range machine. Lenke said this decision was made following a survey of the local field where numerous models of this type of machine have been in operation for several months.

Progress in the Music Field

By H. F. Reves

AUTOMATIC phonographs are tops today in the coin-machine world. Their use has grown with startling rapidity, and the industry has responded amply to the opportunities offered by the new popularity. Manufacturers and operators alike have profited as a result.

The music field has usually been just about the most quiet branch of the industry. Investments in machines lasted for years and little change was necessary. Locations were fairly well known and competition was not too intense. An operator in this field felt that he was genuinely running a business and looked upon amusement-game operators, for instance, as engaging in a relative gamble.

Suddenly conditions changed, beginning notably about two years ago. The sudden change in the amusement-game field that turned all popular attention from the older games, such as the animated football and baseball figures, to the pinball games was paralleled in music. Progress had caught up with the industry.

It all started with the coming of repeal. Taverns, beer gardens, cabarets sprang up over night in vacant stores and houses, and the bonifaces of the New Deal soon discovered they needed more than sparkling beverages to draw patronage after the novelty began to wear off.

Music came into its own, as it had not been since "canned music" appeared on the screen in the theaters of the country in 1927-29. The situation has brought to the fore that troublesome question of displacing the living musician. An analysis of conditions in Detroit indicates the automatic phonograph to be a happy medium rather than an injury to the cause of musicians. A survey in Detroit three years ago showed over 300 spots reporting some kind of an orchestra, but 90 per cent of these places had only a two or three-piece band and paid wages far below the union scale. A low grade of music resulted and the public became somewhat disappointed. Long hours for musicians were also a sore spot.

Farsighted operators of night spots welcomed the return of the automatic phonograph to fill in at odd hours when it was not feasible to have an orchestra present. Customers had become accustomed to mechanical music and only demanded that it be good. By increasing entertainment and patronage at odd hours the better night spots were able to put more into the orchestra and program during the heavy hours of the evening. The effects on the low-grade night spots may be regarded as generally beneficial also, as far as any improvement may be expected.

With thousands of new outlets for machines new operators were drawn into the business. Some looked upon it as a way out of the depression, personally or nationally. The former usually bought a few machines and expected miracles in the way of returns—and were disappointed. The mortality in this

business has been as high as in any other where operators have been solely interested in quick returns. Overbuying of machines by novices who seemed to expect the returns to pay for the investment in a month, and overpromotion of locations by others who were too ready to increase the percentage to the location owner just to get machines placed have been the principal evils.

Most of the trial-and-error methods of the boom days are gone. The field is centered today, with most of the former large operators still in business and operating more machines than ever. In addition there are many new figures in the business, men who have had experience in other coin-machine fields or other lines of business and have usually studied this field before they entered it. These are the men who will remain.

The music-machine field is still growing, and the point of saturation—the maximum number of locations—seems as far away as that of the great automobile industry itself. A few misguided operators have attempted to place two machines in a single location, figuring that the competition will help business. This is one field where that principle will not work with very limited locations. Again there are some types of shops that cannot use a music machine despite the success of an occasional freak location, such as a department store.

But there is plenty of room for expansion in sane locations. Every night spot is a potential spot for a machine. Those places that do have orchestras do not have them playing every minute of the business day and night, and there is a chance to get good play in the unoccupied intervals. Such a location must have the most careful attention in selection of records, however, because the patrons expect music equal to the caliber of the living orchestra.

Poolrooms, cigar stores, confectioneries, drug stores, restaurants; in fact, wherever people congregate occasionally for a little recreation and the attention is not centered wholly upon purchasing something—all these places are potential phonograph locations. Selecting them is the business of the individual operator.

Discrimination in picking locations that will make money is the first test of the good operator. The principal factor is probably the amount of free time that the average customer will spend in the place. In a place where people are always in a hurry there is slight chance for the music machine, although even here the proprietor may find it worth while to have music available as an incentive to bring customers to the store upon the theory that it will make their shopping more pleasant while it lasts. But where people are willing to stay long enough to listen to at least one record there is a chance for music. The soda fountain trade, for one, is not to be scorned.

Restaurants offer a major outlet for the phonograph operator. Places specializing in the serving of beer and liquor have been discussed already—it is the ordinary restaurant that is still awaiting exploitation.

Most people today like music with their meals. The radio in the home has

probably brought about this condition, and a musical program is accepted as an almost necessary accompaniment of the more restful activities of life. Radios are practical for the restaurant, and tens of thousands use them. But the phonograph offers a superior advantage in that the exact music wanted can be selected, either by the proprietor or the customer, and most customers are glad to spend the nickel for the music.

The popularity of this kind of entertainment is thoroughly widespread. In recent months the writer has seen machines which have been getting a good play in small lunchrooms on the prairies of Iowa and Nebraska and in all types of restaurants in the great Eastern cities. The wayside hot-dog stand and the exclusive cafe and the whole range of eating establishments between them alike invite the music-machine operator.

Responding to the demand for more machines, manufacturers have been turning out new models of greater attractiveness than ever before. Modernity has arrived. Streamlines, in design and color, are the rule of the day. Gone is the old-fashioned machine which loomed high over everything else in a store and was almost forbidding in its solitary majesty. Usually finished in dark wood, these old machines repelled rather than invited patronage. Now, all that is changed.

Light cabinet work, finishes resembling natural, such as can be seen in all modern-type furniture, are favorites. The cabinets of the newer models are attractive in the very patterns of the alternating light and dark woods, while additional decoration often is used to carry out the general idea. Curves rather than sharp angles limit the machine. The music itself appears streamlined now!

Result—it is now the smart and sophisticated thing to do to play these new phonographs. They demand attention and they get it in the form of steadier patronage.

But patrons want more than cabinet work, and they get it in the way of better music. A wider repertory of songs and music in each machine, records selected to match the taste of the individual clientele of the location and clearly indicated methods of selecting the record wanted—with better recordings than ever before—these are the things that have made the public more record-conscious.

As George A. Snyder, manager of the Commercial Music Company, paid tribute to record manufacturers:

"We have better records and better service on them than we have had in a long time. The music is more modern and up to date and the records seem to be released sooner. Most major companies are making regular releases once a week instead of waiting to see how others were going over first. We get songs while they are still popular.

"The wave of popularity for 'swing' music was speedily reflected in the new records. If we have records that people like, that very fact will bring in the nickels.

"Manufacturers of records, as well as of machines, have been conscious of the need for new equipment, and the demands of the public have been satisfactorily met in the past year or so as they never have been before."

All this means that the music-machine field is a rapidly growing business. The Marquette Music Company, of Detroit, one of the oldest Michigan operators, reported the addition of 500 new machines during 1936. Dozens of new operators have appeared, most of them to stay in the business. In the same time, while established manufacturers have employed several live new salesmen to cover a single territory.

As coin machines go, phonographs have a long life. That is a fortunate factor because of the heavy investment involved, often running over \$200 per unit. The operator, if he has any business sense, should be willing to apply sound

business principles to his work and not just operate a helter-skelter "racket," as too many outsiders conceive the business to be. Here are a few such basic principles:

Careful investigation should precede the establishment of every location. Percentage arrangements should allow a fair but not excessive figure to the location owner. A location that requires a percentage more than 10 per cent above the average is not worth begging for—and uniform figures are better where possible. Record service must be high grade and individual, records being picked to suit the location. A suggestion card inviting patrons to name the records they would like to have is the surest way to get individual reactions. Finally collection and repair service must be well organized, ready to repair a machine at any time—a neglected service call is the easiest way to lose a location to a competitor.

Because this is a business in itself the tendency to have the location own the machine should be discouraged. In a controversial field such as this there is something to be said on both sides and exceptions are justified. But phonograph operation in general calls for a specialist—a man who understands his business knows where and how machines should be operated to bring in the best returns and is prepared to give needed mechanical or record service in any emergency.

The location owner cannot do these things any more than the operator could run the store in which a machine is placed. The location owner who sees the operator taking away his profits too often thinks he could do something with that same money, but he forgets the investment and the costs of operation, which leave the operator only a fair profit, not an excessive one. There are occasions when sale may seem desirable—sale of discontinued models for locations that can use them, not in direct competition with better locations. Then, too, some location owners may insist upon having a machine when the operator may know that he cannot make a profit in the spot. The store owner, tho, knows the advantages of having the music available in his own place and is willing to pay the price.

Music-machine operators need a closer tieup with the rest of the coin-machine industry. Under the recent trend of organization a sort of federated association is the vogue. Merchandise, service, pin game and other amusement-machine operators have their own groups within the whole association. The individual group discusses problems of interest to one class of operators, and only the general problems of the industry are taken up by the whole association, which is as it should be. Music men, tho, are almost the "orphans" of the industry—they feel they don't want to join the pin-game people, and their "merchandise" is different from candy and gum. What they need, in cities where there are enough of them, is a separate local association.

The interests of music operators are tied up with the interests of other operators and of show business in general. Just as theaters are among the best locations for some machines, such as modernistic candy and cigaret venders and fortune-telling machines, so night spots are by far the best locations for music machines, and cabaret operators and machine operators have mutual interests that demand recognition.

More directly, however, a location that is good for music machines is usually good for amusement games and some types of vending machines. Where people congregate to play pinball they will usually be pleased to have music available too. Again music-machine patrons may like to have the small nut or cigaret venders handy.

The live operator will accordingly watch trends in other coin-machine fields and govern his own operation accordingly. Whether he should stick to one type of machine or diversify his routes by taking on all the types of machines which one location can profitably support depends upon his own experience and skill and his careful judgment of local conditions. It is in this, as in other problems requiring careful business judgment, that the real tests and thrills of operation lie.

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Detroit

DETROIT, Jan. 9.—Prediction of a rosy 1937 was voiced this week by Sam Liebers, pin-game operator. "There are plenty of opportunities to make money in Detroit in this business. I am confident we will have a good year for 1937 and we will all be in clover by 1938. If we get all the operators into the association and get co-operation, not cut-throat methods, we will accomplish it. I have seen these holiday lulls for nine years and there is always a pickup after." Liebers is concentrating entirely upon his pin-game operation now.



NAT COHN

"Pin games and new types of games are coming to life and making money for operators," Fred Farris, proprietor of the Reliable Amusement Company, said this week. "Roll games and other types are not so active at present. Business has been so good, even right up to the Christmas slump, that we have been putting out new machines steadily. We are planning to expand in the music machine field and will probably buy a number of new models of this type at the Chicago show." Company, which operates a varied line of amusement and other types of machines, has recently moved to new salesroom at 1521 Henry street, retaining the old West Alexandrine office for storage purposes.

Latest organization to enter the local operating field is the H. & M. Coin Machine Amusement Company, with offices at 2211 Pingree avenue. Company was formed by Hyman Moore.

"I'm surprised to hear that there has been a holiday slump," Eddie Clemons, operating the National Coin Machine Corporation, said this week. "In fact, our average play on machines has just about doubled in the past week. The reason may be that we are operating music machines only and have no amusement or vending-type machines, so that the holiday trade seems to have helped rather than hurt our business."

"Business has been good right up until the close of the Christmas holidays," George Spees, local operator, reported this week. Spees is operating a route of pin games and has lately added a number of bowling alleys and some other types of amusement machines. He recently moved from his former location on 16th street to a new location out in Northwestern Detroit at 16156 Steoppel avenue.

Woodford W. McIntyre, former Mills music machine operator, has just taken over sole ownership of the Interstate Engineering Company, of which he was formerly a partner, and will devote his entire attention to the building company hereafter. He believes conditions have improved to the point that justifies full attention to one field and will not divide his time with machine operation.

James Hanley, former manager of the American Novelty Company, jobber and operator of phonograph machines, and Jack McKeegan, who was formerly of the same company, have left to go into business for themselves. James Adhley, proprietor of the company, is now operating it personally.

"Bumper, the new Bally Manufacturing Company's machine, is going faster than any new machine we have seen in

a long time." Michael A. Angott, of the Angott Coin Machine Exchange Company, said this week. "The new machine has elements of popular appeal that few machines have." Angott Company has been appointed distributor in this territory for the Bumper game and reports orders coming in fast.

J. W. S. Langley, sales manager of the Venitor Corporation, manufacturer of modernistic candy venders, has been out of town for the past week.

Business is improving in many territories in the coin-machine field, according to the Schermack Products Corporation, one of the oldest manufacturers in this section. Improvement appears to be general and especially noticeable in the vending machine field.

National Dispensing Corporation, manufacturer of a new type of hand-soap dispenser for industrial locations, is maintaining its offices on State street, where the plant was formerly established. Company has temporarily suspended manufacturing operations but is planning resumption soon.

T. A. Agney, operating the T. A. Novelty Company, reports business increasingly better in all departments. Agney is operating one of the most varied routes in town. His principal expansion at the present time is in the field of the new types of bowling alley machines, which are still very popular around Detroit.

T. E. Gillies, manager of the Better Games Company, has returned to his route following his recent automobile accident, in which he suffered three broken ribs and a broken nose. Gillies is still unable to do the heavy work of the route but is supervising activities.

Fort Worth

FT. WORTH, Jan. 2.—Ben Hofer, of New Braunfels, Tex., married Stella Wolfshohl, of Kingsbury, Tex., December 3, and the pair are now at home in New Braunfels, where Hofer is a successful operator.

Panther Novelty Company, Ft. Worth, lost its handsome bachelor when J. B.

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MACHINES DISPLAYED AT THE COIN MACHINE SHOW BY THE J. P. SEEBURG CORPORATION, STONER CORPORATION, GROETCHEN TOOL COMPANY, AND THE O. D. JENNINGS & COMPANY, WILL BE READY FOR EARLY DELIVERY TO MISSOURI AND SOUTHERN ILLINOIS OPERATORS AT FACTORY PRICES BY U.S. ORDER THEM NOW!

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 WHY PAY MORE WHEN YOU CAN GET GUARANTEED WEATHERPROOF PROTECTION FOR \$6.95?
 Fleece-lined. Made special to order to fit any Phonograph. State size desired. One-Third Deposit with Order, Balance C. O. D.
MAX E. WELLS & CO., Greensboro, N. C.

Livingston, operator, married Virginia Ferris, of this city, December 5.

J. W. (Dad) Johnson is in a hospital at Amarillo, Tex., where he went to spend the holidays with his daughter. Dad had been sick in Fort Worth, but he was looking fine when he left for Amarillo.

"Mac" McCaleb, of the Big State Novelty Company, who recently sustained a broken back, is progressing rapidly and is anxious to get back to his job.

Among recent visitors here were N. L. Ligon, Jack Sprott, M. C. Aldrich, E. B. Day, Jack Lee Neill, T. H. Brown, H. W. Carpenter, M. A. Walker, R. L. Davis and that travelling general manager of Automatic Games Company, Memphis, S. L. Stanley.

Helen Savage, of Automatic Games Company, spent the holidays in Mem-

phis, her home town, where she ran into Mr. and Mrs. Rolfe Stanley, of Houston, who also used to call Memphis home.

Grand Prize Is Western Leader

CHICAGO, Jan. 9.—Heading the list of Western Equipment & Supply Company's array of 1937 line of machines is Grand Prize, a payout table. According to Jimmy Johnson, president of the firm, it is the first automatic payout table with the jackpot feature. This jackpot device is considered one of the most advanced improvements in the payout field. Ten cents of every dollar inserted in the mystery coin chute automatically goes into the jackpot. A ball shot into the daily double pocket automatically empties when \$4.90 is collected. The last 10 cents of the next dollar automatically awards \$5, and so on.

Other new Western productions are Beat 'Em, a one-ball payout table with odds as high as 30 to 1, and Shoot-a-Line, the only rifle range with a double-skill appeal, an original creation by Western engineers.

"Long considered the king of amusement machines, Thoro-Bred enters 1937 still the rightful occupant of this throne," Johnson says. "It is easily the class of the whole field, and as the greatest de luxe race horse machine of all time it assures unequalled profits and location performance. Among the exclusive features possessed by Thoro-Bred are multiple visible slug-proof coin chutes, seven coins; mutuels which change with every race and 2 to 30 odds which are automatically paid out on the winner. Thoro-Bred is completely electrical. Its playing mechanism is entirely devoid of tapes or refills, sequences and charting. It is truly a marvelous masterpiece of playing design and mechanical perfection."

With this array of machines Western will undoubtedly be one of the main sources of amusement machine supply.



IRVING SOMMERS

Summary of Business Trends

Business volumes have continued to increase, with numerous production lines showing gains instead of the usual seasonal declines and with estimated retail sales of general merchandise on a quantity basis at the highest level since 1929. Among manufacturing industries, steel and automobile production have recorded the sharpest gains. Output of cars and trucks during the two weeks ended December 19 was at a record for this season, but the continuation of the present rate is not assured in view of the strikes experienced by some important parts manufacturers.

Operations in the steel industry are at the rate of 80 per cent of capacity or better, indicating that production is the highest since the early fall of 1929. Electric-power production has advanced to a new high. The seasonally adjusted index of bituminous coal production has continued to increase. Freight-car loadings have declined by less than the usual seasonal amount so far this month.

Higher prices for many commodities were again reported last week, the advances in grain prices being particularly marked. Stock prices dropped sharply on Friday and Saturday after having moved within a narrow range in the earlier part of the month. Declines in prices of rail stocks on Saturday reflected the Interstate Commerce Commission's decision not to extend the emergency freight surcharge rates beyond the end of the year.—Survey of Current Business.

Operators I Have Known

By Phil G. Muth, New Orleans

DELVING into one of Pop Webster's famous dictionaries we find that the word THRILL, as a noun, is "the feel of a sharp tingling or exquisite sensation running thru the whole body."

All of us know what this feeling is and how we often go seeking after a thrill whether it be the excitement of watching a fine thoroughbred pacing the lead in a stake race, the sensation of throwing a healthy young body against those of an opposing team of 11 men to gain yardage with a football tucked under your arm and thousands of eyes glued on you waiting to see what you are made of, or to be driving along on the back of a fine young pony with a polo stick in your hand trying to connect with a small ball, or to be like one coin-machine operator of New Orleans who has had many even greater thrills thrust upon him with result so high-esteemed that medals have been thrown his way.

Thrill seekers are not men of 1937 alone nor of no further back than a century ago, but back to the first creation of man or since Cain slew Abel for the thrill as much as for the jealousy that existed between them.

Down in the Sunny South where New Orleans is the metropolis of a sun-kissed land there are many coin-machine operators who have had great thrills in previous experiences, some as young college men, others who sought thrills as a paying proposition and still others, as I have already pointed out, that have had thrills thrust upon them.

In the last named class is John Bruning, 64-year-old operator of coin and music machines in New Orleans, restaurant owner and first citizen of Bucktown, a lakeside suburb of New Orleans. John has spent his entire life on the lakefront and these many years have provided him with a full sheaf of memory thrills to think over during the twilight of his long and active career as a joint food dispenser and operator of coin machines since the day that the first such machines were known to exist in the Gay '90s.

With his brother Theodore Bruning, who is two years his senior, John Bruning is said to have rescued more than 125 persons from the treacherous waters of petulant Lake Pontchartrain, a shallow body of water about 30 by 30 mile arm of the Gulf of Mexico that can really "kick up" when a norther, nor'easter or a nor'wester blows. To tell all of the thrilling experiences these brothers of mercy have felt would fill this entire issue of *The Billboard*, but John does talk more about some of these thrilling moments than others.

There was the time, for instance, when at the youthful age of 14 years John Bruning and a playmate, no older than himself, faced turbulent waters in a small rowboat and brought back two men more than twice their age safely to shore. This happened on a Good Friday and so as not to waste the remainder of the afternoon following the rescue these same two lads again and again rowed out into the lake to bring their total savings up to an even half dozen before the sun set.

"The toughest job of all," John recalls, "was on December 28, 1898, when a river boat captain and a negro helper were on their way in a fishing skiff from West End to a point known as Alligator Bayou when they were caught in a storm.

"When word was received that the two men were being helplessly tossed around on the surface of the lake a rescue crew maintained for such work immediately set out in the direction of the distressed couple. But the rescue boat could not stand the strain of such high seas and soon went to pieces, the rescue crew barely making it back to shore to save their own necks.

"I was called at about 7:30 that evening and told of the predicament of the two men who had now lost their boat and were clinging to some pilings of an abandoned old railroad trestle several hundred feet out from shore. Asking two of the best helpers I knew to accompany me, we set out that dark, stormy night to finally rescue the captain and negro aid in about an hour's

time but it seemed at the time to be a decade."

Asked about the danger to himself on such occasions, John Bruning modestly sidestepped the issue and said there really was one time that he had to be the rescued party himself. And, he says, a funny thing about this occasion is that he has never learned to this day just what his rescuer's name was except that his first name was Fritz.

Neither of the Brunings for all of their heroic acts has ever accepted one cent of reward for services, although their records as voluntary lifeguards remain unexcelled in this section of the country. John has been awarded numerous medals and was cited one time for the Carnegie medal for bravery but the citation failed to give the thrill that was his at the time of his acts. "It's all in a day's work when you live on the lakefront," he says.

The Brunings are renovating their famous restaurant on the lakefront now and are getting ready for a grand re-opening late in January. When the spot does reopen many new pin games, in addition to a large coin phonograph, will replace the machines now in use, for the Brunings are successful operators and say that only by keeping up with new ideas in machines can they keep business going good.

Probably the most colorful man now operating coin machines in the Crescent City is Mark Boasberg, known to thousands of race goers of a half century ago as "Jack Sheehan." In following the daily racing programs from Coast to Coast as a race owner, track tout, big take-a-chance man and building up a country-wide name for his daring in "coups," many of which aggregated many thousands of dollars, Jack Sheehan has been a millionaire more than once only to find himself face to face on other occasions of wondering where his next meal was coming from.

Thrills have been Jack's very life blood and how he likes to talk about the numberless times he enjoyed the thrill of "riding the nose" of long shots, taking big wagers and winning them only by sheer luck or because he took so much time to study the opportune moment and out-think the bettor.

Jack often tells many a thrilling story about himself or about other figures of the American tracks whose names are known to everyone that reads about race horses. He owned his first horse, Bonita, over 50 years ago and was the first man in the South to publish a racing sheet. He was noted for allowing much larger odds than bettors could get anywhere else except for the one favorite that he selected in each race on which he would close his books.

"There is no greater thrill in the world," Jack says, "than having hundreds of dollars at stake and pulling for the one favorite horse to come thru. My greatest thrill on just such an occasion was way back in the beginning of the present century or about 1902, at the Louisville track.

"It was near the closing of the meeting there that year and I had enjoyed

anything but a good break in luck and so when I had received from an old track friend that a 'sure thing' was on the line in Balboa, entered in the handicap, I decided to dictate to my feeling that this did sound like a 'hot' tip.

"Feeling my way thru the teeming mob that attended the big Saturday program I found my way to the betting cage to place all of the remaining money I had left to my name. So that when the fifth race, that in which Balboa was entered with nine other horses, all of which from close observation of my chart showed better indications of winning that day, I had in my possession tickets which had cost me approximately \$3,000 to win and about an equal amount to place.

"Balboa, a great little black colt, forced to shoulder plenty of weight that day, looked plenty good as the horses lined up at the starting post but I had feared the heavy impost, especially since the track was lightning fast and I knew it would take plenty of running to keep in front.

"The start was perfect and Balboa broke on top and took the lead at the first turn with a length or two to spare, but to my dismay the colt was drawn wide at the half-mile post and started to fall back.

"A sinking feeling of disgust swept over me and the thrill of a split second before had completely disappeared. I visioned the discomfort of remembering that I was hundreds of miles from the city that I had looked upon as my home and probably as broke as anybody that stood on the ground of that track.

"The three-quarter-mile post failed to change the aspect of the finish with Balboa running fourth or fifth and hopelessly out of it. For once in my life I began to utter the poor conception of a prayer for my well being when I noticed something that as suddenly as my initial thrill had left me brought me back to shouting with all of the air I had within my lungs. Balboa was getting her second wind and was beginning to close the gap.

"Balboa was still in that race and so was I. With but the stretch to be covered Balboa was still some several lengths behind the fast running but slightly tiring leader. Balboa's jockey here showed the technique that a finished rider such as he possessed and gave the gallant little colt the whip.

"Only a length or two separated him from the leader in the last 100 yards and with one great effort Balboa just managed to stick his nose out in front as the final post was reached. It was close enough to be called a deadheat from most angles of the track and I still had the suspense of waiting to see whose number would be flashed. But my good luck had arrived at last and Balboa was delivered the winner by a nose."

Jack cannot remember just how many thousands of dollars he won that eventful day. It wasn't the time he had won the most money on any one race but it was one time that a real thriller had impressed him even until today when he manages the operation of the Sport Center playland on St. Charles avenue, while his son Louis and Ray Bosworth manage the New Orleans Nov-

city Company, Gottlieb distributing firm in this city, and one of the largest operating firms in the South.

As for Jack's son, Louis Boasberg, he too has had many a thrill, for wasn't he one of the stars of one of the greatest football teams that ever came out of the South? That was back in the early '30s when as guard on Tulane's great 11 Louis and 10 other fine players, including the great Jerry Dalrymple, now his best friend, went down to defeat by a single touchdown in the Rose Bowl. There is still plenty of controversy over what the outcome of that should really have been if Tulane had not been forced to spend the entire first half adjusting themselves to the peculiar condition of the soil brought many hundred miles from Pasadena for the building of the Rose Bowl. In the second half it was all Tulane and the Southern California team all but went to pieces to win by the single extra crossing of the Tulane goal in the first half.

Still another New Orleans operator who has enjoyed the thrill in which horses are concerned is Hank Friedburg, who won laurels as a member of the University of Chicago's polo team before taking up the operation of coin machines. Hank still likes the thrill of riding a polo pony in a polo contest and believes that there is no equal thrill in the world like that of the competition met on a polo field.

Hank says that as a young freshman at the Chicago college he hated the very name of a horse, but because he hated them so much, he adds, is the very reason that one Sunday afternoon he went down to the polo team's stables to gain the experience of riding for one time in his life. His earlier hatred turned about face after that first mount and it was not long after that he made a bid for the University's polo team.

Hank still says that it was only because he spent so much time around the polo ponies thereafter that the other members of the team mistook him for a finished polo player and asked him to help in scrimmages. His first attempts at playing the game were terrible, to use his own idea of himself, but under good training of one of the finest coaches in the country he developed fast and by the next year, that being 1921, he made the first four. He again made the team in 1922 and shared honors with the other first trio in piling up several consecutive victories against some of the finest polo teams in that section of the country.

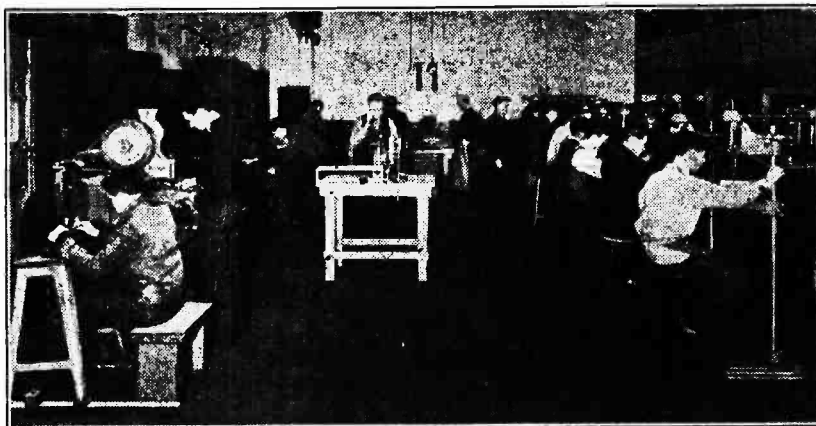
His one big thrill was the final game of the 1921 season when, in trying in a desperate effort to get in the midst of a hot scrimmage, his mount went down. His horse regained his feet in short time, however, and Hank went on that day to experience the novelty of having this same pony kick the ball over for the only point made in the closing chukker.

Monarch Appoints Accounting Head

CHICAGO, Jan. 9.—Roy Bazelon, head of the Monarch Coin Machine Company, announces the appointment of Clayton Nemeroff as head of the accounting department of his organization. Nemeroff comes highly recommended, having had many years' experience in private accounting. He comes direct to Monarch after several years with the Chicago office of Lloyds.

In addition to handling the accounts of the Monarch Coin Machine Company Nemeroff will be in charge of the newly set up vending machine department featuring the Silver King vender. "Silver King has tremendous possibilities and we are going to give it plenty of backing," Nemeroff says. "It is essentially an operator's machine and as such merits the attention of everyone in the merchandising business. We'll have it displayed in our showrooms during and after the annual convention for the convenience of our many customers."

Anticipating heavy orders during the coming year, Bazelon has arranged to take care of his customers by setting up a new and more efficient billing system and is purchasing new equipment for the shops. Shortly after the show Roy will take to the road to introduce a number of the new releases to his many customers who were unable to attend the convention. The road trip will be a regular quarterly feature of Monarch service, designed to keep the operators in closer touch with developments in the coin machine industry.



A SECTION OF WESTERN EQUIPMENT & SUPPLY COMPANY'S drill press department, Chicago. The whirl of this machinery day and night keeps production at a high point.

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22—6-Col. Rowe Special De Luxe, with 1c Box Match	\$19.50
12—6-Col. U-Need-A-Pak, 1st. Wall Model, with Free Book Match	42.50
22—4-Col. Stewart McGuire, with Free Book Match	24.50
10—4-Col. Stewart McGuire, without Free Book Match	20.00
10—4-Col. Advance De Luxe, Chrome Cabinet	17.50
50 Shipman 1c Cigarette Machines	19.50

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IF IT OPERATES WITH A COIN WE HAVE IT

Written for Operators

Practically all of the editorial contents of the 1937 Coin Machine Convention section has been edited with the operator especially in mind. Our purpose has been to confine advertisers' publicity in this issue to short, snappy items as far as possible, with the request that operators read the publicity to get the manufacturer's story about his products. The feature articles generally suggest their purpose in the headings. To advertisers, we have tried to maintain a policy of fairness to all and make the issue as newsy as possible to our readers—and your prospective customers. We hope you'll like it.

Gaylord Assures Sight for Ops

CHICAGO, Jan. 9.—Commenting on their offerings for 1937, Ed Gaylord, of Gaylord Coin Machine Corporation, claims they will be knockouts. "We'll have everything in the way of up-to-the-minute coin machine equipment," says Gaylord. "This has been a year of big developments in the coin machine field. Darned if I can remember when so many swell machines were developed in so short a time, and we're going to have them all right out on our floor in one big display. It'll put your eye out."

with some modern adaptations, scheduled for production during the week of the convention.

Targette, the target machine, occupies an important place in the list of Keeney machines. Its features and reputation are already well known to the trade. Also Bowlette and Bowlette, Jr., the two bowling games that have contributed much to the national popularity of new skill development in coin-operated games, are prominently displayed. The booths where the entire line is displayed are Nos. 147 to 150.

Editor Vetterick Leaves the Trade

CHICAGO, Jan. 9.—With a toast to "the coin chute," C. E. Vetterick has resigned the editorship of *The Automatic Age* after completing the 1937 convention issue of that publication. Vetterick was one of the pioneer editors in the coin machine field and, in his farewell editorial, recalled that 10 years ago he was the only coin machine editor at the annual convention that year. Vetterick was connected with a Detroit coin machine firm for a time and then returned to edit *The Automatic Age* the latter part of 1931, a position he has held since. He has been popular among the coin machine fraternity and his beautiful wife greeted operators with him at the last three annual conventions.

His farewell toast, upon his resignation to enter another field, reads: "Here's to the emblem of our industry—the coin chute; may it attract new millions to its convenience and its magic and may it ever be a symbol of public service, honest value and wholesome entertainment."

Adopt Policy on Rebuilt Games

NEWARK, N. J., Jan. 9.—Irving Orenstein, of the Hercules Machine Exchange, Inc., says that his firm has adopted a policy on reconditioned games that makes it possible for them to offer a strong guarantee on such games. This makes it possible to eliminate price competition, he said.

A new system for making repairs has made it possible to adopt a strict guarantee policy. They expect the repair department to become one of the chief features of the firm's business.

Associated with Gaylord in the management of the exhibit and the Gaylord Corporation is Colonel John C. Bohan, who, in addition to his business activities, commands an artillery regiment in the regular army. Colonel Bohan is widely known as a capitalist and a man of many interests, whose association with the coin machine industry has given prestige to the business as a whole. With Colonel Bohan and Ed Gaylord in active charge of the exhibit, operators may be assured that they will find it worth while to visit the company's display rooms during the course of the Chicago show.

"It should be added, however," says Gaylord, "that our open house will not be all business. We are going to have some fun, too!" And everyone who knows Ed Gaylord believes it. Gaylord is accepting congratulations on his recent appointment to the position of Chief of the O'Toole Indians.

Rothstein in Role Of Super Salesman

PHILADELPHIA, Jan. 9.—I. H. (Izz) Rothstein, Banner Specialty Company, has made a record as a distributor of coin machines and as a farmer, and is now reported to be making a record as a salesman. He is smashing sales records here with the pin games from Daval Manufacturing Company, for which he is a direct factory representative.

"The fine games plus the excellent reputation of the firm in this city is a combination that is almost unbeatable," Rothstein states. "The two latest games, Sequence and Totalizer, are selling here at a tremendous pace. Reel '21' continues to be a leader, and with Reel Dice as a partner game we will soon be claiming the record for the number of the games sold in this territory."

Ideal Novelty To Be Well Represented at Convention

ST. LOUIS, Jan. 9.—The Ideal Novelty Company will be well represented at the coin-machine show and will hold forth at the various booths of the Bally Manufacturing Company. Carl F. Trippe, owner and general manager, is leading his people at the show, and among those present will be Ed English, manager of his Mt. Vernon, Ill., branch; Bob Osterberg, manager of the Springfield, Mo., branch; Bernie Bay, manager of the Vincennes, Ind., branch; Mrs. Exie Bowman, secretary of the firm; Earl Thrope, Doc Wilcox, Duke Nauert and Joe Dreyer, salesmen, and Earl Bowman, foreman of the mechanical and repair department.

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Personal Service

Perfected Chute To Be at Show

CHICAGO, Jan. 9.—A. Dalkin Company announces the introduction of the new perfected Vanak Coin Selector Adaptor and has placed it on the market for sale to the trade.

Following the announcement comes the report that the American Telephone & Telegraph Company has placed its stamp of merit on the Vanak Coin Selector by obtaining an option for exclusive use in the communications field.

A. A. Kree, of Charlotte, N. C., is the inventor of the Vanak Coin Selector. Joe Strudulski, who has been identified with the coin machine industry for many years, perfected the various adaptors.

"The Vanak Coin Selector," the makers state, "is adapted for coin-operated games, merchandisers, phonographs, etc., eliminating slugs and jamming of coin slots. It embodies entirely new and advanced principles of coin selection. Recently it was given an exhaustive test in 5,000 locations, hotbeds for slugs. The Vanak Coin Selector proved to be 100 per cent effective. In one locat on alone 300,000 plays were made without a single service call. Orders for the Vanak Coin Selector in test territories have been keeping the plant at top production."

Joe Strudulski says of the Vanak Coin Selector: "For years slugging and jamming have been the bane of the operator's existence. Some time ago we decided to develop a device that would end, once and for all, the slugs and jamming troubles of operators. We studied all the coin slots on the market at the time and noted their virtues and deficiencies. We had plenty ideas of our own and wanted to avoid errors. We wanted to make a coin selector that would do everything but talk—that could detect any foreign object as un-faillingly as the human eye.

"After experimenting and experimenting we finally perfected the adaptor for the Vanak Selector. Every day brings new proof of the merit of our efforts and adds validity to our claims.

"The Vanak Coin Selector accepts only nickels and patented Vanak Special Checks. All foreign objects are shunted back to the player by a scavenger device that is uncanny in the way it works. It can be transferred from one game to another and is simple to attach or take off of any pin table, merchandiser or game. It operates effectively at any angle. Further, the Vanak Coin Selector gives increased leverage and requires less pressure to operate the shuffle board. All parts are case-hardened. It is of modern de-

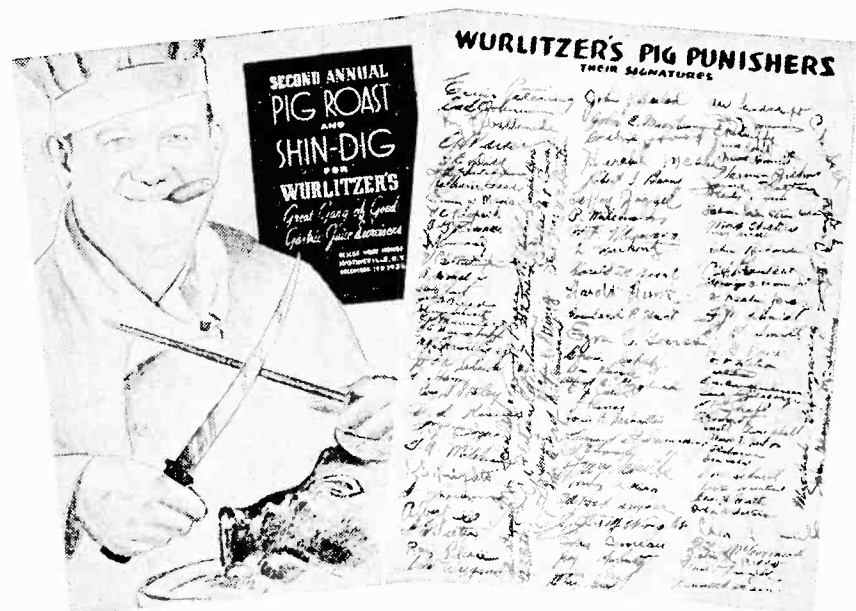
sign and finished in attractive brown, wrinkled, baked, lacquer and has a chromed handle. It is guaranteed by the manufacturer."

Vanak Coin Selector will be on exhibit in Booth 213 at the Coin Machine Show.

Keeney Machines Make Big Display

CHICAGO, Jan. 9.—Display of J. H. Keeney & Company offers a full array of machines from "The House That Jack Built." Among the new products may be seen Paradise, a dice game recommended for fast play. The machine is in a console cabinet and offers the player five fields or point bets. Ten-Strike is a new two-ball payout game. The playing mechanism is said to be ingenious and employs the principle of the nationally popular bowling game. Shipments are already starting on Ten-Strike and first reports from operators indicate a promising future.

Two other new games in the Keeney lineup include Air Mail, a 10-ball novelty game which was recently put into production. Another is 700, described as a glorified edition of a former Keeney winner. It is a one-ball payout game,



COVER OF MENU portraying Homer E. Capehart as a chef. Over 150 Wurlitzer executives, foremen and department heads autographed the menu for Mr. Capehart.

LOOK

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Big Gain in Car Loadings Over '35

A preliminary estimate indicates that approximately 36,000,000 freight cars were loaded in 1936 as against 31,518,000 in 1935 and 28,180,000 at the low for the depression in 1932, according to Alexander Hamilton Institute.

Loadings in 1936, however, were 31 per cent below the 1929 figure of 52,828,000. Railroad operating revenues in 1936 were in the vicinity of \$3,900,000,000, having shown a steady recovery from the depression's low of \$3,095,000,000 in 1933.

Revenues in 1936 were still far below the 1929 figure of \$6,280,000,000 and apparently provided a relatively small net income.

Since shipments of farm products will show a decrease in 1937, and since there are indications of curtailment in industrial production, further improvement in the railroad situation next year is doubtful, the institute says.

the executives going to Chicago, he will be forced to remain here and look after the business.

Meyer Ableson, local jobber, has returned from a business trip to Cleveland and Buffalo.

Max Levine and Mr. Katz, of the Scientific Machine Company, New York, visited the Lazar Brothers on business this week.

Frank Yarussi, chief engineer for the B. D. Lazar Company, and Dena Bianchini, Lazar's alert secretary, married recently.

Harry Block, of the Block Marble Company, Philadelphia, is a frequent visitor here. Harry, too, is going to the show.

Local office of the Automatic Canteen Company moved from the Martin Building to Western avenue. Firm is currently conducting a jingle contest, offering its customers \$10 for each winning jingle extolling the Canteen service.

Mr. and Mrs. H. D. Landy, East End operators, left for Chicago early to take in the town before settling down for real business at the coin show.

Canada

ST. JOHN, N. B., Jan. 9.—Re-elected to the Tuxis Boys' Parliament of the maritime provinces at recent mail elections was Arthur Covey, of West St. John. He is 20 and the son of A. W. Covey, a veteran distributor and operator of vending and pin-game machines, with base in St. John. Covey has been handling machines the last 25 years and distributes thruout the maritime provinces.

One of the best paying concessions at the 1936 St. John seven-day annual fair was a coin machine arcade under canvas. This was the first time such a concession had been installed at the St. John fall exhibition. Indications are for continuance of this arcade as a permanent concession on the midway at that exhibition.

S. C. Tippet, proprietor and manager of Dominion Park, Raynes Beach, N. B., and with beach frontage on the lower St. John River, is contemplating the establishing of a coin machine arcade at his park for the 1937 season. It is reported, Candy, gum, nut, cigaret, cigar, weight, fortune, match venders, gymnasium machines and games are being considered. Tippet is the only amusement park owner and operator in Canada who is also an officer in the Canadian customs service.

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"MILLS" NEW YORK Means More For Less

Quantity	Description	Amount
—	Aspirin, Breath Pellets, etc.	\$0.06
—	25 Cd. Lots Asst. Ea. Cd.	.18
—	Effervescent Tablets, Ea. in Envelope, 20 on card. Card	1.32
—	Mineral Oil, 16 oz. Attr. Labeled, 12 to cart. Doz.	1.20
—	Milk of Magnesia, 16 oz. At. Labeled, 12 to cart. Doz.	.54
—	Cedar Oil, 16 oz. Excellent Quality, 12 to cart. Doz.	.84
—	Vanilla Extract, 16 oz. Flng Quality, 12 to cart. Doz.	.01
—	Mercerized Thread, Asst. Colors, 5 doz to cab. Spool	.07
—	Thread, 1200 yd. Spools, 16 spools to box. Spool.	.50
—	Syptic Pencils, Attractively Labeled, 12 to Box, Gross.	.72
—	Shaving Brushes, Asst. Handles, 12 to Box, Doz.	.25
—	Powder Puffs, Imported, 3 1/2 in. Cellophaned, Doz.	

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FOUNTAIN PEN FLASH LIGHTS, Dozen	72c
MAGNIFYING SHAVING MIRRORS, Giant Size, Dozen	\$1.20
JUNIOR 2-Cell FLASHLIGHTS, Dozen	90c
FLASHLIGHT BULBS—For 2 or 3-Cell Flashlights, Per 100	80c
PROBAK BLADES—40 Blades to Display Card, Each Card	40c

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Comic Spicy Valentine Cards, 4x5", Embossed on Vellum Stock, 3 Flashy Colors, \$2.00 per 100, with Envelopes, Assorted, 2 Post-card Size, 30 different, \$1.00 per 100. COMIC DIPLOMAS, used as Comio Valentines, subjects to fit all types, such as to a Bullshooter, Golddigger, etc., 25 different, with envelopes, \$2.00 per 100. Our new Val. Bulletin is ready. Send 50c for 25 Samples of Cards, Diplomas and Catalog. **MAGNO'S NEW ITEMS ARE:** DIRTY MATCHES—the Victim gets his fingers all black, 30c Doz. SQUIRT CIGAR, 60c. NO? NO! a 1,000 times No! Joke Silk Panties, \$1.20 Doz. YES, we CARRY the BIGGEST line of Tricks, Jokes and Puzzles in the U. S. A. Send \$2.00 for 50 Samples of Best Sellers and Catalogues. Magic NEWS Uncanny Casket, Each \$3.75. Pocket Spirit Slate Trick, \$2.25 per Doz. X-Ray Dice Box, \$2.00 Doz. SPECIAL: Color Cubes, 50c Doz. Palming Coins, mill edge, 50c Doz. 27" Silks, \$3.75 Doz. GOOD. Magic Panel Tricks, 60c Doz., etc.

MAGNETRIX NOV. CORP., 136 Park Row, N. Y.

Pittsburgh

PITTSBURGH, Jan. 9.—F. M. McNamara, local operator, is leaving for Florida early next month to spend a brief vacation and see the newest games on location.

Bowlettes and electric shooting ranges are enjoying heavy patronage in local hotels which cater to parties and banquets. During rest sessions crowds mob each game.

Local Victor Records office is planning a huge publicity campaign for its products during the stay of the D'Oyly Carte Opera Company at the Nixon Theater.

American Cigaret Machine Company reports success with the new Keeney Targettes and Bowlettes. Their attractive designs are proving popular on locations.

Al Block, of the B. D. Lazar Company, will be a busy man during the coin-machine convention. With the rest of

Hotels Locations Plan Big Modernization Year

CHICAGO, Jan. 9.—While the coin-machine industry was displaying all its glory at the Hotel Sherman in Chicago, brighter and more cheerful hotels were being talked of as the ambition of Midwest hotel men who are planning to spend \$75,000,000 for redecoration in their hostleries. The coin-machine trade sees in this progressive move greater opportunities for the use of the latest types of modern amusement devices.

This information was advanced in connection with the forthcoming Midwest hotel show to be held at the Hotel Sherman March 23 to 26. Manufacturers and distributors of hotel supplies, apparently believing that the hotels will be big buyers in months to come, have already reserved 153 booths at the show. Only 123 booths were sold when the exhibition opened last year.

According to Otto K. Eitel, chairman of the show, 248 booths will be sold this year, making the show double the size of last year's.



THE DAY HOMER E. CAPEHART left for his Florida vacation he received this big cigar from the operators of the 49th State, via Walter Gummshheimer, Wurlitzer-Simplex factory representative in St. Louis. Those pictured at the big cigar festivities are left to right: Capehart (sitting); R. G. Norman, Wurlitzer advertising manager; C. E. Johnson, vice-president in charge of production; E. H. Petering, assistant general sales manager; J. A. McIlhenny, director of public relations; O. A. Hokanson, in charge of patent department; J. E. Broyles, assistant to Capehart; R. E. Hammbaugh, chief engineer, and J. H. Schwartz, assistant sales manager. As yet no one knows whether or not Capehart actually smoked the cigar.

Pep Production At New Location

CHICAGO, Jan. 9.—Automat Games firm announces its removal to a new location at 2425 Fullerton avenue. New location provides larger space and manufacturing facilities, and Harold Schaefer, young and dynamic manager of the firm, says that production will soon be in full swing on the present products and new developments now under way.

Firm is featuring a bulk vending machine that is recommended to operators for its high mechanical efficiency and neat appearance at a reasonable price. Orders for the vender have indicated a very favorable repeat business, Schaefer states.

Besser Pays Bonus

ST. LOUIS, Jan. 9.—On New Year's Eve Herbert Besser, owner and manager of the Besser Novelty Company, surprised all of his employees with a substantial bonus. Each of the employees received at least a bonus equivalent to two weeks' salary. Besser will be among those St. Louis jobbers and operators who will leave in a body to attend the coin-machine show.

The Banquet

TIME: Thursday, January 14, 7 p.m.

Full preparations have been made this year to accommodate all banquet guests. The Grand Ballroom and other dining rooms on the mezzanine floor will be used. The Old Town Inn on the first floor will also be used.

Three large rooms are thus provided and three masters of ceremony will be on hand, and three full floor shows have been provided by the Sadie Morris agency. She promises a bigger and better show than ever before in her five years' work of supplying the floor show talent for the annual coin machine banquets.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Getting Legal Trouble Solved

By S. L. STANLEY

General Manager, Automatic Amusement Co., Memphis.

In almost every territory, at some time or another, the lowly pin game and other amusement devices that have been a source of real delight and pleasure to millions of people become a political football and are used by politicians to cover up another issue or scandal in the community. At other times operators become too greedy and "kill the goose that lays the golden egg" by permitting minors to play machines, operating pure chance machines not meeting with the approval of the general public or officials, putting too many machines on one location, giving publicity to their earnings or assuming the role of the "big shot" in their territory. Thus they bring criticism and legal trouble upon themselves.

Regardless of the cause of any legal trouble, the desire of all operators to eliminate the cause and get their equipment back in operation is of great importance to them. Many times operators have gone along without trouble in their territory for a long time and are at a loss as to the best plan of procedure. Having been an observer of many different kinds of legal trouble in the Southern States and having been a participant in the solution of some of this trouble, I feel a few remarks on this subject might be of benefit to some operators. In the first place, when legal trouble

unless there is no question of the legality of your operation. There are many other laws applying to merchants, and public officials can use enough pressure to prevent the merchants operating your machine at a profit to you if you antagonize them to this point.

If you have satisfied yourself that your plan of operation of machines is legal in your territory and cannot influence your public officials to agree with you, then, before filing a test case, you should make certain that the evidence in support of your plan of operation is carefully prepared and provable. Next you will want to give a lot of thought to the selection of an attorney and be sure that he has familiarized himself thoroly with the law and the evidence. Those attorneys of prominence who are always too busy with their other practice to study the law in its application to your machines will make a larger number of errors in court than some younger attorney who needs the practice and will make a full study of the law and preparation of the case.

If you win your test case in the lower court and get back in operation, then see that the same cause of your trouble is not repeated while conditions are the same in your territory.

If you lose your test case in the lower

Only One Number for Wage Workers

REGARDLESS of the number of employers a wage worker may have, he can have only one account number or identification card for participation in the federal old-age benefits system under the Social Security Act, the Social Security Board emphasizes.

In issuing this statement in response to inquiries from various sections of the country where workers having more than one employer have reported receipt of more than one identification card with different account numbers, the Board advised each employee affected to take or send such cards to his local post office, where proper correction will be made.

The Board stated that this situation was due to the erroneous belief on the part of employees that they should file an application with respect to each job.

In emphasizing that an employee can have only one Social Security Account number, the Board explained that the number of the account is permanent and is not affected by number of jobs engaged in or by changes in employment.

However, an employee who gives good reasons to the Social Security Board may have his account number changed.

develops try to determine and eliminate the cause of the trouble. You are in a business operating machines on which many different judicial opinions have been rendered, and each of these opinions has varied according to the particular laws of the State you are in and the particular kind of machines you are operating.

If you can make a concession that will permit you to keep some classes of your machines in operation and eliminate the cause of your trouble by removing classes of machines objectionable either by law or public opinion, then you should make this concession and try at a later date to secure modifications permitting more liberal operation of machines.

You should never antagonize public officials with test cases unless they are willing to have the law clarified or

court then do not appeal this case unless you are positive of securing a reversal in the higher court. Should you lose the case in a higher court the adverse decision will affect you and other operators over a much larger area than the lower court has jurisdiction over. Quite often your attorney will be able to determine the points of law that prevented your winning the case, and by rearrangement of the evidence he will be able to present a second case and win it.

Last but not least, keep the public and officials accustomed to seeing machines on location even when legal trouble continues on for a period of time. The lowly pin game and other amusement devices are legal without question when they are operated on a purely amusement basis without prizes or gambling. Place some kind of permissible amusement machines back on your locations whenever you remove objectionable machines and you will then find that you will be able to get back into operation easier and without as much unfavorable publicity at some future date.

Attempts to legalize all kinds of machines thru State legislation have met with failure in most instances on account of too large a group of minds to influence in the same direction. Quite a few times attempts at legalizing thru legislatures have resulted in high taxes without legalization. Before any attempt to legalize the operation of machines thru the legislature you should have a positive, sure, favorable answer in advance.



JAMES T. MANGAN, advertising manager, Mills Novelty Company, Chicago.

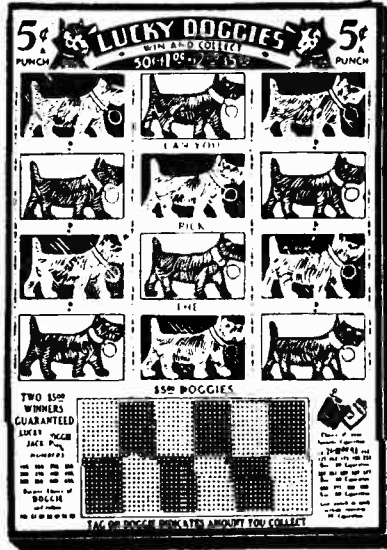
LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

SPECIAL OFFER! For 30 Days Only. Expires Feb. 15th, 1937.
HOT DOG! \$2.65 EACH
 Tax Paid in Lots of 10
HOT PROFITS!

PIN GAME and SALEBOARD Operators—Cash in on this SPECIAL OFFER
 THE MORE YOU BUY—THE MORE YOU MAKE.



1200 5c Sales
 Take in\$60.00
 Pay Out 23.75

PROFIT\$36.25

Placed on 50/50 Basis.

Your Share Is \$18.12—Not Bad!

44 Winners—12 dogs pay out \$17.00 as follows: two \$5.00, one \$2.00, one \$1.00, and eight 50c, plus 45 Packs of Cigarettes.

TERMS: Cash with order or deposit of 25% of amount of order and balance C. O. D.

Size: 11 1/4 x 16". Sample \$3.50.

FREE! Circular of Fast-Selling, Money-Making Deals—Yours for the Asking—Write TODAY.

"We Do Not Solicit Business Direct From Locations."

CHARRIS SPECIALTY CO.
 946 Diversey Blvd.
 CHICAGO, ILLINOIS

GET Smart WITH **GAYLORD** YOU OPERATORS CAN MAKE MORE MONEY

Nearest Distributor to the Coin Machine Convention.

ALL THE LATEST COIN MACHINES PRICED RIGHT!

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 1227 W. WASHINGTON BLVD. CHICAGO, ILL.

NEWEST JUMBO BOARD ON THE MARKET



1,000 Shake A Roll Board, Made in Plain, Cigarette, Money, Put-and Take, Baseball Boards and ESPECIALLY OUR NEW FOOTBALL BOARDS. Also Central AUTOMATIC SALESBORDS, Which Go Over Very Big with Jobbers and Operators.

Attractive Price for our REGULAR & SPECIAL Cards

MANUFACTURED BY CENTRAL PRESS, 425 Market St., Philadelphia, Pa.



NEW DATE BOOKS

FOR 1937

NOW ON SALE

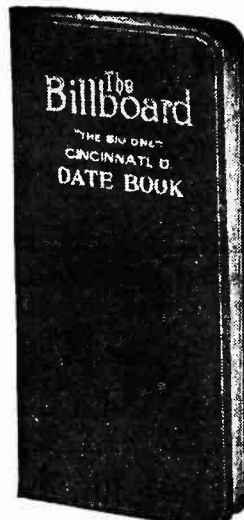
Arranged Especially for Your Needs
 Dated From January 1, 1937, to January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

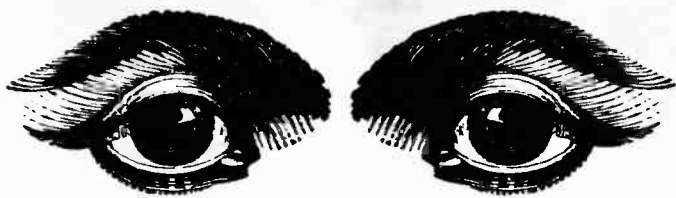
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Name in gold letters on covers, 15c extra for each line.



21 Pairs of Eyes

are constantly on the alert at the

1937 Annual Coin Machine Exhibition and Convention

watching, observing and seeking news of the show for next week's issue of

The Billboard

Ask about The Billboard Convention Special Subscription offer at The Billboard booth on the exhibit floor. Subscribe NOW and begin your subscription with NEXT WEEK'S ISSUE which will carry complete news story of the Convention (including pictures of the banquet).

Seiden's
SUPER
SHOW SPECIALS!

HIALEAH\$39.50	PARI-MUTUAL . \$42.50
DERBY 45.00	BOWL LITE-A-
BONUS 37.50	LINE 49.50
DAILY RACES. 37.50	TYCOON 39.50
CHALLENGER.. 45.00	SPORTSMAN .. 9.00
COMBINATION. 18.00	TRAFFIC A.... 9.00
RAYS TRACK. 225.00	PAMCO Palooka 49.50

Write for Complete Price List

HENRY W. SEIDEN & CO., Inc.
49-51 Sheridan Avenue, ALBANY, NEW YORK

ATTENTION - OPERATORS!

SLIGHTLY USED AUTOMATIC PAYOUT MACHINES.

Turf Champs, Like New \$75.00	Pamco Saratoga \$40.00	Ten Grand \$40.00
Paces Races, Like New 300.00	Daily Races 30.00	Ivory Golf 22.00
Top-Em, Like New 65.00	Multiple 35.00	Sportsman 15.00
Flying High, Like New. 80.00	Galloping Plugs 30.00	Red Arrow 10.00
Pamco Bells 35.00	Big Richard 25.00	Repeater 20.00
Velvet 50.00	Hialeah 35.00	Mammoth 20.00
Flicker 55.00	Broker's Tip 30.00	Traffic 15.00
Exhibit's Electric Eye.. 60.00	Tycoon 30.00	Prospector 20.00

USED MARBLE GAMES.

Hunter \$15.00	Majik Keys Kicker \$10.00	Super "8" \$10.00
Cheer Leader 10.00	Contact, Sr. 15.00	Rebound 10.00
Balance 15.00	Rock-Ola "24" 15.00	Major League 10.00
Roly-Poly 10.00	Action, Sr. 15.00	Esquire 10.00
T. N. T. 10.00	Live Power 10.00	

(With the purchase of each of the Used Marble Games we will give one Counter Game free.)

USED COUNTER GAMES.

Reel "21" Like New \$12.50	Taverns \$ 8.50	I. O. U. \$ 5.00
Reel Races, Like New. 15.00	Big Game Hunters 12.50	King Six, Jr. 5.00
Treasury Bank, Like New 15.00	Pipe Eye 5.00	Chicago Club House 5.00
Spark Plug 10.00	Wagon Wheels 5.00	Penny Smoke 8.50
Horse Shoes 5.00	Dice-O-Matic 5.00	Sweet Sally 5.00
Cardinals 5.00	Natural Dice 5.00	Select-Em 5.00
	Baby Shoes 5.00	

All Used Machines Are Subject to Prior Sale.

Write for Price on New Equipment for Which You Are In Need, Whether for Sample or Quantity Order.

ROANOKE VENDING MACHINE EXCHANGE

101 Commonwealth Avenue.

ROANOKE, VA.

A Banner Year

By D. GOTTLIEB

D. Gottlieb & Co., Chicago

The end of the year is always a time for plans and predictions. We at the D. Gottlieb & Company on the eve of our 10th anniversary are planning on the biggest year in our history. I'm predicting a banner year for the entire coin-machine industry.

The lid is off the depression and hope is high—people are buying and playing like never before. At the big coin-machine show in Chicago you're going to hear stories that may make you think another gold rush is on.

Even during the depression the popularity of coin machines was a byword over the country. Coin machines are a part of our mechanical age and they've come to stay—they're not just a fad. We moderns are occupied with this and that and the other thing. We haven't time to get out on the diamond and actually sock out a two-bagger; it's usually only on Saturday afternoon or Sunday that we can even go out to see a baseball or football game. We play the game by proxy, and it's got to be fast and exciting. That's where coin machines come in.

Coin machines represent "play" in this modern age. Now with more coins jingling in the pockets of the average man the industry is going to boom.

Better machines than in the past, too, will help to expand the industry. We have bent every possible effort to make our machines more attractive. We've approached the problem psychologically—what will attract the player's eye? What devices will give him the most satisfaction and make him play the game again and again without being bored? What modern trends—such as the streamline locomotives in our game Speed King—can be translated into an exciting game?

We attempted to make our machines of better materials and we've improved our system of production for immediate delivery service. We've attempted to offer better co-operation to operators and distributors. Excellent machines will be seen at the coin-machine show... a tribute to the confidence that operator and distributor and manufacturer have in each other... and in the increased popularity of the games themselves among the actual players.

So I say 1937 looks like a banner year for the coin-machine industry. Operators and distributors tell us that the trade is on the verge of a boom. And better yet, they've been accompanying their reports with orders for machines that have been making us sweat to deliver on time.

Hats off to the live-wire distributors and operators who will reap a harvest in the prosperous year 1937!

Electropak in Trade Progress

DETROIT, Jan. 9.—On the eve of his departure for the 1937 Coin Machine Convention in Chicago A. B. Chereton, president of Electrical Products Company, stated that Electropak and other electrical aids made by his firm for use in amusement games had had a material

part in the development and growth of modern amusement machines.

"After location owners and operators were converted to the big advantages of 'plug-in' devices manufacturers were then making plans for altogether new types of machines," Chereton said. "Working hand in hand with engineers in the manufacturing plants was the Electrical Products Company. In supplying Electropak we contributed the all-important factor that enabled the creation of present-day automatic games—a dependable power supply.

"A dependable power supply made possible the following developments in amusement games: Relay banks, power step-up switches, improved tilt switches, etc. The next step in the manufacture of games was the heavy-duty payout games, whose intricate and involved circuits rank with the most ingenious devices in the electrical, telephone and radio fields. Changing-odds commutators, power-operated shuffle boards, rotating wheels and disks, changing lights, automatic ball lifts and similar improvements were all important in the success of the payout games.

"Then followed more recently the bowling games, the success of which has been materially aided by a reliable power source in Electropak. Then came also the electric target machines, which presented a complex problem. The final perfection of these machines was hindered because of an undeveloped technicality in adapting the photo-electric cell principle to coin games. Epco came thru with flying colors and provided the Photopak, a device which combines the power supply with the necessary photocell units complete in one compact assembly.

"These contributions to modern games have solved real problems so that we can claim a big part in the success of the industry today. We have also developed other aids, such as the Adaptapak, Electrolok and others.

"Incomparable is this story of co-operation and progress. With a sincere desire to provide service and help, the Electrical Products Company has earned not only the good will of the industry but its full confidence."

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

4000 ITEMS FREE WHOLESALE CATALOG

Hot off the press. Shows 4,000 world-wide Bargains, 100 pages of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.

SPORS CO.,
1-37 Erie St.,
Le Center, Minn.



THE WURLITZER SIMPLEX

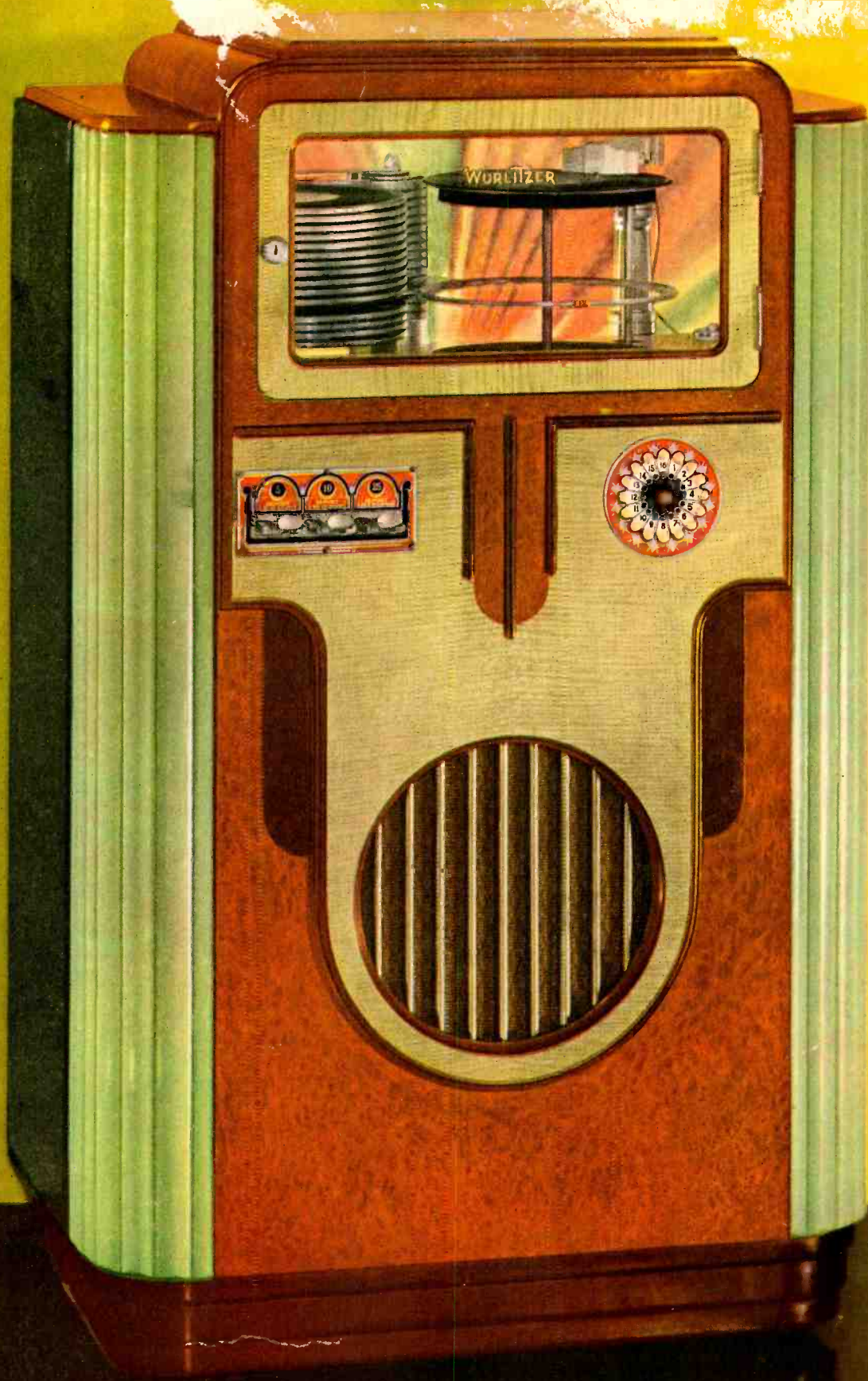
for **1957**

WURLITZER-SIMPLEX — Standard Models 412-416

In order to meet the preference of those operators who want a sixteen record phonograph, Wurlitzer-Simplex Automatic Phonographs are now available in both twelve and sixteen record models.

Models 412 and 312 are the same outstanding popular designs, both in appearance and mechanism, that are making automatic phonograph history. These same cabinets with a different lighting effect and certain other refinements and improvements are also available for sixteen records at a slight additional cost.

Two additional modernistic cabinets enable you to offer such locations a better selection than competitors. Again Wurlitzer leads with finer automatic phonographs backed by a policy of selling only to operators — never selling locations, thereby guaranteeing operators' profits.



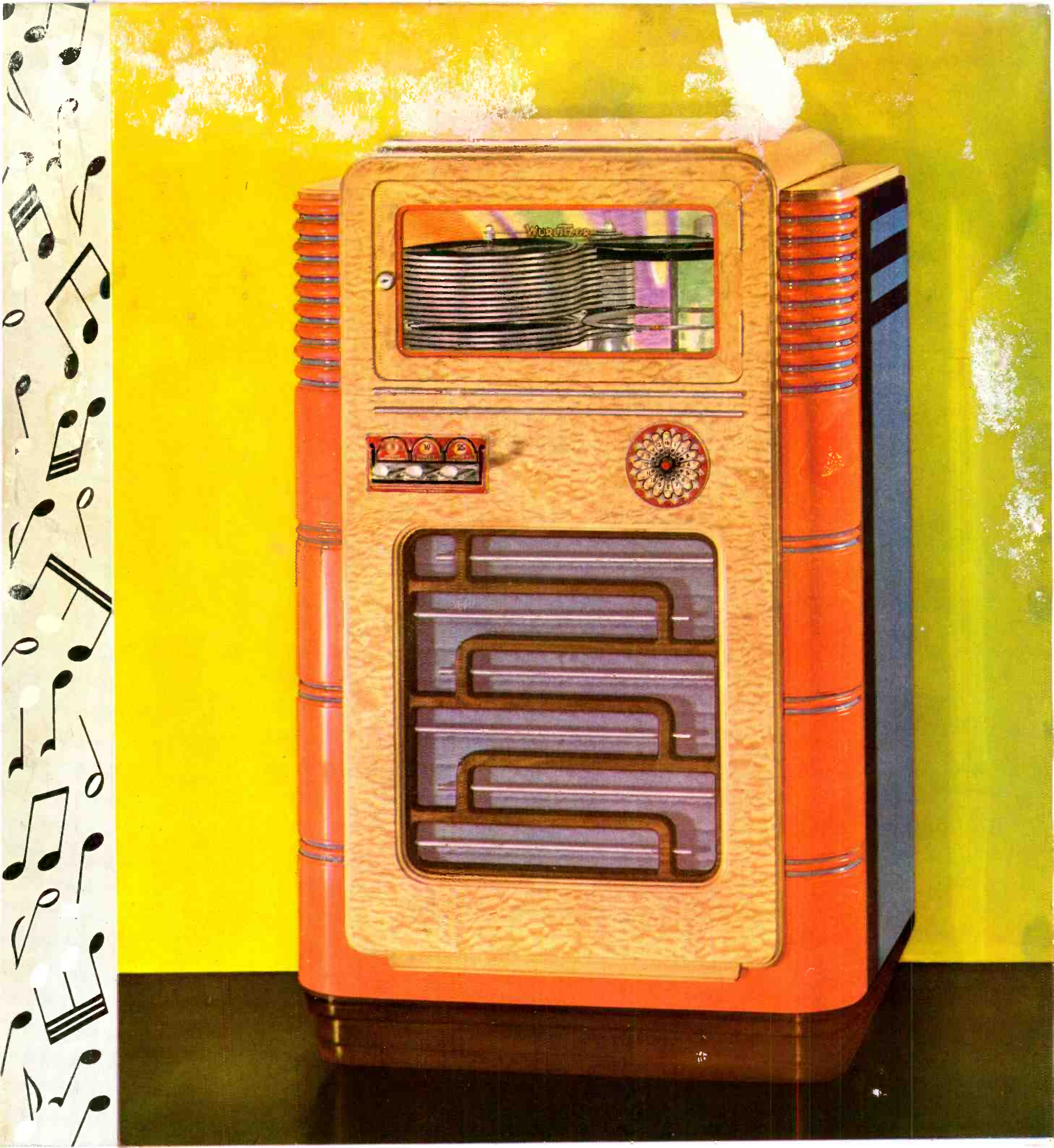
WURLITZER-SIMPLEX—Modernistic Models 312-316

Beautiful cabinets! New, improved lighting mechanism that throws a slowly moving background of brilliant variegated colors. The famous Simplex Multi-Selector (Reg. U. S. Pat. Off.) and record changer made to handle either twelve or sixteen records. Illumination of program holder, instruction panel, Multi-Selector buttons and coin slot numerals. These features, plus improved tone qualities, give Wurlitzer-Simplex Automatic Phonographs maximum play appeal.

The big 15-inch auditorium type electric dynamic speaker on the sixteen record models, coupled with a deluxe 18-watt, 3-stage push-pull output amplifier, with a quick heating tube complement of 2 type 30, 4 type 45 and 1 type 5-Z-3 increase tone clarity at the customary high volume. The result is lifelike music that invites continuous play.

**GREATER
PLAY APPEAL**

THE WURLITZER SIMPLEX IS SOLD ONLY TO OPERATORS



**PRACTICAL EFFECTIVE
SLUG REJECTOR**

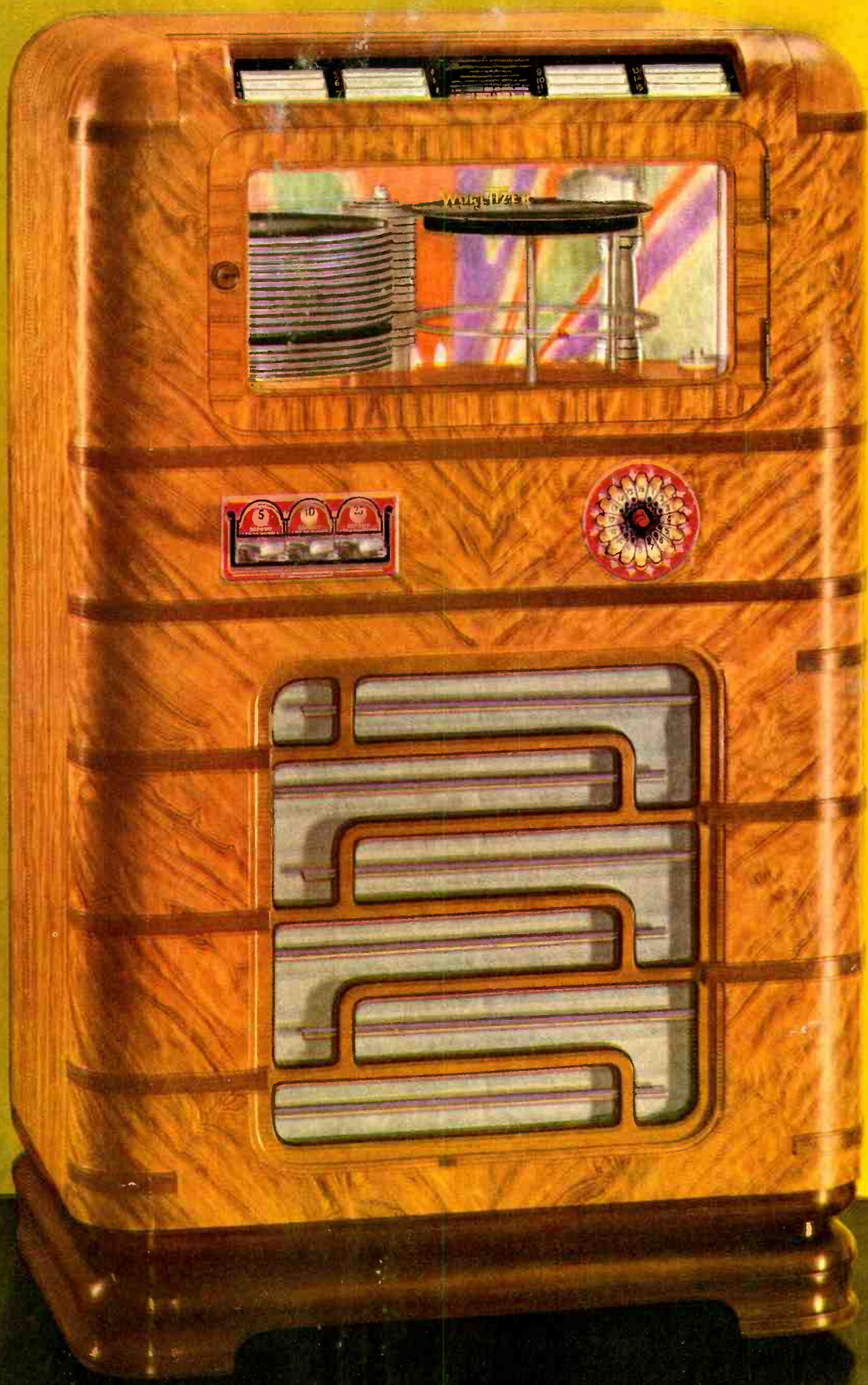
•
**BASED ON
ENTIRELY NEW PRINCIPLE**

WURLITZER-SIMPLEX—Modernistic Models 716-712

Although some of the world's largest and best equipped laboratories have been working on the slug rejector problem for years, no 100% slug rejector has ever been built. Now, after years of intensive effort, Wurlitzer engineers have developed a rejector that is as near 100% as it is commercially practical to make it. It is entirely new in principle—strictly mechanical in its operation—the finest on the market today.

Wurlitzer's new slug rejector is effective against all slugs in general circulation—will not accept pennies or washers—is unaffected by dirt or grease—will not jam easily and requires absolutely no adjustments. All three slots operate separately, assuring continuous operation. The coin mechanism occupies smaller space—is easy to service, utilizes a type of slide that the public is accustomed to using.

THE WURLITZER SIMPLEX IS SOLD ONLY TO OPERATORS



**MECHANICAL
PERFECTION**

WURLITZER-SIMPLEX—Modernistic Models 616-612

The record changer chassis on all sixteen record models is spring and rubber mounted to eliminate cabinet noises. Also Die-Cast record trays and refined tray assembly provide greater rigidity, quieter operation. Feather touch record trip minimizes record wear. Oil damped, high fidelity pickup has its circuit shorted out when it moves to trip position—reduces record noise after music ceases. Lighting equipment decreases power consumption and heat generated in cabinet two-thirds. Improved locking equipment and accurate tamper-proof counting device safeguard operators' profits. A new coin box transformer for wall box connections eliminates elaborate hookups. Servicing simplified by terminating all wiring in junction box with motor protector that saves fuse replacements. Play meter shows popularity of different records.

THE WURLITZER SIMPLEX IS SOLD ONLY TO OPERATORS



Operators Know... MARKEPP USED BARGAINSAre Right.

Every game advertised here is reconditioned and ready to go right on location

PAYOUTS

BROKERS TIP (Mystery)	\$59.50	CREDIT	\$29.50
MULTIPLE	49.50	JUMBO	27.50
CHALLENGER	45.00	SUNSHINE DERBY	25.00
BALLY DERBY	44.50	PAMCO PARLAY	25.00
HIALEAH	44.50	REPEATER	20.00
DAILY RACES	39.50	PROSPECTOR	19.50
NATURALS	37.50	ACES	15.00
BALLY BONUS	32.50	GOLD AWARD	15.00
GALLOPING PLUGS	29.50	WILD FIRE	12.50
		PUT AND TAKE	9.50

NON-PAYOUTS

EXCELS	\$27.50	GATE WAY	\$15.00
NECK AND NECK	25.00	CHAMPS	10.00
RODEO	17.50	FIFTY GRAND	10.00
WHIRLPOOL	17.50	TOTALITE	10.00
MAD CAP	17.50		

Wire Your Order to the "Nearest Point"

HOME OFFICE AND SALES ROOMS
3328 CARNEGIE AVE.
CLEVELAND, OHIO

THE
MARKEPP
COMPANY
OHIO LARGEST DISTRIBUTORS

BRANCH SALESROOMS:
1410-12 Cent. Pkwy., CINCINNATI, O.
1823-25 Adams St., TOLEDO, O.
518 South High St., COLUMBUS, O.

In Chicago It's Automatic Markepp, 2340 Belmont

Hurvich Boys Give Out Bonus

BIRMINGHAM, Jan. 9.—Birmingham Vending Company reported that every employee received a bonus of a week's pay and also an increase in pay last week. Max and Harry Hurvich, the "gold dust twins," are the principals of the Birmingham firm.

Max Hurvich states that the firm enjoyed good business thruout the past year. Reading the newspaper accounts of firms sharing their prosperity with employees led them, he said, to consider a similar step. They claim the honor of being the first large distributing organization to thus share their profits with employees.

Target Roll for Big Year Ahead

NEWARK, N. J., Jan. 9.—Target Roll Distributing Company, manufacturer of a nine-foot bowling game, Target Roll Junior, anticipates a banner year for 1937, according to officials. Leo and Sam Waldor and F. (Chippy) Maltz are the principals.

"We are thoroly prepared for a great year," Leo Waldor states, "not only with our sensational Target Roll Junior, but with many surprises which will be introduced during the coming months.

"We have created an experimental department which will be able to produce games which should meet with popular approval. Target Roll Junior has much territory yet to cover and therefore we are holding back on introducing any other ideas they have at this time.

"Our salesmen will also cover the South and Southwest and eventually the Midwest and the Far West. We expect the popularity of the bowling alley to increase during 1937 and to see its greatest profits during the coming summer months."

St. Paul Firm Holds Opening Celebration

ST. PAUL, Jan. 9.—Karters brothers, of Midwest Novelty Company, held their grand opening when they moved into larger quarters here last week. Among the leading coin machine distributors in the Northwest, their opening was attended by a big crowd of boys.

Grand opening was an occasion for one of the most inclusive displays of the latest machines ever held in the Twin Cities. Gottlieb games held a prominent place in the display and received much favorable comment and a great deal of attention. Especially interesting to operators was the new Hammond electric mantel-style clock and several new "come on" features recently added to Gottlieb games.

Karters brothers say the affair was a tremendous success and that if orders come in like the day of grand opening they'll have to move in larger quarters again very soon.

Struhl Prepares For Premium Year

NEW YORK, Jan. 9.—Morris Struhl, premium merchandise firm, is well organized to supply premium merchandise during the coming year. Archie Struhl heads the department which handles major prize items used by sportlands, arcades, bowling games operators, etc. A definite increase in sales to operators of these machines has been evident, he says.

Teddy Struhl heads the digger merchandise division. This section has been carefully built up for years and Teddy foresees a steady continuance of good business. Firm is equipped to supply all types of premium items and to help operators in planning for the use of premiums.



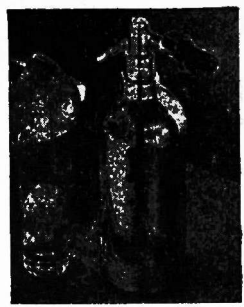
A TEXAS ROUNDUP AT THE AUTOMATIC AMUSEMENT COMPANY, Ft. Worth. Left to right, top row: Red Johnson, Tom Murray, Sid Johnson, Helen Savage, Ben McDonald, Harry Hooser, N. A. Nigro. Bottom row: Bob Martin, David Tuck, Lee Martin, Naomi Sears, H. Kalin, Bill Utts and A. F. Wright.

New SODA KING

The NEW, Original 1937 model SODA KING. All Chrome with strikingly beautiful Black bands and 6 FREE EXTRA CHARGERS—Convention Special Price Only—

\$3.25
Lots of 6

\$3.50 SAMPLE



Get the Latest Time Piece
ELECTRIC REVOLVING CLOCK
Beautiful & Modern

NUMBERS 900-600-600
EACH RECEIVE
ELECTRIC REVOLVING CLOCK

Numbers 900-700-150-170-270-275
300-350-375-450-475-500-510-575
and Last Sale in Each Section

Receive
1 PACKAGE (20) CIGARETTES
LAST SALE ON BOARD RECEIVES ELECTRIC REVOLVING CLOCK

SENSATIONAL CLOCK-BOARD DEAL

1 Beautiful, 3-color, 600-Hole Board
—PLUS—
4 World-Famous ELECTRIC REVOLVING CLOCKS COMPLETE
The 4 clocks would ordinarily COST MORE than COMPLETE DEAL! Board takes in \$30.00—Pays Out \$10.15—Gross Profit, \$19.85.

LEATHERETTE RADIO HIT

Beautiful, Modern 5 R. C. A. Tube, Sonochordic Dynamic Speaker, Full Tone, 90-Day Unconditional Guarantee—White or Brown Leatherette Covered.

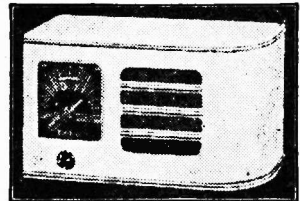
ONLY

\$9.75

LOTS OF 1

SAMPLE

\$10.25



INDIRECT LAMPS

The most beautiful INDIRECT LAMP made. Ivory Antique Finish. Onyx Base. Beautiful white opal Glass Shade. 3-Way 300-Watt Bulb. Very Special at this price—only—

\$6.00 Lots of 3
EA. or more

SAMPLE \$6.50

Another beautiful INDIRECT LAMP—6-Way BRONZE Finish Lamp with special Claire De Luxe Shade! A REAL SPECIAL at ONLY—

\$4.75
EA.

WHILE THEY LAST

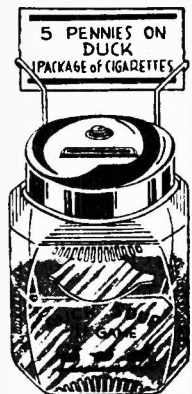
SPECIALS

All-Chrome Cocktail Set—1 1/2 Qt. Shaker—6 Cocktail Cups on Stems—Beautiful Round Tray, Complete Set—only—**\$3.25**
5-Tube—Full Chromatic Tone MIDGET RADIO. AC-DC—Beautiful Walnut Cabinet—only—**\$8.75.**

TERMS 1/3 Deposit with Order, Balance C. O. D., F. O. B. Newark. Full Cash with Samples. WRITE FOR FREE CATALOG AND BINGO BOOKLET!

JERSEY
TRADING COMPANY
11-15 E. Runyon St. Newark, New Jersey
(Tel. Bigelow 3-0111)

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.

AFTER THE SHOW

See us for all the New Games Displayed. We will make you a most Liberal Allowance for Your Used Games.

We are Distributors for All the Leading Manufacturers and Will Have the Latest in

NOVELTY GAMES
AUTOMATIC GAMES
MAJOR GAMES
COUNTER GAMES
PHONOGRAPHS
SLOTS

See, Write or Phone Us Before You Buy. We Will Save You Money on Any Game.

Automatic Amusement Co.

101-103 N. Fulton Ave., EVANSVILLE, IND. Phones 8195-8196

Thank You for Mentioning The Billboard.

Weekly MUSIC Notes

Fose, Marcus Find Music Business Good

CHICAGO, Jan. 9.—That the automatic phonograph business is proving exceptionally good is attested not only by many operators but also by distributors and factory representatives who are in close touch with conditions in the field. Mike J. Fose, factory representative of Rock-Ola Manufacturing Corporation, and M. M. Marcus, prominent distributor, are two experts in this field who see a big year ahead for music boxes.

Fose recently completed a trip which took him thru every county in Wisconsin, where he has been on the hunt for several months, checking up all the phonograph operators in the State. He believes he now has a thoro knowledge of Wisconsin operators, their problems, hopes and expectations for 1937. In a recent letter he said:

"When I started on this long trip I am frank to confess that I thought all this talk about the big increase in business for phonograph operators was greatly exaggerated, but I am equally frank to admit I have had my eyes opened. In practically every section of the State I have found phonograph operators more enthused than ever before over the potential possibilities for the coming year.

"In most sections ordinary locations are not any easier to secure than heretofore, except for the outstanding fact that so many new establishments are springing up—brand-new recreation par-

lors, drug stores, candy stores, clubs and particularly new taverns. All this quite naturally affords the operator new outlets for his machines and thereby means



MIKE J. FOSE, who has been covering the State of Wisconsin for many years and has just finished a 17,000-mile trip in the interest of Rock-Ola's 1937 Rhythm King phonograph. Mike hopes he will meet all of his Wisconsin friends at the show this week.



M. M. MARCUS, who founded the firm of the Markepp Company, Cleveland, sees a big year ahead for music machines. Marcus attributes the splendid growth of his firm to its policy of selling only to operators and not operating itself. The aggressiveness of Marcus doubtless has had much to do with the firm's success.

increased prosperity for everyone all along the line."

Mike will, of course, be at the big show, January 11 to 14, and he is looking forward to meeting all his friends from Wisconsin, which State he has covered for many years.

M. M. Marcus, general manager of the Markepp Company, Cleveland, states that more and more operators are turning to music as a backbone for their business. He is in a particularly good position to judge the trend, as he is a large distributor, having branches in Cincinnati, Toledo and Columbus and being in close touch with Ohio operators.

"In Ohio," says Marcus, "and I am sure the same applies to other States, a route of music boxes is a real bulwark, like the reserve fund in a business, and many an operator has said to me that he is mighty glad he doubled up in his spots by placing music alongside of his amusement games. For years we have been distributing Rock-Ola automatic phonographs in Ohio. They have proved so dependable and trouble-free that I have no hesitancy in recommending them to any operator. All that he has to do to look after a large route of

(See FOSE, MARCUS on page 94)

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, January 1, to Thursday, January 7, both dates inclusive.

There's Something in the Air (27)	30
It's De-Lovely (34)	27
With Plenty of Money and You (16)	27
I'm in a Dancing Mood (20)	24
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To Display Phono Aids at Exhibit

GREENVILLE, N. C., Jan. 9.—L. B. (Mac) McCormick, head of the McCormick Machine Company, has recently introduced a phonograph cover for use on music machines. The firm originally introduced a record-carrying case which proved a great aid to music operators.

The new phonograph cover may be used to cover phonographs for transportation or while in storage. A year's guarantee is offered on the covers. It prevents marring or scratching the machine while moving or hauling about

(See TO DISPLAY PHONO on page 94)

HARD but Plenty Smooth!

IT'S ALL IN THE ELLIPTICAL POINT

STANDARD PERMO POINT

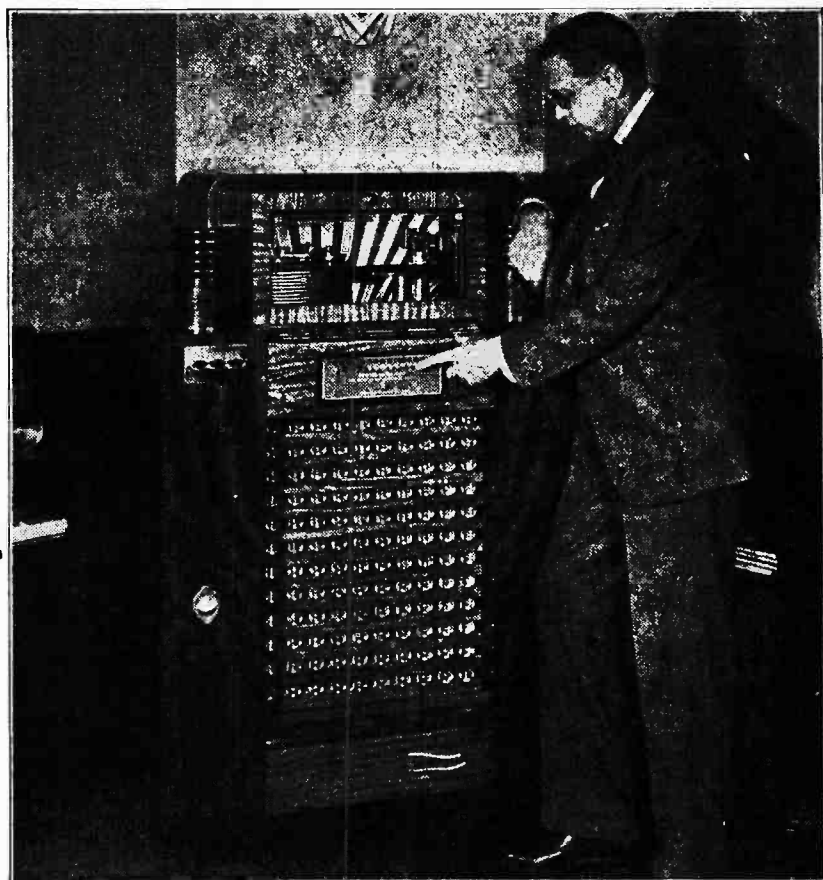
For All Automatic Phonographs.

DOUBLE-RIBBED PERMO POINT

ONLY PERMO GIVES YOU THE PATENTED (No. 1,554,574) ELLIPTICAL POINT

PERMO POINT PHONO NEEDLES are the finest money can buy! Comparable to sapphire in hardness, the elliptical point assures the utmost smoothness of operation, in addition, to tracking perfectly parallel with the record groove. Only PERMO POINT gives you: greater and undistorted volume output, 2,000 perfect plays, full range high fidelity reproduction, greater resiliency. PERMO POINT NEEDLES are used as standard equipment by every automatic phonograph manufacturer.

Beware of Imitations—ACCEPT NO SUBSTITUTES!



J. P. SEEBURG, president of the J. P. Seeburg Corporation, demonstrating the new 15-record Multi-Selector, one of many new features on the 1937 Melody King Model K.

PERMO PRODUCTS CORP.
4311-13 RAVENSWOOD AVE. CHICAGO

Are Risky Records Good Business?

By Arthur C. Hughes

Manager, Phonograph Division, Electro Ball Company, Dallas

IN THIS, the second of a series of articles dealing with the necessity of policing our ranks and educating our locations before serious and strangling legislation hurts our business, I want to point out certain phases of the risqué or dirty record side of our operations.

The first article, entitled *Education or Legislation*, which appeared in the No-



ARTHUR C. HUGHES

ember 28 issue of *The Billboard*, attempted to awaken our rank and file to the dangers of unseemly loud music emanating from our phonographs placed in residential or semi-residential locations.

Some defense has been offered in the past, is being offered today and will, undoubtedly, be offered in the future by a few shortsighted operators, for what can only be termed "dirty" records. Their scattered requests have, undoubtedly, influenced the manufacturer to entertain a false impression that a widespread demand for the dirty record prevails. I have no quarrel with these individuals, but it isn't good business for them, or for any alert man or organization in the coin machine industry, that the risqué record become a standard accessory towards the attempted building-up of a good-paying, respectable business.

That the operators whose phonographs are located in good-paying and respectable locations aren't the logical users of smutty records is evidenced by the undisputed fact that only a very small percentage of them have ever used these questionable records. And, while it doesn't especially concern us, I might point out that the logical market for the off-color record—the red-light districts—are fast becoming a thing of the past. True it is that the bawdy houses of old had their coin-operated electric pianos, and some might think that their successors would want a coin-operated phonograph equipped with dirty records, but the old-time red-light districts have gone and their occupants are found in prominent downtown areas today. So, it seems the part of small wisdom to me to play these salacious records that the next-door neighbor will probably hear, for the next-door neighbor may be a wholly respectable church-going spinster or a decent family composed of father, mother and daughter. This element of a town's citizenry would most certainly make an emphatic and action-producing protest to the authorities within the first few minutes of being outraged by the words their sensitive ears refused to countenance.

Another element enters into the usage of the risqué record. If used in combination with an outdoor loudspeaker (as has been occasionally done by out-of-the-way road houses), the chance passing of an individual or group who object to what they consider an imposition on their sense of decency, will undoubtedly bring down their wrath and the law enforcement officials upon the unhappy owner of the resort.

So it is with any instance that might be used for illustration. The chances of some strong objector to dirty records hearing them, wherever they may be in use, are so great that they are simply forbidden by the dictates of good business. Even tho an operator has no scruples, personally, against the smut and rawness of some of these records, his common sense tells him that it isn't, from any point of view, good business to put them on his phonographs. Either they are the direct reason for a police warning or, if he chooses to ignore that probability, he finds that they do not pay regularly. Definite and unbiased tests have been made in every type of a location to ascertain what the public wants when putting a coin in an automatic phonograph. Popular dance music with a vocal refrain or chorus and music with good harmony and a distinctive rhythm invariably dominates the field of selections used. It would seem then that Mr. and Mrs. and Miss Average Purchaser of our wares are normal, decent-minded folks who vote (with their coins) against dirty records.

It might be likened to the politician who ran his ward year after year thru the simple expediency of countless bottles of cheap bootleg on his hip near election time. With repeal came his decision to continue his vote buying with cheap bootleg instead of branded and aged liquor. But he reckoned without an advanced and educated following. In prohibition days, his bootleg poison was all that the voters knew and they were satisfied with it. With repeal, they began to drink moderately priced legal liquors and quickly developed a righteous contempt for bootleg stuff. But the ward boss refused to recognize their advanced knowledge; what they had once wanted, they would want again, he reasoned, and by giving it to them he would deliver his district's votes a hundred per cent, as before. A sadly disillusioned and disappointed politician realized his mistake when his followers, disgusted with his bootleg offering, booted the party at the polls. Thus, the operator who persists in feeding his patrons the type of record that nobody wants to play. To-



Yes, Dear Watson, it took 20 Years to Discover a practical Jewel Point Needle.

IT TOOK 20 YEARS TO FIND THIS NEEDLE

Perfecting a practical jewel point needle for operators has been a bigger job than finding a needle in a haystack.

SEVEN REASONS WHY THE ROYAL POINT NEEDLE IS PRACTICAL.

1. It **DOUBLES** the Playing Life of Your Records.
2. When properly installed **LASTS TWO YEARS**.
3. Reproduces richer, truer tones.
4. Reproduces High Frequencies you didn't realize were on your records.
5. 16,000 plays or more.
6. It saves you hundreds of dollars each season in record and needle costs.
7. You cannot afford to use any other needle at any price!

Buy Phonographs for your Needles instead of Needles for your Phonographs.

TRY IT ON ONE MACHINE AND SEE THE DIFFERENCE ORDER A SAMPLE TODAY.

Retail Price	\$7.50
Operators' Prices	
Single	\$4.50
Lots of 10, each	4.00
Lots of 250 — Prices on Application	
F.O.B. Wichita, Kan.	

No deposit required on single lot sample orders—customary 25% deposit on orders for 10 or more.

A Few Large and Reliable Distributors Wanted.

ROYAL POINT NEEDLE CO.

707 Schweiter Bldg.
WICHITA, KANSAS

ROY SONGS

Stop Everything and
SWING
on That

'RUSTY HINGE'

1937's Dance Craze

ROY MUSIC CO.

1619 BROADWAY, NEW YORK, N. Y.




PHONOGRAPH OPERATORS are ZOOMING AHEAD in PROFITS with this unbeatable trio

BRUNSWICK VOCALION MELOTONE RECORDS

DON'T MISS THESE SPECIAL NUMBERS
 Brunswick No. 7789—That's Life I Guess and Pennies from Heaven (from "Tenues from Heaven"). Teddy Wilson and his orch.
 Vocalion No. 3377—Did You Mean It? and In the Chapel in the Moonlight, Henry "Red" Allen and his orch.
 Melotone No. 7-02-06—It's De-Lovely (from "Red, Hot and Blue") and Little Old Lady (from "The Show Is On"), Vincent Lopez and his orch.

NEW EXCLUSIVE ARTISTS ••• WRITE FOR WHOLESALE PRICES
BRUNSWICK RECORD CORPORATION
 1776 BROADWAY ••• NEW YORK CITY
 Branches: New York, Chicago, Los Angeles, San Francisco, Atlanta, St. Louis, Seattle



PROTECT YOUR INVESTMENT WITH McCormick's PHONOGRAPH COVER and RECORD CARRYING CASE

McCORMICK'S FAMOUS 60 RECORD CARRYING CASE

60 Record Capacity! Heavy gauge metal! Comfortable grip-fit Leather Handle! Best LOCK made with safe-lock key! Protects your records from breaking or warping! Easy to handle! Acclaimed by operators EVERYWHERE as the FINEST RECORD CARRYING CASE made! Thousands already being used. FULLY GUARANTEED!

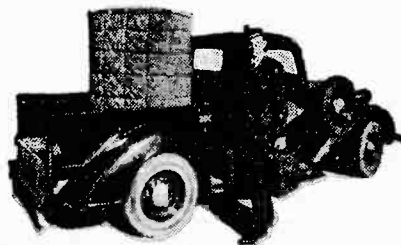
PRICE
\$3.95
 EACH



Keep a case for EACH type of record you handle! RUSH YOUR ORDER NOW!

1/3 Deposit, Balance C. O. D.
 F. O. B. Greenville, N. C.

McCORMICK'S WATERPROOF PHONOGRAPH COVER



SEE THEM AT BOOTH

No. 87

CHICAGO SHOW OR ORDER NOW FROM

PRICE
\$8.95
 EACH

Fits Wurlitzers, Gabels, Seeburgs, Rock-Ola, Mills, Capeharts or made to your own specifications! Completely WATERPROOF! TRIPLE STITCHED! Correctly PADDED for heavy service! Heavy FELT LINING to protect high polish and surfaces! New, special, NEVER RIP-TOP COVER. Olive Green Color! GUARANTEED FOR ONE FULL YEAR AGAINST WEAR! It's the greatest NECESSITY for ALL phonographs! Allows switching of machines from one location to another without harm or injury! INSURES machines from one location to another without any harm or injury! INSURES machines in transport against scratches or marring from bad roads and bumps! KEEPS YOUR PHONOGRAPH IN PERFECT CONDITION AT ALL TIMES! RUSH YOUR ORDER NOW! BUY ONE FOR EACH PHONOGRAPH YOU OWN!

McCORMICK MACHINE COMPANY
 121-123 EAST FOURTH ST.
 GREENVILLE, N. C.
 U. S. A.

morrow or tomorrow's tomorrow, he is apt to realize that what was satisfactory fare to some of yesterday's customers will prove to be a boomerang if offered today.

The risqué record belongs, it would seem, to the era of bootleggers and red-light districts; so-called "necessary evils" of a bygone day that the light of modern advancement of thought and a realization of man's true liberties have done away with for the betterment of all.

I have not, as yet, mentioned the fact that there exists a line of demarcation between filthy records and those that have a few suggestive words in them. But it is there and the alert operator will recognize it and profit thereby. In this last-named type of records, the suggestive phraseology is spoken hurriedly or to the accompaniment of a fanfare of music and brass and can be given two different interpretations. They belong on the safe side of the line and are rightly to be considered as a part of his equipment by every operator.

Their primary object is to emphasize and put over the harmony and rhythm of a new and popular melody with the suggestiveness of a word or two being secondary. The man or woman who can find evil in all things can and will find evil in them if the opportunity presents itself before their consciousness. But they won't find their objections sustained by the general public who have advanced beyond the blue-nosed puritanism of olden days.

Our business as it stands today is as honorable and decent as that of any merchandiser of staple commodities. But it needs watching to keep it on that high plane. Most of us are decent folk with an inherent distaste and contempt for filthy home surroundings, bootleg liquor, dishonest business methods and the like. Most of us are keen-minded and on our toes every minute of the day and night to protect our business interests. With the realization that any given location isn't producing near the revenue that it should, we will investigate and find out if there is a reason for its nonproductiveness that we can overcome. If there is a situation with

which we are powerless to cope, we promptly load our phonograph up and move it into another and better spot. Likewise with the records we use. If certain ones don't play often enough, they are pulled out to make room for those which more of the customers like.

And so, we come again to the dirty-record situation. Too many operators have experimented with them and found their desirability lacking from a dollars-and-cents viewpoint. Too many operators have found themselves in the position of the unscrupulous grocer who knowingly sold rotten eggs only to wake up, when it was too late, to the realization that he wasn't selling any eggs at all—either rotten or good! The dirty record is the rotten egg of the coin-operated phonograph industry. If operators continue to try to sell it to their customers, they'll find themselves selling no music at all.

Of graver importance is the danger that the industry as a whole will find itself selling no music at all because it will be absolutely prohibited from so doing, or local laws and regulations will be so stringent that the operator will be forced to seek another business in disgust. Just as the loud music in residential locations will bring about a civic uprising against our business, so will the dirty record in any location today bring about a protest that will be far-reaching and damaging to the business as a whole.

If the punishment for the dirty-record offense were limited solely to the offender—if he were the only one liable to suffer—it would be no business of mine to protest or warn. I could safely and reasonably enough say: "He's free, white and 21; it's no concern of mine if he chooses to ruin his business." But his offense, unfortunately, is our offense in the eyes of the constituents of public opinion when the public's sense of propriety and personal license is violated. If and when that day comes, the industry as a whole will suffer with the individual offender because of its failure to police its ranks and abolish certain irritating phases before the authorities took cognizance of them.

Boston Music Ops Study Other Orgs

BOSTON, Jan. 9.—Temporary headquarters of the Associated Music Operators of Massachusetts have been located at Sakio Oura's International Radio & Sound Service office, 209 Loew's State Theater Building, Back Bay.

Recent meeting of the new music operative organization had the group of members discussing the Illinois-Indiana Music Operators' Association's constitution and by-laws.

The provisions were thoroly studied and argued to suit local territorial circumstances, with many accepted, revised and inserted into the makeup of the AMOM constitution.

The co-operation received from the IIMOA and other State associations has greatly aided the local institution in attaining a solid foundation.

Holmes on Needle Trail

WICHITA, Kan., Jan. 9.—Sherlock Holmes is off on a strange new case. The man with the supermind is trying to work out a baffling chain of events that keeps bobbing up in the case of the Royal Point Needle Company here. At least that's what he's doing in the ads for this company.

Many innovations are claimed for the new needle, including a jewel point that doubles the life of phonograph records. True high-fidelity reproduction is combined with less surface noise. The special design enables the needle to pick up frequencies already on all records which are not caught by ordinary needles.

Because of the long life of the needle the company's advertising features the unique slogan: "Buy phonographs for

your needles instead of needles for your phonographs."

FOSE, MARCUS

(Continued from page 92)

Rock-Olas is to change records and once in a while change the needle."

"Markepp sales records," Marcus emphasized, "give a clear picture of how amusement operators are going into the music field. We have operators on our list who started slowly with a few Rhythm Kings more to satisfy his locations than any expectancy of making money himself. But the returns were such that the operators increased their music routes until they have large numbers of music boxes on location."

Marcus volunteered his time to talk over operating problems with anyone. "I feel," he said, "it is in the interest of this business to place the experience of the Markepp Company at the service of anyone who cares to discuss his problems with us."

TO DISPLAY PHONO

(Continued from page 92)

and has been developed from McCormick's long experience in the music field. A display of the McCormick products will be made at the 1937 convention in Chicago.

In the rural areas of Louisiana and Mississippi things are equally optimistic for the new year. Higher cotton and sugar prices, the biggest boom in the lumber industry for many years, a fine muskrat season that promises to bring in many millions of dollars to Louisiana alone, the biggest oil boom ever seen in the Pelican State and large construction projects by both private industry and by governmental agencies combine to make the outlook bright for the country operator.

NEW FASCINATING

Light-up Effect!
ON



ROCK-OLA'S RHYTHM KING

Portrays in gorgeous soft colors an orchestra in a gigantic theatre.

But that is only one of many exclusive features, in addition to all features usually expected.

Let your distributor tell you of these new and exclusive features.

Remember—ROCK-OLA'S are the only coin-operated phonographs to have the approval of the NATIONAL BOARD OF FIRE UNDERWRITERS. The supreme tribute to ROCK-OLA'S excellent electrical construction!

When the smart operator thinks of phonographs he always thinks of ROCK-OLA Phonographs.

ROCK-OLA MFG. CORPORATION

800 North Kedzie Ave., Chicago, Ill., U. S. A.

Don't Miss Seein' It At The Show

Ten Best Records for Week Ended Jan. 11

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6639—"It's De-Lovely" and "Wintertime Dreams." Shep Fields and orchestra.	7797—"Where the Lazy River Goes By" and "Right or Wrong." Teddy Wilson and orchestra.	25431—"Pennies From Heaven" and "So Do I." Eddie Duchin and orchestra.	3402—"I Haven't Got a Pot To Cook In" and "Hurry, Johnny, Hurry." Sweet Violet Boys.
2	B6640—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Shep Fields and orchestra.	7799—"Timber" and "Gee! But You're Swell." Music in Russ Morgan Manner.	25432—"It's De-Lovely" and "You've Got Something." Eddie Duchin and orchestra.	3389—"Here's Love in Your Eye" and "When My Dream Boat Comes Home." Henry (Red) Allen and orchestra.
3	B6592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7798—"You Were There" and "Play, Orchestra, Play." Leo Reisman and orchestra.	25422—"Easy To Love" and "I've Got You Under My Skin." Ray Noble and orchestra.	3399—"With Plenty of Money and You" and "I'm in a Dancing Mood." Putney Dandridge and orchestra.
4	B6699—"There's Frost on the Moon" and "Better Get Off Your High Horse." Dolly Dawn and orchestra.	7749—"So Do I" and "Pennies From Heaven." Hal Kemp and orchestra.	25467—"Bugle Call Rag," Benny Goodman and orchestra, and "After You've Gone," Tommy Dorsey and orchestra.	3377—"Did You Mean It?" and "In the Chapel in the Moonlight." Henry (Red) Allen and orchestra.
5	B6702—"The Night Is Young and You're So Beautiful" and "I'm in a Dancing Mood." George Hall and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25476—"I'm in a Dancing Mood" and "Tea on the Terrace." Tommy Dorsey and orchestra.	3367—"For Sentimental Reasons" and "It's Love I'm After." Mildred Bailey and orchestra.
6	B6721—"Pennies From Heaven" and "Nero." Tempo King and orchestra.	7795—"Midnight at the Onyx" and "If We Never Meet Again." Hudson-DeLange Orchestra.	25478—"Taint Good" and "Hallelujah! Things Look Rosy Now." "Fats" Waller and orchestra.	3378—"More Than You Know" and "Long About Midnight." Mildred Bailey and orchestra.
7	B6683—"There's Something in the Air" and "Where the Lazy River Goes By." Shep Fields and orchestra.	7793—"Gone" and "I Love You From Coast to Coast." Kay Kyser and orchestra.	25442—"Organ Grinder's Swing" and "Peter Piper." Benny Goodman and orchestra.	3400—"Mr. Brown Goes to Town" and "When You're Smiling." Sharkey and his Sharks of Rhythm.
8	B6725—"Timber" and "Someone To Care for Me." Tempo King and orchestra.	7789—"That's Life I Guess" and "Pennies From Heaven." Teddy Wilson and orchestra.	25441—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Richard Himber and orchestra.	3401—"True Blue Lou" and "Rockin' and Swingin'." Don Albert and orchestra.
9	B6726—"Summer Night" and "I Love You From Coast to Coast." Dick Stabile and orchestra.	7753—"It's De-Lovely" and "You've Got Something." Leo Reisman and orchestra.	25486—"Smoke Dreams" and "Gee! But You're Swell." Benny Goodman and orchestra.	3388—"The Goose Hangs High" and "Mr. Ghost Goes to Town." Louis Prima and New Orleans Gang.
10	B6722—"A Thousand Dreams of You" and "Goodnight Medley." Dick Stabile and orchestra.	7790—"Let's Put Our Heads Together" and "I Adore You." Jimmie Grier and orchestra.	25485—"Timber" and "Goodnight, My Love." Jerry Cooper and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen and orchestra.

No matter where you are

THERE'S A DISTRIBUTOR ONLY A FEW HOURS AWAY FROM YOU!

That's why we can promise IMMEDIATE DELIVERY on any Victor or Blue Bird Record you need.

Write for the name of your nearest distributor



VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of America

Prospects for 1937---A Symposium

The jobbers and distributors are by the very nature of their business perhaps in closest contact with all the currents and cross-currents that come and go in the coin machine industry. They hear the ideas and complaints of operators—they know the problems and alibis of the manufacturers. We present a symposium of opinion contributed by a number of jobbers and distributors who replied to a general letter of inquiry.

TO ALL indications, 1937 will be the biggest and greatest in the history of the coin-machine industry. The activities among the operators the last few months show that business is on the upgrade and that the coin machine industry has not even started to reach its peak.

Another indication is the operator's interest in larger devices when formerly they would not think of investing \$200 to \$400 in amusement devices.

M. ABELSON,
American Cigaret Machine Co.,
Pittsburgh.

THERE is apparently nothing to prevent 1937 from being a banner year in the coin machine industry. There are, however, many reasons why trade could be much better and it will be better to the extent of co-operation between those in the industry, which includes operators, jobbers, distributors and manufacturers.

After considerable experience in attempting to build the proper co-operative spirit, we find that this can be done up to a certain point, but it seems to be a tremendous job to get this lined up to the maximum. If and when it does become possible to get the maximum co-operation from all these groups, then there will be no cause for complaint as to "trade prospects" even in years of the utmost depression, should we be so unfortunate as to again experience such times.

In mentioning co-operation we refer to the reasonable sort which an average person would expect to give voluntarily, for the purpose of protecting his own business and investment, realizing that any object which has to do with such protection is beneficial and necessary. It is always a disappointment to find

a lack of ordinary co-operation because it does not indicate a healthy and sound structure to maintain and perpetuate benefits gained after an uphill battle to establish better conditions for the industry.

You may, however, be assured that regardless of theory, the coin machine industry has within itself the elements thru which it may be recognized as being permanent. The trouble is not with the business or its products, so much as with the individuals who carry on the business. This much has been most definitely established and the chief job of improving the business and building it up seems to be the prevention of the persons in the business from doing harm to their own interests. If several influential gentlemen will devise ways and means of educating the members of the industry to avoid adverse criticism that is unnecessary, and on the other hand cultivate the good will and respect of the public at large, there is no way to prevent the coin machine industry from being one of the major industries of all time.

JACK BECHTOL,
Daytona Beach, Fla.

THE year 1936 has shown a wonderful increase, both in new equipment and merchandise volume. The State sales tax of 3 per cent of gross sales has put a flood of penny coins in circulation and our operators have benefited from the flood.

Toys (small charms) have proved the best seller; one distributor reports that sales of candy-coated peanuts, which averaged 300 pounds per week, have increased to an average of two tons per week since the advent of toys.

Pistachio nuts have also shown a very marked increase in popularity during 1936, with the red showing a preference over the white.

With peanuts, blanched jumbo is the favorite, sales running about 75 per cent over Spanish.

Because of the warmer climate, gum and candies are always slow. Quite a number of Eastern operators have moved west during the year, finding the "all-year outdoor" to their liking, and many more have written that they are heading west.

One New York operator read stories about "going west to grow up with the

country" and came out, only to find those stories were written 50 years ago, the West had done grown up.

The writer has operated in the Middle West, Pacific Northwest and Southern California and finds the latter the most attractive.

The tourist, with time and money, added to the regular trade, makes vending a profitable pleasure in Sunny California.

WILL P. CANAAN,
Los Angeles.

THIS is the best time for operators to make a good start for 1937. The new games which the manufacturers are preparing are well arranged for the type of play which is sure to prove the most interesting to the players.

It is nationally acknowledged that the country is back on its feet again. Prosperity was never greater in many lines of endeavor. Money is freer than it has been since 1929. The players are asking for the type of equipment where they can make a more substantial investment and where they can gain more pleasure than they ever did before.

The public wants to play and wants to spend. The operator is facing a year of greater opportunity. I feel certain that those operators who will start this year with the proper spirit and the proper machines will find themselves financially well fixed at the end of 1937.

There is no doubt that this is the time for the entire industry to come together to raise itself above all criticism. The public is fond of coin-operated games and of the pleasure they get from these games. Everyone will be wanting to relax a little more, for with times getting better more and more men will be working harder than they ever have before, and this industry is the only division of the amusement industry that can economically offer the public these advantages without taking the public away from its own neighborhood. The new year promises to be the greatest that the coin machine industry has ever had. It promises returns that operators have never before received. It promises new games that will help bring these returns.

With so many advantages facing the operator, there is one major action which is absolutely necessary. The operator must clean house. He must remove all types of equipment which have begun to bore the public. He must raise the level of his business with progressive and aggressive action to a status meeting with the modern business trend. He will not only gain more respect from the public, but he will impress the public with the fact that as prosperity becomes more and more apparent, he, the coin machine operator, is meeting the need of the players.

If he will clean away all the junk equipment and replace with modern games he will find himself making more profits, gaining more respect and greater financial independence in 1937 than he has ever enjoyed. This year every operator should resolve to start right.

JOE CALCUTT,
The Vending Machine Co.,
Fayetteville, N. C.

REGARDLESS of what legal intervention may ensue during 1937, the very fact that real confidence is being breathed everywhere in the industry will overcome any hardships of this nature.

There has been a definite demand created for coin-operated amusement devices thruout the world. There are thousands upon thousands of locations that have games so old they are actually misrepresentative of the industry and its accomplishments. Only by creating sufficient confidence can these machines be replaced with the proper sort of equipment which will gain the respect of the public and the location owner. These operators must realize that with prosperity returning in its present leaping stages, that the public will appreciate the new type of equipment. Such equipment will not only greatly enhance opportunities for everyone concerned, but will bring greater profit to the operator.

These thousands of locations can earn a lot more than \$1 per week for the operator. But they can not earn more

money for him with the old-type equipment he is using.

It's time for the industry to clean house. This return of confidence everywhere in the country presents the greatest opportunity for such action.

The operator will earn more money as long as he has confidence in this industry. And the very fact that the industry has enjoyed its greatest growth during the worst depression in history should certainly cause him to take pride in this achievement.

The industry will continue to grow and will bring more profits to operators than it ever has before. The public not only likes coin-operated games, but they also like to see new equipment of more impressive nature with which they can amuse themselves.

In the first place, there is no doubt that with new administrations entering office, this industry, like many other industries, will be forced to fight some abusive legislation. In the second place, if the industry will maintain the same sort of equilibrium it has in many such past adventures, it will finish first in any fight.

But just because some territory may be upset by abusive legislation should be no reason for many operators to "cut off their nose to spite their face." They should meet the situation calmly and as calmly seek a remedy that will meet with approval until such time when conditions can be righted. There is fairness and liberality predominant at this time.

Here in New York we met with many reverses the early part of 1936 and some of these were fearsome. But if the men in the industry would have defied the legal course and would have continued such defiance, the present liberal condition existing here would have never come about. It was by meeting this situation calmly and seeking a cure for it by co-operating with the officials that greater profits resulted and confidence returned.

The enthusiasm with which the public greeted some of the new games definitely proves that it wants coin-operated amusement. But it also proves that it wants amusement of a nature characteristic to coin-operated devices and not to other sorts of endeavors. Keeping within the bounds of such reasoning the industry is certain to go forward. Stepping outside of these bounds the industry will suffer everywhere.

The worst part of such suffering is that the industry forever gains a shady reputation in communities where advantage has been taken of the public's good will and general liberality.

JOHN A. FITZGIBBONS,
Fitzgibbons Distributors, Inc.,
New York City.

DURING 1937 there will be many radical changes in operating conditions. By this we do not mean that legal interference will be as great as it has been in past years, where-in operators have been forced into more expensive equipment to overcome this sort of intervention, but that, instead, there will be a more liberal acceptance of the products of the coin machine industry that will open many territories to games which haven't been used in many years. This is certain to benefit the industry generally.

There will also be created many great used machine markets. This has been one reason for my traveling thruout the country to meet and make plans with leading distributors and jobbers to arrange for outlets of many types of equipment which our firm expects to handle during this coming year. We feel that the used machine market will stretch out internationally to even a greater extent than it does at this time.

The European market has always greatly interested us and we have been making regular shipments to all countries in Europe. We have since found that the demand for certain types of machines continues at a better pace than previously and that there is better co-operation among leading export firms on prices so that this market is not upset by chiseling competition.

In preparation for this coming year our firm is preparing for an expansion program which is certain to bring about a greater service to operators than we have ever been able to give them. We

NO LET UP

in our efforts to protect our customers' investments in every possible way

This we pledge to carry out in 1937 as in the past by continuing to:

- 1—Endorse and recommend only those machines which thoroughly match the fidelity of the Banner Specialty Co.
- 2—Render our present and future customers sincere and unselfish aid and advise what to buy and how to assort the equipment so as to enjoy full benefit from sensible diversification instead of having all their money IN and be TIED TO one kind of unprofitable equipment.
- 3—Continue employing only FAIR and ETHICAL business methods to create and make sales instead of resorting to "tricks."

Our 19 years' experience in the Coin Machine business in conjunction with our long established and well-known policy of "Honest Dealings" qualifies us to carry out this pledge in every sense of the word.

BANNER SPECIALTY CO.
1530-32 PARRISH ST. PHILADELPHIA, PA.

DO YOU BUY USED MACHINES?

Or would you rather buy perfectly reconditioned super-quality games? Hundreds of SATISFIED customers testify to the games they buy from us! We make no attempt to compete on a price basis—BUT—OUR PRICES ARE RIGHT—they meet competition and bring you BETTER machines! WRITE TODAY FOR OUR LATEST PRICE LIST! Here are a few examples of HERCULES' prices for the BEST reconditioned games! FREE—a handy Pocket Level with each order! Enclose 1/3 Deposit, Balance C.O.D., F.O.B. Newark. ORDER NOW!

Big Bank Nite 27.50
Mad Cap . . 17.50
Short Sox . . 22.50

HERCULES MACHINE EXCHANGE, Inc.
1175 BROAD STREET (TEL. Bigelow 3-3984) NEWARK, N. J.

**PRICED
LOW**

Stephens NINE-BALL

**10 FOOT
JUNIOR
GAME
\$140.00**

**14 FOOT
SR. GAME
\$175.00**

HUGE PROFITS With NINE-BALL on LOCATION

The Bowling game that tops them all. Customers have dubbed it "The Playing Fool," and "She Never Gets Out of Order." Plays More—Pays More. Day after day, the year around NINE-BALL plays more games per hour.

A SENSATIONAL NON-ELECTRIC GAME

FOOL PROOF—The one game that does not require service—Strictly mechanical in its operation. No electric motors—the only electricity required is for the score count light.

NINE-BALL HAS CUSTOMER ATTRACTION

Attractive Color Combination
Beautiful, Graceful Modernistic Lines
Automatic-Lighted Score-Count Recorder
Large Visible Total Scores
Cheat-proof Mechanism
No Service Required
Mechanical Operation

Trouble-Free Construction
Portable With Ease
9 Balls for 5 Cents
Positive Bank Rail
Wide, Roomy Alley
No Excessive Noise
Balls of Convenient Size

ALL YEAR 'ROUND GAME PLAY BUILDER

LEGAL ANYWHERE—CLOSED TERRITORY AND ALL For night clubs, amusement arcades, hotel lobbies, taverns, recreation rooms, town and country clubs, in fact there is no limit to placement opportunities and HUGE PROFITS.

TWO CONVENIENT SIZES

Write, Phone or Wire Your Order
Today—Now!

NINE-BALL, JR.—18" Alley width, \$140.00
10 ft. long. Shipped set up, Wt. 400 lbs.

NINE-BALL, SR.—24" Alley width, \$175.00
14 ft. long. Shipped in two sections. Wt. 700 lbs.

A. J. STEPHENS & COMPANY
1401-1427 - A Chestnut St.
KANSAS CITY, MISSOURI
Telephone, CHestnut 6850

EXTRA STRONG
NON-ELECTRIC
FOOL PROOF
BOWLING GAME

Designed and built by skilled craftsmen. HIGHEST QUALITY MATERIAL and WORKMANSHIP THROUGHOUT.

EASY TO MOVE

Manufactured by THE LARGEST Cabinet Factory in the CENTRAL WEST.

CARRIES FULL UNION LABEL

A game for scientific skilled playing. Players go for Nine-Ball in a BIG WAY.

9 BALLS TO EACH PLAY COUNT

expect that our counter games division will be even greater in 1937 than ever before. This division of our business has grown from a small nucleus to one of the most outstanding divisions of any distributing business in the country.

That is why we feel that during 1937, with the demand already certain and with the cry for more equipment of this character under way, that this division of our business will of necessity have to be increased to meet the demand.

PAUL GERBER,
Gerber & Glass,
Chicago.

CONSIDERING the prospects for the new year of 1937, so far as I am concerned, it is just another year, and the results which will be obtained by operators, distributors and manufacturers depend not upon the weather, or whether the King of England marries Mrs. Simpson, or whether milk costs 11 cents or 15 cents per quart. The essential thing is, how hard are we going to work and how happy are we going to be because we are in this business and not some other? If the bellyaching and the squawking and the chiseling will be relegated to the rear and a few smiles and some good sense displayed, as well as ceasing to worry about the competitor, then I am quite sure it will be a satisfactory year.

Tom Watling got out a notice a year or two ago, which, if I remember correctly, read: "If you want to live 100 years, mind your own business." That's a pretty good slogan at any time, and we all can take a leaf out of Tom's book. If I had any little advice to offer to the operator, it would be: "Keep your mouth shut, make your collections in the back-room, stay out of politics, quit worrying about the other fellow and regard your business as one that needs intelligent attention and not most of the time spent in chiseling around trying to 'get a price,' and talking too much about your business and your competitor with locations."

As a final word, last night on the radio, I heard a song: *One, Two, Button*

My Shoe. If it were changed to: "One, Two, Button My Kisser," I would guarantee 1937 to be a good year.

LEE S. JONES,
American Sales Corp.,
Chicago.

FOOLISH jobbers make fools of foolish operators. Yes, just a fool's paradise by foolish price cutting that only undermines what could and should be a healthy business. Let's all have a better year in 1937 and stick to our prices which will enable us to do justice to our trade journals with the proper amount of advertising they so richly deserve.

LEON LIVELBERGER,
York Vending Co.,
York, Pa.

SELDOM have I looked forward to a new year as hopefully as I do to 1937. This hopeful feeling comes from seeing the great variety of games and amusement equipment now being made and which has such a wide appeal that every type of player is captivated. The market for coin-operated equipment is today more widespread than the pioneers in this business ever visualized.

Some of the skill games, especially, could bring no opposition from anyone, and I urge the manufacturers to continue to make a variety of games along the lines of the skill games now being played.

I have heard operators complain that there are too many games coming out. To my way of thinking, this is decidedly in the operator's favor, if he would only realize it.

The wise operator sees in this wide variety of coin-operated equipment the assurance of a steady income. Operators should build up their business so that if any part of their territory is closed on a certain type of equipment, they will still have enough different games in operation to feel the loss of receipts from their closed territory only slightly.

M. M. MARCUS,
Markepp Company,
Cleveland.

DURING the past few months we have received hundreds of letters asking our opinion on the coin machine industry. We like to receive these letters. They come from manufacturers, jobbers, operators and patrons of coin-controlled equipment. We answer them to the best of our ability. The principal subject is always with reference to the equipment not being mechanically perfect and to its giving a great deal of mechanical trouble. The trouble is that we overlook the fact that the coin machine industry is still in the experimental stage. To prove this the engineering division of one of the largest manufacturers of metal products in the world is setting up testing laboratories for our use.

The design, construction and purpose of all equipment is more or less critical, and it is difficult for the average manufacturer, distributor, jobber or operator to determine when the equipment is satisfactory and when it is not. The policy should be with respect to the engineering and manufacturing of the machine, the employment of such practices as will contribute to the successful use and operation of the equipment. This can be done only by simplifying testing methods and passing them on to the operators. No sacrifice, with respect to quality, should be permitted. Rigid quality control, extended to the inspection of all incoming materials, all parts manufactured, even to each step of manufacturing, up to the finished product itself is, to our way of thinking, a good practice.

The amount of attention that can be given by the manufacturer, the distributor and the operator to the manufacturing of the product and to the finished product is of great importance at this time, especially when so many changes are taking place. Specialized production methods will, no doubt, permit and produce a greater individual skill, resulting in a more uniform, higher quality product. Testing facilities for jobbers and distributors should be very adequate and should include specialized factory testing equipment, engineering testing sets, complete characteristic checks, adequate quality test sets, checks

on accuracy of factory tests, and warehouse and customers' inspection test equipment, the trial of which is subject to include test of characteristics, mechanical inspections, shorts and noises.

Thru the specialized manufacturing methods, and with quality control policies, as may be put into effect, and with the proper methods of distribution by the distributors, thru quality controlled policies, a degree of uniformity can be secured, which is subject to eliminate the need for specialized tests by the operators on location. These precautions, together with advanced manufacturing methods, will make it possible to successfully operate equipment, manufactured and sold, as the industry progresses.

The coin-controlled industry has a great future, especially in the amusement and merchandise vending field. We feel very optimistic about the future and are laying our plans accordingly. We believe that 1937 will be a greater year.

ED V. ROSS,
Oriole Coin Machine Corp.,
Baltimore.

NORTHERN New York State, the territory with which I am personally familiar, is proving to act as the barometer of the trend in coin machines. I find that it was the first to adopt the pay tables when introduced in early 1934 and following that the more complicated straight amusement machines, as well as the later model payout table. After this territory had been literally flooded with the aforementioned machines, territories began to close and now more operators entered the coin-operated phonograph and vending machine lines. After six or eight months of this, and when they found the return too slow, they gradually took on the bowling game and target machines. However, the handicap in the operation of these was to find locations with room enough to accommodate one of them. The present trend in this territory is now toward the six-foot poker machine on which the player throws the ball manually. This type of machine seems to be in every nook and (See FROSPER FOR 1937 on page 102)

MERCHANDISE MACHINES

Mills Novelty's New Cig Machine

CHICAGO, Jan. 9.—Mills Novelty Company has greatly increased its activities in the merchandising field by introducing the new Mills cigaret machine. It is said to be the product of long study of cigaret vending opportunities, features a slug-proof slot and is offered

in several different models with an assortment of colors.

W. W. Rosebro, sales manager of the cigaret division, says that after two years of engineering and experimental work on the new model Mills cigaret vending machine his firm is pleased to announce that the cigaret machine has been recently released complete for large production and they will begin making deliveries of the new unit during the month of January.

"During the past few months the engineers have developed additional features and improvements for the cigaret vending machine operation which we have included on our new models," Rosebro says, "and while this experimental work has delayed delivery somewhat, at the same time we are confident the operator will benefit in the end in operating Mills cigaret vending machines.

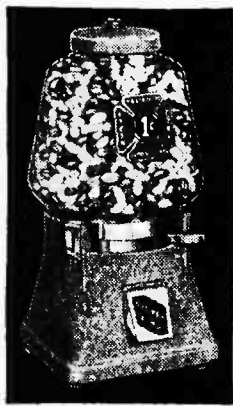
"A great many of the largest and oldest operators in the field have been in to inspect this cigaret machine and have pronounced it far ahead of any cigaret vending machine they have ever had a chance to inspect.

"Operators tell us their service cost will be cut at least 40 to 50 per cent due to the fact that the Mills cigaret vender is practically slug proof, clog proof and trouble proof."

Vending Firm Planning Big Expansion in 1937

DETROIT, Jan. 9.—Edward Ritten has joined the staff of the Peerless Automatic Sales Company here. Company operates chiefly a route of penny

FREE TRIAL! 30 DAYS ON SILVER KING



World's Finest Life Time Vendor. Guaranteed To Vend everything: Pistachios, Candies, Prizes, Ball Gum, Peanuts, Etc. 5-Lb. Capacity. Size 7x7x14 Ins.

Write for Details and Low Prices.

Automat Games 2425 W. Fullerton Ave. CHICAGO

CANDY

FOR VENDING MACHINES

VISIT OUR DISPLAY BOOTH 75 COIN MACHINE EXHIBIT

Write for Price List

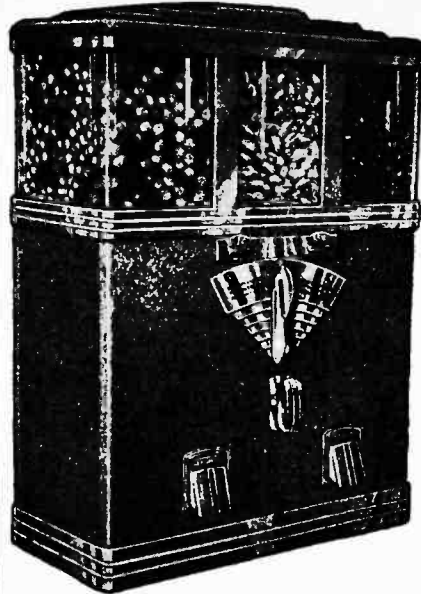
PAN CONFECTION FACTORY

345 W. Erie St., (National Candy Co., Inc.) Chicago

WHILE AT THE CONVENTION IT WILL PAY YOU TO COME AND SEE W. J. DENNIS, 1018 SOUTH WABASH. YOU WILL FIND THE TRADE'S MOST COMPLETE LINE OF ROTARY AND DIGGER HIT ITEMS. YOU PICK THE MERCHANDISE YOU WANT; WE WILL SEE THAT IT IS SHIPPED THE SAME DAY. A PHONE CALL (HAR 2715) WILL BRING ONE OF OUR ILLUSTRATED CATALOGS TO YOUR ROOM.

W. J. DENNIS

1018 SOUTH WABASH, CHICAGO, ILL. EXHIBIT DIGGER AND ROTARY MACHINES FOR SALE



NOW!
MORE THAN EVER
Northwestern

LEADS THE BULK VENDING FIELD

For years Northwestern has been the one outstanding leader in bulk vending, furnishing the finest equipment in the field, but now with the addition of two new sensational machines, De Luxe and Triselector, operators will find Northwestern more than ever the headquarters for the best in bulk vending.

The De Luxe single compartment machine combines beauty of design with remarkable dependability and endurance. A machine having both penny and nickel play, it gets and retains the most desir-

able locations. It is absolutely sanitary, composed of rust-proof materials, finished in porcelain enamel for lasting attractiveness.

Having selectivity as its most outstanding feature, the Triselector also possesses the same practicable characteristics as the De Luxe. Merchandise may be secured from all three compartments of this machine on a nickel purchase if so desired. The slug-proof mechanism is a delight to all operators.

Certainly you'll want further information at once about this new Superline. Why not drop us a card for further details now?

THE NORTHWESTERN CORPORATION
1265 ARMSTRONG STREET MORRIS, ILLINOIS

gum machines. Ritten was formerly with the company for a short time about two years ago.

Goldberg is planning to expand his business shortly, adding new machines to his route.

"For years many operators felt that the ball-gum business was finished," Goldberg says. "I found that it wasn't when I took over this business some years ago. Others have found it is profitable, too, of late. In the last two years the number of operators in this field in Detroit has more than doubled.

"Another interesting thing is that the ball-gum field is becoming something of a women's business. Several have come into the field lately, some of them as a sideline apparently. Other operators are watching the incursion of the women into the field with rather mixed feelings. One has been in the field for several years, but several new ones have appeared in recent months."



LITTLE NUT VENDOR CO. Lansing, Michigan

Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.

Also Table Size Venders.

Self-Serv Mfg. Co.
CAMDEN, N. J.

Manufacturer of Soap Dispenser Moves Office

DETROIT, Jan. 9.—Offices of the National Dispensing Corporation, manufacturers of a unique type of soap dispenser for industrial locations, have been moved to the 22d floor of the Dime Bank Building. Plans for future operations of the company are to be completed shortly, according to G. A. Chaustovich, president of the company.

"Business has taken the usual winter slump," David Goldberg, proprietor of the Peerless Automatic Sales Company, said this week. "As we operate chiefly penny gum machines, we find that they are saving their pennies for other purposes around the holiday season and are short of pocket money for a while afterward. Besides, there are fewer pennies in circulation in the winter season.

"We are looking forward to a good spring business, however. The best months of the year are the spring months, March to June, when youngsters are readier purchasers of penny gum from the machine venders.

"In other types of locations, such as beer gardens, operators find different conditions entirely different. Our lo-



Better than a DUNCH-BOARD!
O.K. & GUM VENDOR
VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS
TAKES IN \$60.00. PAYS OUT \$10.00 IN TRADE AWARDS.
PRICE ONLY \$15
For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE.....
WRITE FOR QUANTITY PRICES
D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN, N.Y.

cations are mostly in neighborhood stores.

"Actually, altho the fall months were somewhat lower than the corresponding months of 1935, we had a better December this year than last, probably because of more stabilized automobile production."

OPERATORS!

OWN A ROUTE OF NEW 1c HERSHEY VENDERS
 HAVE A STEADY CASH INCOME AND PERMANENT BUSINESS
 NO SALESMAN TO HIRE!
 NO STORE LEASE TO ASSUME!
 NO BIG OVERHEAD AND INVESTMENT!

5,000,000,000 PENNIES SPENT FOR PENNY CANDY IN U. S. A. IN ONE YEAR
 MORE PENNIES NOW BEING COINED THAN EVER BEFORE IN HISTORY

The Hershey Chocolate Bar is America's fastest seller. The Hershey Vender Makes Money for you constantly by automatically merchandising this famous product.

These machines placed where people can see them assure financial success. The Hershey Vender because of its beauty and operating dependability is absolutely out of the competitive class, yet it is priced below other venders.

UNSURPASSED BEAUTY

Ultra modernistic with beautiful "silver crackle" finish. Presents unusual eye appeal, with the colorful Hershey lettering in green and chocolate.

Highest Grade Construction

Built of the highest grade materials thruout. Base is equipped with rubber bumpers to avoid scratching surfaces of counters, bars, etc. Sturdy, durable and mechanically sound in every detail. Holds 56 bars, plain or almond. Built to stand on counters or hang on walls.

DIRECT FACTORY PRICE

Price only \$6.95 per machine, F. O. B. Chicago—Terms 1/3 cash with order, balance C. O. D. State how you want them shipped. Cost of candy 65c per box of 120, less 2%, making net cost about 1/2 cent per bar. Candy purchased direct through Chocolate Sales Corp., Hershey, Pa., freight prepaid on 3 shipping cartons or more.

\$6.95

THIS SPECIAL FACTORY PRICE IS FOR QUANTITY PURCHASES ONLY. THE REGULAR LIST PRICE OF THIS MACHINE IS \$8.95.

SPECIAL PRICE TO DISTRIBUTORS IN LOTS OF 100 OR MORE... \$4.95

The following conservative figures are based on a route of 100 venders that empty only 3 times a week.

Gross Receipts	\$168.00
Pay Location	
15%	\$25.20
Cost of Chocolate	
Bars	\$89.18
Net Earning Per Week	\$ 53.62

This means an actual cash annual income of \$2,788.24 assured.



PUT THEM IN BARBER SHOPS—
 BEAUTY PARLORS—OFFICES—
 TAVERNS—CLUBS—GARAGES
 — POOL ROOMS—HOTEL LOBBIES—
 FILLING STATIONS AND FACTORIES.
 PAY LOCATIONS 10% OR 15% IF NECESSARY—
 YOU CAN AFFORD TO.

We suggest starting routes in units of 25, 50 or 100. Routes of 25 or 50 can be handled in your spare time, while route of 100 or more will make a permanent, steady full time business for you. Capitalize at once on the immense popularity of Hershey Bars vended by this incomparable machine.

EVERY STORE A GOOD LOCATION

MARSHALL MANUFACTURING CO., 2007-09 Marshall Blvd. Chicago, Ill.

PENNY CIGARETTE VENDOR



SILVER COMET is built to last indefinitely. Size, 6x6x8. Equipped with Latest Type Slug Ejector. Approved by Internal Revenue Department.

SILVER COMET has opened a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and most widely advertised product on the American market. The sale of cigarettes one at a time through **SILVER COMET** allows an attractive profit, with a minimum of overhead. **Jobbers and Operators Write for Particulars.**

REDCO PRODUCTS CORP.
 LA CROSSE, WIS.

Two Dispensing Devices Now Under Development

DETROIT, Jan. 9.—Development of two new dispensing machines is under way by Mechanical Merchandisers, Inc., headed by T. A. Howitt. The first of these, an orange beverage dispenser, has been tried out on location and found quite satisfactory, but a number of improvements will be made in the product before it is placed upon the market.

The second item, an ice-cream vending machine, has not yet been placed upon test locations and will be developed further before any announcement is made. Another type of ice-cream vender, incidentally, is being developed locally by W. J. Langdon, of the Automatic Canteen Company.

Big Year for Snacks Vender

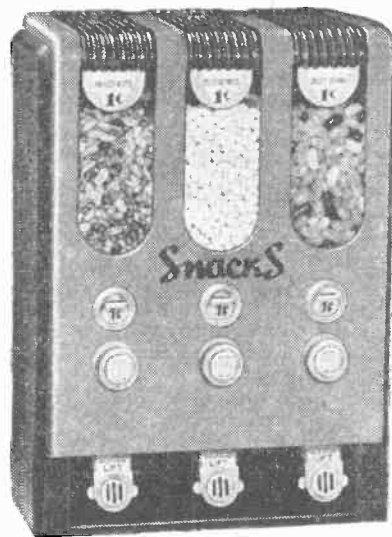
CHICAGO, Jan. 9.—Reporting a year of constructive sales expansion, David S. Bond, head of Trimount Coin Machine Company, Boston, has the Snacks bulk merchandising machine on display again at the 1937 convention. The attractive vender was first shown at the 1936 convention as a quality machine in the bulk vending field. Trimount firm has made marked expansion in its manufacturing facilities and sales organization since the first introduction of the machine.

Recounting the development of the machine, Bond said: "Some eight years ago I operated a route of the globe-type venders. I saw a definite need for a new type of machine and I resolved some day to build such a machine and the machine would be built up to a level of highest possible quality in every part and now down to a price.

"Such is the brief history of Snacks, but there is more to it than simply this. Every available type of vender was studied for ideas, the good features embodied—the poor ones discarded. Hundreds of operators were contacted and their ideas secured as to the necessary requirements. Then as a result of this survey and comparison a number of hand models were built. These were placed on location and given every possible test. Different types of merchant-

(See **BIG YEAR** on next page)

SEE The Aristocrat of Vending Machines



FIRST AND STILL BEST

BOOTH 251
 COIN MACHINE EXHIBIT

HOTEL SHERMAN, CHICAGO, JAN. 11-12-13-14

Manufactured and Guaranteed by

TRIMOUNT COIN MACHINE CO.,
 1300 WASHINGTON ST., BOSTON, MASS.

Snacks

CASH INCOME

with TOM THUMB



Many have started with one Tom Thumb Vender, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vender you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where untidy machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vender. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

FIELDING MANUFACTURING CO.
 Dept. 55, JACKSON, MICH.

It Helps You, the Paper and Advertiser to Mention The Billboard.

THE LIFE-GIVING SOUL — OF THE AUTOMATIC INDUSTRY!

the
ELECTROPAK



FURNISHES THE VITAL POWER NECESSARY FOR DEPENDABLE OPERATION OF YOUR GAMES.

Electropak and Electropak alone is the only AUTHENTIC power supply device of the Automatic Industry. An Electropak in your game is your assurance of perfect game performance and INCREASED PROFITS. Insist that the new games you buy at the show be equipped with the genuine Electropak—190,000 already in use.

SLASH OPERATING COSTS! ELECTROPAK SAVES \$60 TO \$90 A YEAR PER GAME BY ELIMINATING BATTERY REPLACEMENTS ALONE!

BUY OR SPECIFY ELECTROPAK. DON'T TAKE CHANCES WITH BOOTLEG DEVICES

See OUR AMAZING EXHIBIT Booths 249-250

ELECTRICAL PRODUCTS CO.
6527 Russell Avenue Detroit, Michigan
INSIST ON THE GENUINE ELECTROPAK

Robbins Displays His Own Machines

BROOKLYN, Jan. 9.—D. Robbins & Company completed preparations this week to have a display at the 1937 Coin Machine Convention in Chicago. Dave Robbins, head of the firm, said his display would occupy Booth 128 at the show. Machines and products to be displayed include the Empire vender, 2-in-1 vender, two-column stick gum vender, penny filling station for pocket lighters, and reconditioned Rowe six-column cigaret machine. Display will feature the O. K. 5-cent numbered ball gum vender. Robbins stated that he is interested in meeting jobbers and distributors who are qualified to sell machines manufactured by his firm.

BIG YEAR—

(Continued from preceding page)

dise were tested and locations changed frequently to secure a test under all conditions. The initial results and earnings were very encouraging, but still I decided to proceed carefully and take every possible precaution. For a period of eight months these hand models were kept on location and given every test of use and abuse. The machine we have on display today is the result of experience, thoro tests and the best ideas we could gather from the bulk merchandising field."

Vending Operator Says Pay Sales Tax on Mdse.

DETROIT, Jan. 9.—"Sales have been excellent since the establishment of the company last spring," Louis Appelbaum, general sales manager of the Safeway Vending Machine Company, told *The Billboard* this week. "Business should be even better with a new model coming out just after the first of the year.

"Michigan retail sales have gone very well in a State where a special sales policy has been in operation. The location owners have been the backbone of the business in this State. Operators, however, have bought machines as well as individuals—we delivered 20 to an operator on one order this morning. However, we are very satisfied with the results of our policy.

"One interesting feature is that we pay the Michigan sales tax upon goods sold thru the machines we operate ourselves, altho we know that some machine operators are evading this tax."

The Safeway Company jobs a selective cabinet model of cigaret vender, using a sales policy as outlined in Mr. Appelbaum's statement, which has been watched with much interest by local operators.

Detroit Vending Firm Reports 2-Year Growth

DETROIT, Jan. 9.—"General business conditions around Detroit are responsible for a real improvement in the coin-machine field in this section," J. M. Johns, manager of the Mills Automatic Merchandising Corporation, reported this week. "Business has really improved steadily since we opened this office over

ALL MACHINES MUST GO AT GIVE-A-WAY PRICES

All Machines in Perfect Condition. Just Off Locations—Ready to Operate.

PIN GAMES	
ACTION (Small)	\$ 3.00
ACTION (Large)	5.00
AUTO BANK	5.00
BALL FAN	8.00
EIG SHOT	10.00
CHEER LEADER	4.00
CRISS-CROSS ALITE	3.00
FLYING COLORS (Large)	5.00
FRISKY	5.00
FIFTY GRAND	10.00
GREAT GUNS	15.00
GUSHER	20.00
HIGH HAND	7.00
KINGS	8.00
LINE-O	6.00
LOCKEY CLUB	6.00
MAD CAP (Electropak)	18.00
MAD CAP (Battery)	15.00
MAJOR LEAGUE, SR.	5.00
PAR GOLF	5.00
RAPID TRANSIT	6.00
SCORE-A-LITE	5.00
SCRIMMAGE	10.00
SHORT SOX (Electropak)	20.00
SHORT SOX (Battery)	18.00
SINK OR SWIM	3.00
SPOT LIGHT	3.00
TOP IT	15.00
TORPEDO	12.00
TRAPPER	15.00
TREASURE HUNT	5.00
TWISTER (Large)	20.00
TWISTER (Small)	15.00
AUTOMATIC PAYOUTS	
BROKERS TIP	\$25.00
CREDIT (Ticket)	40.00
DAILY RACES (Multiple)	25.00
JUMBO	25.00
JUMBO (Ticket)	35.00
FENCE BUSTER (Ticket)	45.00
SUNSHINE BASEBALL	40.00
SUNSHINE DERBY	25.00
TURF CHAMPS (Ticket, new style)	50.00
(Some used less than 3 weeks)	
COUNTER GAMES	
DAVAL RACES	\$7.00
HIGH STAKES	7.00
HOLD AND DRAW	6.00
HORSES (Buckley)	6.00
HORSE SHOES	4.00
KINGS SIX	6.00
MUTUEL HORSES	8.00
OFFICIAL SWEEPSTAKES	3.00
REEL "21"	4.00
TWINS	4.00

Terms: 1/3 Deposit, Balance C. O. D.

DAVIES NOVELTY CO.
3146 OLIVE ST., St. Louis, Mo.

OPERATORS

When you're at the Coin Machine Show look around and see all the latest games. Then come out to see us... you'll be heartily welcomed. We'll show you the very latest in new games and you'll find just the reconditioned machines you want—at the price you want to pay.

Don't forget—make our quarters your headquarters during the Show.

NATIONAL COIN MACHINE EXCHANGE
1407 Diversey Pkwy., Chicago

two years ago. The trend covers all merchandise vending machines just about equally." Johns handles the vending machine departments of the Mills interests.

Mills Novelty Company office and warehouse space at the Central Detroit Warehouse have been closed, but a new office has been opened by Louis C. Knop, Mills agent in this territory, at 10993 Gratiot avenue. Knop has been for some time a local operator of automatic phonographs.

BARGAINS IN USED 1-SHOT PAYOUTS

Counter Games and Slots
All New 1937 Games Now on Display
GET OUR PRICES BEFORE YOU BUY

Visit our new modern show rooms. Everything the operator needs—including service.

COIN AMUSEMENT SUPPLY CORPORATION
1302 JACKSON ST. --- Toledo, Ohio
"The House of Service"

SELLING OUT

Here is your opportunity to cash in on some real buys. We only have a few left—so first come, first served.

IN FIRST-CLASS CONDITION — DIGGERS — MERCHANDISERS — and a few ELECTRIC RAY TARGET MACHINES.

Write—Wire—Telephone

BRONSON CO.
LOCATED ACROSS FROM NAVY PIER
536 LAKE SHORE DRIVE (Delaware 3546) CHICAGO



THE PLAYHOUSE, modern amusement room in Louisville, using an Exhibit Shoot-A-Lite to good advantage. E. N. Mimms (fourth from left) is manager.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Elliott Products Has 2 New Games

CHICAGO, Jan. 9.—Elliott Products Company, Inc., will introduce two new pay tables to the trade called New Deal and Doughville. The firm developed Grubstake, a one-ball pay table that has been sold thru another manufacturer, but may now be ordered direct from the firm, it is stated.

The new table games have been given thoro tests before being finally placed on the market.

L. B. Elliott, well known to the trade, is head of the new firm. He has a long record for development of machines and ideas. H. J. (Heine) Fisher, recently resigned from a prominent manufacturing firm, is sales manager for Elliott Products. Fisher has organized a number of operators in various parts of the country to test and report on machines offered, and is also very busy recently in arranging a jobbing and distributing set-up for all the firm's products.

Two principles are being followed, the officials state, in the manufacture of their games; first, they must work; second, machines to keep the public interest must be developed, including new adaptations of old ideas that give the player much value for his money.

PROSPECTS FOR 1937—

(Continued from page 97)

corner of the territory at this time and that will probably be followed by various other games incorporating the same dimensions.

All in all, I would say that the operation of coin machines is a cycle similar to everything else in life and I venture to say that we have about completed it by this time, and that the new machines to be introduced by the end of the year will be the same as those introduced several years ago with the exception of some new outward appearances.

HENRY W. SEIDEN, Henry W. Seiden & Co., Inc., Albany, N. Y.

COUNTER games are showing increase for the last few months. We are expecting a big demand for these types of machines thru this section in the coming year.

W. R. SELLERS, N. C. Novelty Co., Rocky Mount, N. C.

FAVORABLE legislation now prevalent in many cities in Central Illinois, coupled with finer production methods of manufacturers of coin-operated games, has done much to stimulate the coin machine business in this section. No longer does the prospective customer stand in the showroom and play the game he has chosen, endlessly waiting to see whether it will break down or not. Instead, a great number of my orders are taken by long-distance phone, sight unseen. Hats off to fair-minded public officials who create a demand by licensing new territory, and again to the factory which does such a swell job of supplying the demand. With a combination like that, the industry can't lose and 1937 will be a banner year.

L. H. VEECH, Veech Scale Co., Decatur, Ill.

THE Northern Ohio area on pin games and phonographs has been very good during the past year, but during the next 12 months the picture should be much better because of improved working conditions and more liberal attitude of authorities towards our business. Operators are spreading their operations into as much of the



HOMER E. CAPEHART (right) tries his best tall story on the Sphinx (Bill Cohen), but the Sphinx won't talk.

coin machine field as possible, so that when one kind of device is down the rest will carry them over.

Phonographs and bowling games in this area have had their best year and plans are now being made by many of the operators to expand further in 1937.

The Cleveland phonograph operators held a charter meeting to organize an operators' association December 16 at the Triangle Music Company, Cleveland, at which time the following officers were elected: R. D. Thompson, president; Hyman Silverstein, vice-president and secretary; Chris Guenther, treasurer.

At this meeting William P. Bolles, of the Wurlitzer Company, North Tonawanda, N. Y., gave a fine talk and explained the advantages of having an operators' association based on by-laws of associations in New York and other States.

J. Harry Payne, Ohio district manager for Wurlitzer, also gave some ideas to the group which were appreciated by everyone present. Meetings will be held every month and mutual problems will be discussed to further the interests of this industry.

A. W. WITALIS, Triangle Music Co., Inc., Cleveland.

IT IS a foregone conclusion that 1936 was the best year in the coin machine industry since the introduction of pinball games. While no figures are available, unofficial reports from manufacturers and distributors indicate the largest volume of business in the industry's history.

Contributing factors to this success were the advancements made by the manufacturers in the mechanical and physical construction of novelty and automatic payout games to the extent that player-interest was aroused to its greatest pitch. The fact that the coin machine industry proved to be a major factor in leading the country out of the depression had no small effect toward a successful 1936.

Looking ahead, this writer optimistically holds to the opinion that in 1937 the coin machine industry will enjoy an even better year than 1936.

For those territories clamoring for legal equipment, the manufacturers have come thru with electric ray guns and bowling games and for 1937 they promise to release even more legal equipment. This, together with the fact that the country is definitely out of the depression and the public is eager and better able to spend money on recreation and amusement, makes the outlook for 1937 rosy.

EDDIE GINSBURG, Atlas Novelty Co., Chicago.

I BELIEVE 1937 will be a year of unprecedented prosperity for the coin machine industry. The operator must be protected by his dependence on the reliable and recognized distributor. His dependence in this case has helped to create outstanding recognition for the better distributor, who, in turn, has attuned his organization to meet this situation in the correct manner.

Aside from responsible salesmanship, the good distributor has also become a training school for the operator and his agents, due to the mechanical intricacies of the new de luxe equipment.

The industry recently developed the type of equipment which is bound to prove extremely profitable to the operator because the principle of the equipment is such that it will appeal to every type of person, regardless of social position. The new equipment is so priced that it will eliminate those who have no place in the industry.

In order to enjoy the full measure of prosperity, which is inevitable, it is an absolute necessity for manufacturers, jobbers and operators to deal thru only the most reliable distributors whose integrity and financial responsibility has long been established. These distributors maintain well-trained organizations having every facility to conscientiously assist operators in selecting the proper number of machines and who are in a position to render the operator and his agents proper mechanical training so essential to a complete knowledge of the new equipment.

The absolute necessity of selecting the type of distributor having these qualifications cannot be overestimated. This applies particularly to the operators who should always give great thought to the fact that what they buy is important, but where they buy is most important.

I. H. ROTHSTEIN, Banner Specialty Co., Philadelphia.



SEE THE
New A-B-T
PISTOL MACHINE

First Showing
at the Chicago Convention

A REVOLUTIONARY IDEA
IN COIN OPERATED
AMUSEMENT
MACHINES!

A-B-T MFG. CO.
3311-19 CARROLL AVE.
CHICAGO, ILLINOIS

SALESBOARD OPERATORS

NOW YOU CAN USE NATIONALLY ADVERTISED
\$10.00 CLIP SHAVE ELECTRIC RAZOR

and make AS MUCH PROFIT as you want

Order the Clip Shave Electric Razor. Also the Victor Convertible Pen and Pencil Set. With these we will supply you with ANY Size Salesboard — TO BRING IN AS MUCH MONEY AS YOU WANT — boards supplied at cost. Or use your own salesboards.

CLIP SHAVE ELECTRIC RAZOR
\$6.00—Lots of 12 or more.
\$6.50—Lots of 3 or more.
Sample \$7.00 each.

1/3 Deposit with Order. Bal. C. O. D. Send 10c for our regular 75-Hole Salesboard and Full Details. Tested and Proven Money-Maker.

Hundreds of operators throughout the country are making big money with the Clip Shave deal. Start the New Year right and work this deal yourself. You'll CLEAN UP. Razors or Pen and Pencil Sets can be ordered separately. ORDER TODAY.

VICTOR CONVERTIBLE PEN & PENCIL SET
\$7.00 Dozen
75c Sample

AMERICAN NOVELTY CO., 1841 Broadway, New York City

ACE'S INVENTORY SACRIFICE SALE!!

WHILE THEY LAST

Home Run	Banker	Silver Moon	Total Lito.....	\$10.00
Leap Frog	6-6-6	Kings	Squadron.....	7.50
Harvest Moon	Big Game	All-American	Stock Exchange.....	10.00
Gold Medal	Shoot the Chuto	Battle	System.....	15.00
Finance	Spot Lite	Balance Line	Thriller.....	15.00
Frisky	Screamo	Signal	Top Hat.....	10.00
Hi Hand	Neighbors	Lino	Tricks.....	6.00
Match the Dial	Bombers	Tri-a-Lite	Panama.....	12.50
Chicago Express	Cyclone	Triangle	Neck-N-Neck.....	27.50
Lucky Star	Tie Score	Smack 'Em	Draw Ball.....	20.00
Star Lite	Big Ten	Live Power	Mad Cap.....	16.00
Hdp Scotch	Zoom	Olympics	Scotty.....	15.00
3-in-Line	Cross Roads	Pippin	Bank Nite.....	23.00
Ponies	Roly Poly	T. N. T.	Tackle.....	10.00

ONLY \$5.00 EACH

TERMS: 1/3 Deposit All Orders; Balance C. O. D., F. O. B. Newark.
ACE VENDING COMPANY
444-446 Clinton Ave., Newark, New Jersey. (Tel: Bigelow 8-1793.)

BUDIN'S SPECIAL SHOW SALE

LIGHTS OUT.....	\$29.00	MAD CAP.....	\$18.50	EXCEL.....	\$27.50
NECK 'N NECK.....	29.00	SHORT SOX.....	26.50	DOUBLE-HEADER.....	5.00

1/3 DEPOSIT, BALANCE C. O. D. JOBBERS: WRITE FOR PRICE ON RUGBY.
Write for New 1937 Used Machine List. Real Bargains. All Games in Perfect Working Condition.
ALL NEW GAMES IN STOCK.

BUDIN'S SPECIALTIES, INC. 174 S. Portland Ave. BROOKLYN, N. Y. Tel. Nevins 8-7528.

Gerber & Glass
Calling... It's Dawd again!
- in 1937



"The World's Foremost Distributor of Winners for Operators!"
GERBER & GLASS, 914 DIVERSEY, CHICAGO

Pretty Girls To Welcome Guests

CHICAGO, Jan. 9.—Two charming girls, both beauty winners, will be present at the exhibit booths of O. D. Jennings & Company during the 1937 show to greet all visitors and also to hand out snappy novelties that have been prepared especially for the convention. The young ladies are Linda Yale, 20, who combines the attractiveness of Helen of Troy, Venus, Jean Harlow, etc., and Naomi Anderson, gorgeous blonde, with many beauty recognitions to her credit.

The Jennings booths at the show, according to Mr. Ryan, general manager, will be among the most unusual at the convention. In addition to the four booths on the convention floor the firm has also reserved the Governor's Suite in the Hotel Sherman, where the new Silver Harvest line of Jennings machines will be shown, also the products of C. R. Kirk & Company.



LINDA YALE, one of attractive attendants at booth of O. D. Jennings & Company, Chicago.

says he has been swamped with requests for immediate delivery. George believes that the Jiffy Tester will be a sensation at the coming Chicago show.

New "Globe Trotter" Game To Be Seen at Show

CHICAGO, Jan. 9.—Rock-Ola's new pinggame, Globe Trotter, which will be shown for the first time at the show, is said to be quite timely in that it suggests a certain member of royalty who gave up a crown, throne and what-not to "trot" around the world.

The new game is a game nearly everywhere played as a child and continues to play when grown up, but Rock-Ola engineers have adapted it to a coin-machine principle. As the balls come down the colorful playing field, representing the world, they strike Rock-Ola's original "Magic Pins," which, in turn, starts you on your journey, with brilliant lights, around the world. Each ball represents a day's progress on the board, with impending hazards such as "fog," "bad weather," "forced down" and various others as a globe trotter would naturally expect to encounter.

On the other hand, time also can be gained. It is possible for a player to go around the world in one day, but the player also has five days in which to go around the world and still beat the Globe Trotter game.

The game is battery-equipped, but the Rock-o-Pac can be substituted for \$5 extra.

In operating the game the usual nickel is inserted in the slot, whereupon five "suns" light up immediately, which represents five days in which to encompass the world. Then when the balls are shot one "sun" or "day" is



NAOMI ANDERSON, beauty prize winner, who also is one of the attendants at the O. D. Jennings & Company booth at the Coin Machine Show this week.

Ponser To Have Jiffy Tester at 1937 Show

NEW YORK, Jan. 9.—George Ponser Company this week introduced an outstanding idea of the new year in what is called the Jiffy Tester. It is a small carrying case, 7 by 11 by 9 inches, which contains a complete electrical repair department and trouble shooter in itself. It tells at a glance which wire is broken, which battery is weak, which connection may be loose, which solder has been broken and also the exact spot of the break.

It has created a tremendous sensation wherever shown, company officials report. It is so compact and complete the operator can carry it about with him on all his repair calls and by attaching any of the wires to the wires in the machine know instantly what is wrong with the game.

The Jiffy Tester follows along the lines of the electrical trouble-shooters used in the automobile and radio industries. There is a light and buzzer test, which instantly spots the worn or broken parts. There is also a trouble light which may be used by the operator, jobber, distributor or manufacturer when testing inside the machine for a bad spot.

There is a spark breakdown test for concealed broken wires or bad solder joints. The case energates more than 16,000 volts and yet is absolutely harmless. It has an amperes and volt meters. Many additional parts for repairs and many other useful, informative and exceptionally ingenious attachments control every part of repair for any sort of a machine.

The accessories that go with each one of the repair cases, which, by the way, are reasonably priced, are impressive. They include a small screwdriver, a very small plier, a roll of friction tape, special sand rubber, five extra fuses, a coil of black rubber-covered standard repair wire, core solder, jumper wires equipped with alligator clips, trouble light, six foot of power supply wire and a complete instruction booklet.

From the first day that Ponser displayed Jiffy Tester to visiting operators at his New York and Newark offices, he

gone. It then involves a matter of the rest of the "play" reducing the number of days required to have the Globe Trotter finish his trip around the world.

Plan Elaborate Display Of New Chuck-a-Lette

BROOKLYN, Jan. 9.—Charley Aronson and Jack Kaufman, of Brooklyn Amusement Machine Company, have announced an elaborate showing of the Chuck-a-Lette machine made by Exhibit. They feel that the game will find many locations to which it is adapted. Both men are well acquainted with this type of machine and are able to advise operators on using them to best advantage.

Because of the quality of the machine Aronson and Kaufman have decided they need larger quarters to feature the games, hence they are looking for a new location. An announcement to the trade is expected in the near future.

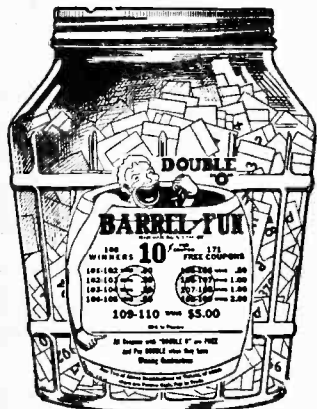
May Get Sunday Bowling

BOSTON, Jan. 9.—An amendment to the General Laws to legalize bowling on the Lord's Day in certain cities and towns thruout the State has been petitioned by Thomas J. Lane, Lawrence representative.

In any city or town accepting this law, nothing shall render unlawful presence at or participation in the game of bowling between the hours of 2 and 11 p.m. on the Sabbath.

OH! OH! Here is the double O!

INTRODUCING SOMETHING NEW



THE UNIQUE PAYOFF WILL DOUBLE YOUR PRESENT, PLAY!

Take In \$188.10
 Pay Out 149.50

PROFIT \$ 38.60

Sample Jar - \$4.50

(Obtainable in 5c Play If Desired.)
 Send 1/4 Deposit — Balance C. O. D.

WRITE FOR OUR CATALOGUE!

INDEPENDENT NOVELTY COMPANY
 220 N. FIFTH STREET, SPRINGFIELD, ILLINOIS

43 PACES RACES 5C PLAY

Ready for Instant Shipment.

Serial Numbers, General Information and Price Will Be Supplied to Operators on Request.
 Wire, Write or Phone Today.

THE VENDING MACHINE COMPANY
 FAYETTEVILLE, NORTH CAROLINA

EXTRA! SPECIAL!

Used Rolo Scores, Skee Ball Games, \$84.50; New Rolo Scores, \$179.50.

VELVET, \$49.50; BAFFLE BALL, \$19.50; RAMBLER, \$45.00; CASINO, \$35.00; DOUBLE SCORE, \$45.00; MONOPOLEE, \$65.00; DAILY RACES, \$35.00; RODEO, \$35.00; TOP ROW, \$45.00; CREDIT, \$65.00; McCOY, \$45.00; PAY DAY, \$35.00. Used SLOTS, \$10.00. New SAFES, Single and Double. Used and new PAY TABLES, COUNTER GAMES and PIN GAMES. All Types of SKEE-BALL GAMES.

LEHIGH SPECIALTY CO., 2nd & Green Streets, Philadelphia, Pa.

Modern Vending Follows Trends

NEW YORK, Jan. 9.—Modern Vending Company announces that it will meet the new trend in coin machines with aggressive changes in its own plans to give the operator what judgment and experience proves is best for long-run business. Nat Cohn is president and Irving C. Sommers vice-president of the Modern firm.

"We have made progressive changes during the past year to keep step with a fast-growing industry and to give our customers the best," Cohn explains. "We will certainly continue to keep ahead to live up to our claim of being the world's largest distributors of coin machines. The change in machine types which has come about is being felt thruout the industry.

"Operators find that the de luxe equipment is much more impressive with the location owner and with the public than any other type of equipment ever used. We have found that this type of equipment not only lasts longer on location but that it earns

more money for them over a much longer period of time.

"Another important feature is the credit which operators obtain in the purchase of de luxe equipment. This gives them a chance to retain their working capital and at the same time to invest sparingly in the equipment which they need, for once they have this equipment on any certain location they realize they can retain this location indefinitely.

"The new de luxe equipment is therefore what this industry has needed to revive morale everywhere. Operators and jobbers have found that with the increased prestige and public good will which this equipment obtains for them they are assured much better operating success.

"Operators, jobbers and distributors who have dealt with us realize that we have always based our complete business relationships on friendship. We hold friendship above all financial and business methods. We feel that the close friendships which we have maintained with our customers has not only helped them but has been the true basis for our success.

"The firm has increased its staff to handle the machines which it will feature during 1937. Some of these new games will be seen at the convention exhibit in Chicago for the first time."

Calcutt Reports New Trends Seen

FAYETTEVILLE, N. C., Jan. 9.—Joe Calcutt, president of the Vending Machine Company, reports a demand now current for something different in the way of machines to meet new situations arising in certain parts of the country.

Operators are gaining wide experience and able to analyze trends, he says. He feels that the reel type of machine will see a greater boom in 1937, but operators will no longer rely on one particular type of machine. Two or three different kinds of equipment prove helpful in meeting changing conditions.

Requests for entirely different games have been received lately, and interest in new machines at the 1937 convention should be very high, Calcutt predicts. He plans to be ready to test new games in his territory the moment new games are announced, he says.

Milt Swanstrom Found Dead

LOS ANGELES, Jan. 9.—Milton L. Swanstrom, 28, formerly with the Rock-Ola Manufacturing Corporation, Chicago, and of late sales manager for the Hollywood Hot-Shot Record Company, was found dead in bed December 27 by friends who had spent the night at his apartment. Cause of death was given as sclerosis of coronary artery. His wife preceded him in death several weeks ago, having been killed in automobile accident.

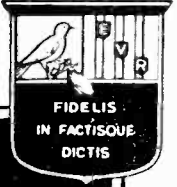
Brief funeral services were conducted at the Adair & Payne Funeral Home here December 29, with the body shipped to his boyhood home, Salina, Kan., for interment today. Survived by his mother and brother.

Canteen Co. Gets Papers

DOVER, Del., Jan. 9.—Canteen Company has been incorporated here to deal in vending, merchandising and advertising machines of all kinds, listing a capital of \$80,000. Incorporators are Walter Lenz, B. R. Jones and J. P. Murray, of Wilmington.

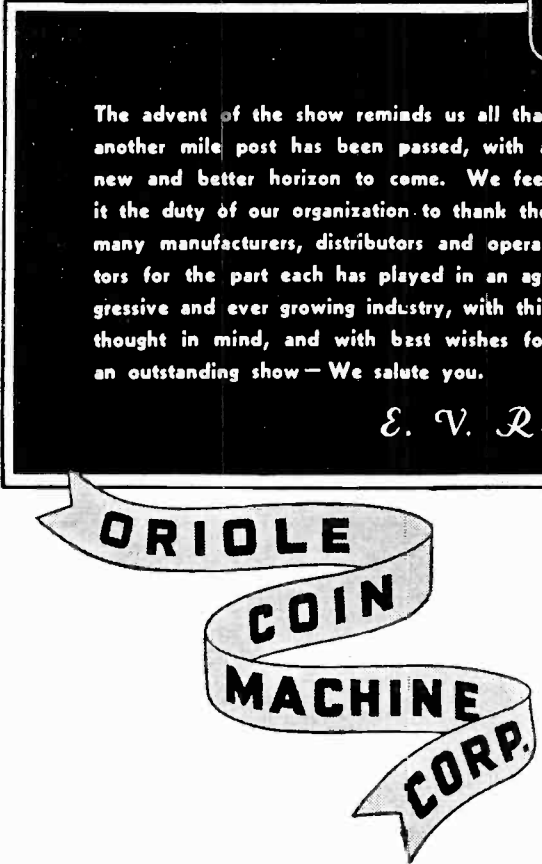


HELEN SAVAGE, attractive manager of the Fort Worth office of the Automatic Amusement Company.




The advent of the show reminds us all that another mile post has been passed, with a new and better horizon to come. We feel it the duty of our organization to thank the many manufacturers, distributors and operators for the part each has played in an aggressive and ever growing industry, with this thought in mind, and with best wishes for an outstanding show — We salute you.

E. V. Ross



BALTIMORE PITTSBURGH WASHINGTON BUFFALO

GADCO'S TEN-PAY-PLAN-READY



Operators can now have NEW GAMES while they ARE NEW—as many as needed—as quickly as wanted! Every game tested and guaranteed by GADCO.

Write for Information.

GENERAL AMUSEMENT DEVICES CO.
3136 Cass Avenue, Detroit, Mich.

LATEST NEW SLOT MACHINES

Jennings Consoles and Chiefs—Mills Cherries

Immediate Shipment at Factory Prices.

SECOND HAND MACHINES.

Acos \$15.00	Natural . . . \$35.00
Challenger . . 40.00	Bally Derby . 45.00
Daily Limit . 25.00	Jennings Base .
Jumbo 30.00	ball 30.00
Western Races 30.00	Double Header 30.00
Grand Prize . 10.00	

1/3 Deposit Required With All Orders.

T & T NOVELTY CO.
114 N. Main St., Joplin, Mo.
J. L. TREADWAY and G. H. TATUM.

LOWER PRICES

First Class Machines

BIG SHOT	\$17.50
JUMBO	25.00
CHALLENGER	37.50
MULTIPLE	40.00
DOUBLE UP	10.00
RODEO	10.00
NATURAL	45.00
BONUS	30.00
ALL STARS	40.00

OPERATORS ONLY. PROMPT DELIVERY. ALL SHIPMENTS F. O. B., SAN ANTONIO, TEX.

STAR NOVELTY CO.
Presa and Nueva Streets,
SAN ANTONIO, TEX.

BARGAINS

COUNTER GAMES: Beat It, \$7; Cent-A-Pack, \$7.50; Daval (divider), \$6; Five Jacks, \$4; Hit Me, \$7.50; Horses, \$9; King Six Jr., \$9; Leap Frog, \$5; New Deal, \$5; Official Sweepstakes, \$3.50; Punchette, \$5; Puritan, \$5; Reel Races, \$14; Reel 21, \$10; Rhythmic, \$8; Select-Em, I. O. U., \$5; Tickette, \$3.50; Tit-Tat-Toe, \$5; Twenty-One (Groetchen), \$14.

MARBLE TABLES: Ball Fan, \$9; Excel, \$20; Fair Play, \$10; Five-Ten, \$9; Frisky, \$7.50; Mad Cap, \$20; Turf Champs, \$70.

SLOT MACHINES: Mills or Jennings, 5c or 25c play, Reserve Jack Pot, \$10.

Every Machine Guaranteed.

One-Third Deposit, balance C. O. D.

C. CHARLE & COMPANY,
Springfield, Mo.

42d Street . . \$2.95	Esquire \$3.95	Short Wave . . \$4.95	Screamo . . . \$ 5.95
Streamline . . 2.95	Gross Road . . 3.95	Chicago Ex- . . 4.95	Tie Score . . . 6.95
Pennant 2.95	Ball Fan 3.95	press 4.95	Neighbors . . . 6.95
Bottoms Up . . 2.95	Zoom 3.95	Flying Trapeze. 4.95	Marble Jar . . 7.95
Sensation . . . 2.95	C. O. D. 3.95	Hlio 4.95	Times Square. 7.95
World Series . 2.95	Turntable . . . 3.95	Rapid Transit. 4.95	Cue 7.95
Jig Saw 2.95	Fire Chief . . . 3.95	Beamle 4.95	Traffic Ticket. 8.95
50-50 3.95	Big Ben 3.95	Big Game . . . 4.95	50 Grand . . . 9.95
Treasure Hunt. 3.95	Par Golf 3.95	Genoa's Baseball 5.95	Tie Up 9.95
S. O. S. 3.95	Balance 3.95	Banker's Baseball 5.95	Wall Street . . 9.95
Triolite 3.95	Ginger 3.95	Presto 5.95	ABT Auto . . . 9.95
Criss Cross . . 3.95	Tit-for-Tat . . . 3.95	Battle 5.95	Dart 9.95
Star Lite 3.95	T. N. T. 3.95	Home Run . . . 5.95	ABT Auto . . . 9.95
Dealer 3.95	21,000 3.95	Leap Frog . . . 5.95	Bank 9.95
Radio 3.95	Lucky Stars . . 4.95	Double Header. 5.95	ABT Auto . . . 9.95
I. O. U. 3.95	Kings 4.95	Over and Under 5.95	Flash 9.95
Manhattan . . 3.95	Spiffire 4.95	Cyclone 5.95	Run Around . 12.95
Castle Lite . . 3.95	Score-A-Lite . . 4.95	Hop Scotch . . 5.95	Panama 12.95
5 and 10 3.95	666 4.95	Finance 5.95	Hunter 12.95
Super 8 3.95	Jimmy Valen- . 4.95	Topit 5.95	System 12.95
Caualcade . . . 3.95	line 4.95	Bomber 5.95	Zenith 15.95
Beacon 3.95		Transatlantic 5.95	Big Bank Nite 22.95

TERMS : 1/3 Certified Deposit With Order, Balance C. O. D., F. O. B. New York. Full Cash With Orders of \$10 or Less.

SUPREME VENDING COMPANY, Inc.
64 Erasmus St., BROOKLYN, N. Y. 922 8th Ave., NEW YORK CITY 1121 St. Nicholas Ave., NEW YORK, N. Y.

THE DEAL OF DEALS

"IT'S A NATURAL"

DON'T PASS UP OUR BOOTH No. 247.

GET ACQUAINTED WITH OUR MR. DAN BAUM, AND LET HIM SHOW YOU THE GREATEST SALESBOARD DEAL EVER OFFERED TO OPERATORS. If You Are Not Coming to the Coin Machine Show, Write Us Today for Full Details.

WE CARRY A COMPLETE LINE OF MILLS AND JENNINGS SLOTS AT FACTORY PRICES, AND SPECIALIZE IN THE BUYING AND SELLING OF GOOD USED EQUIPMENT.

BAUM NOVELTY CO.,
2012 ANN AVE. (Phone: Grand 7499) ST. LOUIS, MO.

★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker . \$59.50	Pamco Leafhern'k. \$34.50	Golden Harvest . \$19.50
Bally Round Up . 34.50	Rotary Merchan- .	Ten Grand 29.50
Bally Challenger . 49.50	diser 175.00	Fence Buster . . . 39.50
Bally Bonus 29.50	Turf Champs . . . 67.50	Mills McCoy . . . 45.00
Bally Sky High . . 34.50	Bally All Stars . . 39.50	Bally Jumbo . . . 29.50
Pamco Parlay, Sr. 29.50	Daily Limit 34.50	Electric Eye . . . 32.50
Mills Futurity, Mystery, Gold Award, Late Models, 5c, 10c, 25c Play, \$69.50.		

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.
Ready for Immediate Delivery.

BADGER NOVELTY COMPANY
2546 N. 30th STREET MILWAUKEE, WIS.

TARGET ROLL

9 FOOT JUNIOR

Replacing the big bowling alleys EVERYWHERE—because it COMBINES ALL the same thrilling play features—conveniently "FITS ANY LOCATION" — earns more money than a pay table—costs NO MORE—yet LASTS ON LOCATION INDEFINITELY!

PRICE Only \$169.50 F.O.B. NEWARK

Target Roll, 9-Foot Junior, is the BIGGEST, BEST and STEADIEST MONEY-MAKER you can buy for 1937—RUSH YOUR ORDER NOW!

ORDER NOW

TARGET ROLL DISTRIBUTING CO.
127-139 FRELINGHUYSEN AVE. NEWARK N. J.

See It At—**Booth No. 216**
Chicago Show

Ray-o-Lite Is Unique Target

CHICAGO, Jan. 9.—Story of the original Seeburg Ray-o-Lite Rifle Range goes back more than two years. The idea responsible for its creation was just taking shape then in the form of intricate plans and blueprints. Here was an amusement machine with powerful playing appeal, employing an entirely new and different mechanism based upon the photo-electric cell principle. Seeburg engineers methodically and thoroughly studied all angles of their problem. Undoubtedly Ray-o-Lite Rifle Range would open a new phase of exploitation for the industry, but Seeburg engineers were going to be absolutely certain that the popularity and mechanical existence of the machines were going to be lasting.

So, with all this in mind, they settled down to more than two years of research and experimentation. After innumerable exhaustive tests, the machine was presented to the industry. Shortly thereafter reports flowed in from all parts of the country, citing almost unbelievable daily profits from Ray-o-Lite Rifle Range. The primary reason for its success was the machine's location adaptability.

One of the important playing appeals of the Ray-o-Lite Rifle Range is the satisfaction gained from handling its playing mechanism. The player is much impressed by the realistic, regulation size rifle and its accuracy. The range is housed in a modernistically beautiful cabinet and an attractive gun stand.

Operation of the Seeburg Ray-o-Lite Rifle Range is essentially simple and not in the least confusing and its dynamic playing appeal possesses an earning power that has been proved by the concrete evidence of profits.

J. P. Seeburg Corporation has the sole manufacturing rights to manufacture this device under patents Nos. 2,007,082-2,007,038 and other patents pending. The Ray-o-Lite is the original shooting game, operating on the patented principle of sending a ray of light to a photo-electric cell in a moving target. It has been the purpose and earnest desire of the corporation to acquaint operators that licenses to manufacture have not been granted to others.

The heads of the J. P. Seeburg Corporation hold high hopes for 1937 and the many years to come, and wish to reassure their many associates that they will not deviate in their policy to maintain the highest standards for both themselves and the industry.



SAM KRESBERG (left), Capitol Automatic Music Company, New York distrib. on a Bermuda trip with Mrs. Kresberg. Here he is with E. E. Sugarman, of The Billboard, New York, who also made the trip.

Genco Announces Payout Machine

CHICAGO, Jan. 9.—Genco, Inc., announces a new pinball game to team with Bank Roll, the bowling game. The new game is called Swing Time and is said to have all the pull of a payout table and more. It was developed in the Genco plant and has had full location tests in competition with payout tables and other devices.

Dave Gensburg, who took a game to California recently, reports that by showing the one sample he received orders for more than 500 games the first day. The Ponser organization, of Newark, N. J., having made a successful record with Bank Roll games, is reported to have placed an order for 1,000 of the New Swing Time machines for early delivery.

Genco officials say that with the showing of their new pay table at the 1937 convention the Genco plants are already humming with activity. Operators of bells and payout games are in for a real treat when they see the new-comer, Genco officials say. Since the machine has been kept a secret until the show opening, firm heads are reluctant to tell you more and merely ask that you see their new model at the 1937 show and sell yourself.

Coupon System By Premium Firm

NEWARK, N. J., Jan. 9.—Sam Broudy, president of Jersey Trading Company, premium firm, says that prospects indicate a greater use of merchandise premiums in the coin-machine field

during 1937. Full preparations are being made to meet the demand, he says, and his firm will offer the very latest items as they are placed on the market.

A coupon system is being developed for use with bulk merchandise machines which is expected to prove an attraction in this field.

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00

SPECIAL BOARDS, CARDS AND HEADINGS FOR VALENTINE, EASTER AND MOTHER'S DAY

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.

GRAB THESE BARGAINS NOW!

Pay Table or Tickets	PIN GAMES	Builder Upper
Bally Jumbo (1-B) \$27.50	Whirlpool (Ticket) \$11.50	Beat Aces 4.50
Bally Sky High (5-B) 27.50	Standard (Ticket) . . 15.50	T. N. T. 4.50
Bally Golden Harvest (1-Ball) 27.50	Bagatelle (Ticket) . . 16.50	Draw Ball 27.50
Western Carload . . . 7.50	Spitfire 4.50	Ginger 4.50
Western Jitters 37.50	King of Turf 3.50	Auto Dart 6.50
Jennings Daily Limit. 22.50	Balance 4.50	Hop Scotch 4.50
Jennings Redman (5-Ball) 22.50	Rapid Transit 4.50	Cross Roads 4.50
Gottlieb Battle Ball . . 17.50	Round & Round . . . 25.00	Electric Eye (Ticket-Payout) 65.00
Daily Double 17.50	Budget 7.50	
Double Up 17.50	Hunter 9.50	New Naval Counter Games
Sunshine Baseball . . . 75.00	Pippin 4.50	Reel "21" \$23.75
		Races 17.50
		Reel Dice 18.75
		Tri-O-Pak 24.75

TERMS: 1/3 Cash With Order, Balance C. O. D., F. O. B. New York.

NEW YORK DISTRIBUTING & SALES CO.
555-557 WEST 157th STREET (Tel.: WADsworth 3-7202-7203), NEW YORK.

BIG PROFITS-FAST PLAY

6 LARGE ASSORTED FISHING & HUNTING KNIVES
Pearl Colored,
On 300-Hole 5c Board, Pays Out \$2.10 In Cigarettes (14 Packages). Brings In \$15.00 NET TAKE, \$12.90.

No. B115—Sample, \$3.25. 12 Lots, Each \$3.00.
25% With Order, Balance C. O. D.

OPERATORS! Write Us for Prices on All the Latest Coin-Operated Counter Games.
Our New Colored Page Catalog Full of New 1-2-5c Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.

SALES BOARD OPERATORS and MERCHANTS

— USE NATIONALLY KNOWN —

Dolly Varden Chocolates

UNUSUAL CANDY QUALITY IN PACKAGES—ALL SIZES, 5c UP. ILLUSTRATED CATALOG.

WM. C. JOHNSON CANDY COMPANY WM. C. JOHNSON CINCINNATI, OHIO
NOW SOLE OWNER.

Guaranteed Used Machines • Ready to Put on Location

10 TURF CHAMPS \$72.00	4 PUT & TAKE \$12.00
2 MULTIPLE 59.50	SHORT SOCKS 25.00
2 ALAMO 39.50	TURF CHAMP TICKETS 40
2 DAILY RACES 49.50	SCOTTY 29.50
4 ROCKETS 8.00	

1/3 Deposit, Balance C. O. D.

BUSINESS STIMULATORS, 8 North DeQuincy, Indianapolis, Ind.
WANTED—ESCALATORS.

FIRST and LAST OFFER

Only 250 of these boards available. Takes in \$25.00, and pays out 10 \$1.00 trade awards and two Ideal-Lites with \$5.00 price tag under them. Mail \$1.00 for sample, or send \$2.00 for sample of this number and two 1c cigarette boards.

ASSOCIATED SALES AGENCY,
108 No. 17th St., Birmingham, Ala.

Lichtman Moves to Much Larger Space

NEW YORK, Jan. 9.—Charley Lichtman, of the New York Distributing Company, announces that the firm has moved to new quarters at 555-559 West 157th street. The new location provides the extra room that has been needed for some time. A ground-floor location provides a depth of 100 feet, and there are also two floors for stocks and display. Repair department will be greatly increased and additional employees added.

Attractive offices have been arranged and displays of machines handled will be more elaborate than ever before. A new office force will be formed to handle out-of-town trade, which has been growing rapidly.

Turner Favors National Group for Operators

DETROIT, Jan. 9.—Commenting on recent proposals for a new national association of operators to be formed by those major companies which now operate nationally or in several States, Frederick E. Turner, former national secretary of the old association and a leader in the revived group of two years and present president of the Automatic Merchandisers' Association of Michigan, made a favorable comment to *The Billboard* correspondent. Turner himself would be eligible to membership in the association of large operators, inasmuch as his own company, the Nik-o-Lok Company, operates in many States in the East and Midwest.

"There is a definite need for such a national association of operators," he said. "Since the idea of reviving the old national association somewhat as a federation of the State societies has fallen thru, this will be the next best method, and we need a national body.

"Such an association, incidentally, would be a great help to the local or State association faced with difficulty, either thru threatened legislation or in court or similar procedures. The big national operators are better situated financially to protect the interests of the

industry, and could place their powerful support behind the group whose interests were threatened locally if need be."

New Distributing Firm

DETROIT, Jan. 9.—Michigan Bolo Sales Company, organized by Irving Perlman and E. A. Zelomek, has opened a sports center and salesroom at 7727 Woodrow Wilson avenue in the north end. New firm is Michigan distributor for Pacent Manufacturing Company, Utica, N. Y. Company is selling almost exclusively to jobbers and has done a business of over 700 already.

The local salesroom serves as a neighborhood sport center as well and draws a number of patrons from the exclusive apartment house district near by. A number of machines are arranged around the room and help to introduce the new Bolo game to the Detroit public.

Commenting on sales, Zelomek, who is planning to go back to Rochester next week for an indefinite stay, said:

"Our sales have been very good indeed. The machines are catching on in popularity and we find them going largely into neighborhood types of stores—drug stores and confectioneries, for instance. Beer gardens are also accounting for a large number of the machines. Of course we have no actual figures on locations as we deal only with the operators."

Skill Game Group Seeks New Members in Drive

DETROIT, Jan. 9.—Skill Game Operators' Association is conducting an intensive campaign for membership, closing this week. By vote of the association at the annual meeting early in December, the membership fee for new members was raised from \$25 to \$50, effective January 1. As a result membership during December has become an increasingly valuable asset.

Personal contacts by officers and enthusiastic members have been largely responsible for the increase in membership, which brought 18 new people into the group during the past week, and has made the total membership over 50, setting a new high for local operators.



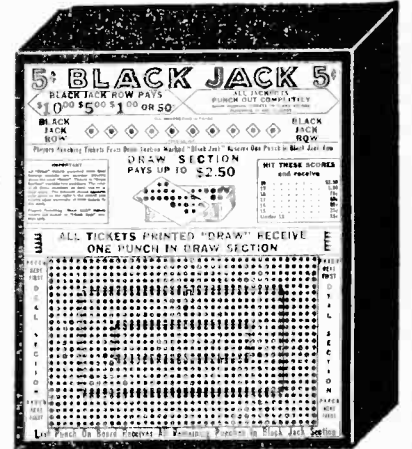
S. H. STANLEY, AUTOMATIC AMUSEMENT COMPANY, Memphis, "reads 'em and whoops" on the Paradise, new dice game by J. H. Keeney & Company, Chicago.

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

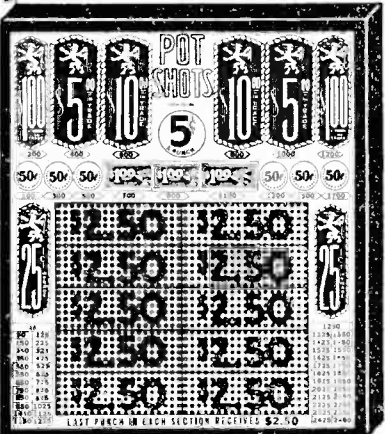
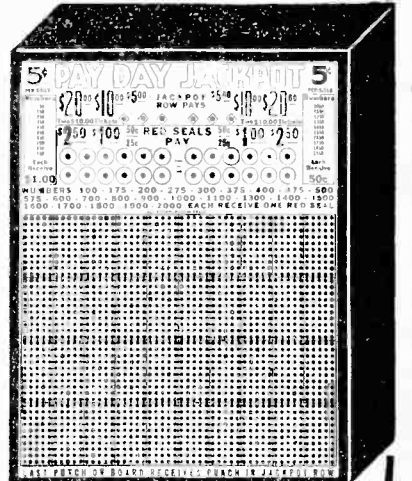


\$10.00 Definite Winner, Black Jack
 No. 1127 1000 Holes
 Played just like the popular card game of the same name.
 Takes in\$50.00
 Average Payout 22.88
 Average Gross Profit...\$27.12
Price \$2.42 Each
 Plus 10% Tax.
 Price includes easels and fraud-proof tickets for big winners.
A HARLICH JUMBO BOARD



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

YOU'LL SEE THESE 2 SENSATIONAL DAVAL HITS AT THE SHOW FOR THE FIRST TIME, NOW READY FOR IMMEDIATE DELIVERY FROM JOE CALCUTT!

★ TRI-O-PACK ★

1c CIGARETTE PLAY COUNTER GAME

Combines all the money-making power of Penny Pack—the thrill of Reel "21"—PLUS—new 1st, 2nd or 3rd ODDS play! The FASTEST MONEY-MAKING COUNTER GAME EVER BUILT!

FREE FOR 10 DAYS' TRIAL

Only... **\$24⁷⁵** TAX PAID

1/3 Deposit with Order, Balance Shipped C. O. D., F. O. B. Fayetteville, N. C.



RED 'N' BLUE

*NON-PAYOUT SPEED-ACTION 5 BALL REAL POKER PLAY PIN GAME "STRICTLY ACCORDING TO HOYLE" WITH EVERY HAND OF POKER CORRECTLY PLAYED!! PLAYER MUST BEAT HAND THAT LIGHTS UP ON INSERTION OF COIN! IT'S A REAL THRILLER!



Only... **\$59⁵⁰** TAX PAID

1/3 Deposit with Order, Balance Shipped C. O. D., F. O. B. Fayetteville, N. C. "RED 'N' BLUE is the Pin Game Hit of 1937!"

BE FIRST IN YOUR TERRITORY—RUSH YOUR ORDER NOW!!

SAVE MONEY

ORDER "VEMCO" GUARANTEED RECONDITIONED MACHINES!

SLOT MACHINES

MILLS 5c BLUE FRONT MYSTERY GOLDEN VENDERS	Each \$74.50
MILLS 5c REGULAR GOLDEN VDRS.	64.50
MILLS 5c WAR EAGLE ESCALATOR BELLS	55.00
MILLS ESCALATOR FRONT VENDERS	46.50
MILLS 5c LIONHEAD GOOSENECK BELLS	42.50
MILLS 5c SINGLE JACKPOT SIDE VENDERS	17.50
MILLS 5c BASEBALL F. O. K. VDRS.	19.50
MILLS 5c FRONT O. K. VENDERS	19.50
MILLS 5c OPERATORS BELL	15.00
MILLS 5c F. O. K., with Dummy Triple Jackpot	14.50
MILLS 10c EXTRAORDINARY MYSTERY FRONT VENDER	74.50
MILLS 10c MYSTERY GOLDEN VDRS.	77.50
MILLS 25c OPERATORS BELL	15.50
MILLS 1c BLUE FRONT MYSTERY G. V.	63.50
MILLS 1c REGULAR GOLDEN VDRS.	54.50
JENNINGS 5c CENTURY GOLDEN VENDER, Regular Payout	42.50
JENNINGS 5c CENTURY GOLDEN VENDERS, Mystery Payout	47.50
JENNINGS 5c SINGLE JACKPOT SIDES	17.50
JENNINGS 1c DUCHESS VENDERS	27.50
WATLING 5c BABY GOLD AWARD VENDERS	44.50
WATLING No. 2—1c Twin Vendrs.	37.50
WATLING 1c SINGLE JACKPOT FOK.	32.50
CAILLE 5c OPERATORS BELLS	27.50
"GOOD FORTUNE" AUTOMATIC BALL GUM VENDER, 1c-5c Play	29.50
KING 1c JACKPOT BELL	27.50
PACE 5c BANTAM JACKPOT BELLS	32.50
PACE 5c COMET FRONT VENDERS	42.50
PACE 5c COMET SIDE VENDERS	42.50

PAY TABLES

(1-BALL PLAY)	Each
WESTERN COCOANUTS	\$20.00
WESTERN PUT 'N TAKE	20.00
DAVAL BOWIE	20.00
A. B. T. TRANS PACIFIC	20.00
PARAGON	37.50
BALLY JUMBO	37.50
ROCK-OLA GOLD AWARD	37.50
MILLS TYCOON, Battery Model	37.50
MILLS TYCOON, Plug-In Model	42.50
JENNINGS DAILY LIMIT	37.50
MILLS DOUBLE HEADER	37.50
EXHIBIT TOP ROW	37.50
BALLY BONUS	49.50
ROCK-OLA ALAMO	49.50
GOTTLIEB BROKERS TIP	49.50
PAMCO GALLOPING PLUGS	49.50
KEENEY GRAND SLAM	49.50
BALLY HIALEAH	49.50
PAMCO RED SAILS	49.50
PAMCO PINCH HITTER	49.50
PAMCO CHASE	49.50
BALLY PEERLESS	49.50
ROCK-OLA CREDIT	49.50
GOTTLIEB DAILY RACES	49.50
BALLY ALL STARS	57.50
BALLY DERBY	57.50
BALLY MULTIPLE	57.50
GOTTLIEB FENCE BUSTER	57.50
PAMCO LEATHERNECK	57.50
BALLY NATURAL	57.50
PAMCO PALOOKA, JR.	57.50
KEENEY 'VELVET	57.50
BALLY CHALLENGER	62.50
BALLY ROUND UP	62.50
PAMCO BALLOT	62.50
PAMCO BELL	62.50
ROCK-OLA QUEEN MARY	62.50
A. B. T. CRUB STAKE	62.50
BALLY BLUE BIRD	62.50
(2-BALL PLAY)	
MILLS McCOY	\$57.50
(3-BALL PLAY)	
GOTTLIEB DAILY RACES	\$49.50
JENNINGS HIT IT	37.50
(4-BALL PLAY)	
JENNINGS FLICKER	\$72.50
(5-BALL PLAY)	
"B" MODEL TRAFFIC	\$10.00
"A" MODEL TRAFFIC	14.50
KEENEY BIG FIVE (2 or 5 Balls)	37.50
DAVAL BIG BEN	37.50
BALLY SKY HIGH	49.50
JENNINGS RED MAN	57.50
GOTTLIEB SUNSHINE BASEBALL	72.50
(10-BALL PLAY)	
BALLY ROCKET	\$ 7.50
BALLY RAMBLER	37.50
JENNINGS COCKTAIL HOUR	37.50
BALLY GOLDEN HARVEST	37.50
BALLY AIR LANE	57.50

STRAIGHT PIN GAMES

ROCK-OLA ARMY & NAVY	Each \$ 4.95
ROCK-OLA WORLD'S SERIES	4.95
SHOOTING STAR	4.95
SPOT-LITE	4.95
CHECKERS	4.95
"C" MODEL TRAFFIC	4.95
THREE-IN-LINE	7.50
BUCKLEY FAIR PLAY	7.50
PAR GOLF	7.50
JENNINGS STRATOSPHERE	10.00
MILLS NEIGHBORS	10.00
BUCKLEY HOP SCOTCH	10.00
A. B. T. AUTOBANK	10.00
A. B. T. AUTOWHIRL	10.00
DAVAL PANAMA	17.50
WESTERN HI-LITE (New Style)	17.50
ROCK-OLA HEAD-LITE, with Free Game Register	17.50
BUCKLEY DOUBLE NUGGET, with Payout Register	20.00
ROCK-OLA TOTALITE, with Payout Register	20.00
SHYVERS ROUND 'N ROUND, with Payout Register	20.00
EXHIBIT CUSHER	25.00
STONER MAD CAP	25.00

MISCELLANEOUS

A. B. T. 1c BIG GAME HUNTERS	Each \$17.50
A. B. T. HALF MILE	14.50
DAVAL CLEARING HOUSE	6.75
DAVAL CHICAGO CLUB HOUSE	7.00
DAVAL RACES	13.00
BUCKLEY HORSES	12.50
BALLY SPARK PLUG	17.50
JENNINGS CLUB VENDER	18.50
MAGIC CLOCK	2.95
DAVAL RITHMATIC	8.75
SANDY'S HORSES	12.00
ROCK-OLA RADIO WIZARD	2.95
GROETCHEN "21" VENDER	7.00
SARATOGA SWEEPSTAKES	9.00
DAVAL REEL "21"	16.50
MYSTERIOUS EYE DICE MACHINE	24.50
EVANS DERBY	17.50
MAKE TWENTY-ONE	6.00
GYPSEY	2.95
A. B. T. ROLL-ETTE COUNTER GAME	3.50
ROCK-OLA SHIP AHOY	3.50
DUCK SOUP (New)	1.95

SKEE GAMES

BALLY ROLLS	Each \$125.00
PONSER ROLL-A-BALLS	135.00
KEENEY BOWLETTES	155.00

TICKET GAMES

A. B. T. AUTODART	Each \$10.00
"A" MODEL TRAFFIC, 5 Balls	14.50
BALLY RAMBLER, 10 Balls	37.50
BALLY JUMBO, 1 Ball	42.50
GOLDEN HARVEST, 10 Balls	42.50
BALLY BONUS, 1 Ball	54.50
BALLY PEERLESS, 1 Ball	54.50
BALLY AIR LANE, 10 Balls	62.50
BALLY DERBY, 1 Ball	62.50
BALLY ROUND UP, 1 Ball	62.50

TERMS

APPLYING TO ALL ORDERS
To avoid delay 1/3 Certified Deposit (Check or Money Order) must accompany all orders; Balance shipped by us C. O. D., F. O. B. FAYETTEVILLE, N. C. All used machines are subject to prior sale. All shipments made by Express unless otherwise Specified. REFERENCES: Any Bank in Fayetteville, or your own bank.

THE VENDING MACHINE CO. 205-15 FRANKLIN ST. FAYETTEVILLE N.C.A.R.



ARE YOU GETTING EVERY ISSUE OF "THE JACK POT"—THE OPERATOR'S "BOOK-OF-THE-MONTH"? WRITE TODAY! BE SURE YOU GET THE NEW 52 PAGE ISSUE — IT'S CHOCK FULL OF NEWS!!

12 PROFITABLE MONTHS AHEAD!

Genco's **BANK ROLL**

GEO. PONSER CO., INC.
NEW YORK CITY
 FACTORY SALES AGENTS

GENCO INCORPORATED

OPERATORS of BANK ROLL
 have proved to their satisfaction that BANK ROLL is the only Bowling Game that has given them fool-proof operation . . . and steadily earned them BIG Profits!
"The Performance of the Past is the Promise of the Future"

The BIGGEST VALUE
 In the Industry!

Genco's **23'8"** BANK ROLL as displayed at the recent N. A. A. P. Amusement Park Convention.

PARK MEN—CARNIVAL MEN CONCESSIONAIRES

BANK ROLL is now available for immediate delivery in every size from 10'8" to 13'8" and from 17'8" to 23'8". Choose the size to fit your space.

GEORGE PONSER CO., INC.
 N. J. OFFICE: 11-15 EAST RUNYON ST., NEWARK, N. J.
 PHONE Blgelcw 3-6272

SALES OFFICE: 1140 BROADWAY, NEW YORK CITY
 PHONE WShland 4-3915

JANUARY 1937

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
..	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

FEBRUARY 1937

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
..	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

1937

WED.	THU.	FRI.	SAT.
..	7	13	20
6	13	20	26
9	20	27	..

AUGUST 1937

TUE.	WED.	THU.	FRI.	SAT.
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

SEPTEMBER 1937

MON.	TUE.	WED.	THU.	FRI.	SAT.
..	..	1	2	3	4
5	6	7	8	9	10
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30

MAY 1937

MON.	TUE.	WED.	THU.	FRI.	SAT.
..	1
3	4	5	6	7	8
10	11	12	13	14	15
18	19	20	21	22	23
25	26	27	28	29	30

JUNE 1937

TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19
22	23	24	25	26
..

OCTOBER 1937

MON.	TUE.	WED.	THU.	FRI.	SAT.
..
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29

1937

FRI.	SAT.
3	4
10	11
17	18
24	25
31	..

★ ★ ★ ★
EXTRA

Stoner Special

FINAL
Flask

Published in the Interests of Wide-Awake Coin Machine Operators
By **STONER CORP., AURORA, ILL.**

VOL. 2

JANUARY 16, 1937

NO. 2

"AIR RACES" AUTOMATIC PAYOUT GAME IN SPOTLIGHT OF NEW YEAR POPULARITY

"HOLD 'EM" FEATURES DOUBLE PLAY AND DOUBLE PROFITS



\$54.50

**ELECTROPAK
EQUIPPED.**

Size: 21"x41".

Only Novelty Football Game This Season

An amusement game of unusual interest and extraordinary player appeal is Stoner's recently introduced "HOLD 'EM," which, according to distributors' reports from every section of the country, has met with a tremendous success ever since its inception.

"Hold 'Em" is especially interesting because it brings together two opposing teams, each scoring against the other, providing the team-against-team rivalry of actual football.

Players desiring to play solitaire can play one team alone, while the score of the opposing team does not appear. Most players, however, want to see BOTH Yale and Harvard in the scrimmage, and to do so they gladly deposit two nickels instead of one, doubling

the operator's revenue. When played by two persons at the same time, players can shoot alternately, each representing his choice team and exercising his utmost skill in scoring. According to early reports from distributors, this feature is responsible for "Hold 'Em's" earnings practically doubling those of ordinary games. Every play results in a score for one or both teams, the scores registering on the light-up board for the respective sides. The game is priced at \$54.50, Electropak equipped.

Thrilling as the gridiron itself . . . with Yale and Harvard in actual scrimmage . . . both sides scoring with almost every play, Stoner's new "HOLD 'EM" needs no fancy language to capture an operator's favor. Play it just once and you instinctively KNOW that this game . . . of all games . . . is a Profit Touchdown!



M. H. Stoner. Harry Stoner. Ted Stoner.

"THREE WISE MEN" PICK 1937 AS BANNER YEAR OF PIN GAME INDUSTRY

INCREASED PAYROLL TO MEET RUSH OF ORDERS

Altho Stoner has added many additional men to its payroll, the demand is so great that it is having difficulty in filling orders promptly for the newest games.

Another game that is keeping the Stoner plant humming is Turf Champs, a combination ticket and cash payout game with five balls. Altho first introduced a year ago at the Chicago Show, we can't get Turf Champs fast enough to fill our orders, according to Dave Robbins, Stoner Distributor.

"Turf Champs" is priced at \$137.50, Electropak equipped.

As many as eight people can play AIR RACES at the same time . . . or any smaller number can play, depositing up to eight coins as they desire.

That means "gate receipts" as high as 40c on every "RACE"! You can see the profit possibilities of such a game on any location.

AIR RACES gives the player plenty to do . . . an opportunity to actually participate in the play . . . a chance to exercise his skill and judgment. That's what players want.

Operation is simple as A B C. First, each player selects one or more planes he chooses to "fly" in the race. Numbers of planes selected are shown in lights on the flying field. A player can pick one plane . . . or two . . . or half-a-dozen if he wishes. Each plane "entered" in the race calls for another nickel.

With the planes picked by the various players (as many as 8 can play at once), the race begins. Then the 8 planes circle around the course on the light-up board while odds show up in lighted discs. The single shot, propelled from the plunger trough, finds its way through electric contacts on the playing board and starts the ODDS CHANGING. Or the player's skill may bring him to "Happy Landing" with 40-1 odds if his plane wins.

The planes continue in motion until the end of the race. The plane that stops opposite the number selected receives the Automatic Payout at the indicated odds.

You who knew the multi-coin principle of TURF CHAMPS can best appreciate what AIR RACES can do . . . for AIR RACES has everything that TURF CHAMPS had . . . and then some!

If you have a sharp eye for PROFITS . . . then the EIGHT-COIN play of AIR RACES is proof that you can't afford to be without it.

If you want a trouble free "full time performance" on choice locations, free from the losses of mechanical failure and costly "service calls" . . .

If you are not satisfied with "the take" on your present locations . . .

If you are seeking a game that will keep "player interest" geared up to high pitch—then we say to you, "Order Air Races Today!"

See

"AIR RACES"

ON DISPLAY

in the

STONER BOOTH

at the Coin

Machine Show

in Chicago

NEW GAMES BUILT WITH VIEW TO OPERATORS' NEEDS

During the year just passed, Stoner games have been enthusiastically received by Operators in every section of the country. We thank you for your encouragement to us in our efforts . . . and we pledge ourselves to continue working in your behalf, for our success depends upon yours.

Stoner games are designed and built to give LONG TIME SERVICE—to draw REPEAT PLAY—and to function continually without interruption.

Now, as always, we are eager to build games as you desire them—full of features that will pull the play your way. Constructive criticisms and suggestions are always welcome. We extend a welcome to you, too, in person, whenever you have an opportunity to visit the Stoner plant.

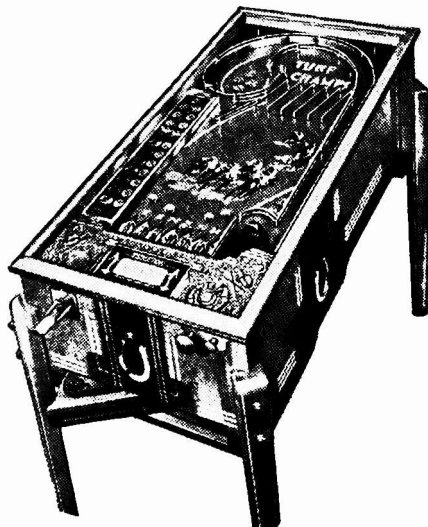
"ARISTOCRAT GIRL" TRADE MARK COMES TO LIFE IN 16-PAGE STONER BOOK



In a 16-page Brochure, the famous "Aristocrat Girl" at last has forsaken her dignified pose of the familiar Stoner Trade Mark, and now goes into the "balloon dance," accompanied to an alphabetical arrangement of a seven-stanza "ditty," featured in a novelty advertising piece just off the press.

The book, 9x12" in size, is illustrated in life-like two-color sketches, with a cover design that will stop you in your tracks.

See the Stoner Booth at the Coin Machine Show in Chicago, and get your copy, free for the asking





★ ★ ★ Through all the mystery of what the future holds in store—that neither human eye nor mind can pierce—three bright stars shine forth to safely and surely guide operators and jobbers to the security of bigger, better and easier profits for 1937...

★ **BALLY GAMES**

★ JOHN A. FITZGIBBONS' PROFIT-SHARING PLAN

★ JOHN A. FITZGIBBONS' PAY-AS-YOU-EARN PLAN

For full details of the new Bally games and the history making Fitzgibbons' plans write today to . . .

FITZGIBBONS DISTRIBUTORS, INC.
453 WEST 47th STREET, NEW YORK, N. Y.
362 MULBERRY STREET, NEWARK, N. J.

The Game

THAT PLACED
AMUSEMENT TABLES
ON A
PAYING BASIS!



"BOLO"

- THE SENSATION THAT REVIVED THE NOVELTY GAME.
- THE GAME THAT PUT MANY OPERATORS BACK IN THE BIG MONEY CLASS.
- THE GAME THAT MADE THE REPUTATION OF "PACENT"
- THE GAME THAT WILL MAKE REAL MONEY FOR YOU



THE ORIGINAL
"BOLO"

WIDELY IMITATED
BUT NEVER DUPLICATED.

\$54.50 FEDERAL EXCISE TAX PAID

EQUIPPED WITH POWER PACK
\$5.00 EXTRA

**Bolo Payout
and Ticket**

EQUIPPED WITH EVERY
REFINEMENT POSSIBLE

\$127.50 FEDERAL EXCISE TAX PAID

TICKET MODEL \$10.00 EXTRA — No Extra charge
for Check Separator — D. C. Adaptor \$5.00 extra —
Power Pack Equipped, no extra charge.

All Prices F. O. B., Utica, N. Y. — 1/3 Deposit Required With Order

Pacent Novelty Manufacturing Co.
INC.
UTICA, N.Y.



Again

MODERN LEADS
with WURLITZER'S
SKEE BALL

Eastern operators have learned to depend on Modern's judgment because of the long list of winners Modern has picked for them—and because they know that before Modern recommends a machine it must have three qualities: *unusual eye appeal, unusual durability, and unusual money making ability.* Modern recommends Wurlitzer's Skee Ball because it has those three qualities in a greater degree than any machine on the market. The thousands of SKEE BALLS now making substantial profits for Modern's operators testify to the fact that Modern has picked a winner again! Write, Wire or Phone Modern today, GRamercy 7-7060. Liberal Finance Plan to Responsible Purchasers.



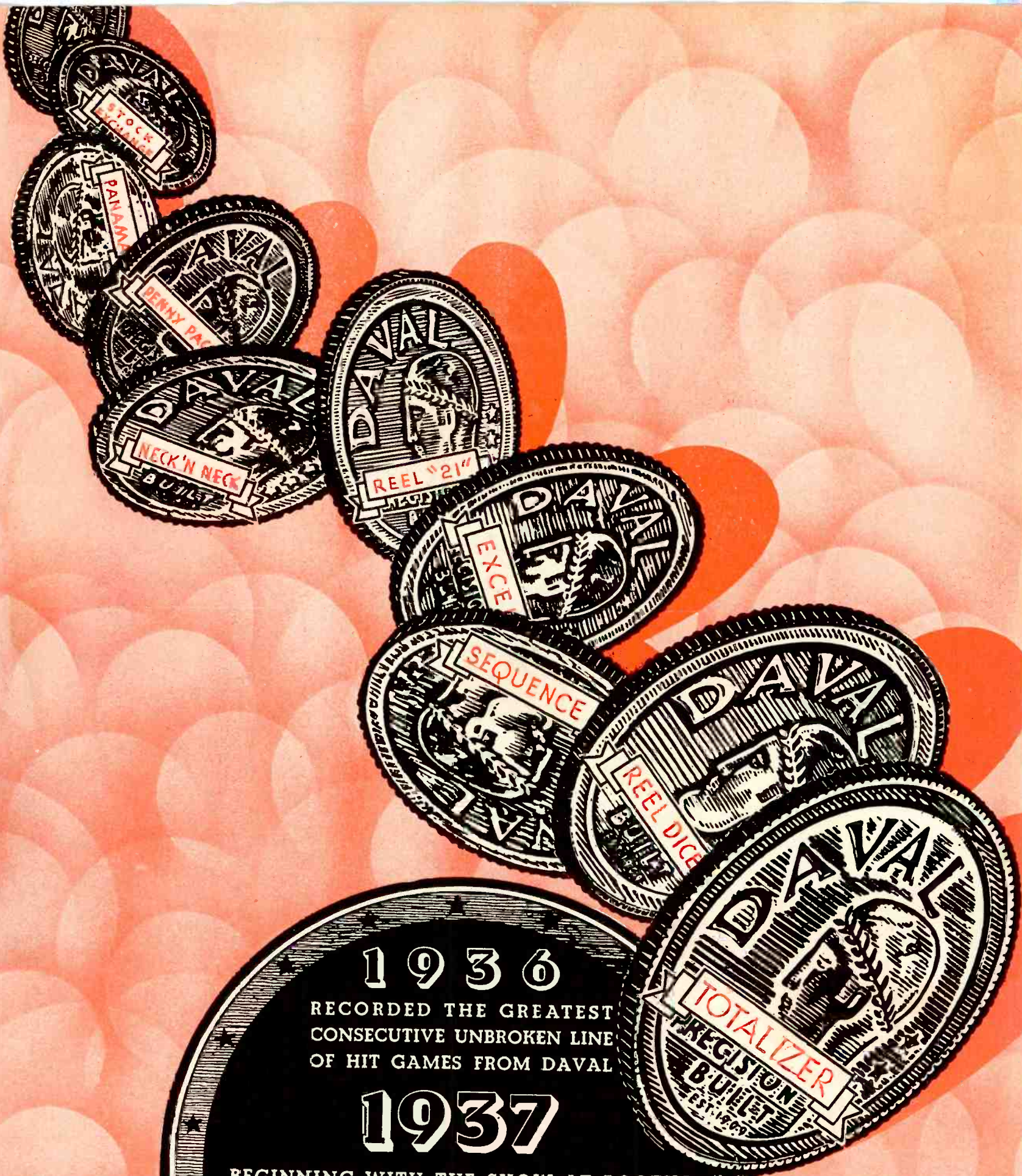
A MODERN PRODUCT
IS ALWAYS A
WINNER

EASTERN FACTORY DISTRIBUTORS

Modern Vending Company

656 BROADWAY, NEW YORK CITY

MODERN AMUSEMENT SALES COMPANY



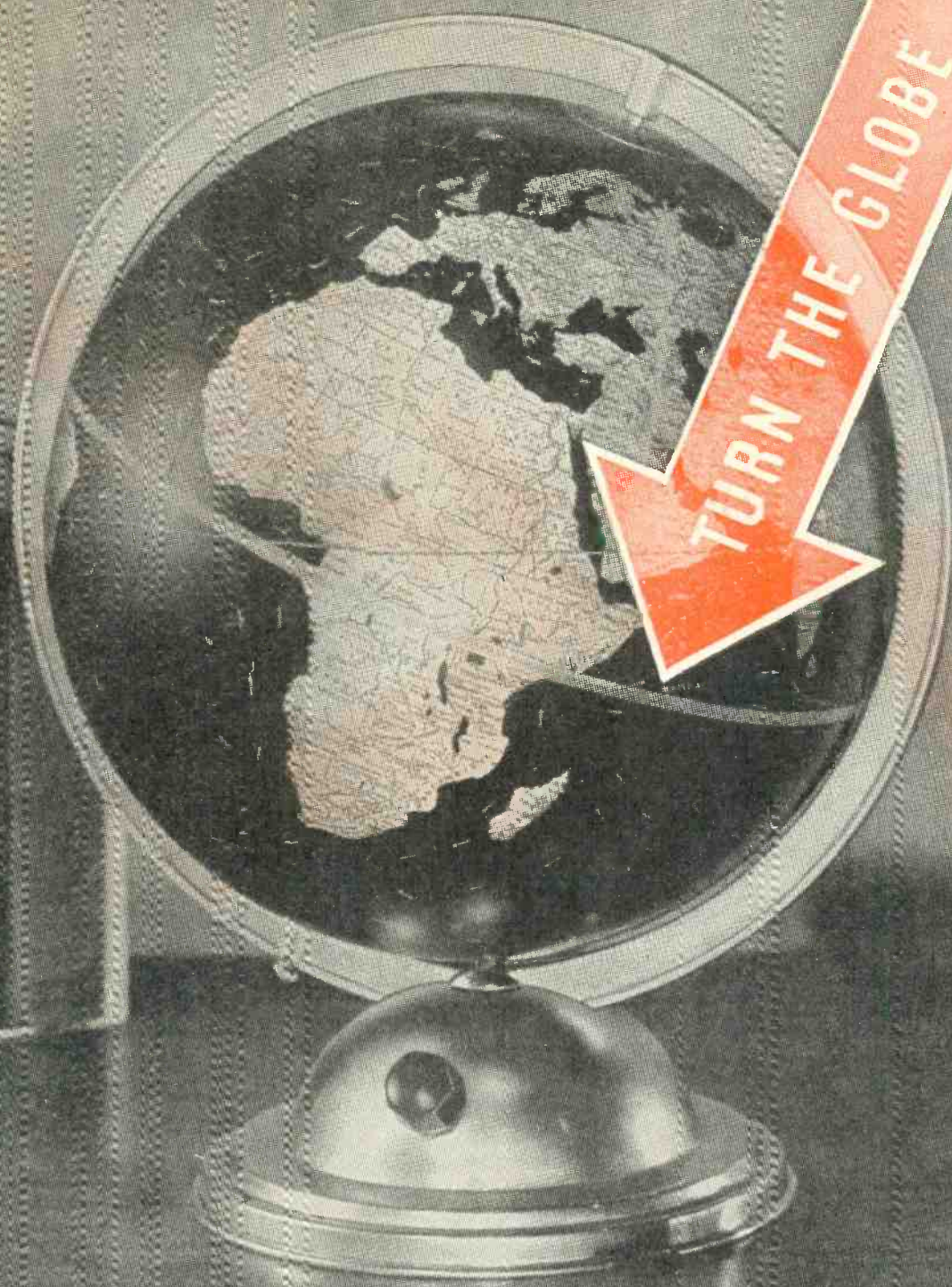
1936

RECORDED THE GREATEST
CONSECUTIVE UNBROKEN LINE
OF HIT GAMES FROM DAVAL

1937

BEGINNING WITH THE SHOW AT BOOTHS
54 and 55 DAVAL IS READY WITH EVEN
GREATER HITS THAT WILL SUBMERGE ALL
FORMER DAVAL TRIUMPHS

DAVAL
MANUFACTURING CO.
200 SOUTH PEORIA ST.
CHICAGO



Globe-Trotter Radio

THE ONLY "RADIO IN THE WORLD"

**THE
GRAND
PRIZE.**

See it at the
COIN
MACHINE
SHOW
SHERMAN
HOTEL
Booth No. 126

for SALES BOARDS

It's "A Natural"—the Greatest Sales Board Premium Ever Offered!—It's New!—It's Novel!—It's Different!

This IS the Big Prize for 1937—Cash in NOW, while It's Hot! The Globe Trotter Radio is pulling really big play for the nation's leading sales board operators.

Not offered for sale on the open market, Distribution limited strictly to Sales board and Premium use. . . . It's a real set up with plenty of flash and worlds of appeal. Everyone who sees it wants to take it home.

Important franchise territories where hundreds of live wire operators are using radios, are available to live wire distributors.

MAKE THE GLOBE TROTTER FRANCHISE YOURS — In this limited space we cannot hope to tell you the big profit story of the Globe Trotter Franchise. We want you to know the entire story — to send you complete literature and full information.

Let us know which territory interests you. Write, or better yet, WIRE today!

GLOBE-TROTTER Radio CO.

549 WEST RANDOLPH STREET

CHICAGO, ILL., U. S. A.



THE DECISION HAS BEEN MADE!

**YOU CAN'T FOOL THIS UMPIRE
... NOR ... A SMART OPERATOR**

ROCK-OLA'S NEW 1937 WORLD SERIES is just "fool-proof" in every way.

Even the Umpire cannot make a mistake! Only the Pitcher can fool the Batter!—for he winds up and throws in fifteen different positions.

Every player in the "Outfield" shifts when your bat contacts the ball, pitched by Dean.

The ONLY trouble about "ROCK-OLA'S NEW 1937 WORLD SERIES" is that the Operator himself won't get away from the machine long enough to let PATRONS of the location play it.

STAND BACK THERE, MR. OPERATOR! GIVE THOSE CUSTOMERS A CHANCE TO GET AT THE FRONT OF THE MACHINE!

In all your born days, you never saw such Merry, Joyous, Hilarious Enthusiasm over any kind of coin-operated device—and THE BEST PART OF IT ALL—it is Legal all over, and there is no Time Limit on its Profit-Producing Possibilities. The earnings will last for years!

ROCK-OLA MFG. CORPORATION
800 N. KEDZIE AVE. CHICAGO, ILL., U. S. A.



ROCK-OLA'S

1937

WORLD SERIES



FIRST

Published Reports, Pictures,
Stories and News of the Conven-
tion will appear in the January 23
issue of

The Billboard

Out Jan. 19---Just 5 Days After the Convention Closes

Every Operator—those who attended the convention as well as those who didn't—will get a copy of this issue to read complete details of the convention and the announcements of the leading Manufacturers, Distributors and Jobbers.

ADVERTISERS

Manufacturers Distributors Jobbers

Take advantage of the Extra Reader Interest and Special Distribution of the January 23 Issue of The Billboard.

LAST FORM CLOSES SATURDAY, JANUARY 16

If you are in Chicago don't wait until you return home to send in your advertising copy and instructions. Special arrangements have been made to serve you right in Chicago. Any of the following Billboard representatives attending the convention will see that your advertisement reaches Cincinnati promptly:

E. W. EVANS	HELENE PALMER	BILL LITTLEFORD	AL HARTMANN
JACK SLOAN	FRANK JOERLING	GREGG WELLINGHOFF	WALTER HURD
C. J. LATSCHA	JOE ORLECK	CLIFF STROM	BILL SACHS

Those Who Are Not in Chicago Should RUSH THEIR COPY
TODAY Direct to

THE BILLBOARD, 25 Opera Place, Cincinnati, O.

SPECIAL!

12 PACES RACES, Cash Payout, Slightly Used, Guaranteed Like New. Ser. Nos. 3855-3148-3562-3708-3853-3309-3654-3651-3012, \$250.00. Ser. Nos. 2789-2998-2905. \$240.00. These are 20 to 1 payout. If 30 to 1 is desired add \$10.00. 1 25c Cash Payout Paces Races, used 2 weeks, like new, 3661, \$245.00. 2 Brand New 5c Check Sep. Black Cabinet, Never on Location, F. S., \$365.00. 2 Brand New Cash Payout 5c Play Black Cabinet 30 to 1, new, \$340.00.

Operators and Jobbers Write Us Before Buying Elsewhere
SLIGHTLY USED AND FLOOR SAMPLE MACHINES

9 MILLS SINGLE JP FRONT V., 5c. Ser. 120493 to 374732..... \$15.00	9 PACE BANTAMS, 1c play, C12355 to C16533..... \$15.00
2 MILLS SINGLE JP SIDE V., 234837 and 249348..... 15.00	1 PACE BANTAM BELL, 10c, 8512..... 20.00
3 MILLS SINGLE JP BELLS, 25c. 137101-211091-254010..... 25.00	1 MILLS 25c SILENT, 290646..... 45.00
1 MILLS DOUBLE JP SKYSCRAPER, Side. 329457. 1c..... 25.00	1 JENNINGS DUCHESS, 1c, 13134..... 15.00
2 MILLS SILENT DOUBLE FRONT V. 5c. 289961 and 290492..... 25.00	2 TRIPLE DUKE, 1c play, 18411-18455..... 15.00
14 MILLS 5c BLUE FRONT GAV. 317220 to 389127..... 65.00	8 SINGLE DUKE, 1c play, 3246 to 14704..... 11.50
5 MILLS FUTURITY JPGA V. 381520 to 383004..... 65.00	1 JENNINGS VICTORIA FV, 5c play, 100548..... 17.50
1 MILLS 50c BLUE F., No. GA. New 387570..... 90.00	9 JENNINGS RESERVE Side V, 79574 to 82021, 5c play..... 12.50
5 MILLS 25c BLUE F, No GA. 28848 to 387570..... 70.00	4 JENNINGS PRIMER, Side V, 71844 to 77185..... 12.50
3 MILLS 25c BLUE F GA. 324598 to 383971..... 70.00	20 USED MILLS STANDS..... 1.75
1 MILLS 25c RED F Comp Skill GA. 362738..... 90.00	SLIGHTLY USED PIN GAMES
3 MILLS 25c REGULAR GA. 300740 to 306468..... 45.00	DUCK SOUP, new, per doz..... \$ 12.00
2 MILLS FUTURITY, 5c. No GA. 385211 and 385212..... 65.00	1 PALOOKA JUNIOR..... 70.00
2 MILLS BELL WAR EAGLE, 5c. 261599-265019..... 35.00	20 REEL 21..... 11.00
3 5c REGULAR GA. 30263-306185..... 45.00	1 PACES RACES, 5c check sep. F. S. never on loc., 30 to 1 walnut cabinet..... 375.00
1 5c GOOSENECK. 301728..... 30.00	1 Brand New PACES RACES, F.S. ca., payout 5c, walnut cabinet..... 355.00
15 1c MYSTERY BLUE FRONT GAV. 322982 to 384374..... 39.50	1 ROCKOLA REGULAR, Mod. F.S., never on location..... 197.50
1 MILLS QT, 1c Play. 7838..... 25.00	1 ROCKOLA RHYTHM KING, F.S., never on location..... 227.50
11 MILLS SILENT 5c DIAMOND F JPV. 216716 to 385200..... 35.00	2 MILLS HIGH BOY PHONO Selective..... 25.00
2 5c SKY SCRAPER VENDER, 322685-333010..... 35.00	2 GABEL JR., 12 record..... 50.00
1 MILLS REGULAR GAV, 308293..... 27.50	3 GABEL JR., 12 record, Sel..... 75.00
3 5c WATLING ROLATOPS GAV, 65326 to 68967..... 42.50	16 GABEL 24 record Selected, reconditioned, amplifier..... 35.00
6 WATLING TWIN JPV, 5c, T47923 to T56325..... 27.50	2 EXCELS F. S..... 35.00
9 WATLING 1c, T51185-71299..... 21.00	1 BALLY BONUS..... 30.00
7 WATLING SINGLE JPVF, 5c, 42282 to 45600..... 12.50	1 SKY HIGH, Ca. & Tick..... 35.00
	3 EXHIBIT ELECTRIC EYE..... 60.00
	9 PROSPECTORS..... 19.50
	1 JUMBO..... 25.00
	1 BIG FIVE..... 15.00
	1 GENCO CHAMPS..... 10.00
	25 TURF CHAMPS, Like New..... 72.50

All orders must be accompanied by 1/3 deposit in the form of post office, express, telegraph money order.
MOSELEY VENDING MACHINE EX., Inc., 00 BROAD ST., Richmond, Va.
DAY PHONE: 3-4511, 3-4512. NIGHT AND SUNDAY, 5-5328.

PUMP A JIGGER IN A JIFFY!



Here's 1937's First Big Premium Smash Hit for Sales Boards

The MERRY-GO-ROUND CRYSTAL-CHROME REVOLVING BAR

The newest and most unique in drink accessories; flashy quality commands instant attention and interest; serves a jigger in a jiffy; pump once—drink is measured; tray revolves, ready for the next drink; holds six glasses, capacity one quart; made of the finest crystal glass, metal parts heavily chrome plated; easily cleaned, will not tarnish. Guaranteed for a lifetime.

BE FIRST With the "Merry-Go-Round" on This EXCLUSIVE JAY ROSE TESTED DEAL

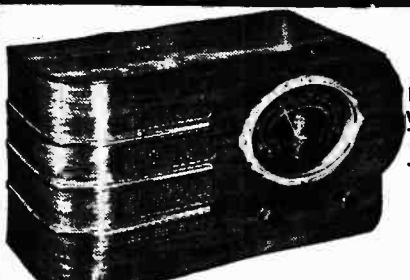
All complete—ready to put on locations and earn you quick profits at once!
Special 600 Hole—24 Section Cigarette Board with 2 Jackpots, assuring 90% take. 49 Winn rs, plenty of play appeal.
Board is very attractive, beautifully lithographed in 9 colors with easels and celluloid protectors over jackpots.

600 Hole 5c Sales Board Takes In..... \$30.00
Pays Out 59 Packs Cigarettes @ 15c..... 8.85
Gross Profit Per Deal..... \$21.15
ALL COMPLETE AT THIS AMAZING LOW PRICE
Total Cost of Deal, Ea..... \$6.25 (6 or More, Ea., \$6)

TERMS—1/3 Deposit, Balance C. O. D.

YOU CAN'T LOSE—YOU TAKE NO RISK \$1,000 GUARANTEE
We have posted \$1,000 to assure you that our 7-Day Money-Back Guarantee means exactly what it says.

J. ROSE & CO. 2316 LOCUST ST. ST. LOUIS, MO.



Amazing Fast Salesboard Deal
With THIS BRILLIANT CHROME-TRIMMED RCA LICENSED 5-TUBE AC-DC RADIO

WITH RCA LICENSED TUBES
ALL NEW 1937 FEATURES
2 Wave Bands, including short wave for police calls, aviation and amateurs; illuminated 4-colored aeroplane dial; full 5-inch dynamic speaker; self-contained aerial; size 16" x 7 1/2" x 5 1/2".

Special 1200-Hole Radio Salesboard with double jackpot takes in \$60.00 and brings profit of \$42.58 (after deducting cost of radio and board and cigarette payouts).
\$10.55 LOTS OF 2 **\$10.95** SAMPLE RUSH \$2 Deposit, Balance C. O. D.
J. M. BREGSTONE & CO. 538 S. Clark St., Chicago, Ill., or Booth 80, Coin Machine Show. Sold Under Past-tive R.M.A. Guarantee. Send for Free Catalog of 25 Latest Radio Models.

Jennings Party Is Homecoming

CHICAGO, Jan. 9.—All members of the far-flung sales organization of O. D. Jennings & Company gathered around the lavish Blue Bar in the Jennings plant here today to swap tall stories. Among those present were Jack Moore from Oregon, Jean Minthorne from California and Fred Anderson, Wallace MacClay and Frithlof Burgeson, who cover the Illinois, Indiana, Missouri and Wisconsin territory. Frank White from Iowa, P. L. Burgeson from Minnesota and R. E. (Smitty) Smith from the East, also were among those present.

After old acquaintances were renewed, Frank Maitland and Bill Ryan unveiled the new machines and also statistics on actual operation tests. Following the general program a banquet was served. In addition to the home-coming party, the Jennings firm will observe "open house" during the 1937 convention, with tours thru the plant, and also entertainment for guests in the Governor's Suite in the Hotel Sherman.

easily visible to the location owner from a distance. The device occasionally doubles or triples the player's award, hence offers strong encouragement to the player. There are no holes in the board. The balls roll over special contacts which continue to add up the score for the player, somewhat after the fashion of the Stock Exchange game, but in a more thrilling manner. The Totalizer game will be shown at the 1937 convention along with a complete Daval line, including Sequence, Excel, Reel "21" and a new surprise counter game, along with other products. On a recent trip to various parts of the country A. S. Douglas, president of the company, received many encouraging reports from distributors and jobbers who are leaders in their section. These leaders all said they are expecting record sales on the Daval line during 1937.

Daval Features New Table Game

CHICAGO, Jan. 9.—Following a long series of successful table games, including such names as Stock Exchange, Panama, Neck 'n' Neck, Excel and Sequence, Daval Manufacturing Company was ready with Totalizer for the opening of the 1937 season.

Totalizer is said to have been developed to meet the demand for a high-score pin game, a demand that has been steadily growing for the past year. The game is described by the maker as embodying all important features common to modern pin games, with some very important features added. The game is beautifully designed along the usual Daval lines and also carries the quality mark that has always been evident in our games.
The unique totalizer arrangement which adds the score for the player is



J. H. (JACK) KEENEY, head of J. H. Keeney & Company, Chicago.

THESE'LL MAKE YOU WHISTLE!!

7 All Stars..... \$30.00	1 Put 'N' Take, Front Dr. \$ 5.00
1 Big Casino (Chicago Coin)..... 20.00	1 Paces Races, Ser. 1500 175.00
7 Challengers..... 40.00	1 Ray's Track, Used Very Little..... 250.00
1 Chase (Pacific)..... 20.00	1 Thorobred (Western) Used 4 Days..... 200.00
1 Daily Limit (Jennings)..... 15.00	SLOTS
4 Derbies..... 35.00	1 25c Mills Dice, With Cabinet, Slightly Used..... \$125.00
12 Flying Highs (Western)..... 50.00	1 5c Mills Golden Mystery S. V..... 50.00
4 Jumbo..... 25.00	1 5c Mills War Eagle Bell, Even Pay..... 45.00
3 Round Ups..... 30.00	2 5c Mills Futurity, Mystery Pay. (Used 3 Days)..... 87.50
1 Sportsman..... 7.50	1 25c Mills Extraordinary, Even Pay..... 50.00
1 Stampede..... 10.00	SLOTS
1 Sunshine Derby (Gottlieb)..... 20.00	1 25c Superior Races, Venders..... \$45.00
17 Tycoons, With Electropaks..... 25.00	1 25c Jennings Chief, Mystery Pay (Used 1 Week)..... 75.00
	1 5c Jennings Triple Century, Even Pay 40.00
	2 5c Superior Races, Venders..... 40.00

7 Jennings 1c Club Venders (Used 1 Week)..... \$27.50
All machines thoroughly reconditioned.
TERMS: One-Third Cash, Balance C. O. D.
1304 Throckmorton St., FT. WORTH, TEXAS

COUNTER GAMES

Auto Punch..... \$25.00	Wagon Wheels, Sports..... \$ 8.00	Mysterious Eyes..... \$15.00
Kings 6, Jr..... 8.00	Big Game Hunter..... 15.00	21 Vender, Zig Zag..... 6.00
Spark Plugs..... 7.50	Baby Lite-A-Line..... 8.00	Pipe Eye, Roll Skill..... 4.00
Mills Tickettes..... 3.00	Reel 21's..... 8.00	Totem Tkt., Smoke Up..... 8.00
Draw Pokers..... 7.00		Dbl. Slot Mach. Safes..... 15.00

PAY TABLES

Big 5, Sr..... \$16.00	Pearless, Cash..... \$38.00	Giant..... \$22.00
Bonus Tickettes..... 32.00	Put 'N' Takes, Front Dr. 9.00	Hells Bells..... 7.00
Carlocas, Monarchs..... 9.00	Sportsmans, Triple Bank 7.00	Jumbo & Sky High, Tkt. 30.00
Do or Don't..... 8.00	Traffic A..... 9.00	25c Paces Races, 1584 150.00
Electric Eye, Cash..... 40.00	Bonus, Cash..... 32.00	Pearless Tkts., Velvet..... 38.00
Golden Harvest, Cash..... 27.00	Bonus, Tkts.; Ten Grand 37.00	Ranger, Sunshine Derbys 28.00
Ivory Golfs..... 13.00	Champions, Gold Rush 7.00	Stock Market..... 28.00
Kings of Turf, Payout..... 18.00	Double Nugget, Payout 12.00	Galloping Plus, Ticket 41.00

Send for Pin Game and Slot List. 1/3 Deposit With Order, Balance C. O. D.
CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main St., WATERBURY, CONN.

Offered as
AMERICA'S BEST RECONDITIONED GAMES!
Very Special!
You Order Three—Pay for Two,
Get One FREE!

Buy two Games from list below . . . get a third Game FREE (of a price not higher than lowest price Game you pay for). EXAMPLE: Buy a Bally Derby at \$59.50, then a Ballot at \$49.50, you get a Pamco Speedway FREE! If you order three Games all the same price, one is FREE! Order as many as you want, any kind. Every third one is free, priced no higher than the lowest priced one you pay for.

ALAMO	\$29.50	MULTIPLE	\$54.50
ALL STARS	39.50	PAMCO PARLAY, SR.	44.50
BALLOT	49.50	PAMCO PALOOKA, JR.	54.50
BALLY DERBY	59.50	PAMCO SPEEDWAY	44.50
BIG SHOT	29.50	PEERLESS	39.50
BLUE BIRD	85.00	PINCH HITTER	39.50
CHALLENGER	49.50	RAINBOW	34.50
CREDIT	39.50	RED SAILS	44.50
DAILY DOUBLE, JR.	22.50	ROUND UP	49.50
DAILY LIMIT	29.50	SUNSHINE DERBY	29.50
DAILY RACES, Mul.	44.50	TOP ROW, JR., Floor Sample	39.50
DAILY RACES, Mys.	64.50	TRAPLITE	89.50
DE LUXE 46	19.50	VELVET	59.50
HIALEAH	44.50	WESTERN RACES, Multiple	44.50
HOLLYWOOD	27.50		

F. O. B. Dallas—1/3 Cash With Order, Balance C. O. D.

ELECTRO-BALL CO., Inc., 1200 Camp, Dallas

Gottlieb Celebrates Its 10th Birthday

CHICAGO, Jan. 9.—Coincidental with the coin machine show, D. Gottlieb & Company are celebrating their 10th anniversary.

Gottlieb started with Husky Grip, a 1-cent machine that permitted you to test your strength. Then came Majestic Moving Target and Miniature Baseball. Finally Gottlieb developed the first successful pin table, Baffle-Ball. It proved to be a sensation at the time. It was one of the biggest sellers in the industry and was looked upon as the ultimate in coin machines.

Baffle Ball was conceived in the middle of the depression, when the tide of fortune was ebbing. Some invested what they had salvaged from the debacle in Baffle Ball. Today they're among the biggest distributors and operators in the trade.

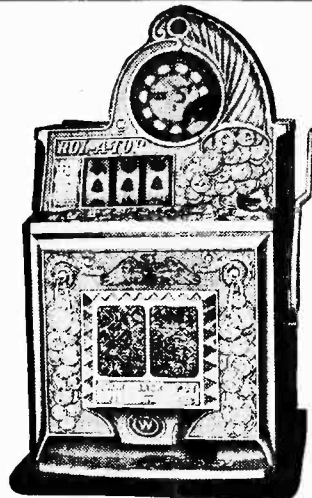
So great was the demand for Baffle Ball that Gottlieb had to look about for a new method of production—for the first time they applied the mass production methods of the automobile manufacturers. The coin machine industry had taken a great step forward.

Next Gottlieb came out with Five-Star Final, also a pin table, which surpassed even the sale of Baffle Ball. Then followed a series of games, the outstanding of which was Big Broadcast. Then the adoption of electrical devices, such as kickers, etc., used first on Flying Trapeze, which led into the era of payout games—another step forward.

The experimental stage of the payout games at the Gottlieb plant included Liberty Bell, Plus and Minus, Treasure Ship and Varsity. With the experience gained from these games Gottlieb produced the Electric Baffle Ball. The demand for Electric Baffle Ball caused Gottlieb production to double. Baffle Ball was followed by Sunshine Derby.

There is the remarkable record of Daily Races, which is now going into its 11th month of steady production and is current history familiar to everyone in the industry.

D. Gottlieb & Company were the first to introduce the Hammond electric clock on their games as standard equipment. Their newest payouts are Speed King, Derby Day, College Football, Hit Parade, High Card and 1937 Daily Races.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,
 Bell, Front Vender and Gold Award
 Built for 1c-5c-10c-25c Play

Made Only By
WATLING MFG. CO.

4640-4660 W. FULTON ST.
 CHICAGO, ILL.

Est. 1888—Tel.: COLUMBUS 2770.
 Cable address "WATLINGITE" Chicago



BON VOYAGE

1,000 HOLES. THICK BOARD.
 DEFINITE PAYOUT.
 FAST PLAY. BIG PAY.
 Takes In \$50.00
 Pays Out 24.90
 Profit \$25.10
 Colorful and Attractive.

PRICE \$1.80 PLUS 10% TAX
GLOBE PRINTING CO.

1023-27 Race St. PHILADELPHIA, PA.
 SEND FOR OUR NEW CATALOG



ANOTHER "HOT ONE"

7 Lucky Dogs—1,000 Holes with 7 Jack Pots and all punch out with 2—\$50.00 hits. Every winning number gets a punch in each one of the 7 Jack Pots, and may collect \$12.00.
 Takes in \$50.00
 Pays out 22.00
 Profit \$28.00
 Price, \$1.68

"JUST OFF THE PRESS"

Our latest circular showing our newest numbers at new low prices. Write for a copy.
AJAX MANUFACTURING CO.
 119-125 N. Fourth St., PHILADELPHIA, PA.

Stupendous Phenomenon

CHICAGO, Jan. 9.—In a week filled with exciting news, previous to the opening of the 1937 Coin Machine Convention, January 11, Lee (P. S.) Jones, head of the American Sales Corporation, astonished the most astute prophets of the coin machine industry by announcing that he would electrify the entire delegation to the 1937 convention Tuesday, January 12, by a "stupendous phenomenon."

Jones soberly declared that he had completely proved to his own satisfaction, January 7, that he could successfully demonstrate his prowess at predictability on the date mentioned. Thus he could beat the prophets of the industry at their own game, he said.



EARL MONTGOMERY, of Memphis, representing Rock-Ola products in Arkansas, Mississippi and Tennessee, is said to have firmly entrenched himself in the hearts of operators in these States, having taken care of their needs for many years. This week at the coin machine show he is renewing acquaintances with old friends from all parts of the country.

GUARANTEED USED NON-PAYOUT NOVELTY GAMES

Action	\$ 4.50	Forward Pass	\$ 7.50	Rebound	\$ 3.00
Angle-Lite	4.50	Genco Baseball	10.00	Rock-A-Lite	5.00
Bacon	4.00	Ginger	10.00	Score-A-Lite	6.00
Bomber	8.00	Gold Medal	8.50	Sensation	5.00
C. O. D.	4.50	Gusher	40.00	Signal	4.00
Contact	4.50	High-Low	8.00	Star-Lite	5.00
Cross-Cross-A-Lite	6.50	Jig Saw	4.00	Tit-For-Tat	8.00
Cross-Cross Plain	5.00	King	8.00	Torpedo	15.00
Cross Country	10.00	Live Power	6.00	Totalite	14.00
Ditto	10.00	Lucky Star	8.00	Traffic (Plain)	6.00
Draw Ball	30.00	Pippin	9.00	Trans-Atlantio	12.00
Fleet	4.00	Radio IOU	8.50	Tri-A-Lite	5.00
Flying Colors, Sr.	4.00	Rapid Transit	7.00	Wing-Lite	9.00

These games are an absolute bargain and are in perfect condition. 1/3 Cash with Order. Orders under \$10.00 full cash with order. GET ON OUR MAILING LIST FOR BARGAINS.

H. & D. SALES COMPANY 410 NORTH GAY ST., KNOXVILLE, TENNESSEE.

DISTRIBUTOR of the LATEST TARGET MACHINES

BOWLING GAMES
DIGGER MACHINES
 AND MANY OTHERS
 LOOK ME UP AT THE CONVENTION OR 245 BOARDWALK, ATLANTIC CITY, N. J.
MEYER WOLF

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.

500 BARGAINS FOR EVERY OPERATOR

Here are a FEW Samples! WRITE for COMPLETE LIST TODAY!!

PAY TABLES	
Bally Bonus \$35.00	Credit \$25.00
Bally Jumbo 25.00	Volvet 50.00
PIN GAMES	
Trapper \$29.50	Short Sox \$19.50
Hurdle Hop 29.50
COUNTER GAMES	
Reel "24" .. \$9.00	Punchette .. \$5.00
Races 9.00	Spin-a-Pack .. 3.00
Mysterious Eye 15.00

SKEE ALLEYS
 Roll-A-Ball (De Luxe Senior) . . . \$175.00
 Bowlette (Senior or Junior) . . . 150.00

MERCHANDISERS
 Northwestern (Latest De Luxe and Tri-Selector Model) (New or Used)—WRITE FOR PRICES.
 Stewart & McGuire (Used Peanut) . \$ 6.00
 O K Ball Gum Venders (Complete) . 15.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Newark.

ROYAL DISTRIBUTORS, Inc.
 54 Elizabeth Ave. Newark, N. J.

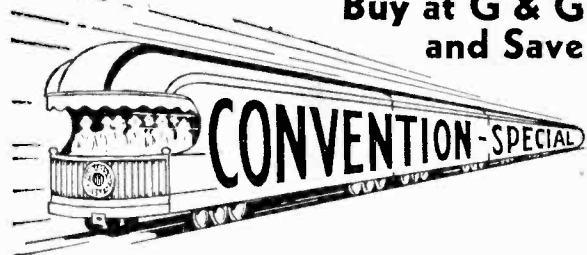
LOOK
 IN THE WHOLESALE MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

REBUILT

READY-TO-OPERATE

Buy at G & G
and Save



BAFFLE BALL.	\$14.50	PAMCO PARLAY.	\$32.50
ACE	14.50	RED SAILS	32.50
DAILY DOUBLE.	14.50	PINCH HITTER	32.50
DE LUXE 46.	14.50	ALL-STAR	32.50
IVORY GOLF.	14.50	DERBY.	32.50
PROSPECTOR.	19.50	BONUS	32.50
TYCOON, Bat.	26.50	FENCE BUSTER	34.50
TYCOON, Elec.	31.50	BROKERS TIP.	34.50
LEATHERNECK.	34.50	BALLY-ROLL.	129.50
REEL DICE.	18.75	DAVAL RACES	17.50

GERBER & GLASS 914 DIVERSEY
CHICAGO, ILL.

Ray Moloney Is Honored With Surprise Testimonial

Nearly 500 coin machine notables attend gala banquet described as one of most elaborate affairs in industry's history—Bally prez presented with world cruise ticket

CHICAGO, Jan. 11.—Nearly 500 distributors, jobbers, operators, supply men and others associated with the coin-machine industry started the 1937 convention festivities with a bang last night by attending a surprise testimonial banquet in honor of Ray Moloney, popular president of Bally Manufacturing Company. Held at the Stevens Hotel at 10 bucks per copy, the banquet was described as one of the most elaborate affairs ever held in local coin-machine annals. The cream of Chicago talent was recruited for the three-hour floor show, and numerous impromptu acts were offered by many of the guests. As this is written, early this morning, the party is still in progress.

The banquet, which was conceived and arranged by Lee S. Jones, of American Sales Corporation, and Paul Gerber and Max Glass, of Gerber & Glass, was a complete surprise to Ray. In his letter of invitation to the trade Lee Jones urged prospective guests to "button your kisser about the affair—as we wish to keep it a surprise for Ray." Apparently the warning was heeded, as Jim Buckley, Bally's general sales manager, told how he lured Ray to the Stevens Hotel by telling him he had an engagement with an important distributor.

Seated at the speakers' table were Ray Moloney, Jim Buckley, Lee S. Jones, Max Glass, Paul Gerber, Walter Tratsch, of A. B. T. Manufacturing Company, and Tommy Bowler, clerk of the Criminal Court, former president of the Sanitary District of Chicago and said to be slated as next Democratic candidate for sheriff of Cook County. Bowler, for many years a close personal friend of Ray's, remarked in his brief speech that "my association with Ray Moloney is not in a business way, so I won't try to tell you how important he is to your industry, but I will guarantee that as a friend and fellow man he is a square-shooter and one hell of a swell guy."

In calling the assembly to order Lee Jones stated that "no one man has done as much to promote prosperity in the coin-machine industry or so richly deserved the gratitude of everyone in the industry as Ray Moloney." Then after one of his inimitable off-the-record speeches Lee named Jim Buckley master of ceremonies, and in a witty discourse of the kind for which he is famous Jim presented the guest of honor.

Ray was visibly affected by the demonstration which followed, with guests standing on their chairs and cheering lustily for 15 minutes. His well-known nonchalance was obviously shaken by the tribute paid him and he seemed to be at a loss for words when an amusing incident relieved the tension. Someone, as yet not apprehended, turned the tables on the world's champion fire-cracker tosser and tossed an exceptionally noisy cannon cracker directly behind Ray's chair.

After Ray's brief talk each guest was

called upon to rise and take a bow. Then just before the floor show came the surprise of the evening when, on behalf of Ray's assembled friends, Lee Jones presented him with a miniature globe labeled "Around the World With Bally." Upon opening the two halves of the globe Ray found inclosed complete paid-up reservations for a 60-day world's cruise.

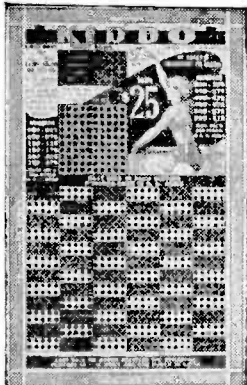
When he recovered from his amazement Ray pretended to be sore at what he called "this attempt to get rid of me and ship me off to China" but later promised to send every guest a postcard from each port of call during the cruise, which is scheduled for early in the spring.

Coin-machine men interviewed during the banquet agreed that the Ray Moloney testimonial banquet would go down in coin-machine history as the greatest convention jamboree of all times. As one distributor said: "Lee started his letter out by asking, 'Do you like Ray Moloney?' Well, this is the answer!"



Superior
"WORLD'S
FASTEST GROWING
SALESBOARD FACTORY"

SEE US AT
THE SHOW,
BOOTH 125.
Write for Superior's "Scoops," the Operator's Paper—It's FREE.

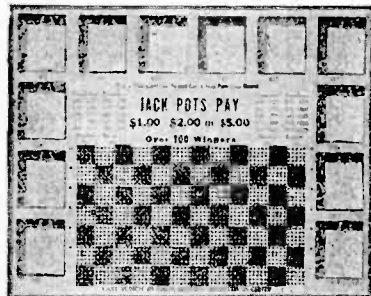


KIDDO—Feature: Last Sale in Each Ten-Hole Section Punches in Jackpot.
720-HOLE 5c BOARD—100 WINNERS—\$25 CAPITAL AWARD.

A SALESBOARD SENSATION.
Board Takes In, 720 Holes @ 5c. \$36.00
Pays Out (Average) 16.92

PROFIT (Average) \$19.08

SUPERIOR PRODUCTS, INC., CHICAGO, ILL.
DEPT. B. 14 N. Peoria St.



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.

GUARANTEED USED MACHINES AT CLOSE-OUT PRICES

PIN GAMES		COUNTER GAMES	
Cross Cross (Slides, 1c) \$2.50	Par Golf \$5.00	Reel "21" \$7.50	
Champs 17.50	Neotact 5.00	Races (Daval) 10.00	
High-Low 10.00	Score-A-Lite 4.00	High Stakes 10.00	
Hop Scotch 7.50	Signal, Sr. 2.50		
Kings 4.00	Spliffire 5.00		
Line-O 6.00	Scotty 15.00		
Man 'N' Moon 5.00	Talalte 10.00		
	Twister (Register) 15.00		

TERMS: 1/3 Deposit, Balance C. O. D. These Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

MILLER SALES COMPANY, 4404 Manchester Ave., St. Louis, Mo.

BARGAINS IN COIN MACHINES

- Four Palooka Sr.'s; 6-coin chutes; \$50 each
- Three Exhibit's Electric Eyes—\$50 each
- Two Bally Jumbos—\$35 each
- Ten Rock-Ola De Luxe 46—\$25 each
- Ten Rock-Ola Stampedes—\$15 each
- One Bally Hiאהah—\$50
- One Exhibit Big Richard—\$60
- Three Pamco Parlays—\$40 each

Also other items. WRITE OR WIRE
1/3 deposit on all orders, balance shipped C. O. D.

Shreveport Coin Machine Exchange, Caddo Hotel, Shreveport, La.

Acme NOVELTY CO.

23-25 NORTH 12TH ST. MINNEAPOLIS MINN.

ATTENTION OPERATORS!

WE WILL BE AMONG THE FIRST
TO DISPLAY THE WINNERS
SHOWN AT THE 1937 COIN
MACHINE CONVENTION.

Lansing, Mich., Ops Organize

DETROIT, Jan. 9.—A meeting was recently held at East Lansing, Mich., to organize coin-machine operators of that section. The name of Central Michigan Coin Machine Operators' Association was chosen for the organization. Plans call for taking in several counties. Operators from Charlotte, Grand Lodge and other cities, as well as Lansing, attended.

Officers were elected as follows: Merlyn Klissee, Lansing, president; Paul Andre, Grand Lodge, vice-president; Clyde Rise, Lansing, secretary-treasurer.

H. C. Engelhardt, of Flint; E. C. Bourden, L. V. Rohr, Frederick E. Turner, Warren R. Zerby, H. C. Barber, all of Detroit, attended the meeting and assisted in the work of organization.

James Underwood, of Grand Rapids, vice-president of the Automatic Merchandisers' Association, made two trips to Lansing prior to the meeting and is given a large share of credit for the work of preliminary organization.

Lansing organization is the seventh local organization in the State and brings the total of membership in the Automatic Merchandisers' Association to 140, according to Frederick E. Turner, State president.

Provision was made in the new organization for a board of directors, with directors elected to represent each class of operators. Only two positions were filled at this time—one for the amusement games division by Ralph Overmeyer, of Charlotte, and the other for the merchandise vending operators by Roy Lockwood, of Lansing. Other charter members of the new association are M. D. Bobler and Clarence Roberts, of East Lansing, and Don Finies, Dick Ridenour, J. A. Wilbur, Dick Hammond and Jack Hands, all from Lansing.

H. & D. Sales, Knoxville, Enjoys a Rapid Growth

KNOXVILLE, Jan. 9.—H. & D. Sales Company, Knoxville, is setting a fast pace. Organized in 1919 by N. Jack Hubbard and Arthur E. Davis, it has shown a steady and consistent growth, even during the lean years from 1930 to 1932. In addition to being distributors for leading coin machine and salesboards manufacturers, the firm is distributor for several nationally-known candies and carries a large and diversified line of novelties. Retail demand reached such a peak that an uptown retail store was opened several months ago.

Hubbard and Davis have worked tirelessly in the upbuilding of the firm and now employ a personnel of five salesmen on the road and two regular salesgirls in the retail store. According to the two hustlers, Knoxville—due for great expansion in the next few years, being located only 22 miles from the great government-built Norris Dam and the gateway to the Great Smoky Mountain National Park, each of which will bring thousands of tourists each year. In addition, large industries are locating in the Tennessee Valley and their payrolls will add to the already rich resources of the thriving section.

Davis and Hubbard will be registered at the Sherman Hotel during the Coin Machine Show.



E. N. MIMMS, Amusement Games Company, Louisville.

COME AN' GET IT!



500 USED GAMES!
THOROUGHLY RE-CONDITIONED READY TO OPERATE...
AT PRICES YOU CAN'T AFFORD TO OVERLOOK!

OUT OF TOWN OPERATORS VISITING THE SHOW... DON'T FORGET TO SEE EDDIE AND MAURIE IN SUITE 1121

P.S. MEANS OF COURSE "PERSONAL SERVICE" THAT HAS MADE ATLAS FAMOUS COUNTRY WIDE

ATLAS NOVELTY CO.

2200 N. Western, Chicago

VISIT THE USED GAME MART OF CHICAGO—

SPECIAL OFFER TO Nebraska and Iowa OPERATORS FREE!!

Price of Round Trip Railroad Ticket to Coin Machine Show with any purchase of \$300 or more placed thru us during the show.

NATIONAL PREMIUM CO.

1312 Farnam 609 Cherry
Omaha, Neb. Des Moines, Ia.

A. J. Johnson
L. V. Smith
R. H. "Bob" Roberts
Geo. F. Adams

... at home to operators every day of the show—Suite 424-425, Hotel Sherman.

Wurlitzer Phonographs

10 Model P-10	\$110.00 ea.
15 Model P-12	139.00 ea.
10 Model P-312	185.00 ea.
10 Seeburg Selectphones Late '35s—Red and Green	\$90.00 ea.
10 Paces Races—Reconditioned Like New	\$190.00 ea.
35 Reel 21's, (Daval's)	\$900 ea.
50 Centa Packs	\$6.00 ea.
1 Bally Roll (Bowling Game)	\$95.00
2 Palooka, Jr. (Like New)	\$37.50
1 Thoro Bred, Floor Sample	\$199.50

One-Third Deposit, Balance C.O.D. Write for Full List.
AUTOMATIC AMUSEMENT CO.
Phones 8195-8196. 101-103 N. Fulton Ave., EVANSVILLE, IND.

STOP LEAKAGE



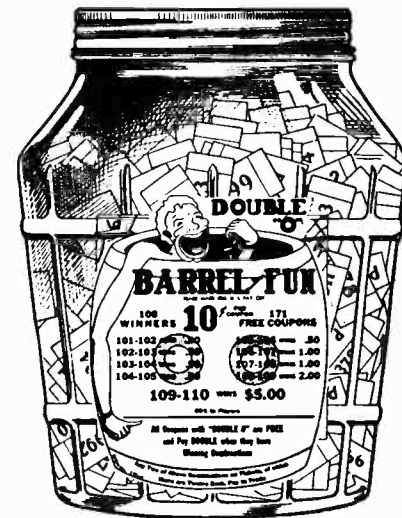
The patented features of this ingenious Dice Cup is especially constructed to **DEFEAT UNFAIR PLAYING**
Bowman Fool-Proof Cup,
\$2.95
We furnish complete Trade Game Accessories.

BOWMAN NOVELTY CO.
189 W. Madison St., Chicago, Ill.

SALESBOARD OPERATORS!

Merchandise that is different. Beautiful chromium chests filled with candy, stationery, cigarettes, etc., with 40, 50 and 60-hole pushboards. Novel liquor chest with glasses. Chicago operators now making big profits. \$50.00 to \$100.00 weekly. We are manufacturers.
STONE BROS., INC.,
800 S. Sibley St., CHICAGO, ILL.

A BRAND NEW GAME!



Double O Barrel of Fun

Has Everything! Free Coupons! Double Awards! Definite Payouts!
Player can win \$10.00 for absolutely nothing! Sells fast and brings quick profits for operators.

Nothing Else Like It! A New Idea in Jars!

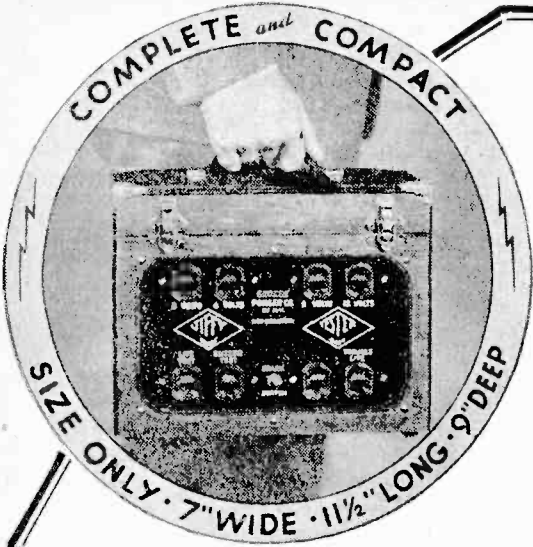
Hurry! Be among the first to get a complete sample deal for \$4.50 and earn \$38.60.
Takes in at 10c.....\$188.10
Pays Out.....\$149.50
PROFIT.....\$38.60

Also made for 5c play which takes in \$94.05 and pays out \$74.75, profit, \$19.30.
Write for Complete Information.

GAM SALES COMPANY
Manufacturers Only
1321 S. Adams St., Dept. B1, Peoria, Ill.

WANTED FOR SPOT CASH

20 BOWLING ALLEYS. MUST BE ROCK-O-BALLS
With Triple-Score Feature.
MOSELEY VENDING MACHINE EXCHANGE, Inc.
00 BROAD STREET RICHMOND, VIRGINIA



A REMARKABLE TIME and MONEY SAVER Every Operator, Jobber Manufacturer NEEDS This JIFFY TESTER

Tells you at a glance which wire in the machine is broken—the exact spot at which it is broken—which battery is weak—which soldered connection is loose—which fuse is broken—and answers hundreds of other electrical questions that you meet every day!

A marvelous instrument. Weighs only 21 lbs. Close the cover and carry it like a small suitcase—open the cover and your instrument is ready to use.

Instructions enclosed with each instrument so easy to follow you can make IMMEDIATE use of this remarkable time saver.

Best news of all—this extraordinary unit costs the operator only \$28.50 complete!

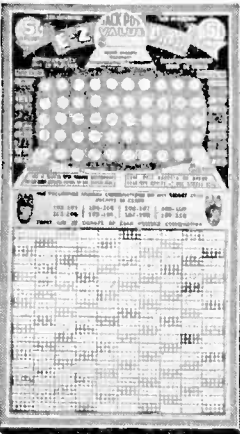
SEND YOUR ORDER TODAY FOR IMMEDIATE DELIVERY

One-third Deposit - - - Balance C. O. D.

GEORGE PONSER CO. Inc.

1140 Broadway, New York City
11 E. Runyon St., Newark, N. J.

BOOTH 175 at the Show



A GARDNER BOARD THAT'S GOING BIG!!

Table with 2 columns: No. 2100EZ (EZ Pickin), No. 2100EZF (EZ Pickin). Rows include Semi-Thick size, 2100 Holes @ 5c, Pay Out, and Profit.

GARDNER & CO.

2309 ARCHER AVE. CHICAGO, ILL.

MONARCH SPECIALS!

Table listing various game models and prices: JUMBO \$29.50, SUNSHINE DERBY \$28.50, PAMCO PARLAY SR. \$32.50, BIG GAME \$7.00, BAFFLE BALL \$19.00, SPORTSMAN Vls. Late Model \$10.00, DAVAL REEL 21 \$10.50, DAVAL RACES \$11.50.

EXHIBIT 10-BALL PAYOUTS, WHIRLPOOL, RODEO, FOOTBALL, \$15.00 EACH.

ARE YOU ON OUR MAILING LIST?

Get Your Name In Now for Our Latest Price List! Hundreds of Bargains in Reconditioned Games of All Types Ready for Delivery! TERMS: 1/3 Deposit With Order, Balance C. O. D.

MONARCH COIN MACHINE CO., 2308 Armitage Ave., Chicago, Ill.

ATTENTION CENTRAL PENNSYLVANIA OPERATORS

CLOSING OUT over 200 used straight pin games at special prices. Fifty used automatics; a few floor samples, STOP AND GO, DERBY DAY, FLICKER (new unit), all ticket models. All new games on display in our modern showroom. Plenty of parking space in the rear.

YORK VENDING COMPANY

208 W. MARKET ST., YORK, PA.

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.

Association Reports

The following trade associations submitted annual or special reports for the 1937 Coin Machine Convention issue of The Billboard. Officials and members of organizations will be interested in this exchange of ideas and reports on activities of other organizations.

Flint, Mich.

"In answer to your recent letter regarding our association for your review, I hope the following will be of help. Officers—Gordon Kilmer, president, C. C. Johnson, vice-president; H. C. Engelhart, secretary-treasurer.

"We have had an active association here for four years. The past two years we have operated under a license ordinance as follows: Operator's license per year, \$10; pin table license, \$5 each; scales, \$2 each; vendors, one-cent, 50 cents each; vendors, five-cent, \$1 each; vendors, 10-cent or over, \$2 each.

"We are unable to license any coin-operated devices except as listed. Pin tables mean amusement games only. Automatic pay-off games and counter machines of any sort are 'taboo.'

"The general opinion among our members is that the manufacturers have been decidedly lax in the production of straight pingames."

FLINT COIN MACHINE ASS'N,
H. C. Engelhart, Sec'y-Treas.,
318 Damon Street, Flint, Mich.

Chicago

"Last Monday night, December 14, as secretary of this association, I had the pleasure of casting the unanimous ballot of this body, declaring that the present incumbents of the various offices listed heron were elected by acclamation to continue in the offices that they now hold during the year of 1937.

"We meet second Monday of each month at Great Northern Hotel, where the latch string is always out to known operators and coin machine men, member or non-member.

"For our association and its members I think I may safely say that we found no fault in the logic of Lee Jones when he recently stated that the trials and tribulations of the operator were local problems. We tackle them on that basis, yet, it is and always has been the policy of this organization to give our moral, physical and financial support to all sound, clean-cut, legitimate efforts toward national organization within the coin machine industry.

"The past year was given over to mere

routine duties, secretary getting great kick out of reading Lee Jones ads for American Sales Corporation, and great wonderment when he noted Hurd was back in the back-pages editorializing in stentorian style."

VENDING MACHINE OPERATORS' ASS'N,
W. P. Considine, Secretary,
6400 Ellis Avenue, Chicago.

Detroit

"It was a pleasant surprise to see your signature on the letter received a few days ago.

"At our meeting of the 15th, the following were elected for 1937: E. C. Bourden, president; H. V. Barber, vice-president; W. M. Zerby, secretary-treasurer. Number of directors was reduced from six to three; those elected were Carlyle Gunn, F. E. Turner, L. V. Rohr.

"The policy of avoiding publicity in the light of what we may have accomplished, also our aims in the future, which was started when this association was organized three years ago, has proved beneficial and is still in effect."

SKILL GAME OPERATORS' ASSOCIATION, INC.,
W. M. Zerby, Sec'y-Treas.,
6328 Diversey Avenue, Detroit.

Des Moines

"Automatic Merchandisers' Association of Iowa has been active thruout its entire existence and has accomplished many things for the fraternity, the chief of which has been the suppression of legislation, which would have made the operation of machines impossible within the boundaries of the State.

"State Legislature meets in session January 11 this year and there will, no doubt, be several bills presented by uninformed senators and representatives which would mean an exorbitant taxation on the operator. Association is preparing an alternative bill which will be substituted if something of this kind occurs. This bill will embody a reasonable license fee for the operation of machines and in a great many ways will be of major benefit to the established operator, who has an investment and wants to protect his business against 'chiselers.' Many lines of endeavor do have such license bills that are proving of real benefit to their industries and the coin machine business can benefit accordingly.

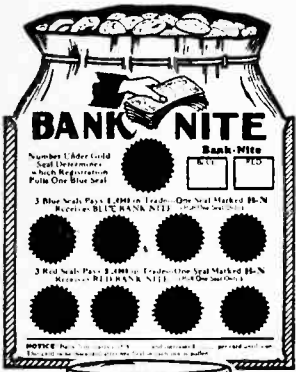
"Association sends out monthly



FIRST ORDER BEING PLACED for Rock-Ola's new 1937 World Series. Left to right are shown R. H. McCabe, Rock-Ola factory representative; A. W. Juster, owner Badger Bay Company, Green Bay, Wis.; Harry Williams, Rock-Ola engineer, and Jack Nelson, vice-president in charge of sales of Rock-Ola Manufacturing Corporation, writing up a large order of 1937 World Series for A. W. Juster.

BANK NITE

Bank Nite Makes Other Jar Deals Obsolete.



A PROVEN WINNER

SMALL INVESTMENT



BIG PROFITS

BANK NITE is not complicated with a lot of seals and cleans up quickly. 75% of the theatres in the U. S. are doing big things with Bank Nite. Cash in on this popularity in your territory.

One Bank Nite Jar will net you more per week than a hundred dollar machine.

Average Profit \$41.50 per Jar
GET IN THE MONEY
A COMPLETE SAMPLE DEAL FOR \$5.00
REFILLS \$39.60 PER DOZEN

1/3 Deposit, Balance C. O. D.

HAWKEYE NOVELTY CO.,
 428 E. GRAND, Des Moines, Iowa

mimeographed bulletins to all of the operators in the State which gives them direct and immediate information on all matters of importance to the operators of machines in the State, also news of their fellow operators.

"Our president, C. P. Harrison, and secretary, Robert W. Merriam, were elected delegates to the national convention in Chicago. C. H. Robinson, of Des Moines, and Ted Welch, of Centerville, were selected as alternatives.

"Plans are already under way for the association's annual meeting in May and it is expected that 300 operators will be on hand.

"Next regular meeting of the association will be held in Des Moines January 19. Every operator is urged to attend."

A. M. A. OF IOWA,
 Robert W. Merriam, Secretary,
 3015 47th Street, Des Moines.

Greenville, N. C.

"In your letter of recent date you requested a report of the North Carolina Automatic Music Association for your annual convention issue.

"The following is a brief of what we have done during the past year. We have held regular meetings of our association at the Sir Walter Hotel, Raleigh, each month. The main purpose of our association is to control percentages to locations and get license reduced in our State. The license here is a total of \$60 per instrument, divided three ways: \$20 for the State, \$20 for the town and \$20 for the county. In the first of the year we secured a federal restraining order, preventing the State Department of Revenue from collecting this tax. This restraining order was dissolved about the first of September of this year and the operators have had to pay the required amount, which has worked a great hardship on them. We held a big meeting and banquet at the Sir Walter Hotel, Raleigh, December 9 for the purpose of formulating our plans. Each operator in the State was assessed \$1 per machine to take care of this organization's expenses, which will be in the neighborhood of \$5,000.

"As a whole, we feel that our association has been a great benefit to the operators at large in the State and we feel sure that the tax on coin-operated phonographs will be reduced by the next legislature. We are always ready and eager to help any association that we can."

N. C. AUTOMATIC MUSIC ASS'N,
 L. B. McCormick, President,
 Greenville, N. C.

New Orleans

"Four years ago I took over the presidency of the New Orleans Coin Vending Operators' Association, which at that time consisted of five members. Today the membership is 60 and we have the best organization in the country. The operators co-operate with me 100 per cent and we go along very smoothly. Jules Peres is presiding secretary and Frank Alessi, treasurer.

"We are the only town in the United States to keep open and we do this without any trouble whatsoever. To keep an organization of this kind going one must use diplomacy at all times and run one's business on the level. I have no pets and treat all of the operators on an equal basis. I lay down the rules and see that they are obeyed.

"I might add also that our organization is the envy of the rest of the organizations of this kind thruout the country COIN MACHINES, Jan. 16—Jenn. GALLEY 2—Association Reports and as I have been chosen for lifetime, I am going to see that it continues so."

NEW ORLEANS COIN
 VENDING MACHINE ASS'N,
 Julius Pace, President,
 1006 Poydras Street, New Orleans.

Seattle, Wash.

"Please be advised that the undersigned is no longer secretary of the W.W.C.M.O.A. in Seattle, having sold out my route of pin games in that city nearly two years ago.

"Sorry I cannot give you the name of my successor, but I have forwarded your communication to the leading Seattle jobber, the Western Distributors, Inc.

"I have returned to my native city, San Francisco, and am now operating the old Cortland Theater, a small neighborhood movie in the Mission district."

WILFRED K. BERT.

NOTE: Officers of North Carolina Automatic Music Association are: L. B. McCormick, president; R. T. Thomason,

COLUMBIA

The only Bell Machine which can be changed from Nickel to Dime, Quarter or Penny Play.

Only Columbia is completely slugproof because it pays out first the Coins or Tokens which have been played last.

Standard or Mystery Play Bell or Mint Vender, also Cigarette Gold Award Bell.

Built for rugged play, completely silent in operation.

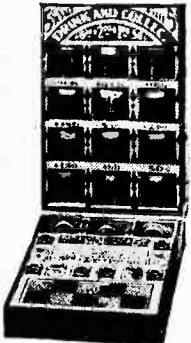


See COLUMBIA and the newest Groetchen Counter Games at Booth 11 or write for new Catalog B137.

GROETCHEN TOOL COMPANY

124-130 N. UNION ST. * CHICAGO, ILLINOIS

JOBBER AND OPERATORS HERE'S SOMETHING REAL 'HOT' FOR 1937
 1000 Hole Drink & Collect Board



1000 Sales at 5c takes in \$50.00
 Pays Out: in Beer Mugs, 50c to \$5.00—\$14.00
 Cigarettes: Pay Out: 10 Packs at 15c—\$1.50 15.50
PROFIT, \$34.50

SPECIAL PRICE \$2.00 each
 (Limited quantity on hand)
 TERMS: 25% deposit (Money Order) balance C. O. D.
NOVELTY SALES COMPANY
 806 WALNUT ST., PHILADELPHIA, PA.

SPECIALIZING IN Hi-Grade Rebuilds Bells and Venders

Large Stock on Hand Distributors for all NEW MACHINES
 Better Prices — Quicker Service
 Apply your idle equipment toward anything Exhibited at the Convention.

COLEMAN NOVELTY CO.
 Rockford, Ill.

BOWLING ALLEY BARGAINS

2 BALLY-ROLLS \$ 75.00 Each
 2 SKEE-BALLS \$120.00 Each
 1 ROCK-A-BALL \$110.00

These Games Used Very Little.
WESTERN SALES CO.
 301 East Third St. TULSA, OKLA.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

first vice-president; J. M. Womble, second vice-president; Hilda C. Rowlett, secretary and treasurer; Senator A. B. Corey, attorney.

Officers of Vending Machine Operators' Association of Chicago are: H. D. Hudson, president; J. J. Orlowski, M. L. Moses, Frank Nemec, vice-presidents; W. P. Considine, secretary; John Gerstman, assistant secretary; Charles W. Hoffman, treasurer.

Keeney Promises Finest Machine at 1937 Show

CHICAGO, Jan. 9.—Describing the line of machines to be offered for the present season, officials of J. H. Keeney & Company said that Paradise, a console cabinet type dice game, will bid for a place as the finest coin machine ever built. Its fascinating playing mechanism is entirely original. Keeney officials say, and while basically simple for the enjoyment of any patron, it has a modern sophistication which will undoubtedly produce huge profits. The game is mounted in a highly finished cabinet constructed of fine woods. Its appearance makes it placeable in the most exclusive of locations.

Another game that will capture the 1937 spotlight, according to Keeney execs, is Ten Strike, a two-ball pay-out pin game possessing revolutionary playing principles and features. The game is a clever adaptation of bowling and is equipped with a highly colorful playing field and light-up backboard. The combination of pingame and novelty payout playing designs ranks this machine among the top-flight games of the year.

Taking a prominent place in the show will be the already popular Targette, a dynamic electric target machine with a back and forth moving target. Two new games will also be shown at the convention—Air Mail, a 10-ball novelty game, and "700," a sensational odds-changing one-ball payout table game. All of these games are now in production and may be seen at the new factory or at the 1937 convention display of Keeney products.

SHOWER-PROOF FURS! FOX SCARFS

Beautiful Silvered Fox or White Fox Scarfs. Single or pairs. 36" lengths. Selling everywhere from \$15 to \$50. New shower-proof process guarantees against curling in rain. Made to stand up for two years' wear!

\$6.00 EACH
ORDER NOW



WRITE FOR FREE CIRCULAR
Shower-Proof FUR Coats and Muffs..
\$10 to 27.50 3.00

Important Notice! Every fur in our line is Shower-Proofed. It will just shake off, leaving no effect whatsoever on the furs. These are the only shower-proof furs in this price range. Order only BRAND furs.

CHARLES BRAND 208 W. 26th ST. NEW YORK, N.Y.

SPECIAL DEAL
 10 PIN GAMES \$29.50 Write for information
ALL PERFECT WORKING CONDITION.
W. J. C. COIN MACH. COMPANY
 1123 Broadway, N. Y. C.

MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR BALLY MFG. CO. PRODUCTS

ROCKOLA PHONOGRAPHS MILLS AND PACE SLOTS
SUPERIOR SALESBOARDS NORTHWESTERN PEANUT VENDERS

BALLY'S LATEST WINNERS

BUMPER	\$64.50
FAIR GROUNDS	Write
PREAKNESS	149.50
POCKETTS	57.50
BALLY BABY	17.50

SUPERIOR SALESBOARDS

1/3 Off List Prices.

NORTHWESTERN VENDERS

Complete Line of All Models and Types of Peanut Venders

ROCKOLA'S NEW PHONOS

Write for Prices and Terms.

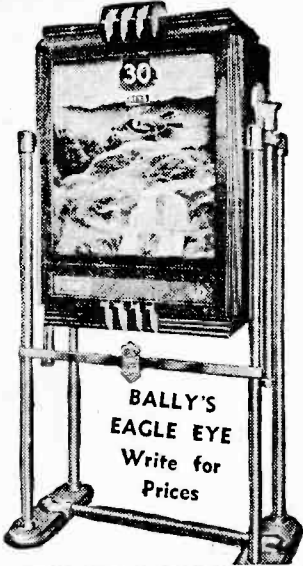
MILLS AND PACE SLOTS

All Models at Factory Prices.



CARL TRIPPE

TRIPPE'S CONVENTION CLEARANCE SALE OF AUTOMATICS, COUNTER GAMES AND PHONOGRAPHS. CASH—NO TRADE AT THESE PRICES. ALL GUARANTEED—READY TO OPERATE.



AUTOMATICS

ACE	\$15.00
ALAMO	25.00
ALL-STARS	45.00
BALLY DERBY	45.00
BIG SHOT (1 Ball)	25.00
BONUS	39.50
BROKERS TIP	25.00
CHALLENGER	45.00
CHAMPION (10 Ball)	7.50
CLUB VENDER (Counter 1c Cig)	17.50
COCKTAIL HOUR (10 Ball)	25.00
COCOANUTS	19.50
DAILY LIMIT	27.50
DAILY RACES (Multiple)	25.00
DE LUXE "46"	15.00
DO OR DON'T	10.00
DOUBLE SCORE	25.00
ELECTRIC EYE	50.00
FOOTBALL (Exhib. 10 Ball)	20.00
FLICKER	62.50

GALLOPING PLUGS	\$25.00
GIANT MOVIE BANK	69.50
GRAND NATIONAL (Oak Cabinet)	15.00
GRAND SLAM	25.00
HIALEAH	29.50
JUMBO (1 Ball)	29.50
JUMBO (1 Ball Ticket)	42.50
HIT OR MISS	7.50
MONOPOLY	49.50
MULTIPLE	45.00
NATURAL	37.50
NEW YORKER	7.50
PACES RACES	200.00
PAMCO PARLAY	35.00
PARI-MUTUEL	52.50
PALOOKA, SR.	45.00
PEERLESS	39.50
PROSPECTOR	19.50
PUT 'N TAKE	10.00
RED SAILS	35.00
RELANCE (Dice)	49.50
REPEATER (Free Play)	15.00

ROCKET (New Model)	\$ 7.50
ROUND UP	50.00
ROULETTE (Evans)	111.50
SUNSHINE DERBY	25.00
SPORTSMAN	7.50
TURF CHAMPS	85.00
TYCOON (Electropak)	35.00
WESTERN RACES (Multiple)	25.00
WESTERN RACES (Multiple Ticket)	35.00
WESTERN SWEEPSTAKES	12.50

COUNTER GAMES

BEAT-IT (1c to 25c)	\$ 5.00
BROADWAY (Dice)	3.50
BALLY BABY	9.00
BELMONT JR. (Race Horse)	5.00
DICETTE	4.00
FIVE JACKS (Fields 1c)	6.00
FOUR STARS	5.00
GROETCHEN "21"	13.50
HIGH STAKES	9.00

HORSES (Buckley 1c to 25c)	\$ 7.00
HOLD & DRAW	7.00
HORSE SHOES (1c to 25c)	5.00
KENTUCKY DERBY (Dice, 5c)	3.00
HIGH TENSION	10.00
KING SIX (Dice, 1c to 25c)	8.50
LITTLE DUKE (New Model, 1c)	17.50
MILLS BLACK JACK (1c)	5.00
MAIN STREET	3.00
NEW ERA VENDOR	4.00
PENNY PACK (1c)	9.00
PURITAN (No Vender)	4.00
PURITAN (Buckley 1c to 25c)	8.50
PURITAN VENDERS (1c to 25c)	6.50
PENNY SMOKE (1c)	7.50
RACES (1c to 25c)	9.00
RACES (Original Boxes)	12.00
REEL "21"	10.00
REEL RACES	9.00

RITHMATIC	\$ 6.50
SHIP AHOY	2.50
SPELL IT	5.00
TIT-TAT-TOE (1c to 10c)	7.00
THREE JACKS (1c)	4.50
TURF FLASH	4.00
TWINS	4.00
THREE CADETS	5.00

USED PHONOGRAPHS

CAPEHART (Non-Selective)	\$25.00
D. C. CONVERTERS (New) (110 Volt and 32 Volt)	39.50
MILLS DANCE MASTER	82.50
MILLS (Moderne Cabinet)	99.50
MILLS TROUBADOUR	35.00
ROCKOLA No. 1	165.00
ROCKOLA No. 2	185.00
SEEBURG MODEL "E"	39.50
SEEBURG AUDIOPHONE	29.50
WURLITZER P-12	180.00
WURLITZER P-10	110.00

TERMS—One-third deposit with orders, balance C. O. D. State whether 1c or 5c Slots and method of shipment preferred.

Order Direct from Our Main Office or Any of the Following Branches:

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

BRANCH OFFICES: Mt. Vernon, Ill.; 710 Buntin St., Vincennes, Ind.; 435 W. Olive St., Springfield, Mo.

FOREIGN DISTRIBUTORS: IT WILL PAY YOU TO GET IN TOUCH WITH US. CABLE ADDRESS IDEALCO, ST. LOUIS, MO., U. S. A.

VISIT BOOTH NO. 164 AT THE CHICAGO COIN MACHINE SHOW

MORE FASCINATING than POKER



POK-er-Bok

FASTEST MOVING JAR DEAL on the MARKET

127 Cash Prizes, including 2 \$10.00 Jack Pots, 10 \$1.00 to \$10.00 Winners, 36 50c Card Prizes, plus 114 Jar Prizes from 25c to \$2.00 Each. Some locations sell three to five a day or over week end. Operators cleaning up.

Sample Deal \$6.50. PROFIT \$30.28

Operators average \$30.28 PROFIT per Deal, and they sell out like wildfire. It's a natural, so get in on it now. Send only \$6.50 for Sample Deal and attractive prices for 1 dozen and larger quantities. Write now.

WERTS NOVELTY CO., Inc. DEPT. B. B. 16 MUNCIE, IND.

Daval Banquet At College Inn

CHICAGO, Jan. 9.—Daval Manufacturing Company tendered a banquet to many distributors from all parts of the country this evening at the College Inn of the Hotel Sherman. It was one of the pre-convention parties that set the guests agog with merriment, so that they would be in the proper mood to enjoy the "greatest convention ever held."

Paul (Potash) Gerber acted as master of ceremonies and did the job swell. Officials of the Daval Company proved themselves excellent hosts. The program included the College Inn entertainment and specialties. It was a real celebration for distributors who have had a successful year in selling Daval machines and who anticipate even greater sales in 1937.

Mills Features Extra Showroom

CHICAGO, Jan. 9.—Mills Novelty Company, known to operators as "the big store," commemorated 49 years of history in the automatic trade as it displayed its products and extended hospitality to attendants at the 1937 Coin Machine Convention. Mills firm put its powerful influence into helping swell the attendance at the annual show, and says that "nearly half of the 5,000 advance registrations at the 1937 convention were made thru Mills Novelty Company."

To contribute still further to the bigness of the 1937 convention, the firm has assigned 137 men from its various sales and promotional departments to work at the convention.

"No business or individual can ever grow too big to be friendly," Jim Mangin, advertising manager, states. "If you see anyone with a Mills badge, whether you know him or not, just walk up to him and say 'hello!' You'll find him a regular guy in all respects, anxious to serve you, wanting to know you better. If you have never bought a dollar's worth of our merchandise, we want to meet you while you are here and not with the idea of selling you anything,

but to show that every Mills man likes an operator."

Mills display of machines will be at the same location on the exhibit floor which have become familiar to the trade for many years. It is said to be more brilliant than ever before, and an education in coin machines to inspect the full display. A special phonograph and cigaret machine exhibit is in the Crystal Room on the first floor of the Hotel Sherman. This is said to be the second largest hall in the hotel and the Mills display of music and merchandising machines a convention in itself.

All attendants at the convention are invited to visit the Mills plant at 4100 Fullerton avenue. "If you come to Chicago, you should by all means not go back home until you have seen the Mills factory, the greatest monument to the coin-machine business in the whole wide world," Mangin states.



CARL F. TRIPPE, owner and manager of the Ideal Novelty Company, St. Louis, snapped at the Bally plant during his visit to Chicago last week. Trippe is proud of the fact that he has been taken into the "Tribe of O'Toole's Indians." He was initiated into the tribe by Jim Buckley, of the Bally firm.

See CHICAGO LOCK COMPANY

for ACE LOCKS
DOUBLE BITTED LOCKS
COIN CHUTES

You'll find Ace Locks on the Machines that really take in the money. See our exhibit at the Coin Machine Show now on in Chicago.

CHICAGO LOCK COMPANY
2024 N. RACINE AVE. CHICAGO, ILLINOIS

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

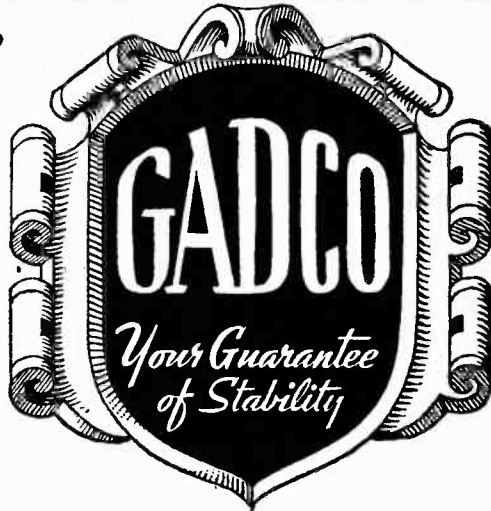
PAMCO "Flying Duck" and "Marksman"



A hard-working team of proven Profit producers . . . Tested for high earnings in actual location play. Choice of several types of installation for every location requirement.



ORDER TODAY FOR IMMEDIATE DELIVERY . . . FINANCED BY GADCO



S-P-R-E-A-D your operations with the GADCO FINANCE PLAN

Now you can operate more units without increasing your investment—you can Double or Triple your earnings by a sound expansion program, financed the GADCO way. We will finance any deal for any responsible operator. Bring your problems to us.

NEW STONER Double Profit Game

"Hold 'em"



\$54⁵⁰

Electropak Equipped.



Takes in 10c on team against team play, practically doubling the earnings of other football games. One or two persons can play.

GENERAL AMUSEMENT DEVICES COMPANY

PHONE *Randolph* 6350

3136 CASS AVENUE DETROIT, MICHIGAN

National Distributors of Profitable and Proven Coin-Operated Devices

Globe Trotter Radios Shown

CHICAGO, Jan. 9.—Globe Trotter Radio Corporation is displaying the novel Globe Trotter radio at Booth No. 126 at the 1937 convention. The item is particularly appealing to salesboard operators. The distinctive design and appearance of the radio has commended it to all users of premiums, whether for salesboards, skill games or other promotional ideas.



Robert Himmel

Robert Himmel, president of the firm, tells the story of its development by saying that he heard a lecture in which the speaker said that every intelligent person needed two things in his home or office—a dictionary and a globe.

"Later," Himmel says, "when I was looking for a design idea for a radio cabinet I thought of the statement. I couldn't build a radio set in a dictionary, so a globe was the final idea. It required a lot of engineering to adapt the chassis and all to the shape of a round globe, but here it is in all its attractiveness and practical uses."

Los Angeles Ops Elect Officers

LOS ANGELES, Jan. 9.—First monthly meeting in 1937 of the California Amusement Machine Operators' Association was held January 5, with the usual dinner, business session and floor show at the Cafe de Patee. Legal difficulties in neighboring towns had threatened to spread to other towns and led to some frank discussion as to local problems and advantages of the association.

Board of directors of the CAMOA had taken prompt action at the time and civic groups as well as prominent citi-

zens came to the aid of the amusement games operators. The trouble passed by, with full credit to the work of the association.

The attorney for the organization spoke at length at the meeting, setting out very plainly just what was expected of members of the organization in conducting their business if the co-operation of public officials and public respect for the association were to continue. The license fee in Los Angeles is a most favorable one, he recalled, and whole-hearted compliance with the law is absolutely essential to maintain good operating conditions in the city.

By a secret ballot the board was re-elected for 1937, including Joe Orcutt, George D. Cooley, Abe Chapman, Henry C. Ballard, W. B. Sewell, Mack Mohr and Newell H. Stearns. Stearns is also president of the organization.

National Premium Company Opens Office in Des Moines

OMAHA, Jan. 9.—National Premium Company, Omaha, announced this week thru its president, A. J. Johnson, that the firm has just opened a large, modern office and showroom at 609 Cherry street, Des Moines, which is serving Iowa, Minnesota and Missouri operators. Formal opening of the display rooms is to be announced at a later date. George F. Adams, who has been connected with the industry for over 10 years, will be manager.

Johnson journeyed to Chicago two weeks ago to place orders with various manufacturers for the newest and latest equipment.

"If you want my opinion of the outlook for 1937," says Johnson, "I predict the next three years will be the biggest the coin machine industry has ever enjoyed."

As an added incentive to operators to attend the Chicago show, National Premium has offered the price of a round-trip railroad ticket to operators of Nebraska and Iowa on an order of \$300 or more placed with them during the show.

Members of the company who will attend the show with Johnson are L. V. Smith, vice-president; R. H. (Bob) Roberts, general sales manager, and George F. Adams, manager of the Des Moines office.

TRI-O-PACK

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



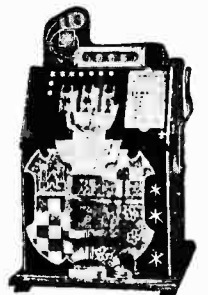
Order your Sample today. A few days on location will make you order more.

\$24⁷⁵

REEL DICE, \$18.75

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Vender the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

NEED QUICK

15 BOWLING ALLEYS. MUST BE TRIPLE-SCORE OF ROCK-OLA MANUFACTURE.

R. S. OAKES VENDING CO.

CLEARING STATION

CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

A Complete Line of Games for Every Purpose—Every Territory!

LIVE WIRE

Brand new 5 ball novelty game. Uses large 1 1/4" steel ball. Seeing is believing—we think it will be the ace game of the show.

RUGBY

One of the most popular novelty games on the market used with 2, 3, 4, or 5 balls. No holes in the board. Balls contact miniature football players.

ROLA SCORE

New 1937 model of Chicago Coin's phenomenal 9 ft. bowling game. Be sure and see the new 1937 model. It will earn more money for you.

HOME RUN

5 ball base-ball novelty game without holes. Five 1 1/2" steel balls bounce from spring to spring recording the hits on the light-up rack.

BUMP-A-LITE

A new 1 ball pay table DeLuxe. Absolutely new principle of play and animation. See this sensation without fail.

SWEET '21'

Chicago Coin's popular 1 ball odds changing payout table. Real black jack cleverly adapted to a money making payout table.

While in town we invite you to visit our factory for a complete display of these and other new games

IF NOT ATTENDING THE SHOW WRITE AT ONCE FOR FULL PARTICULARS

CHICAGO COIN CORP. 1725 DIVERSEY BLVD. CHICAGO, ILLINOIS

DEAL WITH CARL--ALWAYS A SQUARE DEAL

17—PACES RACES, RECONDITIONED—\$195.00 TO \$275.00
 P-412 WURLITZERS\$149.50 CHALLENGER\$ 50.00
 P-10 WURLITZERS 115.00 MULTIPLES 50.00
 BALLY DERBY 50.00 JUMBO 32.50
 BLUEBIRDS—Original Cartons—\$89.50

ALL THE LATEST TABLES BY BALLY FOR INSTANT DELIVERY
 FULL LINE MILLS SLOTS AT ALL TIMES IN STOCK
 One-Third Deposit

UNITED AMUSEMENT CO.

3411 MAIN STREET, KANSAS CITY, MO.

House Warming For Keeney Co.

CHICAGO, Jan. 9.—J. H. Keeney & Company contributed to the gaiety of the 1937 convention season with a big house-warming party, beginning today and lasting for two days. Occasion is to celebrate the opening of the Keeney plant at 2001 Calumet avenue. The two-day affair had all the excitement and interest of a real convention. The heavy attendance of so many well-known members of the industry was very gratifying to the officials of the company.

The guests were shown thru the new factory and beautiful office quarters. They were also treated to a preview of the new Keeney games. Refreshments were served in the conference room and the staff was on hand displaying the usual Keeney hospitality in receiving these visitors. The Keeney Company, headed by J. H. Keeney, wishes to express their appreciation for the hundreds of congratulations, telegrams and floral tributes received.

The "house-warming," because of its popular acceptance, has been continued for the show week and all visitors to the coin-game convention are sincerely invited to visit the new plant of the "House That Jack Built," a nickname which the automatic field has affectionately fastened on the firm of J. H. Keeney & Company.

Lite. The target machine is now well publicized to the trade, and may be seen at the Exhibit booths with some of the different targets that may be had, also the new payout model. The payout model is said to combine luck and skill to make a winning combination.

Another new machine on display is the Novelty Candy Vender, a machine said to combine the features of the Rotary Merchandiser and digger machines.



HELEN FITZGIBBONS, manager of the Fitzgibbons Building and distributing agency in Newark, N. J.

Exhibit Includes New Payout Model

CHICAGO, Jan. 9.—Included in the full line of Exhibit Supply Company machines is a payout model of the Shoot-a-

10 ROTARY'S—Never uncrated.....	Each \$190	60 WURLITZER P-10—Some like new, \$	75
10 ROTARY'S—Like new	\$175	1 DO-RE-MI—Remote Control with Sampler (Floor Sample)	\$250
20 RAY'S TRACKS—Used 2 Weeks (with Check Separators)	\$225	100 CAILLE CADETS—Good working order (mostly 5c; some 10c-25c) ..	\$ 35
5 RAILROADS—Used 2 Weeks.....	\$ 75	5 WURLITZER SKEEBALL	\$175
2 TURF CHAMPS—Used 3 Weeks.....	\$ 75	100 ROCK-OLA or MILLS SCALES—Some like new; all perfect working order	\$ 25
20 TROUBADORS—Look good; work perfect	\$ 50		
25 DANCE MASTERS—Look good; work perfect	\$ 75		

PRICES F. O. B. MIAMI

SEND 1/3 DEPOSIT

BILL FREY, INC.

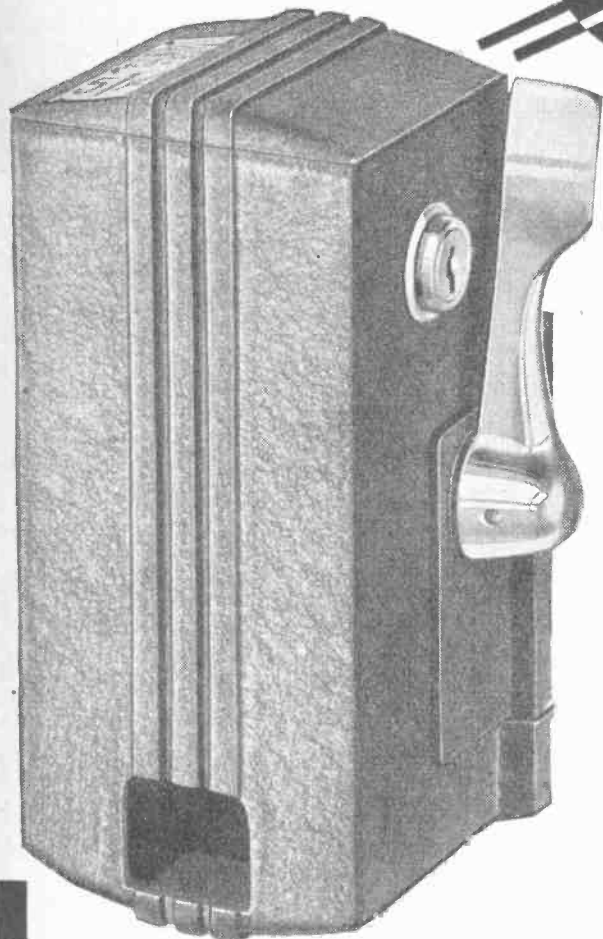
118 N. E. FIRST ST. MIAMI, FLORIDA

RECONDITIONED 5c NOVELTY PIN GAMES

Mad Cap	\$13.50	ONLY \$4.50 EACH. Cheer Leader, Kings of Turf, Drop Kick, 50-50, Angle Lite, Chicago Express, Cavalcade, Beamline, Kings, Balance Line, Ginger, Bomber.	ONLY \$4.50 EACH. Try-a-Lite, Tit for Tat, Spot Lite, Rapid Transit, 3-in-Line, Scorialite, Rebound, Flying Trapeze, Big Game, C. O. D.	REAL BUYS. 2 Yankee Electric Cranes, \$37.50 Each, 4 Electro Hoists, \$40 Each, Used 14 ft. Bowling Games, Write for Prices!
---------------	---------	---	---	--

REMIT FULL AMOUNT WITH ORDER. ADD \$1.50 EXTRA FOR 1c COIN CHUTES.

D. ROBBINS & COMPANY - 1141-B De Kalb Ave., Brooklyn, N.Y.



truly amazing
VANAK
COIN SELECTOR!

Absolutely Slug-proof!

Think of finding **only** nickels in the cash box every time you're out on collection! VANAK COIN SELECTOR puts a final STOP—once and for all—to "slugging" losses of coin-controlled machines. It eliminates the grief of jammed slots and makes service calls a thing of the past. Scientifically accurate and unfailing as the human eye, the VANAK COIN SELECTOR is absolutely the most advanced protection against slugs ever devised—and it's guaranteed!

Almost Human Coin Inspection!

The VANAK COIN SELECTOR accepts only nickels and patented VANAK SPECIAL CHECKS. No more slugs, bent coins, linoleum, gum, wire, paper, washers or anything else—Out they go through the uncanny scavenger device that shunts them back to the player! And what's more—by STOPPING losses the VANAK COIN SELECTOR pays for itself in a very short time!

Attached to Outside of Cabinet

It's simple as A-B-C to put on or take off from the outside of any pin table, merchandiser or game. Can be transferred from one game to another. Increased leverage of handle requires less pressure to operate shuffle board. Operates effectively at any angle. Accurately engineered and case hardened parts assure trouble-free service. The modern design of the VANAK COIN SELECTOR, finished in attractive brown, wrinkled, baked lacquer and chromed handle, adds beauty to any machine.

Guaranteed!

The VANAK COIN SELECTOR has been proven under grueling conditions in 5,000 test locations—in one location alone 300,000 plays were made without a single service call!

Every day without a VANAK COIN SELECTOR is money out of your pocket. Order today—and bank nickels instead of dumping slugs!

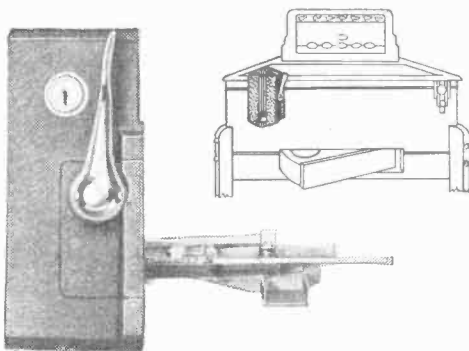
VANAK COIN SELECTOR, Universal Type, Complete with 100 VANAK SPECIAL CHECKS and one special brass tube to fit any standard payout mechanism. Price, each, F. O. B. Chicago

\$15⁰⁰

COVERED BY PATENT NUMBERS

351,586	533,746	1,882,506
368,582	535,494	1,945,318
381,442	587,365	1,945,319
410,451	1,882,502	1,945,320
433,460	1,882,503	And Other
453,050	1,882,504	Patents
461,099	1,882,505	Pending

CANADA—369,482



Universal Type

- Positively STOPS All "Slugging".
- Accepts Only Buffalo Nickels and Patented VANAK SPECIAL CHECKS.
- Equipped With Check Separator.
- Rejects All Foreign Objects.
- Eliminates Coin Chute Service Calls.
- Simple To Put On or Take Off Any Pin Table, Merchandiser or Game.
- Safe as a Bank Vault.
- Sturdy as a Steel Beam.
- Guaranteed.

A. DALKIN COMPANY

**4311-13 RAVENSWOOD AVE.
CHICAGO**

MANUFACTURERS OF ADAPTORS FOR VANAK COIN SELECTORS

SEE OUR DISPLAY AT THE COIN MACHINE SHOW BOOTH 213

THE RISING OF A NEW ERA

IN AUTOMATIC CREATION!



Look to a Greater Future with these
BRILLIANT 1937 WESTERN MACHINES!



24" x 60"
**WESTERN'S
GRAND PRIZE**

The first automatic payout table with a Jackpot . . . automatically, 70c of every dollar inserted in the Mystery Coin Chute goes into the Jackpot . . . a ball shot into the Daily Double pocket automatically empties . . . when \$4.90 is collected, the last 10c of the next dollar automatically pays out \$5.00. The Jackpot Visible automatically returns to zero.

\$159.50

Batteries or Power Pack Optional.

No Charge For Check Separator

\$169.50

Ticket Model



24" x 60"
BEAT 'EM

A sensational 1 ball payout table with a dynamic "come-on" appeal . . . from 1 to 6 coins can be played at the same time . . . ball passes through channel which lights up number to be beat . . . spinning-odds disc varies payout odds which run as high as 30 to 1 . . . possible \$9.00 payout . . . a Western machine that is going places!

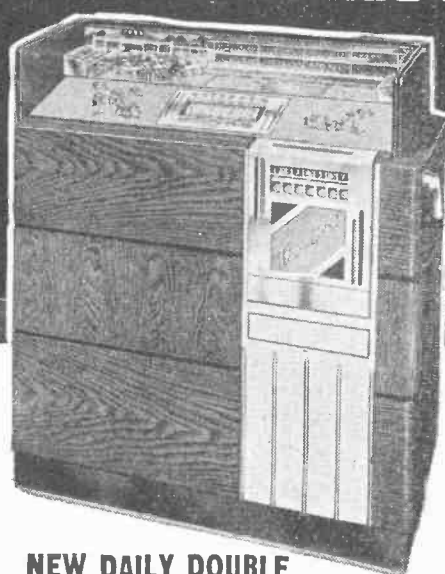
\$159.50

Batteries or Power Pack Optional

No Charge For Check Separator

\$169.50

Ticket Model



NEW DAILY DOUBLE

Thoro-bred

60 - 1 ODDS

The class of the whole field . . . the greatest De Luxe Race Horse machine of all time . . . you are assured of unequalled profits and superior location performance . . . multiple visible slug-proof coin chutes, 7 coins . . . mutuels change with every race . . . odds from 2 to 30 automatically paid out on winner . . . it stands as the supreme masterpiece of playing design and mechanical perfection!



ADJUSTABLE
CHROMIUM
SUPPORT

SHOOT-A-LINE

THE ONLY RIFLE RANGE WITH THE "DOUBLE SKILL" APPEAL

An original, exclusive Western development . . . player must complete a line of the Criss-Cross Light-Up panel by hitting Photo-Electric Cell Bull's eye as the required numbers go by . . . prizes may be awarded to induce heavy play . . . the numbers rotate on a moving disc . . . each hit on the target registers the number that is visible . . . positively free from any patent infringement . . . conceived and created by Western engineers!

\$275.00

See **WESTERN'S DYNAMIC EXHIBIT** at
Booths 138-9-40, 157-8-9--Suites 1988-89



WESTERN EQUIPMENT & SUPPLY COMPANY
925 W. NORTH AVENUE CHICAGO, ILL.



POST TIME

IS MILLS LATEST!

IT'S POST TIME—AND THERE AT THE BARRIER, READY FOR THE GREATEST RACE OF ALL TIME ARE OMAHA, BLACK HELEN, BLACK GOLD, REIGH COUNT, MAN O'WAR, DISCOVERY AND GALLANT FOX! ALL GREAT HORSES—AND EVERY ONE WITH AN EQUAL CHANCE.



With the field as even as that, you couldn't expect odds right now. Yet what would a horse race be without odds—and Post Time certainly is a RACE! So—on Post Time—you shoot to make your own odds. The odds cover Win, Place and Show and are secured in a very distinctive and ingenious way.

On Post Time there are seven slots, each corresponding to one of the horses in the race, and any one or all of these

horses from one to seven may have a nickel placed on it. You put the nickels or nickel in the chute, push down the handle which drops them all at one finger push, and the table lights up, *comes to life!* The horses being played are lighted. And there also comes into life, the most unusual, fascinating device ever put on a payout table—the **POST TIME CLOCK**.

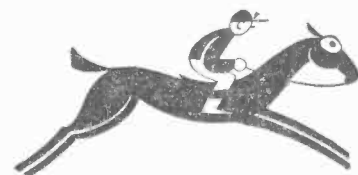
As soon as the handle is pushed the Post Time Clock, which is the control of the odds on the race, starts clicking, and an intriguing rapier-like hand sweeps around the circle of the dial pointing to a wide range of possible Win, Place and Show odds on all the horses.



Now the player has control, or at least partial control, over the odds, and it's up to him to shoot his one shot so that when the ball passes through one of the four barriers at the top of the board, it *stops the Clock* on the highest possible odds! It's a matter of skill! It's a matter of timing! The pointer is proceeding slowly and exactly—now it is over \$2.00, now it is about to click off \$1.50, now it may only be 60c. You have plenty of time to shoot your ball, and it all depends on when the ball passes over the shut-off switch. Skill, practice, timing and study are tremendously useful in getting the highest odds—and yet the normal player, who is not attracted by skill, principally because he is a dub and knows it, can shoot the ball with his eyes closed, and has every chance of both getting the highest odds and *collecting them*.

After the odds are set by the shooting of the ball, the ball continues down the board to cover three different fields of play. The first field is the Win area, with seven holes all unguarded which the ball may enter from any direction, above, below, or from the side. If the ball goes into the hole corresponding to the horse selected, immediately the payout of the odds secured on the Post Time Clock is effected. If the ball misses all holes in the Win area, it proceeds down the table, across the Place area and even to the Show area.

A thrilling sport! Nothing like this fascinating action, these exciting rules and features, this emphasis on personal operation has ever been captured in a table before! Action



is quick, positive; the procedure of play is a colorful, moving spectacle; crowds gather around; favoritism, hunches, skill challenges fill the air, and this grand seven slot pay table is ready to take in those nickels at the rate of \$40 an hour, if need be, and accommodates everyone.

Post Time is a striking, flashy table. Color is splashed with reckless abandon all over its playing field. The cabinet, in beautiful natural birch, with solid maple turned legs, measures 46" long, 21" wide, and 21" deep. It's the most impressive and interesting table you have seen in four years, for never was there a table with such an unusual device as the Post Time Clock or the special exclusive feature of establishing Win, Place, and Show odds by shooting the ball. Post Time is ready for immediate delivery—any table location is yours if you offer them this big surprise, the most exclusive and distinctive of pay tables. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

IT'S A PACIFIC YEAR!

Pacific has always produced outstanding products. The kind you've been able to depend upon. There was Contact, for example, and Major League. Then Lite-A-Line, the first lite-up game. And Pamco Parlay, with Pacific's original odds-commutator. Pamco Palooka. All successive winners unmatched in principle and performance. Each one an exceptional income producer. Now, 1937 finds Pacific in an even better and stronger position to give you the kind of equipment you need. Scores of new ideas. A veritable battery heralding a new era of earnings for Pacific operators. The first big gun in Pacific's 1937 campaign highlights the names of the following products to be shown at the Show. An array you'll see and play at Booths 163. A group you'll be sure to view in Pacific's twenty-two private 7th floor rooms—a convention you'll long remember.

Fred McClellan
PRESIDENT

Pamco MARKSMAN
Pamco FLYING DUCK
Pamco RACES Payout
Pamco HI-DEE-HO
NOVELTY-PAYOUT

Pamco 8-BELL
Pamco SHINETTE
Pamco LAKE STREET
Pamco GUM MERCHANT

Pamco BOWL Payout
Pamco ZENITH Payout

★
"IT'S A PACIFIC YEAR!"

PACIFIC
AMUSEMENT
MFG. COMPANY

4223 WEST LAKE STREET
CHICAGO ILLINOIS

1320 SOUTH HOPE STREET
LOS ANGELES, CALIFORNIA



1927

10 YEARS OF LEADERSHIP

1937

*Unsurpassed Quality
Mutual Cooperation*

D. GOTTLIEB & CO.

CHICAGO

Keep your eyes on Gottlieb
See our exhibit at the Coin
Machine Show, Booths 3-4-5

GREATEST *Novelty* SENSATION IN YEARS!
Bally's BUMPER

NO PINS! NO POCKETS!
FASTEST ACTION EVER KNOWN!

See the sensation of the Show at Bally's Booths 19, 20, 47, 48 and 217, 242 . . . BUMPER . . . the novelty game that earns as much or more than many payouts and one-shots. Also go out to Bally's plant and see BUMPER being built and shipped at a rate of 500 daily . . . right now when everybody's "supposed" to be "holding off" till after the show!

READ THESE REPORTS!

BUMPERS in New York averaging \$45.00 daily! Philadelphia reports range from \$25.00 to \$40.00 daily. A Detroit BUMPER earned \$56.00 from Saturday noon to Monday noon! Similar reports are coming in from Coast to Coast.

Get your share. Order BUMPER today . . . order a flock of them, as you'll need plenty to meet the demand in your territory. Do it now to avoid delays in delivery!

ORDER FROM YOUR JOBBER TODAY



22 IN. BY 46 IN.

Get in on the **BIGGEST BOOM** since **BALLYHOO!** Order **BUMPER** today!

PREAKNESS



Bally's greatest **ODDS-CHANGING 1-SHOT** hit! Now in its fourth month and going stronger than ever! Player gets from 1 to 7 "selections" and can collect on Win, Place, Show and 4th Place—28 possible winners—and 40-to-1 top! No wonder they keep feeding nickels to PREAKNESS by the hour! Get your share!

- A.B.T. COIN CHUTE
- 12-COIN ESCALATOR
- IN-A-DRAWER MECHANISM
- ELECTRIC ANTI-TILT

PAYOUT \$149.50
 TICKET: \$159.50
 ELECTRO-PAK EQUIPPED
 NO EXTRA CHARGE FOR CHECK SEPARATOR
 f. o. b. Chicago

A COMPLETE LINE OF WINNERS

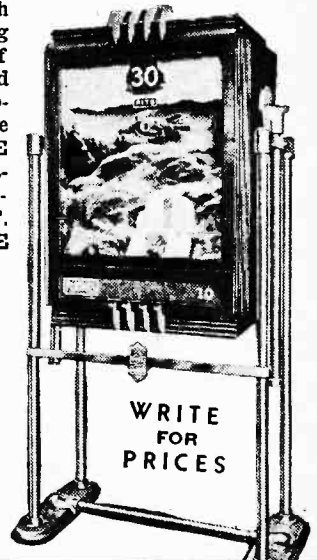
- RAY'S TRACK**
America's Finest Race Game.
- POCKETS**
The "Super-Charged" Novelty Pool Game.
- BELMONT**
One of the fastest 1-shots ever built.
- BALLY BABY**
3 counter games for price of one.
- RELIANCE**
Payout Dice Counter Game

AT THE SHOW BOOTHS
 19, 20, 47, 48,
 217, 242

BALLY'S EAGLE EYE

PHOTO-ELECTRIC RAY-RIFLE RANGE

Only ray-gun game with "TRIPLE-DUCK" Moving Target, insuring plenty of thrills for the amateur and a real skill test for the sharpshooter . . . and long life on location. Simplest ONE PHOTO-CELL Self-Adjusting mechanism, **GUARANTEED TROUBLE-PROOF**. Available in **ADJUSTABLE** stand, which can be operated anywhere . . . or handsome Console Model.



IMMEDIATE DELIVERY

WRITE FOR PRICES



BALLY MANUFACTURING COMPANY
 2640 BELMONT AVENUE
 CHICAGO, ILLINOIS

John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New York, N. Y.

ROCK-OLA'S MAGNETIC

1937

WORLD SERIES

K-OLA
S. 16-17-18

ROCK-OLA
BOOTHS NOS. 49-50-51-52-53



★ MAGNETIC? THE WORLD WILL TELL YOU!

Watch the crowds around "ROCK-OLA'S NEW 1937 WORLD SERIES!" Try and "elbow your way" up to one of the many machines at the show!

A hundred machines wouldn't be enough to take care of the crowds that want to play "ROCK-OLA'S NEW 1937 WORLD SERIES!"

There **MUST** be a reason, and you'll **KNOW** that reason at the Show!

Brand New Idea . . . Almost Human . . . Everything But Talk . . . Try to Fool Pitcher Dean . . . Try to out-smart the fast Outfielders . . . See That Umpire Raise His Arms in perfect decisions . . . **YOU'LL ADMIRE THAT LUXURIOUS CABINET! . . . THAT NEW GORGEOUS LIGHT-UP EFFECT! . . .** There's the World Series Playing Field . . . There's all the "All-Star" Champion Ball Players out on the Field, or awaiting their turn to bat . . . **AND—**

The actual thrill and play of a World Series Ball Game is in **YOUR** hands . . . Have a Box Seat . . . **FOR ONLY FIVE CENTS!**

THE ACME OF PERFECTION FOR OPERATOR'S PROLONGED PROFITS!—LEGAL EVERYWHERE IN THE WORLD!



ROCK-OLA MFG. CORPORATION • 800 N. KEDZIE AVE., CHICAGO, ILL.

Bally STEALS THE SHOW AGAIN WITH FAIR GROUNDSS

GREATEST
1-SHOT
AT THE SHOW

SEE THAT NEW
GIANT
BACKBOARD

MULTIPLE
COIN-CHUTE
PERMITS 4 TO PLAY

PAYOUTS
MULTIPLIED
BY NUMBER OF COINS
PLAYED-UP TO 4

ODDS CHANGE
FOR EVERY COIN
PLAYED

1 TO 7
SELECTIONS
EVERY GAME

28 WINNERS
POSSIBLE EVERY GAME
PAYS ON WIN, PLACE,
SHOW AND 4TH PLACE

\$800 TOP
WHEN 4 COINS
ARE PLAYED

WIN	40	20	16	12	8	WIN
PLACE	20	16	12	8	4	PLACE
SHOW	16	12	8	4	2	SHOW
PURSE	12	8	4	2	2	PURSE



FAIR GROUNDSS by Bally! The talk of the Show! The one stand-out sensation that will send operators home in a mood for bigger profits in 1937! If you miss FAIR GROUNDSS, you miss half the Show . . . so go at once to Bally's Booths . . . see FAIR GROUNDSS and dozens of other new Bally Show Hits . . . payout games, novelty games, counter games . . . every one a sure-fire money-maker!

Illustration shows extreme PORTABILITY new CONSOLE CABINET. Size 54 in. by 26 Light Boxes 9 in. high.

See it at **BALLY'S BOOTHS 19 · 20 · 47 · 48 · 217 · 242**
or write **BALLY MANUFACTURING COMPANY** 2640 BELMONT AVE
CHICAGO, ILLINOIS